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Regional Development Fund



POLITECNICO
MILANO 1863
DIPARTIMENTO DI DESIGN



Project Acronym: CO-CREATE

**Project title: Setting up a network of COmpetitive MED Clusters
with the contribution of CREATIVE industries**

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D.2.2.3

Storytelling campaign

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Executive Summary

This document describes the storytelling campaign that was developed and used during the different events of Co-Create in order to address and involve all the targets presents in the program.

For these materials, there were created some guidelines shared among the partners, giving to each of them a certain grade of freedom in personalizing these materials.

In this deliverable there will be presented the different styles and materials that has been realized to reach this objective, through the different steps and events that were created inside the program.

The content focus of the campaign is the process and the related results of the cross-contamination between creative industries and traditional MED cluster tested during the piloting phase.

Executive Summary

A. Index

1. Introduction
2. Storytelling methodology
3. Visualization tools
4. Main visual outputs
5. Storytelling videos

1. Introduction

This document presents a selection of the contents that have been produced during the piloting phase of the project to implement the storytelling of the activities.

The need for effective storytelling arises from the need to reach and involve different typologies of target at different levels, with reference to the various steps of project progress. The aim is in fact to make the objectives and practices of the Co-Create known to different targets.

The designed storytelling was realized with different strategies on different channels both online and offline.

2. Storytelling methodology

The storytelling adopted during Co-Create was composed of several components that were created according to the different phases of the project. Content production covered online and off-line areas.

Above all, there was the effort to define and communicate a visual identity recognizable on the various channel. Subsequently, for the online part, the following were produced and used: project web-page (on partner website) and marketing collaterals, social network visual products (facebook, linkedin, Eventbrite), content strategy, newsletters and keynote presentations. The part of offline content has instead focused on publications, brochures and posters.

For all these materials, there were created some general rules shared between all the partners, but there was also a certain grade of freedom in adopting and adapting the material to each partner.

The different contents and the different steps of the storytelling are focused on various target groups, related to the different audience addressed in each phase of the project.

In particular, the four main groups involved and addressed in the project were:

- Regional public authority
- Higher education and research
- SME

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- General public

The storytelling of each phase was created starting from the involved target. In fact, the mapping of the different actors was fundamental in order to then understand the best channels for each typology of actor and then also the best tool to be created and promoted.

3. Visualization tools

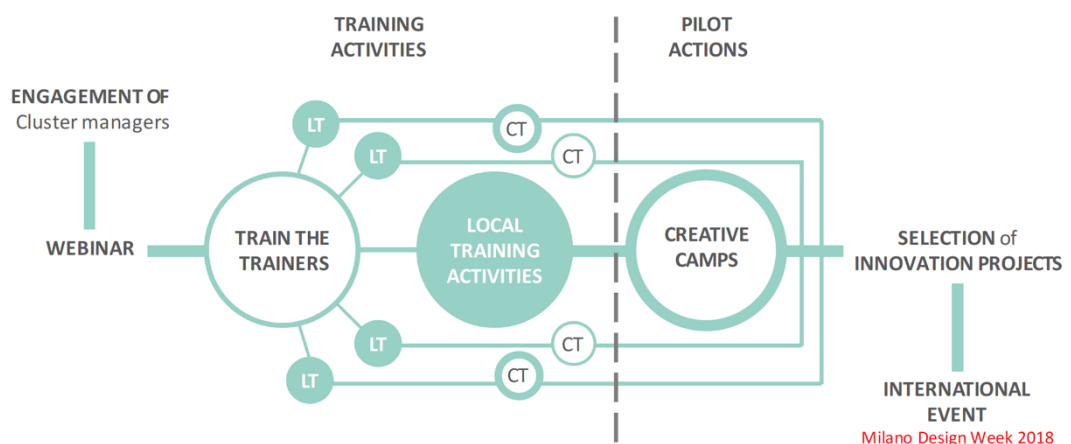
Once the target is established and understood, and after deciding a series of channels and actions to involve it, all the communication material has integrated a series of visualizations. In fact, all the main events of Co-Create have been promoted with a series of visualizations and infographics created ad-hoc based on the type of event.

The style of graphics had common lines between the partners of the project but also allowed a certain degree of customization.

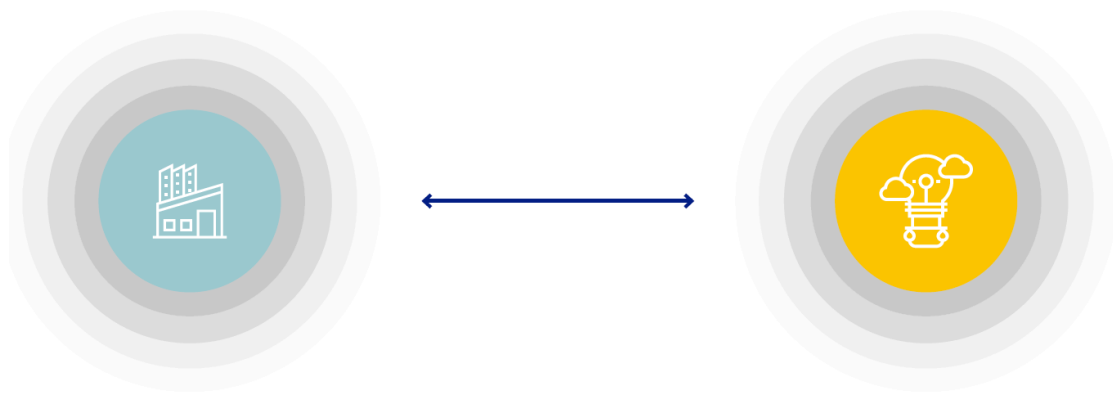
The style used to create visualizations has gradually been implemented considering that the first meetings were addressed to people not completely familiar with the design world. This is why was choose something simplified and clearer for the beginning steps.

