

DEVELOPMENT OF TOOLS

Deliverable D.T2.3.1

Chamber of Commerce and Industry of Slovenia

Version 1

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Introduction

The methodology document shall help the partners to prepare training tools. The document will be up-dated later and include also information on the collaboration tools. The document will give guidance, provide more information on the tools to be developed, the division of work and the expected results.

In COCO4CCI we develop three types of tools:

- Tools for raising awareness on the opportunities for collaboration among CCI and AVM and discover opportunities (brochure, info day, checklist, online information, best practices)
- Training programme in three dimensions: mindset, technology and trends
- Tools to support new collaborations among AVM and CCI

The awareness raising tools are already developed and this document deals with the training.



The tools are designed to guide the CCI and AVM companies through a process to develop a better understanding of each other and the opportunities for collaboration. We do not want to change the CCIs or the AVMs. We want to create a new category. The „WHOLEBRAINER“ is not a further educated single person but a team from both areas. The aim is to skillfully combine the different strengths and create something completely new.

We divided the training and collaboration process in four areas as shown in the table below:

Forming Learn about each other Mindset&trends	Storming Challenging each other Technology&mindset
Norming Working with each other Technology&trends	Performing Working as one Business

The aim of the training tools is to better prepare CCIs to understand the world of business and the world of AVM.

A training programme will be developed consisting of

- a concept and materials for training events in the three dimensions:
 - o Technology,
 - o Future trends and
 - o Mindset in AVM
- online materials for specialisation and deepening of knowledge in AVM like



- materials on the three dimensions, different sectors like articles, lectures,...
- case studies / articles (IPR, best practice examples)
- web tutorials related to the three dimensions
- webinar
- materials from the training programme
- company visit of CCI to an AVM company

The aim of the collaboration tools is to bring the two worlds together and create a new collaboration along new and old value chains.

Methodology

In order to create a tool box that will meet the real needs of CCI and AVM, the COCO4CCI team 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. For more details, please see the Methodology and workplan for the development of the tool box and the training (D.T2.1.1). 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 (implemented by 09/2019)
- Ideation/creation of tool concepts
- Prototyping and piloting of tools

During initial empathy interview with CCIs and AVM we had developed a better understanding of the CCI sectors needs and expectation. Ideation workshops were implemented in 09/2019 by all partners, and 12/2019 by the activity leaders with the aim to create tools and concepts for awareness raising, training and match-making tools. Methods used were Tool Model Canvas, other Design Thinking tools and Lego Serious Play.

This document supports the partners to create the training tools and concepts based on the ideas developed and selected during the ideation process. The tools are developed by transnational teams, linking CCI representatives and BSO.

Detailed workplan

Overview:



Deliverable	Responsible partners	Deadline
MINDSET “How to make a good pitch to AVM” (D.T2.3.2 - part 1)	Biz-up (coordinator), UNIVE, RRA LUR, CIKE	Presentation of concept in March 2020 Finalising of concept and training materials in April 2020
TECHNOLOGY “Hands-on knowhow” (D.T2.3.2 - part 2)	bwcon (coordinator), AA Szczecin, SIAV	Presentation of concept in March 2020 Finalising of concept and training materials in April 2020
FUTURE TRENDS “Meet the expert” (D.T2.3.2 - part 3)	CREARE (coordinator), SBA	Presentation of concept in March 2020 Finalising of concept and training materials in April 2020
Online Materials (D.T2.3.3)	CCIS (coordinator), HDM, CREARE, all partners	Presentation of concept in March 2020 Finalising of materials in June 2020
Guided visit to AVM company (D.T2.3.4)	CIKE (coordinator), NCC	Presentation of concept in March 2020 Finalising of guideline in June 2020



Training programme in the three dimensions (D.T2.3.2)

MINDSET “How to make a good pitch to AVM” (D.T2.3.2 - part 1)

Responsible partners: Biz-up (coordinator), UNIVE, RRA LUR, CIKE

One of the difficulties of collaboration between AVM and CCIs is language. CCIs feel they lack business knowledge, and an understanding of business language and behaviour.

Aim: The aim of the training programme/materials in the dimension MINDSET is to fill this gap and provide business knowhow to CCI in order to enable collaboration with AVM on eye level and challenge each other.

