

REPORT ON STAKEHOLDER CONSULTATION

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Country: Poland

Version 1
Date 06-09
2021





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

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

Type of consultation (individual meeting, web meeting, round table discussion, ...)	Roundtable discussion (web meeting)
Date	04.07.2020
No. of participants	12

Type of consultation (individual meeting, web meeting, round table discussion, ...)	round table discussion
Date	30.06.2021
No. of participants	4

Type of consultation (individual meeting, web meeting, round table discussion, ...)	Picnic with roundtable discussion
Date	17.09.2021
No. of participants	9

Total number of stakeholders consulted: 25

Description of the stakeholders consulted



Stakeholders or key partners are important to integrate the cross-sectoral collaboration in the business support environment for CCIs 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).

Roundtable discussion during online meeting:

Topic: Regional Strategy of Innovation for Westpomeranian Region. The meeting was held by Marshall Office in July 2020 because that was the time when region was starting to preparing new strategy perspective for 2030. Magdalena Małachowska join the meeting and presented COCO4CCI results.

dr Agnieszka Brzezińska, Statistical Office in Szczecin

Jacek Drożdżał, Association of West Pomeranian Chemical Cluster Green Chemistry

prof. US dr hab. Marzena Frankowska, Metal Cluster Metallic

dr Magdalena Ławicka, Association ICT Cluster West Pomerania

dr Magdalena Małachowska, Academy of Art in Szczecin

dr inż. Andrzej Montwiłł Wespomeranian Martimie Cluster

Joanna Niemcewicz Regional Center for Innovation and Technology Transfer ZUT

dr Hubert Pachciarek PUM Technology Transfer Center

prof. ZUT dr hab. inż. Krzysztof Pietrusewicz West Pomeranian University of Technology

prof. PK dr hab. Danuta Zawadzka Koszalin's Polytechnic

Paweł Szeremer, Marshal's Office of the West Pomeranian Voivodeship, Center for Economic Initiatives

Roundtable discussion during face to face meeting in newly opened Scandinavian House:

Topic: Regional Strategy of Innovation for Westpomeranian Region. The meeting was held by Marshall Office in July 2020 because that was the time when region was starting to prepare new strategy perspective for 2030. Magdalena Małachowska join the meeting and presented COCO4CCI results.

Vice president of Szczecin - Daniel Wacinkiewicz

prof. Kamil Kuskowski, vice-rector of Academy of Art in Szczecin

prof. Aurelia Mandziuk, dean of The Design Faculty Academy of Art in Szczecin

Maciej Jelski - designer, Kosmos Project

dr Magdalena Małachowska - COCO4CCI project coordinator

Stakeholder consultation picnic organized by Academy of Art and Northern Chambers of Commerce:

Topic: COCO4CCI recommendation for policy makers and lessons learned from COCO4CCI

Monika Tomczyk, Media Dizajn Association

Radek Nagay, Panopticum



Zbigniew Nagay, Radex

Anna Kamińska, Ho:Lo

Maciej Sadowski, Serve Design

Ksymena Gwiazdowska, Linden Labs

Ewa Kmiecińska, Muzeum Narodowe Szczecin

Radostaw Brzeziński, Wilde Tech

Patrycja Makarewicz Leszczyńska, Pełnia Studio

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?

The policy recommendations are aimed at national, regional and local policy makers, traditional business support organisation, as well as to the support infrastructure of the CCI sector.

The benefits of cross-sectoral collaboration are recognised among academic community and business support structures. However, cross-sectoral collaboration often refers to digitalisation plus another sector, for instance digitalisation and agriculture or digitalisation and tourism industry. The concept is less known for CCI and other sectors, especially when the ambition of collaboration exceeds product design or communication, but goes to all stages of products or service development or changes in business processes or the business model. Design is has become today one of the key features of new products and services. The pressure to constantly innovate increases for all industry sectors.

There is a a well-developed business support infrastructure at national, regional and local level targeted often only on “traditional” industries. CCI is not in their focus, and they do not have offer that is tailored to the needs of CCI, and adapted to CCI’s mindset and language. The traditional business support ecosystem needs to open up for CCI, promote and support the sector and become a facilitator of cross-sectoral collaboration with CCI. They need to develop support offers directed towards CCI and cross-sectoral collaboration, including the facilitation of cross-sectoral collaboration and mentoring of cross-sectoral collaboration in open innovation models.

On the other hand has developed a separate support structure directed entirely towards CCI, often operated by the Culture sector. It is also a silo. This structures often lack the connection to other industry sectors. Language and culture barriers exist between both, the traditional and CCI business support infrastructure. In order to create an effective support structure for cross-sectoral collaboration with CCI, the collaboration and integration of these two support infrastructures is not only necessary but unavoidable. Measures need to be taken that anable the development of an integrated offer covering

- Promotion of cross sectoral collaboration, showcasing use cases and best practices, benefits, expected impact
- Initialising and facilitation of cross-sectoral collaborative projects through different offers
- Mentoring during the initial phase of the collaboration to help aligning the languages and understanding/mindset
- Documentation of the benefits and lessons learnt, researching the impact reached



Vouchers schemes are a popular business support instrument to provide SMEs with easy to operate, economic incentives to address various topics to increase their competitiveness such as innovation, digitalisation, or training vouchers. It is the right policy tool to foster cross-sectoral collaboration among SMEs in advanced manufacturing and CCI. With the voucher, SMEs could finance a small-scale cross-sectoral collaboration project with CCI. This short-term incentive will create a long-term impact for both, the manufacturing SME and the CCI partner in terms of innovation potential and competitiveness.

The most popular vouchers are innovation vouchers, they constitute about 50% of the voucher schemes¹. However, innovation is in this context too often defined as technology advancement, to be used with an research or technology partner. Creativity drives innovation! CCIs need to become a recognised partner in innovation voucher schemes.

A transnational and cross-sectoral shared vision on what could be CCI's contribution to economic and social growth in central Europe is needed. The capacity in CCI should be linked up with other industry sectors to foster innovation processes in a cross-collaborative manner. The sector-specific approach considers cultural and creative industries, and should include all companies carrying out activities that fall under one of these two industries.

The CCI sector is undergoing profound evolution on the educational and economic front that requires future envisioning to stimulate further development. Apart from that, promotion of cross-sectoral collaboration per se should be fostered where CCI contribution is highlighted to increase its visibility on economic impact.

Local or national CCI strategies created for the next period should refer to Operational Program for the Implementation of European Cohesion Policy 2021-2027, priority axes: Dynamic and competitive entrepreneurship for green economic growth, investment priorities: Promoting entrepreneurship, in particular by facilitating the exploitation of new ideas in the economy and promoting the creation of new business.²

When it comes to CCI companies in the field of architecture and design, they are very well settled and positioned on international market. Whereas companies from less prominent CCI fields are very small ones and fragmented. In order to stimulate the companies representing less recognised CCI fields, specific strategic documents for single sectors should be created that consider public investment.

Ecosystem analysis should be carried out to diagnose the status quo of resources and identify challenges that CCI is facing. Public institutions could trigger financial programs or investments based on the identified needs of the CCI sector (impact versus ROI). Apart from that, project efficacy and success should be evaluated based on predefined KPIs and best practices to capture project's impact on local/national level respectively.

The benchmarking of CCI companies with other areas or contexts is required to present relations and also dependencies in the environment they operate.

¹

https://www.interregeurope.eu/fileadmin/user_upload/plp_uploads/policy_briefs/TO3_Policy_Brief_Vouchers_for_the_competitiveness_of_SMEs.pdf

² https://ec.europa.eu/regional_policy/en/2021_2027/