DT3.5.1 SPECIALIZED TRAINING FOR EACH DIMENSION

Germany

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After the results of the first pilot round, bwcon and HdM decided to organize a second round of the pilot implementing the feedback and the lessons learned collected during the first trial.

Core of the 2nd pilot round was the organisation of a Hackathon from the 18 to 20 June 2021.

In preparation for Hackathon and following it, bwcon and HdM have organized three specialized training:

- On 17th April 2021 a Design Thinking Training to understand how ideation works and how new ideas for complex challenges can be created

- On the 24th June 2021 specialized training on Future Trends on the topic "Artificial intelligence becomes creative"

- Finally on the 11th July 2021 a second workshop on Protoyping following the design thinking approach.

The following deliverables summarized the three specialized training delivered.

COCO4CCI Design Thinking Workshop

|	
Date of Event:	17th April 2021
Location:	Online via Zoom
Status:	/ ended
Partners Involved:	bwcon and HdM Stuttgart
Relation to Project:	D.T3.5.1 - Specialized training materials for each dimension (technology, future, mind-set)
Event Website:	http://cocobw.de
	Bwcon and HdM hosted a specialized training on Design Thinking in preparation for the ideation activities connected to the Hackathon planned for June 2020. The training was organized online via Zoom on the 17th April 2021. The training offered an introduction into the Design thinking methodology and involved a workshop part where participants from CCI could test the methodology themselves. Participants had the chance to go through some of the six phases of the design thinking process using a topic they select together as an example. The phases were the following: - Understanding: First, complementary teams were formed - the basis of every Design Thinking workshop. In the first step, the participants collected needs and unsolved problems from their own everyday work. Participants learn about need or bug lists, which help to observe properly, to remain sensitive to non-obvious problems, to become aware of obstacles and to develop empathy. In addition, participants learn how to approach a new problem and create a shared understanding of the issue. - Observation: This was followed by an intensive field observation and interview phase in which participants gain important insights and knowledge about the topic and define the framework of the status quo. It is important to observe without judging: The point is for the participants to empathise with users, customers or those affected and to gain new insights in order to check and question their own assumptions. - Synthesis: The observations were collected and ordered by the participants, patterns and overarching themes crystallise. The most important results were broken down to a single, prototypical user whose needs are condensed into a clearly defined brainstorming question. This so-called "point-of-view"

formed the framework for idea generation. Persona exercises, customer journey and cluster techniques helped participants to focus on their actual target group and to effectively organise the many results.

- Idea generation: This step is one of the core elements of Design Thinking and consists mainly of brainstorming, which serves the participants to develop and visualise different concepts and ideas. Mind maps or creative techniques and visualisations can also be used here. The participants repeated solution development techniques several times alone and in teams to generate bolder ideas, which were ranked at the end. The best solution approach is democratically determined by the participants.

