Interreg CENTRAL EUROPE

Co-funded by the European Union

CURIOST

Deliverable 2.2.2. Set-up of international pool of creative heads

Version 2

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DELIVERABLE 2.2.2.

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1. SUMMARY

The CURIOST project aims to strengthen the innovation capacity of SMEs and small mid-caps in Central Europe by supporting the transition toward sustainable and circular product development. Focusing on four key manufacturing sectors - mechanics & mechatronics, plastics, packaging, and construction - the project provides a structured methodology and support framework to enable businesses to adopt more circular, resource-efficient practices.
In Activity A2.2, the pool of creative heads must be selected to support the companies in the upcoming piloting workshops.

2. SUPPORTING ACTIVITIES

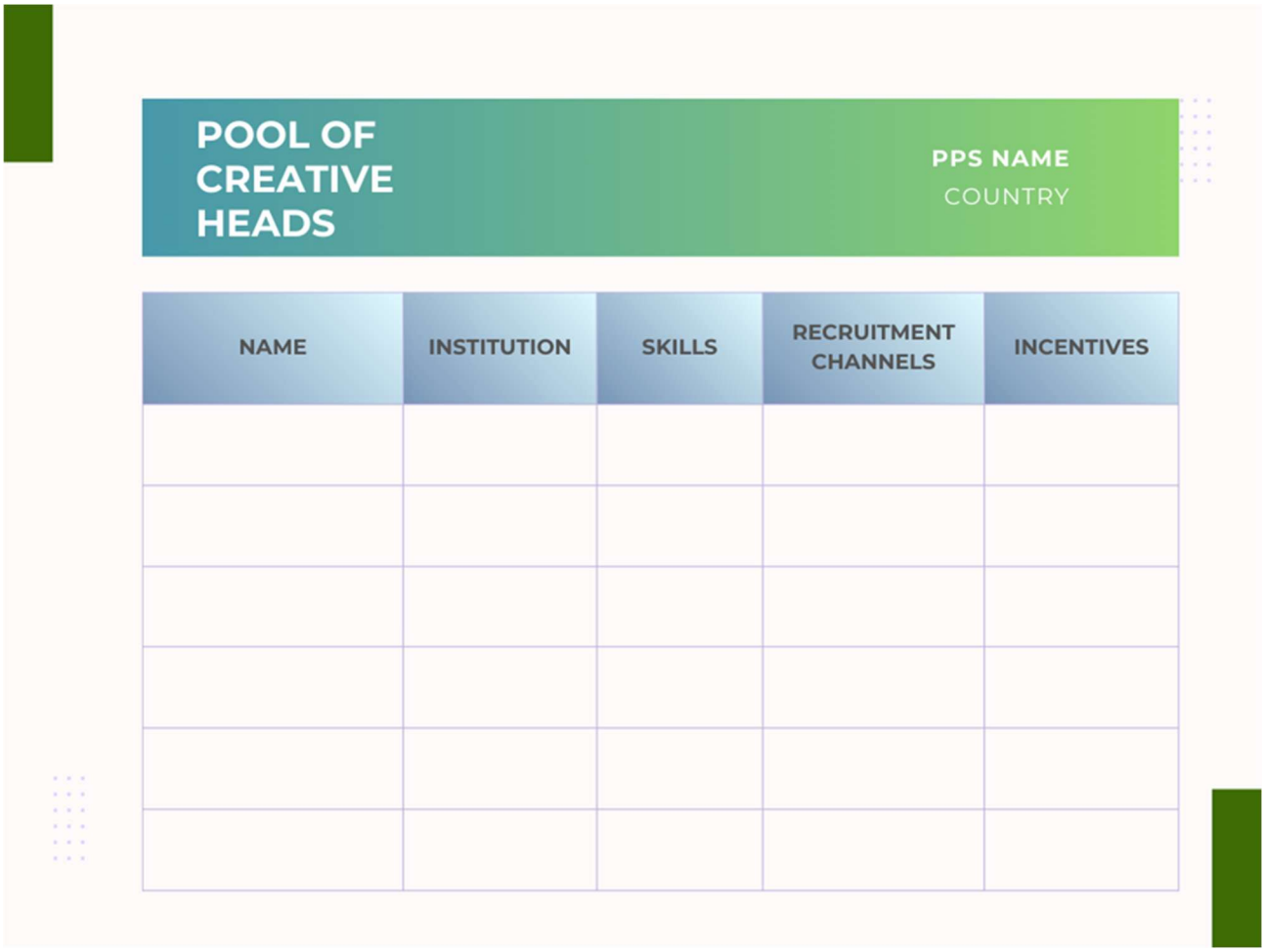
ENVI organized an interactive workshop during the SC meeting in Opatija to brainstorm the role of creative heads. PPs worked together and compiled a canvas where the types of creative heads, their soft and hard skills, the recruitment channels, the reasons and incentives that Creative heads should have to support the SMEs in the right way during the Piloting workshops.
With the use of canvas, PPs started the process for the identification and selection of the creative heads. To support the selection process, ENVI elaborated a document in which the role and the efforts of the creative head have been highlighted on the basis of the A2.3 “Outline of piloting workshops”.
The canvas template, the results obtained during the workshop, and the description of the role and efforts of the creative heads are reported in Deliverable A 2.2.1.

