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# DT3.3.2 MATCHMAKING VIA OPEN INNOVATION

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Germany

Version 1  
MM YYYY

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## 2<sup>nd</sup> Piloting Round in Germany

<b>Date of Event:</b>	18 <sup>th</sup> to 20 <sup>th</sup> June 2021
<b>Location:</b>	Online
<b>Status:</b>	<u>ended</u> /
<b>Partners Involved:</b>	bwcon and HdM Stuttgart
<b>Relation to Project:</b>	<u><b>piloting workshop - 2<sup>nd</sup> Piloting Round in Germany</b></u>
<b>Event Website:</b>	<a href="http://cocobw.de">http://cocobw.de</a>
<b>Description/Details :</b>	<p>For the second piloting round, bwcon and HdM, after the experience tested in the previous reporting period with the “Cooperation Sprint” decided to test a different format, namely the Hackathon.</p> <p>The Hackathon took place from the 18 to 20 June 2021 and had the aim to rethink art and culture, by connecting them with other digital industries and thus creating added value for both sides.</p> <p>Art and culture are a central part of social life and should therefore be taken into account in digitalisation, which also permeates all levels of society. For this, it is necessary to open up the arts and culture industry to outside programmers and digital enthusiasts.</p> <p>The format of the Hackathon consisted in a two-full-day development marathon where teams of creatives participated to create solution for challenges designed by other CCI and AVM Companies. Following challenges co-designed with companies where addressed:</p> <ol style="list-style-type: none"> <li>1. Sharing spaces and technology for arts and culture professionals</li> <li>2. Ticketing system for arts and culture professionals</li> <li>3. Art in public space</li> <li>4. Signposting for cultural events in public places</li> <li>5. Financial support</li> <li>6. Direct feedback</li> <li>7. New target groups</li> <li>8. Making lost art visible</li> </ol> <p>A total of 37 participants attended with six supporting companies providing input for the challenges and prizes.</p> <p>The following companies have supported the event with challenges and price money: the Haufe Group, Jedox GmbH, Volksbank Gestalterbank, highQ Computerlösungen GmbH, BZ.medien and kultwerk GmbH. COCO4CCI supported furthermore the participating teams in the further development of their ideas through mentoring and training.</p> <p>In just 48 hours, 5 teams created impressive, diverse concepts and apps. The field of participants consisted of a colourful mix of people with different backgrounds, professions and fields of expertise. The teams were interdisciplinary, consisting of developers, industry specialists, creatives and others, so that not only code could be written, but comprehensive concepts could be developed.</p> <p>Three teams were finally awarded by an expert jury:</p>

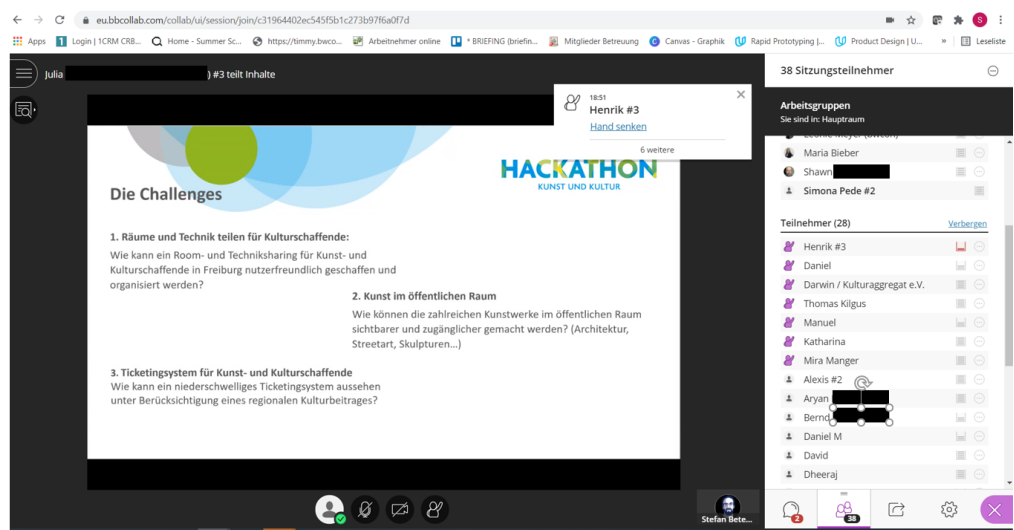
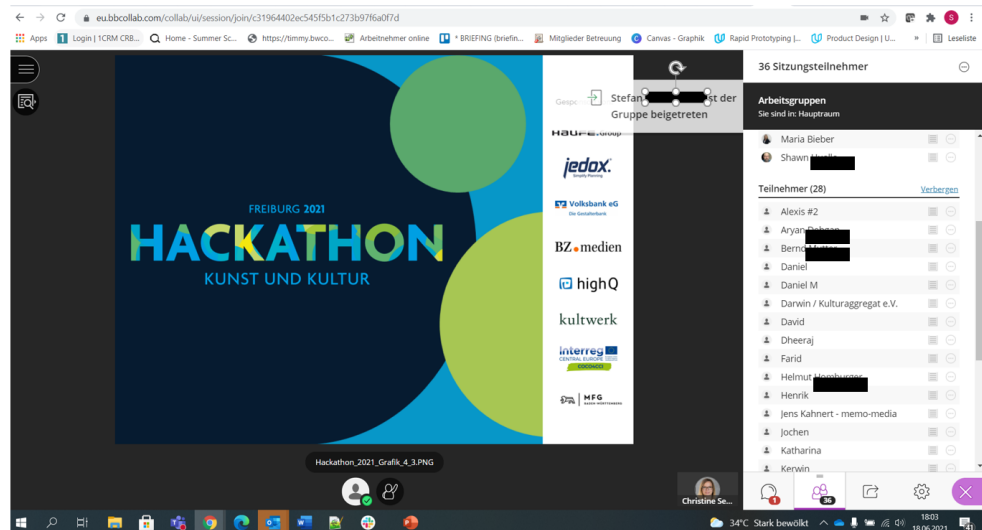


