

REPORT ON STAKEHOLDER CONSULTATION

Deliverable D.T4.1.2
Country: SLOVENIA

Version 1
Date 8th July 2021





Summary of the events and meetings with stakeholders (date and type(s) of event)

Type of consultation (individual meeting, web meeting, round table discussion, ...)	Workshop “Testing the recepies for fruitful collaborations”
Date	8 th July 2021
No. of participants	19

Please add more tables in case you had several meetings/consultations

Total number of stakeholders consulted: 19

Description of the stakeholders consulted

Stakeholders or key partners are important to integrate the cross-sectoral collaboration in the business support environment for CCIs and AVM. Please describe the stakeholders that were consulted (COCO4CCI’s advisory board members, other business support organisations, other CCI hubs and actors, policy makers, companies or organisations from other sectors, academia representatives etc. You might even find important stakeholders in your own organisation).

<p>The invited participants could be devided in five (5) important groups:</p> <ol style="list-style-type: none"> 1. <i>Business support organisations,</i> <ul style="list-style-type: none"> • <i>Anja Zorko, Centre for Creativity</i> • <i>Majda Potokar, Technology Park Ljubljana</i> 2. <i>CCI hubs and actors,</i> <ul style="list-style-type: none"> • <i>Nina Malovrh, OM NOM,</i> • <i>Ajda Marič, ePrvak Group</i> • <i>Jernej Koželj, Tak Kolektiv</i> • <i>Matic Lenaršič, Tak Kolektiv</i> • <i>Janžej Marinč, Tak Kolektiv</i> • <i>Jernej Kropej, JJK Design</i> • <i>Andraž Rudi Vrhovšek, Addid+</i>
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- Primož Mahne, Gigodesign
 - Jaka Benedik, TRI - PIS
3. **Policy makers**
- Natalija Medica, Ministry of Economic Development and technology
 - Irena Marš, Ministry of Culture
 - Nataša Jurgec Gurnick, Ministry of Culture
4. **Companies from other sectors (AVM)**
- Blaž Stepišnik, Hovercraft
 - Matija Klinkon, Led Luks
 - Bojan Ceglar, Procenta
 - Andrej Levstek, IB-Caddy
 - Boštjan Žagar, CAP

Invited participant attended from the Ministry of Culture (policy makers group) and Centre for Creativity (Business support organisations group) are also the members of the COCO4CCI's advisory board.




LISTA UDELEŽENCEV

SESTANEK: PROJECT COCO4CCI – DOGODEK ZA DELEŽNIKE

DATUM: 8.7.2021; 13:30 – 15:30

LOCATION: GZS, Dimičeva 13, 1000 Ljubljana

No.	NAME	SURNAME	ORGANIZATION	E - NASLOV	SIGNATURE
1.	Andrej	Kregar	Kreatif Design		
2.	Natalija	Medica	MGRT		✓
3.	Nina	Malovrh			
4.	Ajda	Marič		ajda.manic@gmail.com	
5.	Luka	Piškorič	POLIGON		
6.	Anja	Zorko	CZK		
7.	Jernej	Koželj	Takkolektiv	jernej@takkolektiv.com	
8.	Petra	Kezman	MZZ		






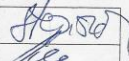

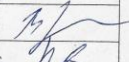

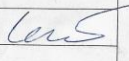

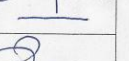

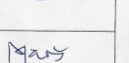
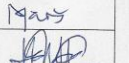
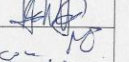
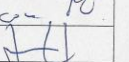
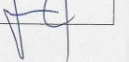
RRA LUR
regionalna razvojna agencija
ljubljanske urbane regije




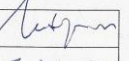
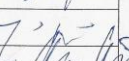