Expected result: Development of a 7-step programme (mix of f2f workshops and online materials) supporting CCIs to make a good pitch to an AVM company. Through the pitching programme, the CCIs shall develop a better understanding of mindset in AVM, business behaviour and business skills.

- problem / market
- solution / business model
- technology
- marketing / sales
- financials
- status & timeline
- team

This part of the training programme is the key element that shall enable the CCIs to play a key role in business and innovation processes in AVM companies. Prepares CCIs for collaboration tools.

Deadlines:

- Presentation of concept in March 2020
- Finalising of concept and training materials in April 2020

TECHNOLOGY “Hands-on knowhow” (D.T2.3.2 - part 2)

Responsible partners: bwcon (coordinator), AA Szczecin, SIAV

During the initial interviews we had detected a lack of specialised knowledge among CCIs, they are not aware of the many technology trends and the opportunities they may provide.



Aim: Aim of the training and the materials under the dimension “Technology” is to provide CCI with specialised knowhow on technology trends and enable them to challenge and work with AVM. We believe that class room style lectures on technology trends are not the right way to bring knowhow to CCI.

Expected result: Two products are planned for the training in this dimension:

- A summary document (factsheet) presenting technology trends (including links to further materials, readings and tutorials), which gives CCI an overview of current technology trends and provides them with online materials to deepen their knowledge on technologies in different manufacturing sectors¹
- Training event with hands-on experiences in technology. Field-trip or visit to a makers space or another location offering the possibility to try out a new technology

Deadlines:

- Presentation of concept in March 2020
- Finalising of concept and training materials in April 2020

FUTURE TRENDS “Meet the expert” (D.T2.3.2 - part 3)

Responsible partners: CREARE (coordinator), SBA

Future trends is an area in which both, AVM and CCIs, have good competences and experiences, which are complementary and supplementary.

Aim: The dimension FUTURE TRENDS will enable learning about each other, by sharing knowhow and experiences on various future trends.

Expected result: We plan a workshop concept and materials for the training in this dimension:

- A “20 trends factsheet” describing trends relevant for CCI and AVM, including large trends (e.g. climate change) and sub trends (e.g. clean food), this includes links to further articles and readings, tutorials and other materials
- Workshop format “Meet the expert” on specific trends (like smart materials and design, with expert from AVM/company view and expert from CCI/creative view presenting knowhow and experiences (use cases), includes networking opportunities².

Deadlines:

- Presentation of concept in March 2020

¹ Proposal: determine the 4 key areas for Technology (AI, digital twin, robotics...) on which we will work on. Check the Megatrend Map: <http://spacesharingblog.info/2019/02/20/megatrend-map/>

² Trend workshop depends a lot on the quality of the speakers, invite representatives which are disruptive and critic!



- Finalising of concept and training materials in April 2020

Online Materials (D.T2.3.3)

Responsible partners: CCIS (coordinator), HDM, CREARE, all partners

Aim: Aim is to create interesting and attractive materials for both, the transnational Interreg website of COCO4CCI and the tandem websites in the partner countries. The online offer will provide specialised knowledge and insights in the different sectors of AVM.

Expected results:

- Materials related to the three dimensions to deepen knowledge: (links to) articles, web tutorials, short films, best practices, related platforms, etc
- Tutorial on IPR
- Own materials: e.g. 20 facts about AVM, 20 facts about CCI, quiz (?)
- Testimonials from AVM and CCI on trends, technology and mindset topics (what does this trend mean to me?), and other relevant topics

Deadlines:

- Presentation of concept in March 2020
- Finalising of materials in June 2020

Guided visit to AVM company (D.T2.3.4)

Responsible partners: CIKE (coordinator), NCC

During the interviews we saw that some CCIs know only little about the manufacturing sector in their region or country or have misconceived image of AVM.

Aim: Aim of the company visit is to create a learning experience for CCIs and getting insights in production site and processes of an AVM company. It is also an opportunity to see latest technologies.

Expected results:

- Guideline for implementing the visit of CCI to an AVM company

Deadlines:

- Presentation of concept in March 2020
- Finalising of guideline in June 2020