3. LIST OF CREATIVE HEADS -TABLE

To support the selection of the creative heads, ENVI prepared a table with a series of indicators to be filled in by PPs per Country Region.
In the table, PPs have to collect:

- the names of the creative heads,
- the institution to which they belong,
- the skills that they have,
- the channels that PPs should use for recruitment
- the types of incentives that PPs can take into consideration when recruiting the Creative Heads

In the figure below, the table prepared by ENVI and uploaded to the SharePoint.



Template for the setup of the list of Creative Heads

FINAL SET-UP OF THE CREATIVE HEADS

ENVI created a subfolder on SharePoint for each country, where the PPs collected tables containing the names of Creative Heads who could be involved in the upcoming pilot workshops.

All the PPs listed more than 1 creative head/sector, so that they can match the SMEs involved in the piloting workshops with the right Creative Heads.

This matchmaking activity will be done by each country autonomously, since every PP knows better the needs of SMEs for their business model development and the prototyping stage, as well as the skills of the creative head that should be involved.
Every country has prepared the definitive list of creative heads.
The results are reported below.

AUSTRIA

POOL OF CREATIVE HEADS

Biz -Up + CPU
Austria

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	•Background in teaching and guiding product design and presentation with strong focus on Design Thinking Methods	Personal contact	Insights and contact to producing companies, european-wide visability through communication activities
-	-	▪ Design Thinking & Innovation: applying user-centered design methods to develop creative solutions ▪ Expertise in circular design strategies and eco-friendly product concepts ▪ Collaborative Co-Creation (workshops and stakeholder engagement for innovative product ideas)	Personal contact	Insights and contact to producing companies, european-wide visability through communication activities

POOL OF CREATIVE HEADS

Biz -Up + CPU
Austria

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Lego Serious Play (min. 8 persons group for Lego Serious Play!) o Transforms abstract ideas into physical models o Enables quick building and modification of prototypes without expensive tools or long development cycles o Encourages team participation and co-creation, fostering shared understanding and innovative solutions	Personal contact	Not needed
-	-	▪ Design Thinking ▪ Circular Economy Expert	Personal contact	Not needed

POOL OF CREATIVE HEADS

Biz -Up + CPU
Austria

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	▪ Software for product manufacturers (embedded systems, PC applications, cloud, and IoT systems) ▪ tailored to use cases	Personal contact, E-Mail	Insights and contact to manufacturing companies, european-wide visability through communication activities
-	-	• Sustainability & Climate Innovation • Public Sector Strategy & Participation • Cross-sector Collaboration	Cluster network (E-Mail, call)	Expand network
-	-	▪ Expert for HMIs, Industrial Design	Personal contact, E-Mail	Insights and contact to producing companies, european-wide visability through communication activities

POOL OF CREATIVE HEADS

Biz -Up + CPU
Austria

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Expert in creative industry leadership, innovation strategy, and European collaboration • Founder of Microgiants Design & Research. • Driving transformation through EIT Culture & Creativity and Vienna Co-Location Center	Cluster network (E-Mail, call)	Expand network
-	-	▪ Start-Up Consultant ▪ Strategic creativity (for internationalization & service development) ▪ Intercultural communication	Cluster network (E-Mail, call)	Expand network
-	-	▪ Open Innovation & Startup Collaboration ▪ Startup Coaching (Sales, Marketing, Pitching) ▪ Strategic Creativity & Ecosystem Thinking	Cluster network (E-Mail, call)	Expand network

