



# REPORT ON STAKEHOLDER CONSULTATION

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Deliverable D.T4.1.2

Country: Germany





## Summary of the events and meetings with stakeholders (date and type(s) of event)

Type of consultation (individual meeting, web meeting, round table discussion, ...)	Individual meeting (phone)
Date	09 March 2021
No. of participants	1

Type of consultation (individual meeting, web meeting, round table discussion, ...)	Individual meeting (web)
Date	18 June 2021
No. of participants	1

Type of consultation (individual meeting, web meeting, round table discussion, ...)	Online-Workshop
Date	16 September 2021
No. of participants	9

Type of consultation (individual meeting, web meeting, round table discussion, ...)	Individual meeting
Date	17 September 2021
No. of participants	4

*Please add more tables in case you had several meetings/consultations*



Total number of stakeholders consulted: 15

## Description of the stakeholders consulted

*Stakeholders or key partners are important to integrate the cross-sectoral collaboration in the business support environment for CCI and AVM. Please describe the stakeholders that were consulted (COCO4CCI's advisory board members, other business support organisations, other CCI hubs and actors, policy makers, companies or organisations from other sectors, academia representatives etc. You might even find important stakeholders in your own organisation).*

Representatives from the following institutions have been consulted:

- Stuttgart Region Economic Development Corporation (AB Member)

The Stuttgart Region Economic Development Corporation is the central contact for investors and companies in the city of Stuttgart and the five surrounding districts.

- ARENA2036

stands for „Active Research Environment for the Next generation of Automobiles” and is one of nine research campi of the funding initiative "Research Campus - Public-Private Partnership for Innovations" in Germany. ARENA2036 is supported by the Federal Ministry of Education and Research (BMBF) and is run as a registered association with members from science and industry. Our partners are active in various disciplines - from the automotive industry, aerospace technology, textile and materials research to industrial science.

- Center for Entrepreneurship Reutlingen University

Reutlingen University offers ideal opportunities for young entrepreneurs in the Neckaralb region to put their business ideas into practice. They are supported by committed professors from various faculties who anchor entrepreneurial thinking in studies and teaching and thus promote the entrepreneurial spirit of the students. The Center for Entrepreneurship bundles these activities and is the central point of contact for all questions related to innovation, entrepreneurship and start-ups.

- Europabüro Region Stuttgart

The European Office of the Stuttgart Region in Brussels is based in rooms of the Baden-Württemberg State Representation in the heart of the European Quarter. The office staff maintain a direct line to European decision-makers and inform colleagues in the Stuttgart Region about current legislative procedures and funding programmes.

- CREATIVE INDUSTRIES & MEDIA SOCIETY CREAM

The Creative Industries & Media Society (CREAM) research beacon explores the digital transformation of the economy and society from the perspective of the creative industries and the media society in an interdisciplinary and application-oriented way in order to actively set impulses and thus help shape it.



- HdM Startup Center

The Startup Center at the HdM supports students and graduates on their way to founding a company in the fields of media, design and software.

- University of Stuttgart/ENI

The Institute promotes entrepreneurship in theory and practice with an interdisciplinary approach that combines new technologies, innovation and science with the idea of sustainability.

- Hohenheim University/Innovation Greenhouse

strives to develop the University of Hohenheim into one of the strongest start-up universities in Germany to take a lead function in transferring science into sustainable innovation and fuel solution-oriented thinking of students and employees.

- Stuttgart Media University

covers a broad spectrum of media expertise: from printed media to electronic media, from design to business administration, from library science to advertising, from content for media to packaging technology, from computer science to information science to publishing and electronic media.

- bwcon

is the leading business initiative for the promotion of the high-tech sectors in the region with offices in Stuttgart, Freiburg, Horb and Villingen-Schwenningen. With its approximately 600 members since 1997, the main goal is to foster key-technologies in order to strengthen the region's economic development.

- MFG Baden-Württemberg

is an institution of the state of Baden-Württemberg and Südwestrundfunk public broadcaster. MFG is short for Medien and Filmgesellschaft, which translates as Media and Film Society. The aim of MFG is to promote film culture and film industry as well as the cultural and creative industries in the Southwest of Germany.

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## Description of the outcome of the consultation

*Please describe the feedback from the stakeholders on your action plan to make COCO4CCIs results sustainable. How can they support the integration of cross-sectoral collaboration into the business support environment? What other insights did you have from the consultation process?*

- Cross-sectoral cooperation will become more important than ever.
- In general, there is a great openness and interest in initiating and simplifying cross-sectoral cooperation, but the magic formula has not yet been found.
- When trying to connect two worlds/mindsets, it takes more than a process. It takes people who can build this connection.
- It is a challenge for companies to think of a (open innovation) challenge.
- SMEs can benefit most quickly from a cooperation with CCI.



- There have already been several attempts, unfortunately not very successful, to bring these two worlds together. Whether a lengthy process like the current Cooperation Collider is the right way to go is questionable.
- Making CCI ready for AVM alone is not the right approach. The industry also needs to be trained to know all the benefits and capabilities of CCI.
- In such projects, specialisation takes precedence over generalisation. Which CCI should be matched with exactly which AVM?
- CCI is such a broad field that a cooperation needs to be much more focused. Which areas of CCI are particularly attractive for AVM? This should be analysed in more detail.
- Challenge formats can be tiring and frustrating.
- The approach of doing the matching individually seems to be the most promising one.
- There is a need to work out more how much CCI and AVM can benefit from each other. The much-cited "innovation" is not enough.
- We need to help CCI build its own self-image and thus radiate more self-confidence.
- The establishment of a regional exchange platform and talent pool would be supported.
- People need to be empowered to think cross-sectorally much earlier, preferably during their studies.

