

Build up organizational capacity with specialists

Background and objectives

D2i – Design to innovate is a cluster aiming at creating innovation and growth in SMEs in South Denmark Region and beyond based on design thinking and on applying design methods in product and service development, business development and organizational development. D2i connects entirely with one of the four RIS3 strands of South Denmark Region, which means that almost all activities are linked with implementing this part of the regional RIS3. As such, RIS3 implementation is embedded in all activities performed by D2i.

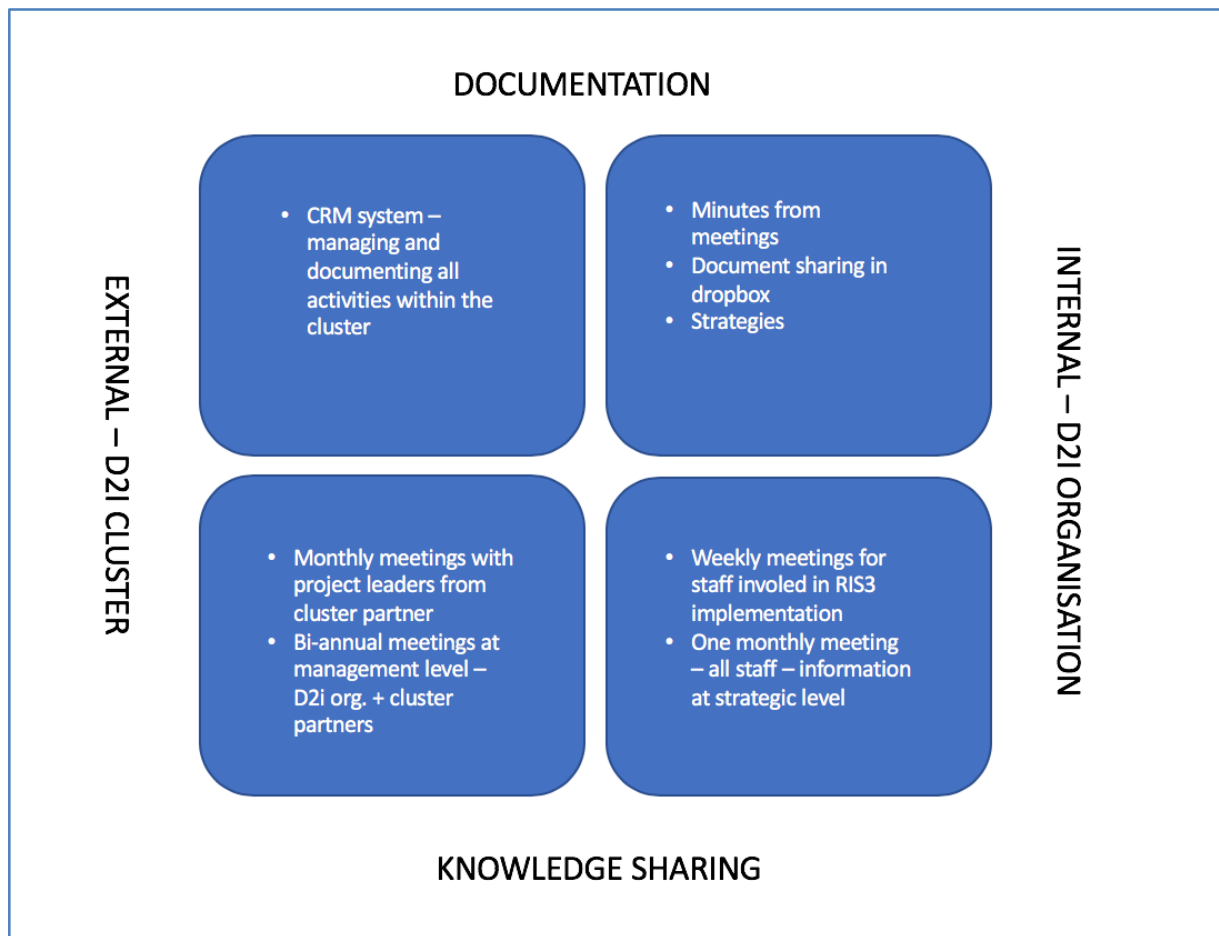
As a cluster, D2i collaborates closely with knowledge institutions and public authorities on implementing the RIS3 on design and creative enterprises.

