



Pilot action template for the Veneto region (IT) and implementation of the reg. Playpark

CERlecon - CE119

Final version

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PP3 - Region of Veneto

PP4 - ENAIP VENETO

PP10 - STEP RI Science and Technology Park of the University of Rijeka Ltd.



1. MAIN TOPICS OF THE NATIONAL/REGIONAL/LOCAL SMART SPECIALISATION STRATEGY (RIS3)

<p>What are the main economic and social innovation topics of the relevant RIS3 for the regional Playpark?</p>	<p>The main economic and social topics in the Veneto Region are:</p> <p>New technologies for sustainable living</p> <p>Cross-sector innovation area: new technologies for sustainable buildings and cities, security and health. Well-being in living environment, smart and sustainable cities and buildings, security and health (technologies for independent and active life), cultural heritage regeneration.</p> <p>New technologies for the creative industries</p> <p>Cross-sector innovation area: ICTs, new technologies and materials for new products and services. Innovative marketing and products' virtualisation, innovative and eco materials, creative design, technologies for cultural heritage valorisation.</p> <p>Advanced technologies for manufacturing Cross-sector innovation area for different manufacturing sectors. New production and organisation models, advanced design and production technologies, automation, innovative and inclusive working space.</p> <p>Providing healthy and safe food (agri-food) Producing healthy and safe food products with minimised environmental impact and with enhanced ecosystem services, zero waste and adequate societal value. Smart management of natural and energy resources, health, nutrition and food security, sustainable and innovative transformation process, product traceability.</p>
<p>How did the regional Playpark engage the participants to develop viable business ideas to fit these topics?</p>	<p>As initial Step, PP3 and PP4 implemented an analysis of the regional context and the potential for innovation</p> <p>The second step was focused on fostering RIS3 communication. Participants have been informed about the need and meaning of smart specialisation strategies in entrepreneurial discovery process, and about the opportunity of exploiting each regional economic opportunities and emerging trends. Each participant received specific training on the specific RIS3 topics in Veneto and in the other project's partner regions.</p>



2. REGIONAL PLAYPARK TARGET GROUP

Description of the Regional Playpark's Target Group:

<p>How did the Regional Playpark attract and involve the Target Group (equal numbers of female/male participants and equal numbers of economic and social innovation business ideas/firms based on the relevant RIS3)?</p>	<p>To ensure the equal participation of female/ male participants, in the selection of participants, the playpark has selected the ideas in order to have an equal number by gender. Concerning the involvement strategies, the playpark has used social media, its own website as well as the network of stakeholders to ensure the dissemination of the project. A marketing specialized company was engaged to study and implement focused marketing strategies to attract and involve the Target Group. Furthermore, the search for potential participants at local universities was fundamental. The choice of organizing meetings in the departments made it possible to guarantee a fair participation of business ideas in all RIS3 sectors. Enaip Veneto, thanks to its national network of vocational centers, has then allowed a very high number of future entrepreneurs (15.000 trainees were informed about the possibility to access the project's contents) to benefit from the online contents present on the website, ensuring the spread of the project even beyond the territorial limits of the playpark.</p>
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3. REGIONAL PLAYPARK IDEA GENERATION LABS

<p>When and where did IGL take place?</p>	<p>PP3 and PP4 have decided to allow free access to the playpark to the participants every day during the entire duration of the project. According to the project's schedule regular workshops for the idea generation have been organized in order to allow new potential entrepreneurs to join the Playpark community. This allowed the sharing of the results achieved by the initially selected participants and allowed a process of continuous evaluation of business ideas. The IGL scheme of operation was repeated for each of the cohorts. The trainings were mainly organized at the Playpark and at the local stakeholder structures that declared their interest in participating in the activities, sharing their knowledge. Guided tours were also organized to other facilities that encourage the generation of innovative ideas at local companies. Meetings were also organized at local universities.</p>
<p>Short summary of IGL content/agenda:</p>	<p>Concerning the IGL content/ agenda, Regional Playpark staff and the training team developed a training workshop content and agenda in order to successfully organize and run the Idea generation process in the Playpark. The style of the training was practice oriented and was leveraged with reading materials, tools and other sources (books, webinars, YouTube....) Playparkees were trained in order to get the tools needed to generate viable business ideas. Moreover</p>



