

KICK-OFF CONFERENCE

Connect.Innovate.Change.

Version 1
09 2019



Work package: C Communication
Deliverable: D.C.3.1. Kick-off conference in Ljubljana
Prepared by: CCIS (in cooperation with all partners)

A. Introduction

European industry is undergoing major changes as a result of increasing global competition. The European economy can only maintain its competitive edge by developing industries that create new processes, products and services. The emergence of new industries is much more than a redevelopment of traditional industries. It is about creating completely different value chains in different industrial sectors. Creative industries are one of the sectors that can contribute to achieving these goals. The so-called "Internet of Things" and "Industry 4.0" offer great opportunities for innovative renewal, which also drives the creative industries.

On 13th September 2019, Chamber of Commerce and Industry of Slovenia organized and hosted at their headquarters in Ljubljana the kick-off conference of the project Culture and Creative Industries COOPERATION COLLIDER (COCO4CCI), titled "*Connect.Innovate.Change.*" or in Slovenian *Povezuj.Inviraj.Spreminjaj*. The event was aimed at representatives of the cultural and creative industries and developers and innovators from the industry. The event aim was to encourage representatives of the creative industries to collaborate with advanced manufacturing companies and to show the opportunities for integration arising from new development challenges such as digitalization, the circular economy, new materials, etc.

44 participants attended the conference, among them mostly representatives of cultural and creative sector and key stakeholders.



B. SUMMARY: “Connect.Innovate.Change.”

A.1. Plenary session

The conference was organised to present the project COCO4CCI to representatives of the target groups and stakeholders and also to foster the discussion on the topic of further development of cooperation collider between cultural and creative industries with advanced manufacturers (AVMs).

Conference key note speakers represented CCIS, project partner from Slovakia - CIKE and examples of good practices from companies Viessmann Group, Intra Lightning and TPV.

The conference started with introduction greeting from MSc Samo Milič, project director in the organizational unit Management of CCIS. After the greeting Žiga Lampe has presented the context of the project COCO4CCI and its main objectives, expected results and outputs.



The first lecture was given by Marko Bohar, Independent Advisor at the Chamber of Electronic and Electrical Industries (ZEE) at the Chamber of Commerce and Industry of Slovenia. He presented the Smart factories and trends in advanced manufacturing.

Mito Mihelič, Head of Design Thinking at Viessmann and Head of User Lab, presented the lecture DONNERSTAG IST SCHNITZELTAG!, which main focus was about Mind set of employees for successful implementation of Industry 4.0. After his presentation there was a coffee break meant.



Michal Hladky, president of CIKE, has presented the lecture called LET'S CALL IT CREATIVE SPILLOVERS, where he emphasise about three main success stories for connection the cultural and creative representatives with production Industry in Košice: Art & Tech Days, City of Media Arts and The Invisible Hotel.

Marino Furlan, presented the Design management in his company Intra Lightening, which was established in 1989 and today is a familiar global brand, presented in four continents and has a world wide references. They are focusing green by producing 93 % recyclable products and are using 60 % of renewable energy, so it was and interesting lecture for creative sector.

Tomaž Savšek, assistant director at company TPV, presented the lecture called MARTINA, by which he presented joint development between creative and production industries of materials and technologies for new applications in automotive industry.





The last lecture CIRCULAR ECONOMY AND CREATIVE SECTOR OPPORTUNITIES was presented by Antonija Božič Cerar, Independent Advisor in the Professional Service for Environmental Protection. She presented Eco-design for products, critical raw materials and the main features of Circular Economy and Circular innovation system.

After the plenary session participants could attend the networking with lunch, where they could also express their wishes on cooperation in different sectors and fields of AVMs.