In contrast to other clusters implementing RIS3 in South Denmark Region, D2i is transversal in its scope and objectives. We target SMVs in all types of sectors and include enterprises as members from different sectors like food, shipping, communication, and production in general terms (e.g. toys, textiles).

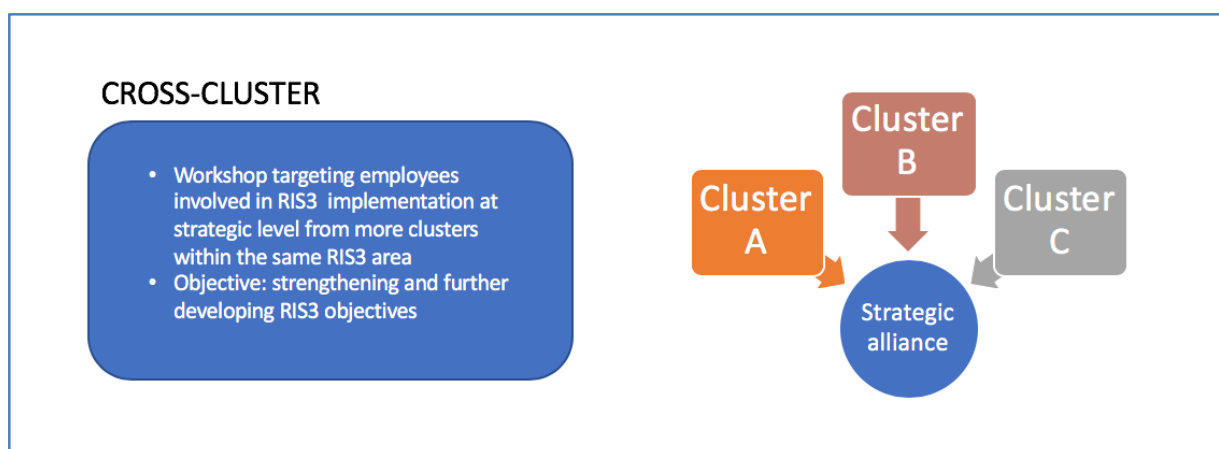
D2i is performing its role as strategy implementer in four different settings:

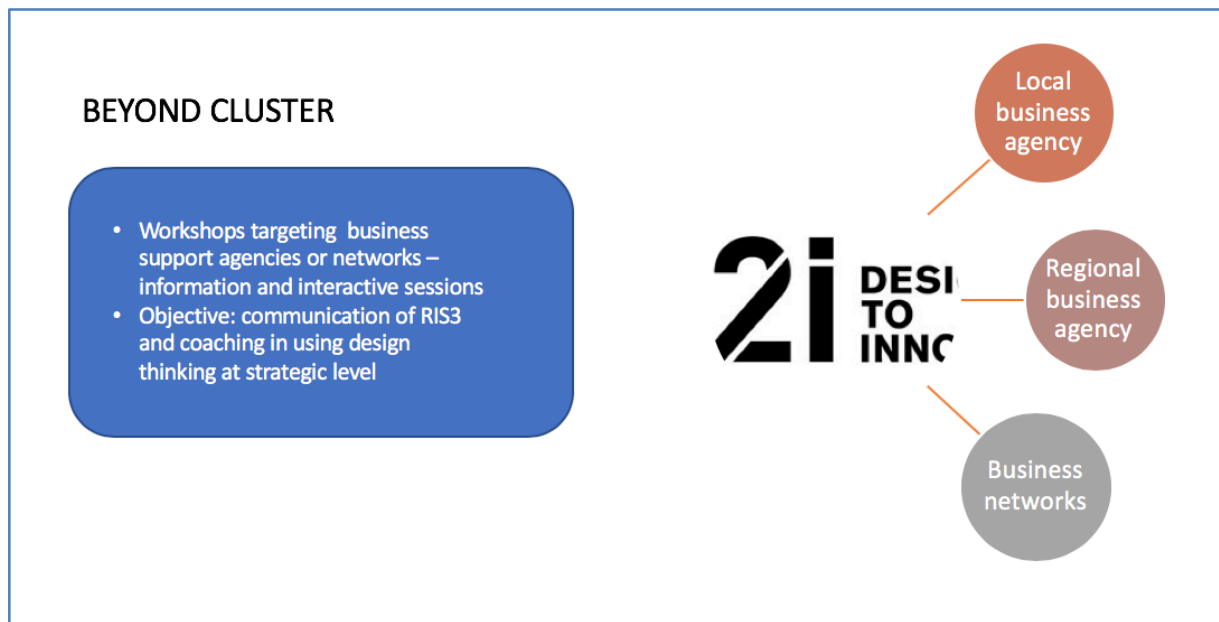
- 1) At organizational level - D2i as an association with a board and staff working to support the D2i eco-system (cluster)
- 2) At cluster level – D2i as the secretariat bridging and facilitating activities that involve knowledge institutions and enterprises
- 3) At cross-cluster level – D2i collaborates with other cluster organization at strategic level in strengthening regional strategies and creating synergies across regional RIS3
- 4) At beyond cluster level – D2i supports the uptake of RIS3 within organizations and networks working with similar target groups

Following model presents an overview of documentation and communication structures and actions implemented at D2i organisation and D2i cluster and aimed at creating knowledge and awareness of RIS3 among internal and external staff.



In addition to these two levels, EMPINNO serves as a platform for extending information about strategic design as RIS3 at further two levels (* the Cross-Cluster activity is being planned at the moment – will take place later during the autumn 2018):





Specific actions

For D2i, EmplInno has served as a platform for initiating cross-cluster and extra-cluster activities and for extending information about strategic design as an important approach to innovation to new target groups:

- **CROSS-CLUSTER:** D2i has initiated **collaboration with other cluster organisations** within the same RIS3 geographical area. The aim has been twofold: 1) extending information about design competences and design thinking as regional strongpoints of benefits for enterprises, and 2) initiating a strategic cooperation on identifying common areas of interest and synergies which may support the implementation of RIS3 at a more general level.
- **BEYOND CLUSTER:** D2i has performed a **series of interactive workshops – *Designtænkning for erhvervsfremmekonsulenter*** - addressing local and regional business support agencies and giving them hands-on experience with design thinking as strategic approach to business development and innovation

Coaching tools

A main part of ensuring a high level of awareness of RIS3 at organizational and cluster level includes a structured approach to information and knowledge sharing and documentation as presented above.

In addition, employees both within the D2i organization and D2i cluster have been appointed to act as **specialists within the applied CRM-system** which ensures smooth documentation and knowledge sharing in relation to implementing RIS3. The CRM system is adjusted to the needs of D2i Cluster and the specific mandates and objectives, D2i works with, and it represents an important tool in ensuring RIS3 implementation.

The CRM-system was implemented in 2017 and is now (September 2018) fully applied. It manages relations within three of the four organizational levels (level 2, 3 and 4).

Further, D2i has developed a **crash course in RIS3** to be used at meetings within D2i Organisation and D2i Cluster. The crash course (introduction + presentation) is inserted in the Appendix.

- Basic 1-hour course on RIS3 and why it is relevant to D2i as strategy implementer. The course will be performed by D2i organization staff appointed as RIS3 specialist.
 - Includes a presentation to be used at the bi-annual meeting for cluster partners and at relevant D2i organizational meetings including all staff
 - The presentation is sent to participants afterwards to be kept as an adjustable 'mini-handbook' on RIS3 and uploaded in D2i storage system
 - The presentation will be updated according to relevant changes

Appendix

Introduction to crash course on RIS3

Description of the crash course, what it includes and aims at

Basic 1-hour course on RIS3 and why it is relevant to D2i as strategy implementer.