- Team Treye developed a solution for adapting the city's art and culture offerings to personal interests in real time and thus reaching other target groups.
- Team Kunst- und Kulturwegweiser provides low-threshold access via QR codes to background information on venues as well as art and culture professionals.
- The FreiburgArt team has developed an app for art in public spaces that provides comprehensive information, tours of artworks and, for example, donations to artists.

The next stage will be to design a suitable, viable business model for the developed ideas so that the designed prototype can be developed into a market-ready product. Selected teams will receive for that further support by the COCO4CCI partner bwcon and HdM.

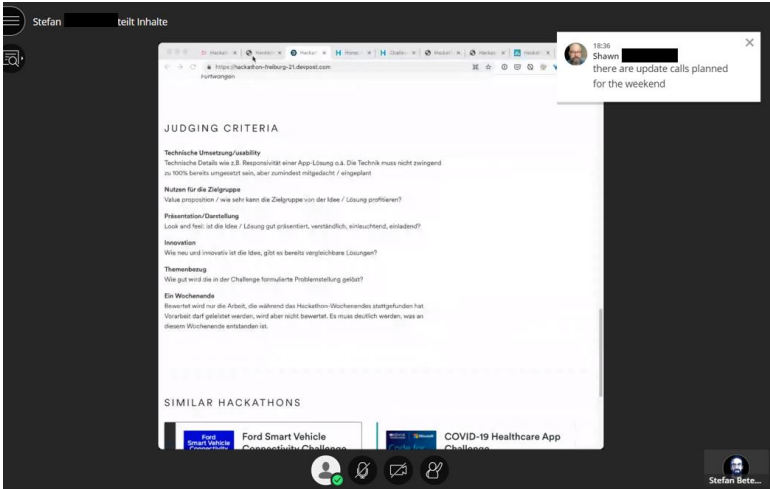


Annexes (photo,  
 participant list,...)





Stefan teilt Inhalte



37 Sitzungsteilnehmer

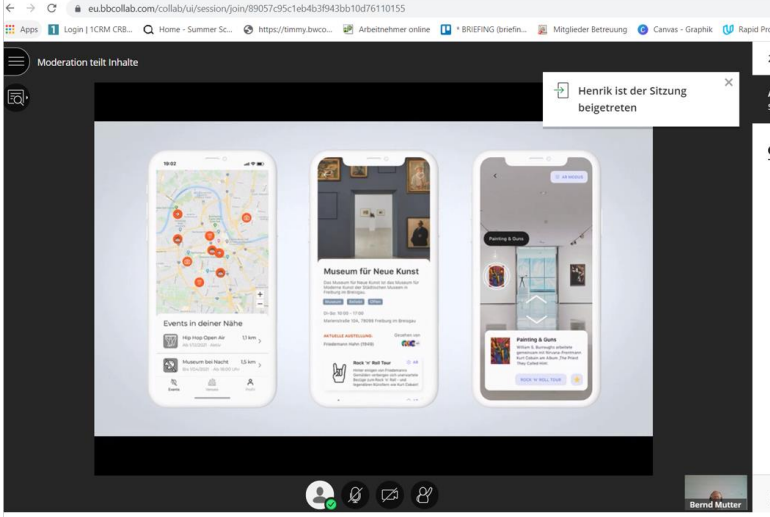
Arbeitsgruppen  
Sie sind in: Hauptraum

- Maria Bieber
- Shawn
- Simona Pede #2

Teilnehmer (27) [Verbergen](#)

- Alexis #2
- Aryan
- Bernd
- Bernd
- Daniel
- Daniel M
- Darwin / Kulturaggregat e.V.
- David
- Dheeraj
- Farid
- Gabi
- Helmut
- Jens

Moderation teilt Inhalte



28 Sitzungsteilnehmer

Arbeitsgruppen  
Sie sind in: Hauptraum

Hauptraum

Moderatoren (2)

- Moderation
- Stefan

Präsentatoren (10) [Verbergen](#)

- Bernd
- Christine
- Clementine
- Daniel
- Gudrun #2
- Julia
- Leonie Meyer
- Maria Bieber
- Shawn
- Tessa

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