The kick-off Conference programme:



PROGRAMME

13th September 2019

Gospodarska zbornica Slovenije,
Dimičeva 13, Ljubljana/Dvorjana A, 1. nadstropje

- 9.00 Registration
- 9.15 Introductory greeting
- 9.30 Introduction to the project
- 9.45 **SMART FACTORIES AND TRENDS IN ADVANCED MANUFACTURING**
MSc Marko Bohar - Independent Advisor at the Chamber of Electronic and Electrical Industries (ZEE) at the Chamber of Commerce and Industry of Slovenia, Coordinator of the Smart Factory Cluster
- 10.20 **DONNERSTAG IST SCHNITZELTAG!**
Mind set of employees for successful implementation of Industry 4.0
Mito Mihelič, Head of Design Thinking at Viessmann and Head of User Lab
- 11.10 Break
- 11.30 **LET'S CALL IT CREATIVE SPILLOVERS**
Michal Uševc, direktor Creative Industry Kočice (CIKE)
- 11.55 **DESIGN MANAGEMENT**
Marino Ercjan, president Intra Lighting
- 12.15 **MARTINA – development of materials and technologies for new applications**
PhD. Tomaž Savšek, assistant director at TPV
- 12.40 **CIRCULAR ECONOMY AND CREATIVE SECTOR OPPORTUNITIES**
Antonija Božič Cerar, Independent Advisor in the Professional Service for Environmental Protection
- 13.10 Networking and lunch



A.2. Participants

There were 44 participants that attended the conference. Most of the participants pre-registered for the event (48 attendees registered before). Profile of the participants is described in the table below.

Table 1. Profile of the participants of the kick-off conference

CCI representatives	15
ministries' representatives	2
companies	4
chambers and other intermediary organizations	12
other stakeholders	8
project partners	1
Educational institutions	2
Total	44





C. Evaluation

Evaluation questionnaire was prepared and sent out to the participants together with the materials from the conference. There were 24 valid responses (additional 10 was invalid).

Here is the summary of the evaluation results:

- a) Table 1. Assessment of level of satisfaction with different aspects of the event (on a scale 1-5, 1-very dissatisfied, 5-very satisfied):

Aspects assessed	Average score
Your overall satisfaction with the organization of the event	4,4
Your satisfaction with the quality of the speakers	4,2
Your satisfaction with the quality of the discussion at the event	3,9
Satisfaction with the event as a whole	4,3
Satisfaction with the location of the event	4,6

The satisfaction with the event was 85,6 %.

- b) Table 2. The length of the lectures seems to me:

Answers	Frequency	Percentage	Valid
1 to short	2	8%	8%
2 just right long	18	75%	75%
3 too long	4	17%	17%
TOTAL	24	100%	100%

- c) Open question: In the next steps, we plan to establish a model of collaboration between advanced manufacturing and creative industries. Would you be interested in such a collaboration? What are your expectations?

Answers from respondents:

1. Yes (3 answers)
2. Yes. concrete projects with companies
3. very much
4. -
5. concrete joint projects, even pilot projects, to keep everything in theory.
6. I support cooperation and the Ministry could participate as observers and support.
7. of course. to identify the potential for connection and connect us. e.g. list the range of services / products / knowledge provided by individual stakeholders and the needs of advanced



manufacturing companies. then you can organize \ "speed dating \ " events where we can meet with relevant stakeholders in a short time (say 10 minutes) to make the first contact. they could also offer a space where they present themselves, allowing businesses to choose the ones they find interesting.

8. when developing new products
9. I am in favor of cooperation.
10. we would definitely be interested
11. such cooperation is very welcome.
12. /
13. we would be interested.
14. Yes.
15. cooperation would be of interest to us, expectations are high.
16. we would be very interested.
17. we would be interested in cooperation, we expect a lot.
18. We would.
19. we would be interested, expectations are but we have no experience yet.

d) Table 3. In what areas is there an interest in cooperation:

		Frequency	Valid	Percentage	appropriate
Q4a	product and service design	13	23	57%	24
Q4b	internal business processes and business models	10	23	43%	24
Q4c	user experience	15	23	65%	24
Q4d	Other:	2	23	9%	24
	TOTAL		23		24

*Other: education, transfer of property rights

Annex 1: Participation list