POOL OF CREATIVE HEADS

Biz -Up + CPU
Austria

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Business Development & Strategic Partnerships • Product & Marketing Strategy • International Sales & Solution Selling • Innovation & Optimization Thinking	Cluster network (E-Mail, call)	Expand network
-	-	▪ AI Ethics & Framework Design ▪ Interdisciplinary Innovation ▪ Strategic Thinking & Thought Leadership	Cluster network (E-Mail, call)	Expand network
-	-	▪ Circular Innovation & Strategy ▪ Systems Thinking & Research Leadership ▪ Creative Problem Solving & Collaboration	Cluster network (E-Mail, call)	Expand network Business opportunities

POOL OF CREATIVE HEADS

Biz -Up + CPU
Austria

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	▪ Mechatronic System Innovation ▪ Agile Product Development ▪ Digital & Sustainable Engineering Strategy	Cluster network (E-Mail, call)	Expand network
-	-	▪ Strategic Transformation & Innovation ▪ Circular Economy & Cross-Company Design ▪ Vision Framing & Systems Thinking	Cluster network (E-Mail, call)	Expand network Business opportunities

CROATIA

POOL OF CREATIVE HEADS

Step Ri & Metalna jezgra Čakovec

CROATIA

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Sustainability innovation • Bioeconomy enthusiast • general manager at the first R&D company, from Croatia • Expert in manufacturing certified bio-based, biodegradable and compostable thermoplastics	Buissness network (e-mail, phonecall)	• Environmental protection • Expand network • Business opportunities • Fee
-	-	• Experienced manager in the automotive industry • Background HPDC casting and machining processes	Buissness network (e-mail, phonecall)	• Expand network • Business opportunities • Fee
-	-	• Safety Engineering, Telecommunications Engineering and Transportation Engineering	Buissness network (e-mail, phonecall)	• Expand network • Business opportunities • Fee

POOL OF CREATIVE HEADS

Step Ri & Metalna jezgra Čakovec
CROATIA

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Expert in intellectual property rights • Innovation Management	Internal resources (direct contact)	• Internal resources
-	-	• Expert in pricing strategy, market launch, and business plan development	Internal resources (direct contact)	• Internal resources
-	-	• ESG ambassador • introduce sustainable financing models • Circular Innovation & Strategy • Sustainable Corporate Finance Advisory	Buissness network (e-mail, phonecall)	• Business opportunities • Fee

POOL OF CREATIVE HEADS

Step Ri & Metalna jezgra Čakovec
CROATIA

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Consultant for business development and strategy • Preparing business plans • Sustainability & Climate Innovation	Buissness network (e-mail, phonecall)	• Expand network • Business opportunities • Fee • Environmental protection
-	-	• Strategic creativity (for • Intercultural communication • Creative Problem Solving & Collaboration	Buissness network (e-mail, phonecall)	• Expand network • Fee

POOL OF CREATIVE HEADS

Step Ri & Metalna jezgra Čakovec
CROATIA

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Preparation RDI projects • Management, consulting, working on the PoC projects • Innovation & Optimization Thinking	Buissness network (e-mail, phonecall)	• Expand network • Business opportunities • Fee • Environmental protection

GERMANY

POOL OF CREATIVE HEADS

UCB & Bayern Innovativ

Germany

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Circular product design Design Thinking	direct contact	reputation, fee
-	-	packaging, CiE, PPWR; *only for transnational event*	direct contact	reputation, fee
-	-	Design Thinking	direct contact	BI internal expert
-	-	circular economy	direct contact	reputation, fee

POOL OF CREATIVE HEADS

UCB & Bayern Innovativ
Germany

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Circular product design, Design Thinking	direct contact	reputation, fee
-	-	circular economy, TRIZ Master, Six Sigma Blackbelt, AI expert	direct contact	BI internal expert

HUNGARY

POOL OF CREATIVE HEADS

PBKIK
HUNGARY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Creative industries strategist, senior business consultant, and innovation expert with 30+ years of leadership across cultural development, SME growth, EU project management, and innovation ecosystems.	Personal contact	- Expand network - Business opportunities - Fee

POOL OF CREATIVE HEADS

PBKIK
HUNGARY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	environmental protection expert and university lecturer	Personal contact	- Expand network - Business opportunities - Fee

POOL OF CREATIVE HEADS

PBKIK
HUNGARY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Deeply dedicated to advancing the economic development of Baranya and revitalizing the local industrial sector. His strategic goal is the complete decarbonization of the cement industry within two decades.	Personal contact	- Expand network - Business opportunities - Fee

POOL OF CREATIVE HEADS

PBKIK
HUNGARY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	- Certified, Accredited ESG Consultant - Head of the Baranya County Section of the Women Entrepreneurs Division, National Association of Entrepreneurs and Employers (VOSZ)	Personal contact	- Expand network - Business opportunities - Fee