RCKE
regionalni center
kreativne ekonomije



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9.	Blaž	Stepišnik	Hovercraft	office@hovercraft.si	
10.	Matija	Klinkon	Led Luks		
11.	Bojan	Ceglar	Procenta	BOJAN@PROCENTA.NET	
12.	Andrej	Levstek	IB-CADDY	andrej.levstek@ib-caddy.si	
13.	Gorazd	Jenko	SVRK		
14.	Aleš	Pevc	TP		
15.	Jernej	Kropej	JJK Design	jernej.kropej@gmail.com	
16.	Damjan	Kavaš	IER		
17.	Andraž Rudi	Vrhovšek	Addid+	ANDRAZ.RUDI.VRHOVSEK@GMAIL.COM	
18.	Blaž	Skodlar	Addid+		
19.	Boštjan	Žagar	CAP d.o.o.		
20.	Danijela	Grgič	DOS		
21.	Irena	Marš	Ministrstvo za kulturo	irena.marso@gov.si	
22.	Majda	Potokar	Tehnološki park	majda.potokar@tp-lj.si	
23.	Primož	Mahne	Gigodesign	primoz.mahne@gigodesign.com	
24.	Jaka	Benedik	TRI-PIS d.o.o.	JAKO@DEMEBILK-DESIGN.COM	

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	MATJA	TURČEC GURNIC	TK		
	JANEJ	MARINIČ	TAK KOLEKTIV		
	MATEJ	LEHARŠIČ	TAK KOLEKTIV	MATEJ@TAKKOLEKTIV.COM	
	ANJA	ZORKO	MAO/CEK	anja.zorko@uo.si	



Please describe the feedback from the stakeholders on your action plan to make COCO4CCI's results sustainable. How can they support the integration of cross-sectoral collaboration into the business support environment? What other insights did you have from the consultation process?

The goal of the workshop

The goal of the workshop “Testing the recipes for fruitful collaborations” was to discover different perspectives on how to achieve the successful *cross-sectoral collaboration*.

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POVABILO NA KOSILO

Preizkušamo recepte za dobro povezovanje

Vabimo vas na predstavitev novih modelov povezovanja podjetij in kreativnih industrij ter neformalno druženje, ki bo v četrtek 8. julija 2021, od 13:30 do 15:30 na zunanjem prostoru za stavbo GZS.

V okviru projekta COCO4CCI smo na partnerski ravni v sodelovanju s priznanimi EU institucijami razvili modele za uspešno povezovanje podjetij in predstavnikov kreativnih industrij ter jih preizkusili tudi v praksi. V nekatere aktivnosti projekta ste bili vključeni tudi vi, zato vas vabimo, da se nam pridružite.

Na dogodku vam želimo na kratko predstaviti naše ugotovitve, predvsem pa z vami izmenjati mnenja, se pogovoriti o potrebah in izzivih, s katerimi se sektor sooča.

13:30 – 14:00 Delavnica "Preizkušamo recepte za dobro povezovanje"

14:00 – 15:30 Neformalno druženje ob kosilu

Prijavi se z odgovorom na e-mail: tina.pezdiric@rraluz.si, do točka 29. junija 2021.

Dogodek organizirata Regionalni center inovativne ekonomije v okvirju Regionalne razvojne agencije Ljubljanska urbana regija in Gospodarsko inženirsko društvo Slovenije v okvirju projekta COCO4CCI/COCO4CCI (Povezovanje lokalnih kreativnih in kulturnih industrij) v okvirju programa Interreg Srednja Evropa, ki je sofinanciran s strani Evropskega sklada za regionalni razvoj, Podružbena partnerja v projektu sta Muzej za arhitekturo in oblikovanje, Center za kreativnost in Ministrstvo za kulturo.



