

ONLINE OFFER FOR CCI

Deliverable D.T2.3.3

Chamber of Commerce and Industry of Slovenia

Version 1

9/2020





Introduction

The online offer with specialised knowledge shall upgrade the first online information on the regional COCO4CCI websites and on the COCO4CCI Interreg website. The aim of the online tools is to better prepare CCIs to understand the world of business, of AVM and get prepared for collaboration. The offer includes case studies and best practices, articles, videos, tutorial, lectures, interviews etc. It offers general and specialised knowledge on trends, technology and mindset applicable in advanced manufacturing, but also knowhow needed for a sustainable and beneficial collaboration between CCI and AVM, such as intellectual property rights (IPR).

We used a bottom-up approach in preparing the materials, focussing on the strengths and the knowhow available in the single partner organisations of the COCO4CCI consortium. Each partner prepared a proposal for an online material

- In one of the three categories
 - AVM - mindset,
 - AVM - technology or
 - AVM - trends.
- Additionally, were available a
 - general and a specific material on IPR as well as
 - materials with a free choice of the material content.

The materials will be prepared and implemented in the piloting phase of the project (WP T3), the partners will introduce them at the monthly online meetings.

The materials in the following categories are planned:

- Trends: video lectures, workshop video, expert interview video,
- Technology: use case/case study video, best practice video, video lecture
- Mindset: video collaboration testimonials, podcast, video lecture, short expert interview video, video interview with companies 5 materials
- IPR: video tutorials
- Other: video of online debate



Knowledge on Advanced Manufacturing

1. Trends

Title: KEYNOTE LECTURE Hello, futures! (part I)

Format: MP4/Video of the lecture by Phil Balagtas + Q&A session/1 h 45 min/

Description (What's in it for CCI or AVM?)

The possibilities are many, and they lead to many different futures; and though the rudiments of these possibilities exist in the present, many unknowns remain—the potentials of the future, the global movements and strategic orientations—and those of us whose work is to create and produce the tomorrow need to face these unknowns today.

This is especially true for creatives and those who work with advanced technologies. The Hello, futures! lecture therefore focused on the importance of reflecting on how the possible futures can be understood, and more importantly, how to actively establish strategies for shaping the future of society and companies capable of thriving in a co-created future.

As the craft of design and creative industry continues to evolve and require more strategic thinking, we've learned about additional tools and frameworks on how to address today's greatest political, ethical, environmental and cultural challenges. Among other things, the lecture gave answers to the following questions:

What will the world look like 7-10 years from now?

How can we properly assess the challenges we will eventually face?

What role will design and designers play in the future?

We've also learned about examples of how to apply speculative design and foresight as strategic principles for understanding the future and beyond.

Features lecturer: A lecture by the renowned American lecturer and futurist Phil Balagtas provides an introduction to the methods, tools and selected examples of forward-looking best practices, both current and past, that co-created the present in which we live. The lecture was followed by a Q&A session moderated by Ivica Mitrović.

Prepared by RRA LUR, Tina Pezdirc Nograšek



Title: WORKSHOP Hello, futures! (part II)

Format: MP4/Video of the workshop by Ivica Mitrović/tutorial

Description (What's in it for CCI or AVM?)

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The workshop to test the methods and tools of speculative design in practice will be lead by Ivica Mitrović, an assistant professor at the department of Visual Communications Design at the Arts Academy in Split will hold in February 2021.

Prepared by: Tina Pezdirc Nograšek, RRA LUR

Title: Circular Design

Format: video lecture and short expert interview

Description (What's in it for CCI or AVM?)

Design is so much more than function and form, it's about purpose, responsibility and creating a circular economy. It includes ethical branding, responsible value chains, sustainable design, circular business models, circular design, ecodesign, sustainable strategy, sustainable policy, sustainable education, sustainable cities, and sustainable manufacture. The lecture will focus in circular design in manufacturing and how to create value through circular design.

Featured lecturer: Jude Sherry, <https://www.linkedin.com/in/judesherry/>

Prepared by: CCIS, Žiga Lampe & Nina Vrabelj

2. Technology

Title: AI and art - How to create new meanings for AVM



Format: The online material will be in video format and composed by interviews, story-telling and useful data presentation. The video will be in Italian language, with English subtitles.

Description (What's in it for CCI or AVM?)

The video "AI and art - how to create new meaning for AVM" will present the Artificial Intelligence technology, its main applications in business and the case history of the experience "Datapoiesis". The goal will be to present a concrete cooperation between technology experts and artists and the possible application of AI to convey values and social meanings. The project is the expression of the dialogue between technology and art in order to create value also useful in AVM context.