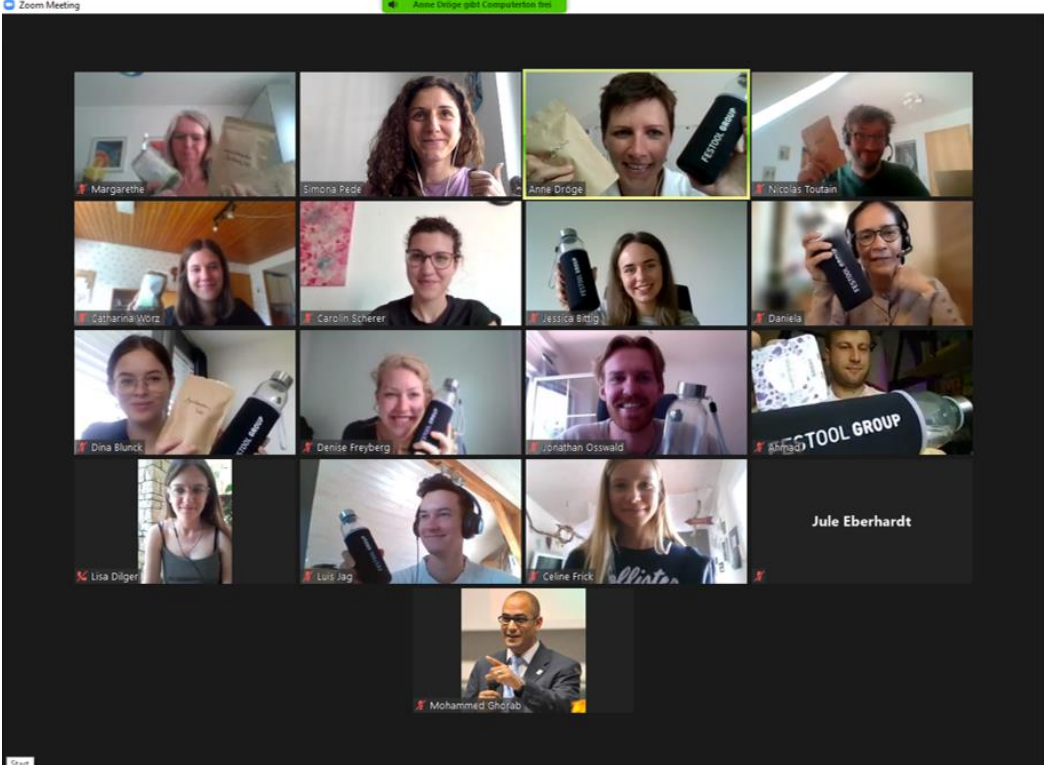Overall, 15 people took part into the training. The agenda and screenshot are reported below.

Annex (Participants lists, agenda, pictures):
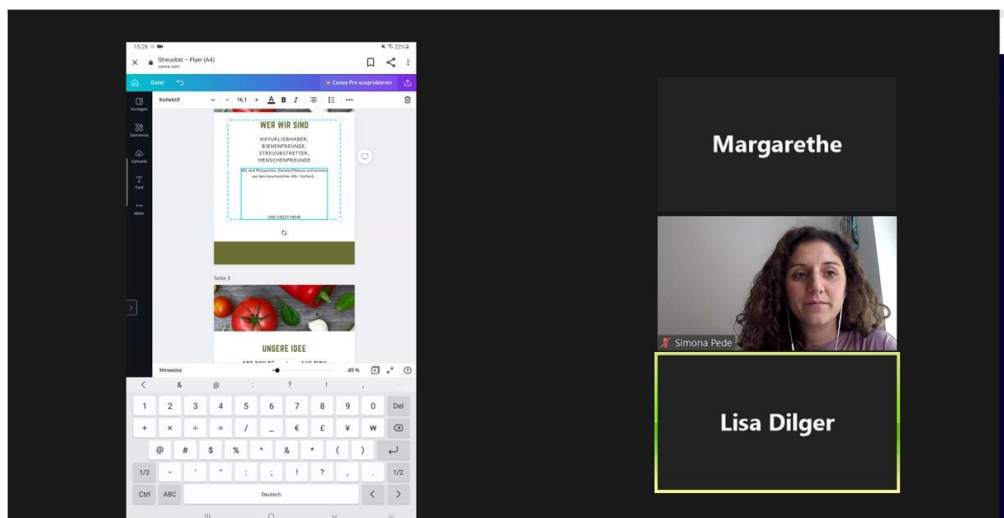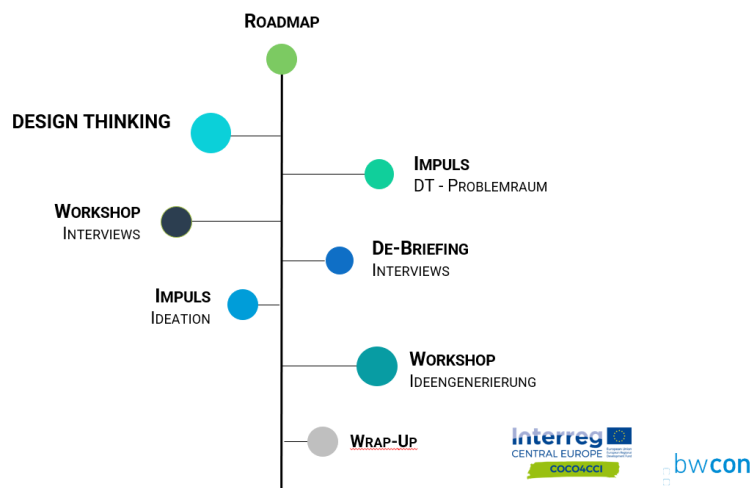
Type of audience reached (project target groups)	CCIs