ITALY

POOL OF CREATIVE HEADS

ENVI + MESAP
ITALY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Mechatronic engineer	Internal channel	Enlarge the network
-	-	Public Funding Advisor & Business Consultant	Consulting contract	Enlarge the network
-	-	Marketing Strategy & Startup Advisor	Consulting contract	Business opportunities
-	-	Digital Sustainability Specialist	Consulting contract	Business opportunities

POOL OF CREATIVE HEADS

ENVI + MESAP

ITALY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	ESG Ambassador & Consultant	Consulting contract	Business opportunities
-	-	Managing Partner	Consulting contract	Business opportunities
-	-	PhD Student in Innovation and Social Sustainable Procurement | Supply Chain Management | Collaborating with SMEs, and Startups	Consulting contract	Business opportunities
-	-	Sustainability Analyst	Consulting contract	Business opportunities

POOL OF CREATIVE HEADS

ENVI + MESAP

ITALY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Sustainability Strategist & ESG Consultant	Consulting contract	Business opportunites
-	-	PhD student in urban decarbonization	Consulting contract	business opportunities
-	-	Specialist in International Development focused on supporting companies develop their organisations and business models for international markets	Consulting contract	business opportunities

POOL OF CREATIVE HEADS

ENVI + MESAP

ITALY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Sustainability Consultant presso Avanzi - Sostenibilità per Azioni	Consulting contract	Expande the network, business opportunities
-	-	Innovation and Funding Expert	Consulting contract	Expande the network, business opportunities

POOL OF CREATIVE HEADS

ENVI + MESAP

ITALY

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	Plastic expert	Consulting contract	Expande the network, business opportunities
-	-	Professor of Management, circular business models expert	Direct contact	Enlarge the network

POOL OF CREATIVE HEADS

South Poland Cleantech Cluster

POLAND

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Knowledge in construction • Knowledge of market trends • Creative thinking	Personal business network (Call & meeting)	• Get new experience in international project • Expand personal network
-	-	• Professional psychologist • Creative thinking • Experienced training moderator • Market knowledge	Personal business network, Member of SP Cleantech (Call & meeting)	• Expand business opportunities • Expand personal network • Sharing experience

POOL OF CREATIVE HEADS

South Poland Cleantech Cluster

POLAND

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Knowledge in commercialization of projects • Expert in innovation • Experience in education • Creative thinking	Direct business contact of SPC	• Expand personal business network • Share experience with business environment
-	-	• Professional in construction and modernization of buildings • Creative thinking • Experience in advisory services • Market knowledge	Direct business contact of SPC	• Expand business opportunities • Expand personal network • Sharing experience

POOL OF CREATIVE HEADS

Bratislava University of Economics and Business

SLOVAKIA

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Expert in circular economy concepts and projects	Business network (e-mail, call)	• Expand network • Business opportunities • Fee
-	-	• Expert in environmental policy and strategies in the circular economy	Business network (e-mail, call)	• Expand network • Business opportunities • Fee
-	-	• Expert in project and innovation management • Creative Problem Solving & Collaboration	Business network (e-mail, call)	• Expand network • Business opportunities • Fee

POOL OF CREATIVE HEADS

Bratislava University of Economics and Business

SLOVAKIA

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Expert in plastic production and financial management	Business network (e-mail, call)	• Expand network • Business opportunities • Fee
-	-	• Expert in sustainable solutions and green economy • Business activity in tourism	Business network (e-mail, call)	• Expand network • Business opportunities • Fee
-	-	• Expert in Business planning and creative solutions	Business network (e-mail, call)	• Business opportunities • Fee

POOL OF CREATIVE HEADS

Bratislava University of Economics and Business

SLOVAKIA

NAME	INSTITUTION	SKILLS	RECRUITMENT CHANNELS	INCENTIVES
-	-	• Expert in creative thinking • Business skills in packaging	Business network (e-mail, call)	• Expand network • Business opportunities • Fee

GENERAL CONSIDERATION

Considering the final lists of the creative heads identified, we can assume that every country has chosen a portfolio of expert that can help SMEs and Small Mid-Caps in their pathway to sustainability in different ways, both on a technical point of view and with a more systemic and circular approach.

All creative professionals are part of the PPs business network, and the incentives that will be used are mostly related to increasing business networks as well as for further business opportunities.

Once the piloting workshops activity will be organized, every Country will contact and engange the definitive creative heads based on the needs and the typologies of SMEs and small-mid caps that will be involved.

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