The course addresses D2i staff members and employees from cluster partner organisations. It aims at providing a basic understanding of key concepts and future aspects of RIS3 in a regional and European context.

The course will give participants an opportunity to give feedback on issues that regard a better exploitation of the potentials of RIS3 in the future.

All content is collected and stored in a folder within the D2i storage system (Dropbox) to support further use and coherent understanding.

Content:

The course presents key players and their internal relations. It will address questions concerning:

- Why is it relevant to know?
- How can we benefit from RIS3?

Following aspects are included:

- Basic information on the background – why do we have RIS3?
- Future perspectives – where are we heading?
- Key players – who are they and what are their roles?
- Key concepts and their definition

CRM-system – documentation

The CRM-system (PODIO) is used for managing events and external relations. It was implemented in 2017. Below are a few screen shots relating to Empinno activities.

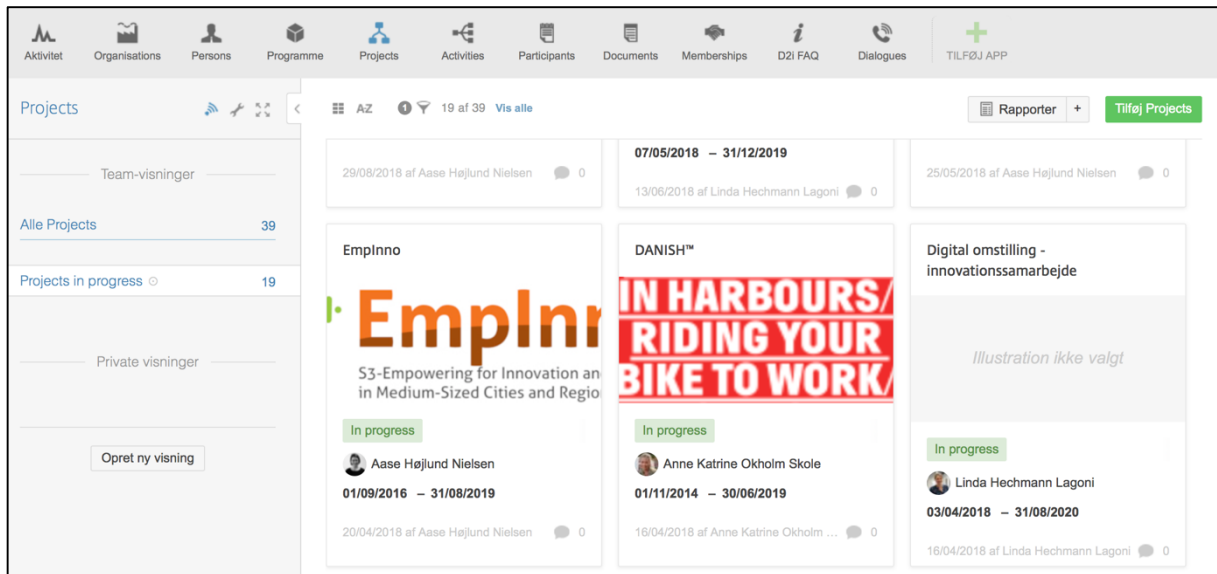


Fig. 1. Overview of D2i projects

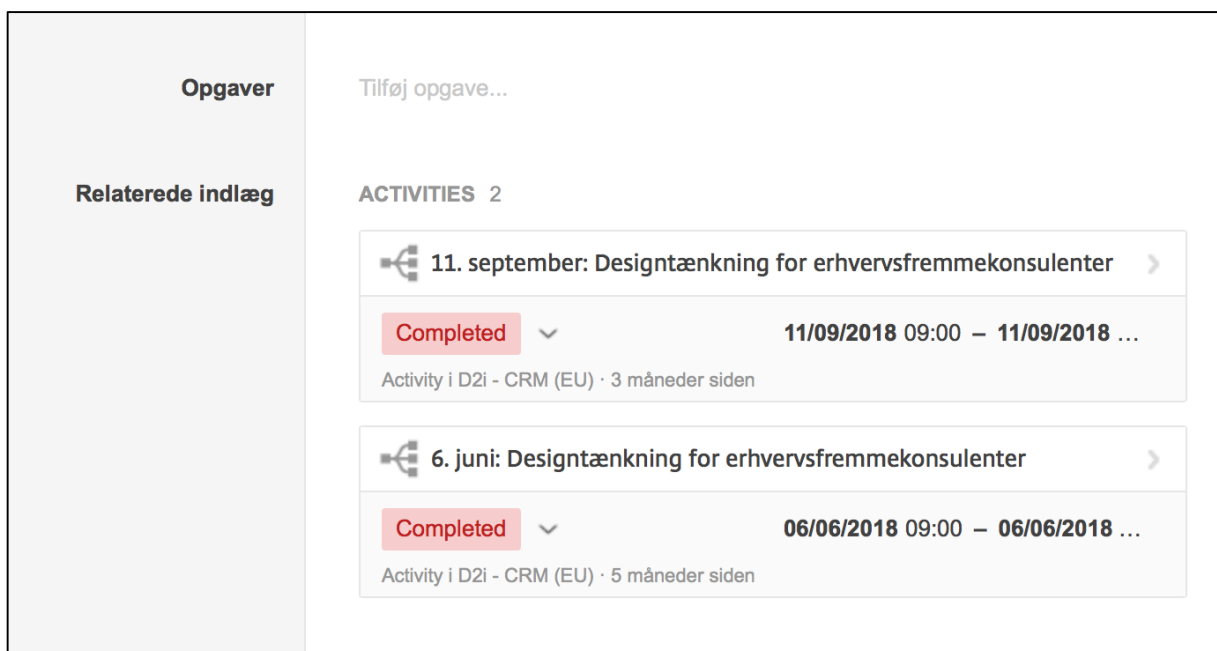
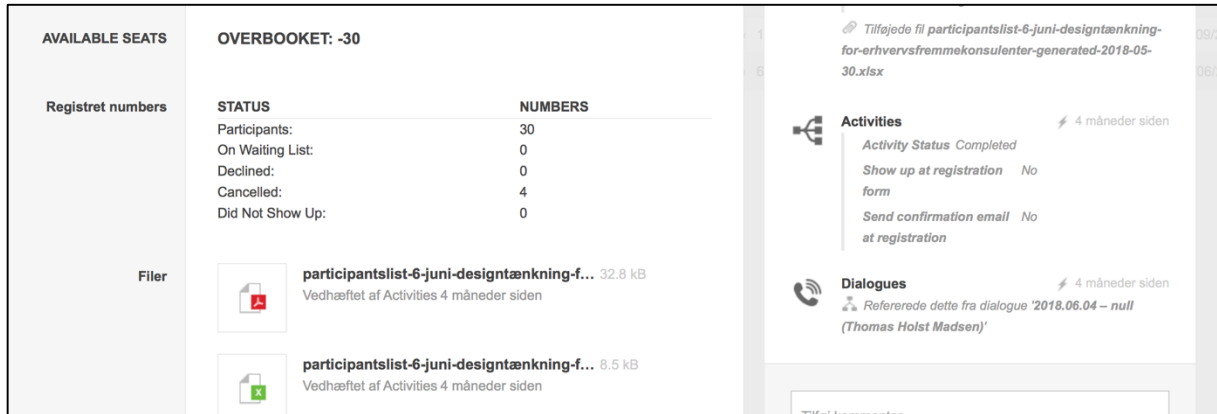


