

# COCO4CCI ACTION PLANS

Integrating COCO4CCI services in the regional business support infrastructure

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Deliverable D.T4.1.3

COUNTRY: AUSTRIA

Version 1

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## Introduction

*Will be provided for all action plans (about COCO4CCI, purpose of this action plan etc. - 1 page)*

## Status - short outline of the COCO4CCI results

*Short presentation of the tandem partners*

*Short presentation of the results*

*(1-2 pages, include a graph or a picture)*

In Upper Austria, the tandem partners are the furniture and timber construction Cluster at Business Upper Austria, as link to the regional AVMs and Creative Region Linz & Upper Austria, as link to the regional CCIs.

### **BUSINESS UPPER AUSTRIA**

Business Upper Austria-OÖ Wirtschaftsagentur GmbH (Biz-Up), the Upper Austrian business support organization, promotes regional innovation through strategies, investment, cluster/network management and funding. The dept. Clusterland, BIZ-UP's centre of competence for cross-company cooperation in Upper Austria, is well connected both on national and international level (e.g. member of Austrian Platform Industrie 4.0, ECCP, EEN, EDM). Main business of Clusterland is to initiate/support cooperation between companies, research facilities and intermediaries. At present, more than 2,000 partners are successfully collaborating (e.g. more than 600 cooperation projects within 20 years).

The Furniture and Timber Construction Cluster (MHC) is a cross-industry network that increases the companies' innovative potential and competitiveness. The MHC works in the furniture and timber construction sectors and is also active in these sectors' networks of suppliers and specialised providers, training institutions and research facilities.

### **Creative Region Linz & Upper Austria**

Creative Region Linz & Upper Austria Ltd., set up in 2010, is a non-profit initiative owned 50% by the City of Linz and 50% by the Regional Government of Upper Austria, aiming to support the growth and success of the creative sector, while positioning the city/region as a creative location

in Europe. The Creative Region is a hub for people and communities of the CCI, a platform for information and services, an atelier for ideas and projects and a networking organisation for the reinforcement of the creative sector. Creative Region develops and implements support programmes based on ideas rising from the creative scene and has the capability to adapt its offers to its target group. Creative Region is closely linked in many ways to the "tobacco factory Linz", THE creative hotspot and home for talents as well as location for capacity building and entrepreneurship development. Open-minded thinkers can meet there, exchange information, get support, develop ideas and network, while Creative Region can take over the output of these processes in its programmes and carry it to other sub-regions of Upper Austria. With its support programmes, Creative Region is the one-stop-shop for the creative sector.



## RESULTS

Sparked by COCO4CCI the tandem partners joined forces to bring their separate networks together and create an inspiring environment to encourage cross-sectoral collaborations (main focus: Advanced Sustainable Architecture). Base work was done through the active awareness raising with the help of events and personal interactions bottled into several different actions to have the AVM and CCI get to know each other:

1. Individual matchmakings: Matching one AVM with one CCI, based on the challenge and expertise provided by the CCI.
2. Ideathons: The tandem partners defined the challenge together with the AVM and invited a group of pre-selected CCIs for one day to work on the challenge and pitch potential paths on how to solve it. The AVM can then choose who they want to pursue a collaboration with.



3. Speedathon: Open matchmaking. Several AVMs set up at a station, and CCIs will go from station to station and spend a defined amount of time with the AVM to get to know each other.

These activities were very well accepted and liked. However, the most successful formats were the individual matchmakings.

## Objective

*Who are your stakeholders/key partners and target groups in your region?*

*What is the objective of the action plan? Where do you see the COCO4CCI in 3 years?*

*Please include also the transnational perspective (collaboration with COCO4CCIs in other countries).*

*(half page, include a testimonial)*

There are 4 major objectives for this action plan:

- ⇒ Integrating the learnings on different cross- collaboration programs in the business support program of Creative Region & Biz Up
- ⇒ Raising awareness through best practice collaboration
- ⇒ Matching creatives and industrial and manufacturing companies
- ⇒ Supporting cross collaborations

### Vision:

The Upper Austrian vision is to implement and integrate cross-sectoral activities into regional innovation policies and getting explicit support by regional funding schemes. Thereby resulting in becoming a best practice region to showcase the potential of cross-collaborations between AVMs and CCIs.

To foster this vision and as its engine, we envision to set up a cross innovation lab based on the model of cross innovation lab in Hamburg (<https://kreativgesellschaft.org/innovation/cross-innovation-lab/>). As an additional driver to this vision, we plan to apply and implement mobility schemes like erasmusforyoung entrepreneurs, to foster transnational cross-innovation

Stakeholders and key-partners are representatives of the creative industries (e.g. Design Austria, Kreativwirtschaft Austria), representatives of the AVMs (e.g. chamber of commerce, Industriellenvereinigung), policy makers (e.g. Land OÖ, ministry of digital and economic affairs), funding bodies (e.g. AWS) and universities and institutions of higher education.



## Actions

*What is your value proposition? What will be your key activities?*

*Include information on how you will reach out to your target groups.*

*(2-4 pages, include a visual outline or picture, 1-3 testimonials)*

**Transformation through cross-innovation:** it is known that 80% of all innovations occur through new perspectives on common knowledge. Bringing right and left brainers will give answers for an unknown future. Thinking out of the box is the answer for entrepreneurial challenges like green transition, digitalisation or lack of skilled workers.