Prepared by: UNIVE, Giovanni Vaia, Elisa Gritti, Noor Ul-Ain, Social Media Manager

Title: Industrial Automation: Creativity & Artificial Intelligence

Format: Case Study + Video

Description (What's in it for CCI or AVM?)

Automation. Creativity. Artificial Intelligence. This will be the focus of our case study and video. The experience of an AVM Company will be presented as a Veneto Region's best practice for how it has taken advantage of the opportunities offered by 4.0 for the review and innovation of the product, process and business model. In addition, a focus will be about the company future intents to use and implement the AI applications within the predictive systems. In this 4.0 revolution process will be also investigate the potential added value of the creative variable for the company, thanks also to the collaboration with CCIs and related professionals.

For this purpose, a case study on the high level of automation of the selected AVM Company will be produced, in addition to a related video focused on IA applications and creativity.

Prepared by: Confindustria Veneto SIAV S.p.A.

Title: Deep Dive into the Application potential of AR/VR and mixed reality

Format: Video

Description (What's in it for CCI or AVM?):

Through two videos CCI and AVM will have the opportunity to deepen the topics of AV/VR and mixed reality and get a glimpse of their application potential. Two experts will present real use cases of application of these technologies in creative and industry context:

- Maximilian Schmierer, CEO of b.Rex gives an overview of the technologies implemented by his company for client projects: from Augmented and virtual reality to CGI & 3D Animation. He



present a real use case: Munis a platform they develop for the organisation of online events and fairs, where users can interact online, navigate stands, embed and plan livestream in the event stage, see in real time where customers are on the platform and what they are interested in.

Source: <https://munis.digital/>

- Robin Wenk, CEO of Lightshape present a real application case developed for AUDI AG. The core piece of the system at Audi at Ingostadt is the communication software HCC, created by LIGHTSHAPE, which enables the collaborative work of multiple users. For this, basic consumer hardware like Oculus Rift and HTC Vive can be used, but as shown in this case, professional tracking systems or VR-headsets may as well. With this, a whole team of users in one physical room can communicate in VR and examine virtual models. Furthermore, more VR headsets and Holodecks can connect from all over the world. All users are located within the same virtual space and discuss their respective problems on the 3D model in question at hand. This way, complicated situations can be expressed and evaluated, completely independent from physical restrictions. The XR system is especially easy to use, even for users without previous experience with the system.

Source: <https://www.lightshape.net/en/projects/audi-engineering-holodeck/>

Both contributions have been recorded during the COCO4CCI Info Day in Germany held on the 1st October 2020.

Prepared by bwcon GmbH

3. Mindset

Title: BEST PRACTICES Hello, futures!

Format: MP4/One best practice - 3 videos in two languages (Slovenian and English)/Total of 12 videos

Description (What's in it for CCI or AVM?)

Video with the presentation of best practice collaborations with the testimonials of "both worlds" CCI and AVM. Two best practice examples:

1) Studio Miklavc and AVM company Tips

Testimonial (short video/1,4 min./CCI company Studio Miklavc/benefits of collaboration with AVM

Testimonial (short video/1,1 min./AVM company Tips/benefits of collaboration with CCI



Best practice (short video/3 min./CCI company Studio Miklavc & AVM company Tips/benefits of mutual collaboration

2) Wilsonic Design and AVM company Hidria

Testimonial (short video/1,4 min./CCI company Wilsonic Design/benefits of collaboration with AVM

Testimonial (short video/1,1 min./AVM company Hidria/benefits of collaboration with CCI

Best practice (short video/3 min./CCI company Wilsonic Design & AVM company Hidria/benefits of mutual collaboration

Prepared by: RRA LUR, Tina Pezdirc Nograšek

Title: CREATIVITY4CIRCULARITY Why creativity is important for circularity?

Format: Podcast in Slovak, 30 - 60 min, Each podcast will be transcribed into an article both in Slovak and English.

Description (What's in it for CCI or AVM?)

Introduction to circular economy, its legislative background (European Green Deal, new European Action Plan for Circular Economy) and circular business models to better understand thematic focus of the call CREATIVITY4CIRCULARITY. We will also answer the question: "Why creativity is important for circularity

Potential speakers: INCIEN, Andrea Orsag / Mission C, Annamarie Velič

Prepared by SBA is responsible for producing podcasts. CIKE will help identify potential speakers, transcribe podcasts into an article in Slovak and translate the article in English.

Title: Servisation - Service Design

Format: Video lecture and short interview

Description (What's in it for CCI or AVM?)

How can organizations sustainably embed service design in their structures, processes, and culture? Video lecture and short interview with Mark Stickdorn, trainer and consultant for service design thinking and author of the award-winning book "This is Service Design Thinking". He provides compact knowledge in the field of service design and how to apply service design within organizational structures and processes and to increase customer experience.