	<p>they received specific trainings in entrepreneurial, management and legal skills needed for a startup. Specific Startup development and growth tools were also presented, mainly during the first cohort, more focused on already developed business ideas. Additional legal training was requested by some of the participants in the field of trade mark protection. A specific training was focused on decision making process. The training aimed at allowing the participants to undergo the whole idea generation process. The intermediate part of the training was focused on the creation of a business plan. Final topics of the training were prototyping and pitching, to be considered as a teambuilding measure. In order to save time and make the training as practicable as possible each participant received personal and individual training online (via conf-call). This way of organized training allowed the participation of disabled participants and participants with difficulties in attending regular trainings. The training schedule was organized on a weekly plan, but Playparkees had the possibility to use the playpark premises every day, using pc's and internet connection.</p> <p>.</p>
<p>Describe shortly application procedure for the regional Idea Generation Lab?</p>	<p>The application procedure for idea generation lab and for the six months training was focused to ensure maximum participation in the events. PP3 and PP4 have prepared an expressly dedicated online page, indicating the requirements and characteristics of the offer. Moreover, application forms were distributed both at the playpark and at the main stakeholders. The distribution to the various departments of the universities present in the area has made it possible to inform all the potential participants interested in the different RIS3 topics</p>
<p>Describe shortly application procedure and selection criteria for the six-months regional training programme?</p>	<p>The application procedure for idea generation lab and for the six months training was focused to ensure maximum participation in the events. PP3 and PP4 have prepared an expressly dedicated online page, indicating the requirements and characteristics of the offer. Moreover, application forms were distributed both at the playpark and at the main stakeholders. The distribution to the various departments of the universities present in the area has made it possible to inform all the potential participants interested in the different RIS3 topics</p>

4. REGIONAL PLAYPARK SUPPORTING METHODOLOGY

<p>What final outcomes from the participants were expected by the regional Playpark after the six-month training? Are those outcomes achieved? If yes, how?</p>	<p>The outcomes obtained at the end of the training period are absolutely satisfactory. The training allowed the majority of the participants to start their own business. All participants during the training found elements of non-viability of the business idea and had the possibility to enhance the positive aspects of their idea. The initial ideas of all the participants underwent an evolution during the training. The skills acquired</p>
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	<p>during the course allowed them to implement sustainable business plans. At the end of the first cohort, focused on already structured business ideas, 80% participants put their ideas on the market. International exchanges and the transactional aspect of the project have made the CERl initiative unique in the sector. To date, there are no other initiatives in the region that present this aspect of transnationality. This element was among the aspects most appreciated by the participants. During the following cohorts, more focused on the business idea generation, a great interest emerged in the acquisition of the skills offered by the project. The meeting with real entrepreneurs and the possibility of pitching their own business idea has made possible a unanimous positive judgment on the project and on the results achieved.</p>
<p>What were the contents/topics of the six-month training?</p> <p><i>(short description in bullet points with workshop topics, consultations hours and other activities)</i></p>	<p>The contents/ topics of the training slots were delivered by existing permanent staff and external experts. Lectures were organized in morning session 9.00-13.00 and afternoon sessions 14.00-16.00. Contents can be summarized as follows: -Creativity - Teambuilding -Sources of Innovation -Customer understanding - Concept of customers, users and beneficiaries, differences and common elements - market understanding -Customer/User Experience mapping -Value proposition design -Value proposition canvas -Strategy canvas -Empathy mapping -Business Model Generation -Business model canvas - Sustainability-driven entrepreneurship - concept & competences -Sustainability - Concept of testing, evidence-based decision making and pivoting - testing methods - Tool for strategic management and startup market deployment - Marketing coordination tool -Financing of the entrepreneurial project Concept: Key topics of funding needs and sources - Pitching of the idea - Legal issues</p>
<p>Which training tools were used?</p>	<p>Main tools used were: Value proposition canvas Tool for understanding and comparison of product/service value proposition and customers' needs and Wants Strategy canvas Tool for value proposition competitive comparison and improvement. - Empathy mapping - Business model canvas - Tool for business model analysis, creation, change and improvement - The Living Wall Testing and learning card - Disruptive innovation Concept of disruption - disruptive and sustainable innovations, causes, differences and key features, guide for commercialization strategy - One-page strategy Tool for strategic management and startup market deployment - Marketing coordination tool Tool for integration of marketing activities across various channels, markets and seasons - tool: Cost based pricing - Concept: value / competition-based pricing - Playpark Xchange e-tool - Entrepreneur RIS3 app.</p>
<p>Timeline of the six-month training at the regional Playpark:</p>	<p>Timeline of the six-month training at the regional Playpark was organized in line with the project's GANTT chart. During the first cohort it was</p>



