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D.3.4.1

Hachathon / Pitching event / Matching event / Thematical workshops

Assisting students, researchers and entrepreneurs for the development of new services and products

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Deliverable History

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Version	Date	Status	What's new?
0.1		draft	0.1_DRAFT Template

Executive Summary

Describe short summary of the Deliverable(s) and event(s).

The hackathon

The organisation of an Infofest, the most significant IT event in the region, was an excellent opportunity for the organisation of a hackathon. In line with this, the hub coordinator contacted the Infofest organisers and received their approval regarding the venue and the time of the event and the hackathon was scheduled for 03-05 October 2019. During the lengthy and complex preparation process, the team fully respected the guidelines prepared by the project partner Technology Park Ljubljana but they also consulted other documents on the organisation of the hackathons which had previously been held in Montenegro. As a result, the event had six teams with the total of 28 participants (Codingo, MSSS, Terminal 5, NAEMI, Data Design and Globus Tours) which competed for valuable awards provided by the associated partner – the Ministry of Public Administration. As a result of the two-day competition, there were six excellent application prototypes based on the OD available at that point. The winner of the hackathon was the team Codingo for the application Open Montenegro, which aim is facilitation of the business environment in Montenegro. The second prize went to the team Data Design for the application related to the NGO sector and improvement of the conditions in which NGOs operate while the third qualified was the team MSSS for the web application for digital tourism. Following the pitching of the solutions before the three-member jury, the winners were announced and the Minister of Public Administration handed the awards to the winners. The event was extensively covered by the media. In addition, according to the project requirements, two excellent promotional videos were made.

The matching and pitching event

The matching event was organized as a part of Open Data Week in Montenegro during the week of 2 to 6 March 2020, with a focus on start-ups and SMEs, and national institutions in order to reach potential synergies between representatives of these different groups.

People who took part at this event were already introduced and informed of the recently established Montenegrin national open data portal and ODEON project. Short presentations by hackathon participants were followed by Q&A session and matching, which were further prolonged through informal networking over lunch to exchange different points of view, contacts, ideas and establish basis for future cooperation.

The workshops

The goal of the workshops that was combined as a one-day event was to identify the needs, expectations and barriers for the use of open data for different stakeholders, particularly located in Niksic. Focused stakeholders were mainly companies (start-ups and SMEs). For all stakeholders it was important to introduce them open data and ODEON project through which they can benefits and develop new solutions and synergy effects, as to the governmental bodies as also among different other stakeholders. The workshop had also discussion and Q&A part, where real life direct insight was reached from the field. This way future steps and actions can be planned, based on the significant input from this event. It was particularly important for the stakeholders to gain insights and realise that Open data can really benefit the way they do business.

Target Group Assessment

Has this deliverable addressed any of the target group indicated in the application form?
(Please bold and underline)

Yes / No

If yes, please describe the involvement of each individual target group within hackathon / pitching event / matching event and two workshops and SUM it in TOTAL number of participants in the table below.

Target group	Hackathon (No. of participants)	Matching event (No. of participants)	Pitching event (No. of participants)	Workshops (2x) (No. of participants)	TOTAL Number reached by the deliverable	Description/name of target group involvement
Local public authority (LPA)				2	2	<ul style="list-style-type: none"> Municipality of Niksic and Pljevlja participated at thematic workshops.
Regional public authority (RPA)						<ul style="list-style-type: none">

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National public authority (NPA)		4	4	1	9	<ul style="list-style-type: none"> Representatives of the Ministry of Public Administration and Ministry of Economy of Montenegro
Higher education and research (HER)	3				3	<ul style="list-style-type: none"> All three Montenegrin universities were contacted and provided support by disseminating the information on the hackathon to their students.
Enterprise, except SME (ENT)						<ul style="list-style-type: none">
SME (SME)	2	35	35	20	92	<ul style="list-style-type: none"> SMEs participated in the hackathon. Representatives of small and medium enterprises, as well as groups who participated at the hackathon participated in the matching and pitching event, too. TUNIK, UMHNK, NVO Defendologija, 35mm, IPC Tehnopolis, Minuta consulting, SSK, Palgo Smart participated at the workshops.
Business support organisation (BSO)		1	1	2	4	<ul style="list-style-type: none"> Representatives of the Chamber of Economy of Montenegro participated in hackathon, matching and pitching event.
General public (GP)	1			1	1	<ul style="list-style-type: none"> Given the fact that the hackathon was well covered in the media through numerous articles on the main portals and the broadcasting of a short footage on TV channels in prime time, the information about the project, the importance

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						and potentials of OD use, as well as the examples of what can be done with OD through the development of applications in the hackathon reached the general public. There are plans to continue in this manner during the upcoming project activities
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Introduction & Methodology of Hackathon for students / start-uppers

The general objective is to promote the development of business solutions by using open data and creating links between public stakeholders and business ideas.

