



D.T 2.1.1

Methodology and workplan for the development of the tool box and the training

Version 1
04 2019

1. Preliminary remarks

In transnational cooperation three types of tools will be created:

1. **Awareness raising tools** for CCI to discover opportunities to work with AVM (best practice brochure, online offer, checklist)
2. **Training tools** for CCI to better understand AVM, three areas: technology development, future trends and mindset of people in AVM (online content, three module training sessions, guided visit to AVM company)
3. **Group and individual match-making tools** to support new collaboration along new value chains / value loops (Design thinking workshops etc.)

The **tools always include online offers** for information, training and match-making, the COCO website will function as hub for the transnational network of colliders.

In **three transnational training sessions** the PPs (**two persons per PP**) are trained as **cooperation facilitators**. Tools are **transferred outside the partnership** (30 trained).

2. Methodology

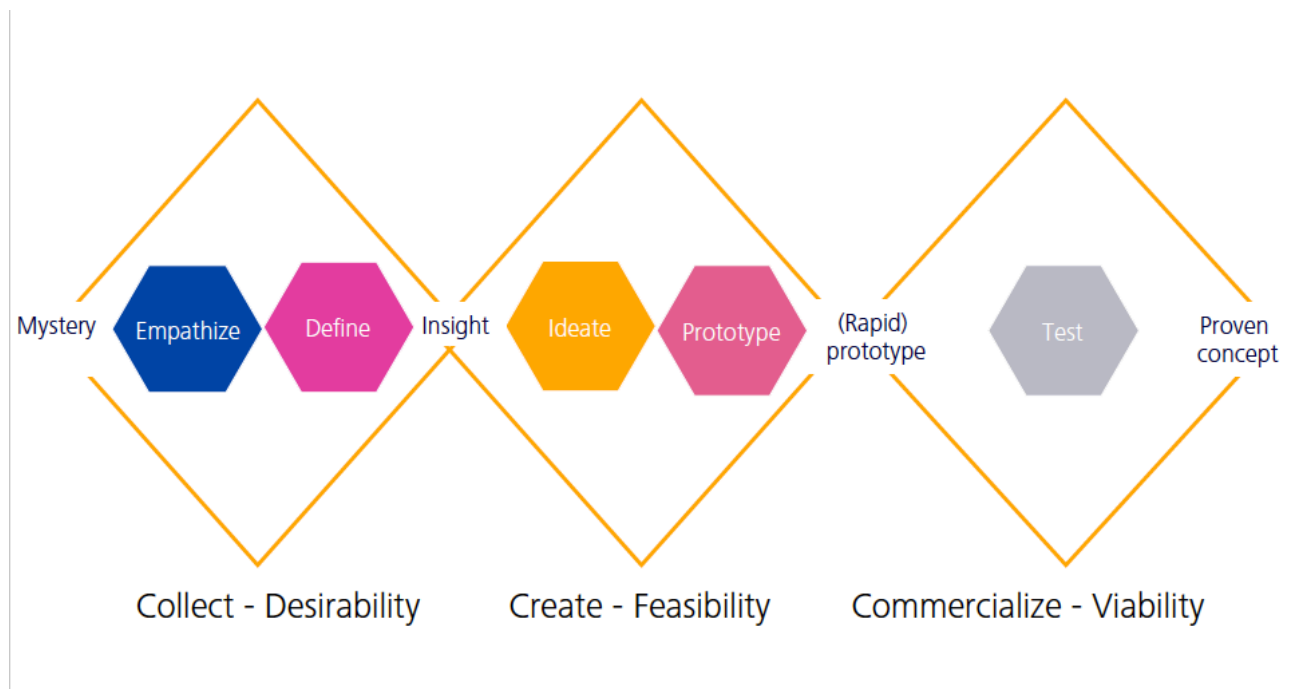
In order to create an tool box that will meet the real needs of CCI and AVM, the members of the COCO4CCI Kick-Off Meeting in Ljubljana in April 2019 have decided on using **design thinking techniques based on interviews assessing the needs, challenges, views and readiness of CCI and AVM regarding a future collider concept**.