Workshop process

The workshop started with the presentation of the project, followed with the instructions for the workshop process. The participants were divided into four (4) groups: *Business support organisations, CCI hubs and actors, policy makers and companies from other sectors in order to gather different point of views on how to approach the challenges of cross-sectoral collaboration. Design Thinking method was implemented, using the pre-designed visual boards. The process focused on three topics: 1) identifying the ingredients of the successful collaboration (at the level of companies, creatives, equipment and process), 2) defining the process and 3) outlining the timeframe. At the end the complexity of the difficulty of the process was rated and most difficult challenges exposed. Each group presented their work, followed with the debate on finding the best “recipes” for the successful cross-sectoral collaboration.*



Result of the workshop

The workshop resulted in four different visions on how the process of the successful cross-sectoral collaboration should evolve. This visions differed since they were designed by four different groups of experts, working on this topic from very sometimes opposite perspectives. The discussion led to the common vision on what are the main ingredients of successful cross-sectoral collaboration.

Specific characteristics of companies/creatives involved should be expressed. Companies should have a certain level of innovation culture (Danish Design Ladder), they should understand and have trust in the creative process, clearly defined needs; Creatives have to understand the operational environment of management levels in the company, should have the overview of the development process, high



level of awareness of sustainable practices, business skills and they should use the holistic approach.

The most important ingredients for successful cross-sectoral collaboration are: 1) Strategic support of the EU, governmental level and local communities, 2) Harmonization of expectations, 3) Well developed support programmes (financial schemes) 4) Targeted educational programmes, 5) Well developed business support services (“mediators” of the collaboration process), 6) The awareness of the management levels in the companies, 7) Ability for open innovation, 8) The awareness of the importance of interdisciplinary teams, 9) Ability to overcome the administrative burdens and 10) Business ethics;

Proposed processes for the successful cross-sectoral collaboration that cover different stages:

- 1. Public calls to citizens and companies for the most important social, environmental and economic challenges; selection; matchmaking; implementation; evaluation and level up;*

Proposed timeframe: one year + testing period

- 2. Preparation of the quality brief by the company (or with the help of the “mediator”), “Getting to know each other” (characteristics of work environment, technologies, human aspects etc.), debrief (feedback from the creatives), start of the cooperation.*



RECEPT ZA SODELOVANJE

SESTAVINE:

- CREATIVNI** (carrots, pumpkin)
- POSREJEC** (meat)
- OROPNA** (pot, spoon)
- ZAVITNE** (flasks, beakers)
- ČAROVNA** (wand)

POSTOPEK:

KORAK 1 • JAVNI PREJEM DETAJLOV IN PODJETIEM ZA KONKRETNE IDEJE	KORAK 2 • IDEJE KVP • REZOR & MERILNA (KONTRAKTI)	KORAK 3 • PROCES & IZVEDBA V KULTURNI, ŠKOLNI & PRAVNI	KORAK 4 • EVALVACIJA & LEVEL UP
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ČAS KULAVNA: odgovor & 1 leto ZAHTEVNOST: ★★★★★

RECEPT ZA SODELOVANJE

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- OROPNA** (pot, spoon)
- ZAVITNE** (flasks, beakers)
- ČAROVNA** (wand)

POSTOPEK:

KORAK 1 TPS	KORAK 2 EUR + ZAVITNE	KORAK 3 PROTOTIP	KORAK 4 PRODUKT
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ČAS KULAVNA: 3-9 M ZAHTEVNOST: ★★★★★
 cel. potek: 4★

RECEPT ZA SODELOVANJE

SESTAVINE:

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- OROPNA** (pot, spoon)
- ZAVITNE** (flasks, beakers)
- ČAROVNA** (wand)

POSTOPEK:

KORAK 1	KORAK 2	KORAK 3	KORAK 4
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ČAS KULAVNA: ZAHTEVNOST: ★★★★★

RECEPT ZA SODELOVANJE

SESTAVINE:

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POSTOPEK:

KORAK 1 IDEJA (PODJ. ALI KREAT.)	KORAK 2 SINHROIZACIJA	KORAK 3 BRAIN ST.	KORAK 4 RAZVOJ & PROTO
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ČAS KULAVNA: 3-6 M ZAHTEVNOST: ★★★★★