



Pilot action template for the Cracow region (PL) and implementation of the reg. Playpark

CERlecon - CE119

Final version

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PP13 - Municipality of Krakow

PP14 - Cracow Chamber of Commerce and Industry

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>In Playpark Krakow, one of the most important activities was Responding to economic and social challenges. Playpark was created in a district that requires economic and social revitalization. The actions on which we tried to resist were: accumulation of "critical mass" of resources and promotion of the dissemination of knowledge and technological diversification.</p> <p>Social start-ups worked, among others, on supporting the activity of disabled and elderly people. They also worked on solving problems related to ecology and environmental pollution (smog and waste).</p> <p>Business start-ups ran various activities, but very often worked in the field of medicine. The subject of medicine is one of the major guesses in Krakow.</p>
<p>How did the regional Playpark engage the participants to develop viable business ideas to fit these topics?</p>	<p>From the beginning of Playpark, we explained to participants the importance of solving regional problems, combining policies and industries. We organized meetings with local politicians and with entrepreneurs who built local brands.</p> <p>On the one hand, we encouraged to look for innovative solutions for local problems, on the other hand we showed the possibilities of promoting such solutions on the domestic and international market.</p> <p>Therefore, Playpark operated based on meetings with local authorities, local leaders, experienced entrepreneurs and specialists in the field of innovation.</p>

2. REGIONAL PLAYPARK TARGET GROUP

Description of the Regional Playpark's Target Group:

We were conducting an open recruitment. We were mainly interested in startups whose profile would fit into the smart specializations of the Małopolska Voivodship. However, we have adopted the opening method for every interested startup. We did this because we thought that in the learning process, every startup could learn to act as part of smart specializations.

Most popular categories in Krakow:

- health and medicine,
- innovative services,
- big data,
- innovative products and services related to counteracting smog.



<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>We did not close the door to anyone. During the recruitment we saw what startups are coming to us. And only then did we try to find new startups to match the project's criteria.</p> <p>In total, 74 people participated in the classes, including 51 men and 22 women.</p> <p>As you can see, more men than women came to Krakow, regardless of our efforts (for example: we have contacted NGOs that support business attitudes among women). To ensure equal participation, we would have to throw someone out. We did not want to do this. The more so because there were not many volunteers who came to us. According to the Polskie Startupy 2018 study, only 26% of Polish startups have a woman among the founders. In our case, the share of women was close to 30%.</p> <p>To ensure the largest share of social innovations, we cooperated with the Krakow NGO community. It should be noted that this meant promoting among the Krakow startups and NGOs the notion of "social innovation". In this case, we were able to provide a 50/50 breakdown. However, it should be remembered that sometimes the boundary between the categories of "economic" and "social innovations" was not precise enough. Some startups declared both categories.</p> <p>We announced recruitment primarily through startups, universities and universities.</p>
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3. REGIONAL PLAYPARK IDEA GENERATION LABS

<p>When and where did IGL take place?</p>	<p>IGL took place (for each cohort) at the very beginning of the cohort meeting. The first cohort started with a delay, which is why its IGL took place in the last days of October.</p> <p>All IGL took place at CERlecon Playpark Krakow.</p>
<p>Short summary of IGL content/agenda:</p>	<p>The IGL program depended on the advancement of startups. In Kraków, startups applying for the project most often already had the process of shaping the idea behind. That is why our IGLs were based on a short presentation of ideas, then a game of trying to create a product, as well as a game to come up with a new idea from scratch in mixed groups. At this stage, the experts tried to get to know the startups and the level of their actual advancement. Our other goal was to build a group and a sense of community.</p>
<p>Describe shortly application procedure for the regional Idea Generation Lab?</p>	<p>We used surveys completed by applicants to the project. The recruitment took place via NGOs, higher education institutions and student organizations.</p>
<p>Describe shortly application procedure and selection criteria for the six-months regional training programme?</p>	<p>We used the support of organizations that previously worked with the City Hall. On the Office's website, we have provided a description of the program and a survey to complete. The questionnaire contained basic questions: about the idea, personal composition,</p>