We will apply a tailor-made approach on 4 pillars:

- ⇒ raise awareness
- ⇒ match-making
- ⇒ open innovation
- ⇒ consulting and funding service

These activities will be promoted by CREARE as well as Biz-Up and shared with our stakeholders and key-partners, like the GRAND GARAGE at Tabakfabrik Linz:

*“Innovation requires creativity - bringing creatives and artists together with experts and technology enthusiasts need places and incubators where this can happen.*

*We are glad, that we as Grand Garage and our community, are one of these places for CCI & AVM to promote innovation processes and are happy to build on the learnings of the COCO4CCI project.” - Fabian Grabner, GRAND GARAGE Linz*

### 1) Raise Awareness:

- a. **WE ARE SO format:** we will continue with the “We are so” format, which gives a comprehensive insight on future industrial, environmental and societal challenging from three perspectives: an entrepreneurial, a creative and an expert view and inspires the audience (creatives and traditional industries) to find solutions together. E.g. WE ARE SO circular, WE ARE SO transformative



## WE ARE SO transformation

- b. Close Collaboration on upcoming cross-sectoral **networking events** with the biggest Makerspace and Innovation Factory in Upper Austria, **GRAND GARAGE**. We have the possibility to join up together and further promote the COCO4CCI messages and promote the cross-collaboration with CCI. Two events were already identified for their relevance and the beneficial cross-pollination between the existing format and the knowledge, awareness and learnings gained through COCO4CCI. The detailed contribution will be defined soon:
  - i. Plastic Garage Event (12.05.2022)
  - ii. Circular Economy Forum (21.06.2022)
- c. **AUSTRIAN INTERIOR DESIGN AWARD**: Award for showcasing creatives in the furniture and interior design sector. Giving creatives a platform and recognition as well as the award representing a marketing tool. Networking platform for both



## Austrian Interior Design Award

worlds, which might ignite cross-sectoral collaborations.

- d. **Best practice brochure**: Quarterly review on successful cross-collaborations. We started a quarterly publication on showcasing successful collaborations with in-depth interviews on the different perspectives, on the collaborations background and on the successful outcomes. These publications will be continued after COCO4CCI times to inspire new collaborations. We are continuously looking for



successful and inspiring collaborations to showcase. The publications will be spread to all relevant stakeholders via mail, at events and online.



- e. **Creative Coffee Breaks:** short 2-3 minutes videos in the format of a Creative Coffee Break give insights in the world of creative businesses: Who are they, how do they approach a problem, how they find matching solutions and simply how they work. This represents a low barrier way to learn more on an individual CCI during a simple virtual coffee break.



## 2) Matchmaking:

- a. **Speedathon:** we will continue with the Speedathon format. A Speed-dating format, where creatives and industry companies can easily get in touch and exchange their







ideas to life and continue their momentum. The consultations will be offered by Business Upper Austria, as well as their sister organisations.



## Resources

*How can you integrate the services in the existing business support infrastructure? (testimonial welcome)*

*What are important costs for delivering the services? What are the revenue streams? How will you finance the provision of the services?*

(1 page)

Both, Business Upper Austria and Creative Region Linz & Upper Austria, are (partially) publicly funded organisations with a clear mission: Support the Upper Austrian economy and businesses. CREARE with a focus for the Upper Austrian creative industries and Biz-Up for manufacturing and producing industries. Sparked by COCO4CCI those supporting activities will also focus on the benefits of cross-sectoral collaborations and push the lessons learned to create an environment open to continue the COCO4CCI legacy. A closer cooperation between both organisations will



ensure an array of activities attractive for both worlds and raise awareness to cross-sectoral collaborations.

For Biz-Up implementing the COCO4CCI activities after the project ends can be achieved due to Biz-Ups official mission. We conduct funding consultations to help businesses to navigate through the different funding opportunities to implement different innovations, especially including collaborative projects. Furthermore, Biz-Up is in close contact with its cluster partners, thereby building awareness for cross-sectoral collaborations as well as identify challenges which would benefit from a collaboration with creative industries.

CREARE is in a similar position, as they're the engine of the regional network of creative industries and offer support and networking events on a day-to-day basis.

The cooperation between Biz-Up and CREARE will assure a focus on support for cross-sectoral collaborations.

## Regional and transnational context

*What are your plans for transnational collaboration with other COCO4CCI partners? Do you have any plans (or a vision) for the future cross-sectoral collaboration with CCI in regional/national context? (0,5 - 1 page)*

### Regional context

The Upper Austrian Tandem partners will continue the cooperation after COCO4CCI project is finished, as both partners are supported of the Upper Austrian Regional government aiming to support innovation projects on a regional level

### Transnational context

Creative Region is part of a wider international ecosystem actually looking for entrepreneurial exchange and innovation programs like Erasmus4youngentrepreneurs. Together with COCO4CCI partner Creative Industries Kosice, Creative Region set up an exchange program which is already running successfully for 4 years. In the upcoming years the organisations are planning a continuation of the program. Additionally, some of the COCO4CCI organisations are also in a wider ecosystem applying in a consortium for Knowledge and Innovation Community for CCI <https://eit.europa.eu/our-activities/call-for-eit-communities/2021> of the European Institute of Innovation& Technology. Thus, in case of a successful bid in the upcoming years this KIC shall serve as platform for cross- innovation.

Business Upper Austria concentrates and puts extra focus on cross-sectoral collaborations for future international cooperation projects to push the COCO4CCI content further, ensure financing



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additional services and also implement and promote the potential of cross-sectoral collaborations transnationally.