COCO4CCI SIG Kreativwirtschaft – Artificial intelligence becomes creative"

Date of Event:	24th June 2021
Location:	Online via Zoom
Status:	/ ended
Partners Involved:	bwcon and HdM Stuttgart
Relation to Project:	D.T3.5.1 - Specialized training materials for each dimension (technology, future, mind-set)

Event Website:	http://cocobw.de
	Bwcon and HdM hosted a specialized training on "Future Trends" on the 24th June 2021.

For that a Special Interest Group (SIG) of companies was organized with the goal of interdisciplinary networking of actors from different sectors and encouraging cross-sectoral cooperation. The SIG was designed as an interface and forum for the cross-domain exchange of experts from the fields of advertising, public relations, events, film, content and publishing industry, the technology and software sector and data-driven business models.

To highlight which interconnection there might be between technology and creative companies, the SIG was opened by the keynote "Artificial intelligence becomes creative" from Dr Johannes Stelzer (CEO Colugo GmbH). In his speech, Dr. Stelzer showed that creative AI is capable of generating new content and solutions and he presented the new developments in the field and their effects.

Dr. Stelzer specialises in the transfer of AI peak technology into application. He conducted research for over a decade at various Max Planck Institutes at the intersection of neuroscience and AI. During his speech, it showed different piece of arts created by Artificial Intelligence through the modification of existing pictures.

He also showed how Artificial intelligence is able to sustain a conversation with an user and even to write a book when fed with some inputs.

Following this keynote and a Q&A sessions, participant were divided in three groups to discuss in an interactive workshop format which new business models for the creative industry might arise through the cooperation with other industries.

16 participants attended the workshop.

Annex (Participants lists, agenda, pictures):

Agenda

Start	Programmpunkt	Referent
17:00 Uhr	Begrüßung und Vorstellung der Special Interest Group	Pietro Triscari, Geschäftsführer d-serv GmbH
17:30 Uhr	Impulsvortrag „Künstliche Intelligenz wird kreativ"	Dr. Johannes Stelzer, CEO colugo.ai GmbH
17:50 Uhr	Q&A	
18:00 Uhr	Interaktiver Workshop zu neuen Geschäftsmodellen und Kooperationsmöglichkeiten	
18:30 Uhr	Ende	

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Künstliche Intelligenz ist #kreativ! In seinem Impulsvortrag zeigt Dr. Johannes Stelzer (CEO Colugo GmbH), dass kreative #KI in der Lage ist, neue Inhalte und Lösungen zu generieren. Er stellt die neuen Entwicklungen und deren Auswirkungen vor ➡ https://lnkd.in/eEipmKz

Dr. Stelzer hat sich auf den Transfer von KI #Spitzentechnologie in die Anwendung spezialisiert. Er forschte über ein Jahrzehnt an verschiedenen Max-Planck-Instituten im Schnittbereich zwischen #Neurowissenschaften und #KI.

Im Anschluss tauschen Sie sich zu neuen #Geschäftsmodellen für die #Kreativwirtschaft und #Kooperationsmöglichkeiten mit anderen #Industrien aus.