	project progress, etc. After completing the recruitment deadline, we organized an organizational meeting. We did not reject the candidates.
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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>Our goal was to prepare participants to register business activities and to start operations (in the case of social innovations). We did not require the participants to present the finished product (in some cases it was impossible, for example due to financial reasons).</p> <p>Our other goal was to create a community of startups from the project at the Playpark.</p> <p>Not everyone started their activity immediately after completing the training. Much depended on the finances necessary to start. In addition, several startups resigned from the implementation of projects initially planned after their verification during the project.</p> <p>Some startups still cooperate with Play Park after completing the training. they participated in meetings with the new cohort and they organized events in Playpark. So we can say that the community of our startups started to build.</p>
<p>What were the contents/topics of the six-month training? <i>(short description in bullet points with workshop topics, consultations hours and other activities)</i></p>	<p>Basic trainings and workshops:</p> <ul style="list-style-type: none"> • the basics of doing business • finance in business • business psychology • obtaining funding • marketing and social media • the law for establishing business • pitching • building the company's image. <p>In addition, we organized meetings with experts: experienced entrepreneurs, representatives of institutions responsible for supporting business in Krakow and Lesser Poland, etc.</p> <p>We did not assume fixed hours for each course because we tried to adapt the program to the level of startups in a given cohort. What's more, sometimes during the cohort there were legal changes (for example: RODO), which led to changes in the plans.</p>
<p>Which training tools were used?</p>	<p>Basic: workshops, training. We used less e-tools in Krakow.</p>
<p>Timeline of the six-month training at the regional Playpark: <i>(short description in bullet points with exact dates of 1st, 2nd, 3rd cohort - Idea Lab, cohort start, exchanges, consultations etc.)</i></p>	<p>1st cohort: November 2017 - March 2018</p> <p>Exchanges: Playpark Krakow Exchange to Rijeka: 20-24 November 2017 Playpark Brno Exchange to Krakow: 27 November- 1 December 2017 IGL: 06-7.11.2017.</p>



	<p><u>2nd cohort: March 2018 - October 2018 (The cohort lasted longer due to summer holidays)</u> Exchanges: Playpark Krakow Exchange to Stuttgart: 25-29 June 2018 Playpark Bratislava Exchange to Krakow: 11-15 June 2018 IGL: 22-23.03.2018.</p> <p><u>3rd cohort: November 2019 - May 2019</u> Exchanges: Playpark Krakow Exchange to Veneto: 28 January- 1 February 2019 Playpark Vienna Exchange to Krakow: 4-7 February 2019 IGL: 15-16.11.2018.</p>
<p>What kind of support the regional Playpark provide after the six-month training?</p>	<p>We offered access to training at Playpark if there were any new trainings that were not available before. Participants of all cohorts were also invited to all additional events (meetings with other Play Parks, meetings with business representatives and support institutions, etc.). All participants still receive information about trainings organized by the City Hall and IPH, as well as initiatives related to co-financing for business.</p>

5. REGIONAL PLAYPARK FUNDING INITIATIVES

<p>Did regional Playpark help the participants to find money to finance their business ideas? If yes, how?</p>	<p>We organized meetings with representatives of local institutions responsible for supporting (also financial) business. Project participants received information on programs implemented in Kraków and Małopolska. We also issued certificates on participation in the project. The City of Krakow, due to legal regulations, cannot support any company directly financially. However, we have sent information about grant competitions organized by the City to the participants of the project.</p>
<p>List the names and contact details of funding initiatives that cooperate with the regional Playpark (if there are such):</p>	<p>MARR - Małopolska Regional Development Agency</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
MARR (Regional Development Agency of Malopolska) - Loans for starting businesses, capital investments, consulting	Entrepreneurs and startups	MARR has extensive experience in working with startups. He can be an investor. But it does not grant non-returnable funding and does not provide support to everyone who applies.
Krakow City Office - grant competitions	Only for NGOs	Due to the limited financial resources (about 120,000 euros per year), not every offer is co-financed. Since only NGOs can participate in the competition, the Office can not directly subsidize entrepreneurs. Problem - since conditions of competitions are being passed to the public message, the projects specially adapted for the competition are writing some NGO.
Incubator of Entrepreneurship Nowa Huta - consulting	Entrepreneurs and startups	The incubator was founded by experienced entrepreneurs from the SME sector. They are excellent specialists in the fields of: establishing a business, first steps in business, etc. They do not have the financial means to support startups financially. In addition, they have the most experience in the fields of traditional business (trade, services).
Town Employment Office - One-off funds for starting a business	Startups, unemployed	Only for registered unemployed. Because startups are most often established by students and people who have a job, they can rarely benefit from this support.



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