The aim of the Hackathon / Living lab is to organize/mentor groups in the development of business ideas or solutions and to promote the use of open data from the public sector, in particular those published on the national/regional portals of open data related to the various country-specific topics. The themes may be developed/decided in cooperation with co-organizers, stakeholders or on the basis of available open data.

The hackathon must be designed and organized in such a way that the best the region/country has to offer in the field of open data is recognized.

The organisation of an Infofest, the most significant IT event in the region, was an excellent opportunity for the organisation of a hackathon. In line with this, the hub coordinator contacted the Infofest organisers and received their approval regarding the venue and the time of the event and the hackathon was scheduled for 03-05 October 2019. Following the approval of the time and venue, the team members announced the planned event on the project website two months in advance but also sent the invitations to the three universities to disseminate the information among the students, as well as to the SMEs active in the IT field and the members of the ICT association board of the Chamber of Economy of Montenegro. In addition, the team member promoted the event in the Montenegro Summer School for Start-ups, for which occasion the

hackathon poster and a flier on the odeon project were prepared, and as a result three teams from this school applied. The Ministry of Public Administration, the associated partner in the project, also used their channels to promote the event and provided the funds for the prizes for the winning teams. In total nine teams applied and, following the selection procedure, six were admitted for the contest and informed about the decision.

In the next step the tender procedure for the organization of the event was conducted and the suitable event organizer was selected. Parallel with this, the mentors and jury were selected. The mentors were Ms Sanja Simonović, M:TEL Digitalna fabrika, Mr Ivica Tatar, Logate, and Srđan Vujić, UNDP. The jury members were: Ms Milena Đukanović, Faculty of Electrical Engineering, Ms Bojana Bajić, Ministry of Public Administration, and Ms Nada Rakočević, Chamber of Economy of Montenegro.

Prior to the competition, the Ministry of Public Administration worked hard on securing the publishing of new data sets, given the fact that there were not many OD sets open at the time. For this reason the decision was made not to give any specific topic for the contest but to set only one condition and that is that the developed prototype should be in the service of business and citizens, i.e. that it can be commercialised.

The six selected teams were: CODINGO, NAEMI, MSSS tim, Terminal 5, Data design and Globus tours. In total there were 28 persons competing. The teams were heterogeneous and they consisted either of students of IT or electrical engineering, marketing, graphic design, political sciences or young employees with these educational backgrounds. After a two day non-stop competition the teams came up with six very useful applications which they prepared for pitching before the jury and the wider audience which gathered to follow the results of their two-day endeavours.

The winning team CODINGO consisted of five members – all programmers and employees at the company CODINGO, hence the name of the team. They developed an excellent application which aim was to facilitate the development of business environment in Montenegro.

DATA DESIGN team had three members, all programmers employed at the company with the same name. They were classified as the second best competitors for their application for the use of the information related to the NGO sector and the improvement of the environment for the functioning of the NGO sector.

MSSS team had five members – all students at the Faculty of Electrical Engineering and Political Sciences, respectively, They were classified as the third for their web application on digital tourism.

NAEMI team had five members – programmers and a graphic designer, which presented an application for the data manipulation using an analytical approach to the use of OD.

GLOBUS TOURS team had five members, all high school students. They came up with an idea for an application which would use the data of students' marks at school to recommend future faculty for them.

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TERMINAL 5 team had five members, programmers and graphic designers. They developed a very interesting application in the service of the labour market.

Participants: describe the structure of participants and fill in the number of them in hierarchy table.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
			15		8		5 high school students

Main conclusions, learnings

The hackathon has shown that young people carry extraordinary potential for the use of open data, even under the limiting conditions, such as a relatively small number of data sets available. The applications they developed under such conditions have great perspective. The Ministry of Public Administration has expressed an interest in further cooperation in the development of four of the presented prototypes. Given the fact that this topic is not widely recognised in the general public, the project team needs to invest additional efforts on presenting the concept and significance of open data to the general public, the media, potential open data providers and ICT professionals.

Published and Press release of Hackathon / Living lab event

Number of media release of Hackathon / Living lab event

The event was extensively covered by the media. In addition, according to the project requirements, two excellent promotional videos were made.

This included the announcement, coverage and follow-up of hackathon, some 25 items, in all important TV channels, media and institutional web portals, posts at project and Montenegrin government social media accounts, respectively and creation of two promotional videos. In addition, CEM regularly posted the announcements on the institutional website, as can be seen in the following links. Below are only some of these links while the rest has been reported on the project intranet.