<i>(short description in bullet points with exact dates of 1st, 2nd, 3rd cohort - Idea Lab, cohort start, exchanges, consultations etc.)</i>	necessary to lengthen the selection times of external experts who then ensured the realization of the training. The same staff was then used for subsequent cohorts. Even the Idea generation labs were built in compliance with and in compliance with the plan originally planned.
What kind of support the regional Playpark provide after the six-month training?	PP3 and PP4 have decided to keep the playpark operational. Enaip Veneto has guaranteed the availability of the physical spaces dedicated to the Playpark in Verona. The Playpark manager, employed at PP4, will maintain the role of manager for the activities of valorisation and promotion of entrepreneurial initiatives aimed at young people. The network of external experts has declared its willingness to guarantee assistance and consultancy to the subjects who participated in the project, in order to allow the sustainability of the projects born with CERlecon.

5. REGIONAL PLAYPARK FUNDING INITIATIVES

Did regional Playpark help the participants to find money to finance their business ideas? If yes, how?	The preparation of a valid business plan is an essential condition for accessing finance. The playpark has therefore contributed in a decisive way to the procurement of capital for the project participants.
List the names and contact details of funding initiatives that cooperate with the regional Playpark (if there are such):	<p>Fondo di garanzia - Sezione speciale Regione Veneto POR FESR 2014-2020</p> <p>The interventions of the Special Section Veneto Region POR FESR 2014-2020 are aimed at strengthening the intervention of the Guarantee Fund in favor of the beneficiary companies of the region.</p> <p>Fondo di rotazione per le imprese artigiane - L.R. 2/2002 art. 21 The revolving fund gives access to the credit of craft businesses through a zero-rate funding, generally equal to 50% of the loan, which involves an equal percentage reduction in the interest rate. The underlying loan cannot be less than € 25,000, nor more than € 300,000 - L.R. 2/2002. The application must be submitted to the Veneto Sviluppo S.p.A.</p> <p>Contributi per la costruzione e il restauro di imbarcazioni in legno tipiche e tradizionali della laguna di Venezia - L.R. 1/1996 The beneficiaries are the SMEs, with operational headquarters in the Veneto Region and concessionaires of the "Traditional and typical wooden boats in the Venice lagoon" brand, for the construction and restoration of typical and traditional wooden boats of the Venice lagoon - L.R. 1/1996.</p>



Overview and information/guidance about funding initiatives and how they will support the participants in bringing their ideas/firms to market:

Funding initiatives and sources/managing authority	Target groups - eligible beneficiaries	Identified best practices and deficiencies
Fondo di garanzia - Sezione speciale Regione Veneto POR FESR 2014-2020	The interventions of the Special Section Veneto Region POR FESR 2014-2020 are aimed at strengthening the intervention of the Guarantee Fund in favor of the beneficiary companies of the region.	n.a.
Fondo di rotazione per le imprese artigiane - L.R. 2/2002 art. 21	The revolving fund gives access to the credit of craft businesses through a zero-rate funding, generally equal to 50% of the loan, which involves an equal percentage reduction in the interest rate. The underlying loan cannot be less than € 25,000, nor more than € 300,000 - L.R. 2/2002. The application must be submitted to the Veneto Sviluppo S.p.A.	n.a.
Contributi per la costruzione e il restauro di imbarcazioni in legno tipiche e tradizionali della laguna di Venezia - L.R. 1/1996	The beneficiaries are the SMEs, with operational headquarters in the Veneto Region and concessionaires of the "Traditional and typical wooden boats in the Venice lagoon" brand, for the construction and restoration of typical and traditional wooden boats of the Venice lagoon - L.R. 1/1996	n.a.



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