Fig. 2. Project activities - Empinno





AVAILABLE SEATS

OVERBOOKET: -30

Registret numbers	STATUS	NUMBERS
	Participants:	30
	On Waiting List:	0
	Declined:	0
	Cancelled:	4
	Did Not Show Up:	0

Filer

- 
participantslist-6-juni-designtænkning-f... 32.8 kB
 Vedhæftet af Activities 4 måneder siden
- 
participantslist-6-juni-designtænkning-f... 8.5 kB
 Vedhæftet af Activities 4 måneder siden

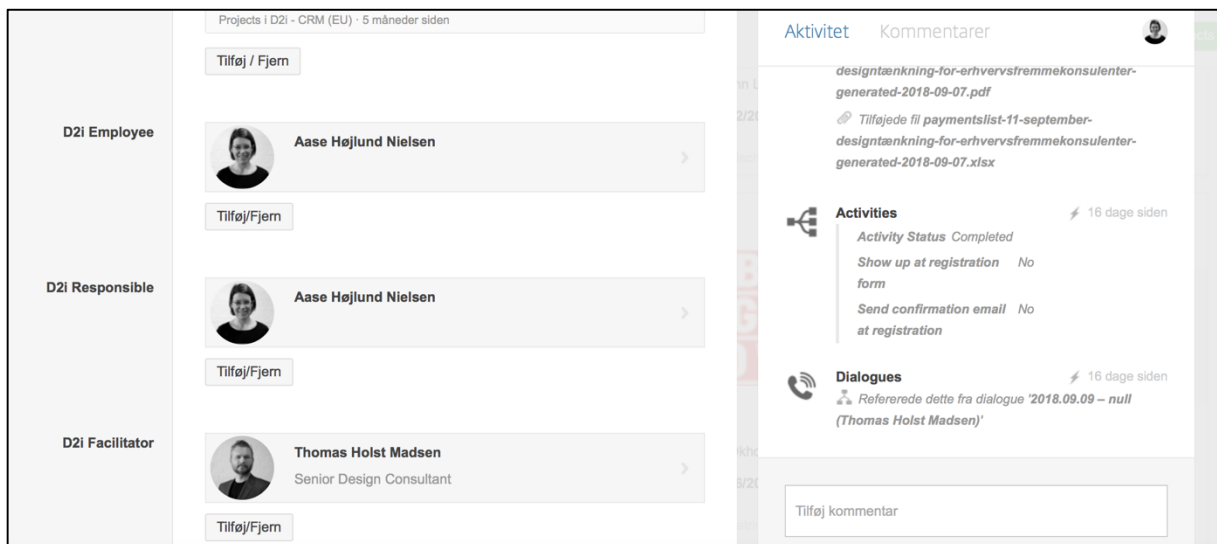
Activities ⚡ 4 måneder siden

- Activity Status Completed
- Show up at registration No form
- Send confirmation email No at registration

Dialogues ⚡ 4 måneder siden

- Refererede dette fra dialogue '2018.06.04 – null (Thomas Holst Madsen)'


Fig. 3. Overview of participants at one activity - Empinno



Projects i D2i - CRM (EU) · 5 måneder siden


Tilføj / Fjern

D2i Employee

- 
Aase Højlund Nielsen


Tilføj/Fjern

D2i Responsible

- 
Aase Højlund Nielsen

Tilføj/Fjern

D2i Facilitator

- 
Thomas Holst Madsen
 Senior Design Consultant

Tilføj/Fjern

Aktivitet Kommentarerer

designtænkning-for-erhvervsfremmekonsulenter-generated-2018-09-07.pdf

Tilføjede fil paymentslist-11-september-designtænkning-for-erhvervsfremmekonsulenter-generated-2018-09-07.xlsx

Activities ⚡ 16 dage siden

- Activity Status Completed
- Show up at registration No form
- Send confirmation email No at registration

Dialogues ⚡ 16 dage siden

- Refererede dette fra dialogue '2018.09.09 – null (Thomas Holst Madsen)'

Tilføj kommentar

Fig. 4. Involved employees at one activity - Empinno