Featured lecturer: Marc Stickdorn, <http://www.marcstickdorn.info/>

Prepared by CCIS, Žiga Lampe & Nina Vrabelj



Title: Cross-fertilization between AVM and CCI - Benefits and possibilities

Format: Video interview

Description (What's in it for CCI or AVM?):

Our interview aims at discussing the chances and possibilities of a cooperation between AVM and CCI. What can both learn from each other in general? What are the specific benefits of a cooperation? Why should they do it now? How could such a cooperation look like?

We aim to reduce prejudice against cooperation and instead display the chances and benefits for both partners.

Prepared by: HdM Stuttgart

Title: Best Cases of cooperation between AVM and CCI

Format: podcast

Description (What's in it for CCI or AVM?):

Interview presenting companies as examples of successful and beneficial cooperation between AVM and CCI. The aim is to conduct podcast interviews with successful AVM companies showing on their examples that cooperation is possible, can be successful and beneficial for both AVM and CCI. It is meant to be an inspiration and incentive for other companies to engage into such cooperation that will pay off.

Prepared by: NCC

Knowhow for CCI

4. Intellectual Property Protection and Collaboration

Title: Intellectual property for creative collaboration

Format: Video Tutorial

Description (Whats in it for CCI or AVM?)

Michael Lanzinger and Katharina Bisset are both lawyers, working in the field of digital law, cybercrime, copyright, media law and legal tech. Together they are also podcasting, addressing



different topics in that context: <https://www.nerdsoflaw.com/podcast/>. Michael is also part of “law busters”, a group of lawyers who are explaining legal topics in a comedian, pop-cultural way. Also he published some audio books, one of them about “copyright for creatives”: <https://www.audible.de/pd/Urheberrecht-fuer-Kreative-Hoerbuch/3966330415>

In a video-tutorial (series) they will answer common (frequently asked) questions regarding the cooperation of CCI with companies in short, basic but informative ways.

Featured lecturers: Michael Lanzinger & Katharina Bisset, <https://www.nerdsoflaw.com/nerds/>

Prepared by: CREARE & Biz-up

Title: Intellectual property for creative collaboration - Fast Lane Collaboration

Format: Video Tutorial

Description (Whats in it for CCI or AVM?)

In collaborations between industry and makers different worlds collide with different structures, timing, collaboration and communications attitudes and size. This might be a fertile ground for conflicts and project risks. Within the structured Fast Lane Collaboration Tutorials, the Collaborators are getting a how to, what is important on:

- The legal and financial commitment
- Communication and decision-making process
- A clear and structured and feasible workplan

They get also tips on how to get an eye-level work base and templates for a moral code.

Featured lecturer: Clemens Mayer <https://mayermakes.at/ideas/>

Prepared by: CREARE & Biz-up

5. Cooperation and Leadership in CCI

Title: Cooperation and Leadership in CCI. Does creativity can be managed?

Format: Online debate with article summary

Description (What’s in it for CCI or AVM?)

On September 15, 2020, Jane Fraser became president of City Bank on Wall Street. The pandemic showed that women leaders of developed countries, including New Zealand Prime Minister Jacina



Arden and German Chancellor Angela Merkel have coped very well with COVID-19. In the same year, 33-year-old Brazilian Maya Gebera sailed the biggest wave in windsurfing. McKinsey reports that we are near the END, in the epidemiological dimension, when most of the global society will gain resilience and the dimension of a return to a new normality, not yet named, though felt. And although I am in favor of balance in nature, I am undertaking the debate at this year's Design Plus conference from the perspective of women, as they are becoming expressive and effective this year, especially in the case of high-risk decisions. And there were a lot of those in 2020 and there will be more in 2021. Following Maya Gebera, the point is that "I like to make something that seems so impossible to be possible. Because then it's so much easier for the next one" and I think that it affects most women. Therefore, in the era of searching for leaders of change, which inevitably forces the restart of the socio-economic system, during the debate we will discuss the topic of creativity. A particularly intriguing question is: What is creativity and can it be managed? (what we need to unlearn to be able to learn again, maybe we live in stereotypes and it is difficult for us- Poles to get out of the comfort zone, or maybe, as prof. Maria Janion used to say, we - Poles like sadness and despair and national martyrdom, maybe we need a new narrator, because today we have too much individual ME, and we need US - cooperation and community, as Olga Tokarczuk said during the Nobel lecture).

Debate participants: Agnieszka Pieczyńska, Business Consulting, Agata Pribulka Czmyr, Sagra Technology, Magda Olejnik, BMW Bońkowski, prof. Mirosława Jarmołowicz, Rector of the Academy of Art in Szczecin (tbc), Anna Bańkowska, member of the Board of the West Pomeranian Voivodeship Marszałkowska (tbc)

Prepared by: CPK, dr Magdalena Małachowska