- Chamber of Economy of Montenegro - <http://www.privrednakomora.me/projekti-aktuelnosti/hakaton-neka-dostupno-bude-i-korisno>
- Government of Montenegro - <http://www.gov.me/naslovna/vijesti-iz-ministarstava/209212/Prijave-za-HAKATON-Neka-dostupno-bude-i-korisno.html?alphabet=lat>
- Ministry of Public Administration - <http://www.mju.gov.me/vijesti/211075/Infofest-2019-HAKATON-Neka-dostupno-bude-i-korisno-na-temu-otvorenih-podataka.html>

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- University of Montenegro - <https://www.ucg.ac.me/objava/blog/1025/objava/51977-prijave-za-hakaton-neka-dostupno-bude-i-korisno>
- odeon website - <https://odeon.interreg-med.eu/news-events/news/detail/actualites/summer-startup-school-montenegro/>
- INFOFEST - <http://www.infofest.com/en/hakaton-started/>
- Media portals:
- Portal Analitika - <https://www.portalanalitika.me/clanak/347152--infofest-2019-hakaton-neka-dostupno-bude-i-korisno-na-temu-otvorenih-podataka>
- Antena M - <https://www.antenam.net/drustvo/135011-hakaton-sest-timova-pocelo-takmicenje>
- Mladiinfo Montenegro - <https://mladiinfo.me/hakaton-neka-dostupno-bude-i-korisno/>

Social media

Facebook - 11 November 2019 Hackathon

TV appearances

TV Vijesti https://www.youtube.com/watch?v=C_BNrEC94Sw&t=20s

National TV <https://www.youtube.com/watch?v=HDWbp01NHAQ&t=11s>

Promo videos

- <https://www.youtube.com/watch?v=1E3A2WJW-qY>
- <https://www.youtube.com/watch?v=899oA8LCOFg>

Additional information on the promotional activities can be found at the following link:

<https://drive.google.com/drive/folders/1RVmnYzb81dET-TrFjFE26HRfzt-jETqO>

Agenda of the event

HACKATHON AGENDA

Day 1	
17:00-17:15	Welcoming words and introduction of the topic
17:15- 18:00	Presentation of participants (mentors, teams, jury)
FREE EVENING	
Day 2	
09:00-00:00	HACKATHON
Day 3	

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00:00-13:00	HACKATHON
13:00-14:00	Preparation for the pitching
14:00-16:00	PITCHING
16:00-17:00	Winner awards and and closure of the event

26-30 August	CALL (along with the call for OPEN DAY)
02-06 September	OPEN DAY
09-13 September	Selection of the mentors and the jury
16-20 September	SELECTION of the participants
23-27 September	Notification of the participants of the results of the sekection procedure
03-05 October	HACKATHON

List of participants

The list of participants can be found at the following link:

https://drive.google.com/drive/folders/1Gj4-l8OvGa8uZ_zg7Q3MbW4MLXS-41LO

Photos

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Other photos can be found at the following link:

<https://drive.google.com/drive/folders/1Xh1Smyf3yfDehIDEC6j9uKPBWYIPATUT>

2 Introduction & Methodology of Matching event for SMEs operating in DATA economy and digital innovation

The general objective is to bring together different stakeholders and to promote the development of business solutions through the use of open data.

Matching events can also be designed in an informal way as pure networking event, where participants could choose who they wish to meet, or discuss interests with.

Through this structured event and through networking, opportunities are defined or sought to bring together the interested parties.

Write about methodology how this action was taken care off. From project management, planning, inviting target group population, ...

Topics:

What was the main topic of the events?

Target of reference:

Write who was your target groups and what are your target numbers to be reached.

Short description of the Matching event

Matching event for SMEs operating in DATA economy and digital innovation

2.1.1 Short description of the Matching and Pitching event

The matching event was organized as a part of Open Data Week, with a focus on start-ups and SMEs, and national institutions in order to match potential synergies.

Participants were already introduced and informed of Montenegrin national open data portal and ODEON. Following short presentations by hackathon participants, matching was prolonged through informal networking to exchange different points of view, contacts, ideas and establish basis for future cooperation.

The event was held at the Chamber of Economy of Montenegro, Novaka Miloseva 29/II, 81000 Podgorica, Montenegro.

Date of the event: 3 March 2020.

Participants: The participants at the event were representatives of national institutions, SMEs and the Chamber of Economy of Montenegro.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
		4			35	1	

Main conclusions, learnings

All groups that took part at 2019 Hackathon event that was organized in Budva managed to establish some contacts with institutional and business representatives, as well as arranged the 1on1 meetings to see whether there will be a possibility to further develop their ideas.