Melden Sie sich jetzt für das Netzwerk-Event der Special Interest Group (SIG) Creative Industries an ➡ https://lnkd.in/eEipmKz

Das Event findet in Kooperation mit Interreg CENTRAL EUROPE Programme #coco4cci statt.

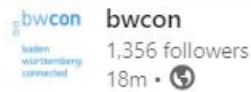#künstlicheintelligenz #ai #artificialintelligence #creativeai #kreativität

See translation

Künstliche Intelligenz wird kreativ
Dr. Johannes Stelzer
CEO colugo.ai GmbH & Spezialisierung: Transfer von KI Spitzentechnologie in die Anwendung
Jetzt anmelden
Am 24. Juni | ab 17 Uhr

bwcon
1,356 followers
18m · 🌐

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#künstlicheintelligenz #ai #artificialintelligence #creativeai #kreativität
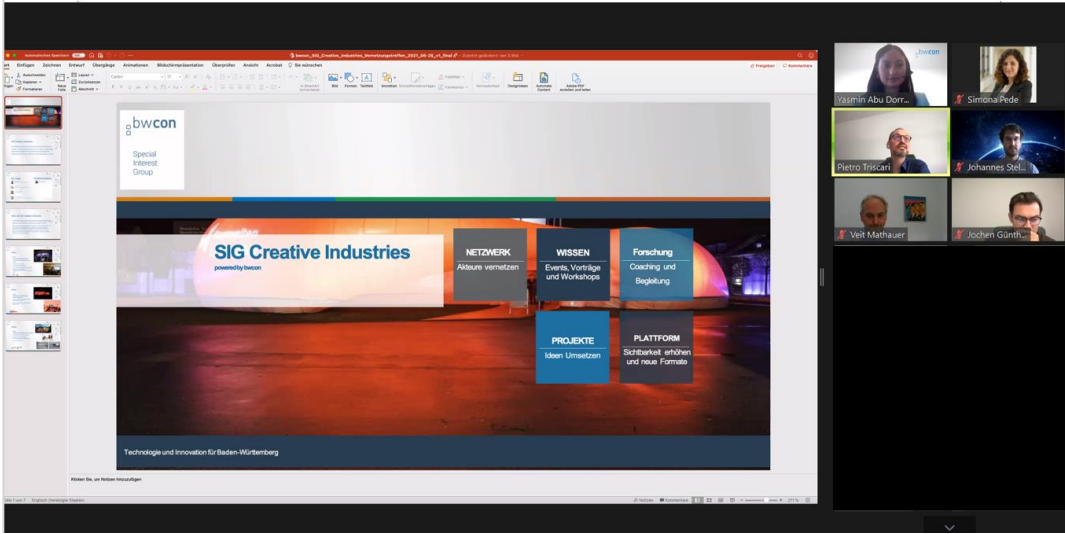
See translation

Künstliche Intelligenz wird kreativ

Dr. Johannes Stelzer
CEO colugo.ai GmbH & Spezialisierung: Transfer von KI Spitzentechnologie in die Anwendung

Jetzt anmelden
Am 24. Juni | ab 17 Uhr

Type of audience reached (project target groups)	CCIs and AVMs

COCO4CCI Prototyping Training – following the Design Thinking approach

Date of Event:	11th July 2021
Location:	Online via Zoom
Status:	/ ended
Partners Involved:	bwcon and HdM Stuttgart
Relation to Project:	D.T3.5.1 - Specialized training materials for each dimension (technology, future, mind-set)
Event Website:	http://cocobw.de
	This second specialized training following the Design Thinking methodology was organized after the Hackathon in July 2021.

This training was dedicated to the work on the challenge and concrete ideas developed for it with a particular focus on prototyping.