Design Thinking was developed by David Kelley, Stanford professor and founder of the renowned design agency IDEO in Silicon Valley. Kelley's work is strongly influenced by Prof. Terry Winograd and Larry Leifer from Stanford University. **Design Thinking is a systematic, human-centered approach to solving complex problems**. Unlike traditional scientific and engineering approaches, which address a task from the view of technical solvability, user needs and requirements are central to the process. Continuous feedback between



the developer(s) and the target users is crucial, so that the future users can test and help improve the solutions before their implementation.

The classic design thinking process is set up as follows:



Typically, the design thinking process covers the following phases:

- Empathize and observe: Gaining an outward view and form empathy for the users and stakeholders.
- Define: The knowledge gained will be summarized and the challenge reframed.
- Ideate: Generation a variety of solution possibilities, then selection of the most suitable solution.
- Prototype: Development of concrete solutions. These solutions then will be tested on the target users.

The multidisciplinary (BSO/University) - and in this project ideally international - tool box developer teams - are taking **3 main steps**:

- Empathy interviews among CCI and AVM
- Ideation/creation of tool concepts
- Prototyping and piloting of tools



3. Workplan

3.1. Empathy Interviews

3.1.1. Interview templates (due 06/2019)

- HdM is preparing a template combining 1) a template for an interview for empathy allowing to ask open questions according to the design thinking methodology plus 2) a questionnaire assessing the readiness level (D.T2.2.3).

3.1.2. Empathy Interviews (due 08/2019)

- Interviews among CCI/AVM aiming at the customer-oriented design of awareness raising, training and match-making tools will be conducted in all six partner regions
- The interviews are supposed to be conducted face-to-face with at least 10 representatives (individuals) from CCI per region. The number of AVM interview partners can be chosen individually based on availability.

3.1.3. Summary of interview results (due 09/2019)

- HdM is summarizing and analyzing the results until the SCM in Stuttgart (25 and 16/09/2019)
- These results will be the basis for the further ideation process that will eventually lead to appropriate tools for awareness raising, training and matching.

3.2. Ideation


3.2.1. Preparation of the ideation workshop (due 15/09/2019)

- HdM and bwcon are preparing the methodology and the material a 3-hour-ideation workshop taking place during the SCM in Stuttgart on 26/09/2019 involving multidisciplinary and international teams from the project consortium.
- Goal: An initial tool box covering the areas awareness rising and training/match-making.

3.2.2. Ideation Workshop 26/09/2019







- HdM and bwcon are hosting and conducting the 3-hour-ideation workshop during the SCM in Stuttgart on 26/09/2019 involving 4 teams multidisciplinary and international teams from the project consortium.
- The teams are undergoing an ideation process using a tool model canvas



Interreg 
CENTRAL EUROPE
European Union
European Regional
Development Fund

COCO4CCI

Team: _____ Date: _____ Version # _____

<p> User</p> <ul style="list-style-type: none"> • Target group(s) and their aims • What benefits are they seeking for? (per target group) • What are their problems that you wish to solve? (per target group) 	<p> Tool</p> <ul style="list-style-type: none"> • Type of tool (event, seminar, workshop, site visit, online offer, ...) • Title and short description of topics & key activities • Value proposition • Resources (instructors/agents, duration, material, venue, budget) 	<p> Results</p> <ul style="list-style-type: none"> • Deliverables & tangible outcomes • Key performance indicators
<p> Entering behaviour</p> <ul style="list-style-type: none"> • Behaviour, skills, knowledge level, attitude and network before participation/use (per target group) 	<p> Experience journey</p> <ul style="list-style-type: none"> • Chronological touchpoints before/during/after participation/use • Make or break moments • Adjectives that describe the experience ("social", "activating", "reflective", "sensitizing", "collaborative", ...) 	<p> Exiting behaviour</p> <ul style="list-style-type: none"> • Behaviour, skills, knowledge level, attitude and network after participation/use (per target group)

3.2.3. Choice of appropriate tools and specification (due 10/2019)

- The workshop teams are summarizing and refining their results (= tools)
- The project group consortium will vote on the most suitable tools that should be developed and implemented.

3.3. Prototyping & Piloting

3.3.1. Specification and prototyping (due 11/2019)

- Based upon 3.2.3., the according PPs will create general concepts and agendas for the tools that will be adapted by each country/region in accordance to their specific CCI/AVM sectors and target groups.

3.3.2. Testing/Piloting

- Workplan according to “WP T3: Piloting the Cooperation Collider”
- The concept for Train-The-Trainer-workshops will developed based on the lessons learned during the testing/piloting phase