Agenda of the event

11:30 - 12:00	Registration & Coffee
12:00 - 12:30	Introductory presentation and agenda: Data economy and examples of their application in Montenegro <ul style="list-style-type: none">○ Nada Rakočević, Chamber of Economy of Montenegro
12:30 - 14:00	Presentations from Hackathon 2019: matchmaking and Q&A
14:00 - 15:00	Lunch & Networking event

List of participants

The list of participants can be found at the following link:
<https://drive.google.com/drive/folders/16YBIfTm87gb4AhTZ3PKsH4Ouyxv8PlaQ>

Photos

The photos can be found at the following link:
<https://drive.google.com/drive/folders/16YBIfTm87gb4AhTZ3PKsH4Ouyxv8PlaQ>

Introduction & Methodology of Thematic workshops to foster cross-fertilization activities

Thematic Workshops are interactive sessions based on the requests received from stakeholders during the open consultation process. These workshops are organized and designed by the stakeholders who submit the request.

Within ODEON each partner should organize 2 thematic workshops. To reconcile the different approaches and needs, we propose to organize 2 workshops: Using open data for SMEs / start-ups and challenges / opportunities from the perspective of Public Authority.

The event held at Innovation and Entrepreneurship Center in Niksic was organized as a one-day combined workshop addressing both topics with relevant stakeholders from this and surrounding municipalities. The event was organized in coordination with IPC Technopolis, whereas their tenants were invited to hear more about data economy and the way open data could be used in start-up companies. This was particularly important as many of IPC's tenants are starters in business, so this workshop provided them with additional ideas on how to use open data. The lecturer at the workshop was Ms Andreja Gluščević, a project coordinator and OD expert at PALGO smart from Serbia who presented the OD as a resource available free of charge to all, which can be used and reused any number of times. She used classical examples to show what OD should not contain, what were the most frequent mistakes when creating OD and what made a good OD.

Topics:

The main topic of the event was "Open data and economy", with particular focus in the first part of the cross-fertilization workshop on the usage of open data for small and medium enterprises and start up companies, while the second part focused on the challenges and opportunities from the perspective of public administration and the open data in the region of the Western Balkans.

Target of reference:

Our target group involved mainly SMEs and start-uppers, as well as NGOs in Niksic, as well as the representatives of local administration. Number of participants we were targeting was 20 and we managed to overreach that goal (see table).

Combined thematic workshop to foster cross-fertilization activities

Short description of the thematic workshops

In the first part of the thematic workshop, the lecturers represented different options of Open data usage for SMEs and start-up companies through Montenegrin open data portal and ODEON, presented by the project staff and external expert on open data. Through workshop participants could raise their questions and inquiry to the speakers and organizers which were present at the event, and at all times. This way we manage to get information on the needs of the SMEs and start-ups, what could they use in the future for their support and what are their expectations and barriers for usage of open data, especially in terms of the services and assistance offered by the national public body in charge for this issue.

Location of event was IPC Tehnopolis, Radoja Dakića, Nikšić.

Date of event was 05 March 2020.

The event was titled: “Otvoreni podaci i ekonomija” (Open Data and Economy).

Participants: Mainly, participants of the event were SMEs and start-up which show interest to get informed, educated and potentially involved in projects, where Open data concept could be of interest and beneficial to them.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
2		1			20	2	1

Main conclusions, learnings

In general, SMEs and start-ups were not so familiarized with the concept of open data, as well as the potential it brings for the economy. By using practical examples, they saw evident benefits of open data and that by using them they could reach bigger number of publics, society and also, that they could have bigger impact to society, which are available from the Governmental side. The main role of the Chamber of Economy of Montenegro was to present the Odeon project and opportunities to support the development of both market and social value of open data the private sector in Montenegro.

Agenda of the event

09:30 - 10:00	Registration
10:00 - 10:15	<ul style="list-style-type: none">• Introductory remarks<ul style="list-style-type: none">- Nada Rakočević, Chamber of Economy of Montenegro
10:15 - 11:15	<ul style="list-style-type: none">• Workshop: How to use open data for small and medium enterprises and start up companies Andreja Gluščević, PALGLO smart, Serbia
11:15 - 11:30	<ul style="list-style-type: none">• Challenges and opportunities from the perspective of public administration<ul style="list-style-type: none">- Presenting Data HUB Bojana Bajić, Ministry of Public Administration of Montenegro
11:30 - 12:00	Coffee Break
12:00 - 12:45	<ul style="list-style-type: none">• Workshop: Open data in Montenegro and the region – the examples of good practice for the economy and society Andreja Gluščević, PALGLO smart, Serbia
12:45 - 13:00	Discussion
13:00 - 14:00	Lunch
14:00 - 14:30	Conclusions

Invitation publishing links:

List of participants

The list of participants can be found at the following link:
<https://drive.google.com/drive/folders/1Ym9lciZH2GpXRE9Pax3BXrawFSY7gmmg>

Photos

The photos can be found at the following link:
<https://drive.google.com/drive/folders/1EZh6BEkmNAfYrA3Dz6WqJf4u0vaU4EpO>