After a theoretical input on idea generation and prototyping, participants were asked to selected some of their ideas they considered more feasible. For these ideas, they were asked to build a very simple prototype, through which the workshop result could be experienced and grasped. The prototype formed the basis for the subsequent testing phase. |
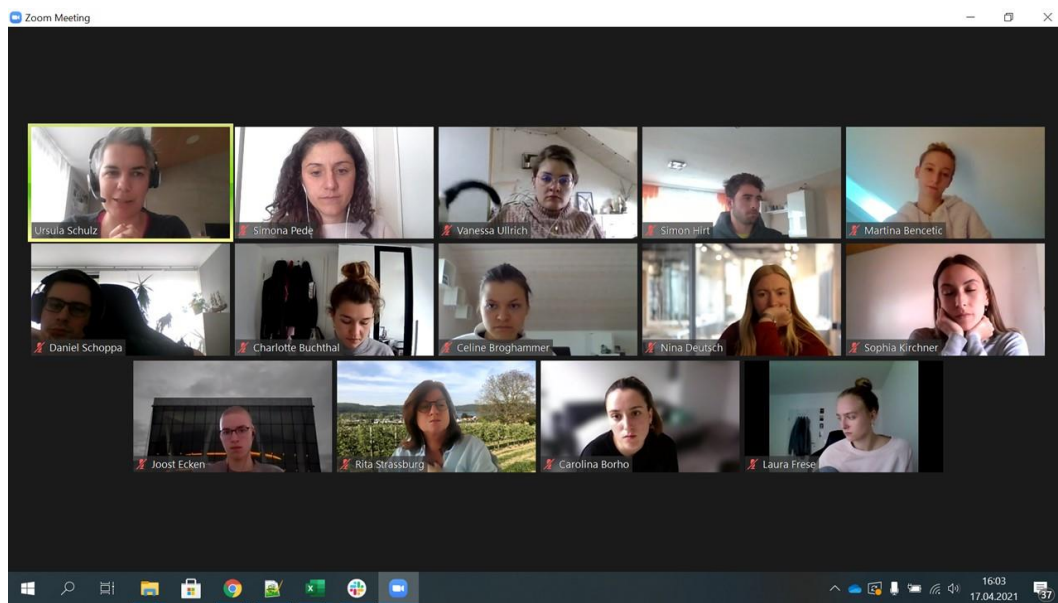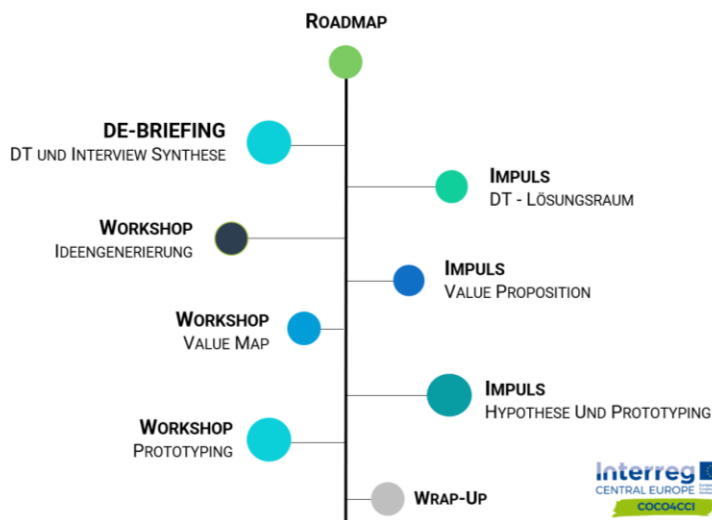
	In the testing phase, participants used the prototype to test their result with the appropriate target group and gather feedback. The tests and reactions of the surveyed target group then quickly make it clear what should be followed up or changed and whether the prototype can actually solve the original problem as expected. For the final phase, the participants use different feedback, survey and test methods. Overall, 12 people took part into the training. The agenda and screenshot are reported below.
Annex (Participants lists, agenda, pictures):	CCI See screenshot below