

# DT3.5.2 SPECIALIZATION MATCHMAKING

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Baden-Württemberg

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# COCO4CCI MATCH MAKING EVENT GRÜNDER-GRÜN

**Date:** 24.06.2021, 29.07.2021, 26.08.2021

**Location:** Kreativzentrum, Lichtensteinstraße 6, in Schwenningen

**Project relevance:** Matchmaking between Creatives and Industry

## Participants:

// Number of participants: 900 in total (300 per event), 19 direct conversations on 26.08.2021

// Participant structure:

\_\_8\_ AVM

\_\_11\_ CCI

Target groups:

## Event

### DESCRIPTION

Villingen-Schwenningen wants to push innovation and founding activities in the rural region of Schwarzwald-Baar-Heuberg. The nucleus takes place in the new creative center "DIE HALLE" in a former hanger owned by HALLER Industriebau and developed by Dirk Werner from econo media. A central part is the match making between students and start-ups and industrial organisations. Die Halle is partnering with all relevant stakeholders such as IHK, the regional business development agency and bwcon. Under pandemic restrictions it was difficult to catch and match people from both target groups. In June the partners started with high effort on hygienic concepts an indoor market where people can get in touch. Gründer Grün is an exhibition stand that has been introduced with local pressman on 24.06.2021. Start-Ups have planted plants to demonstrate how new businesses can grow over time. The partners are present on the monthly event to enforce matches. Other exhibitors are the creative hub of the university Furtwangen and a sound installation of the academy of music in Trossingen.

### LESSONS LEARNT

During the first events showed that is helpful to place the exhibition stand close to the refreshment stations where most of the people spend their time.

### FEEDBACK



A lot of peoples have a perverted picture of the creative industry. The face-to-face discussions and the touchable installations helped to reduce prejudices and to find things on common in the area of innovation and digitization.

#### **FOLLOW-UP**

The stand stays as a permanent exhibition in the center and will be visible during all events in the center.

#### **PHOTOS**