Progressed through the phases, there was a greater presence of a design-oriented target (CCIs), so for this reason more sophisticated and elaborate visualizations were produced in order to attract them.

CO-CREATE STRUCTURE



First level of graphic: essential
Description of Co-Crete



MISSION

Networking - Matchmaking - Mentoring

GOAL

Innovation projects (SMEs+CCIs: licesing or royalty)

New startups or Spin-off from different ideas

Second level of graphic: using dedicated icons.
Mission and goal of Co-Create project



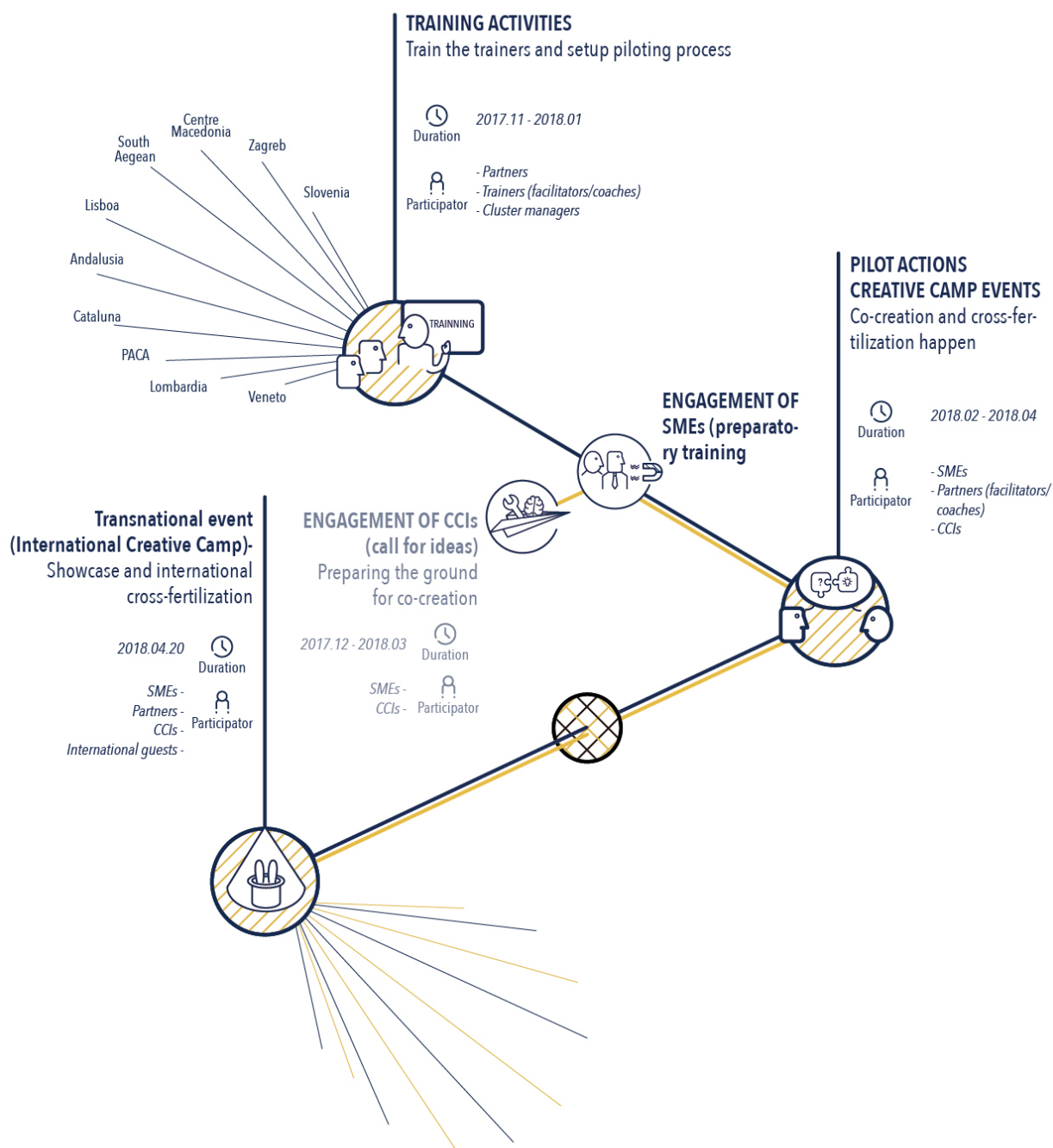
Third level of graphic: implementation of the second level.

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Roadmap of Co-Create project

In addition, a series of visualizations were created that fully summarized the Co-Create project and the various phases. This choice was made in order to make clear all the methodology that would have been within the project and in order to summarize it by main points. In particular, two summary infographics were formulated.

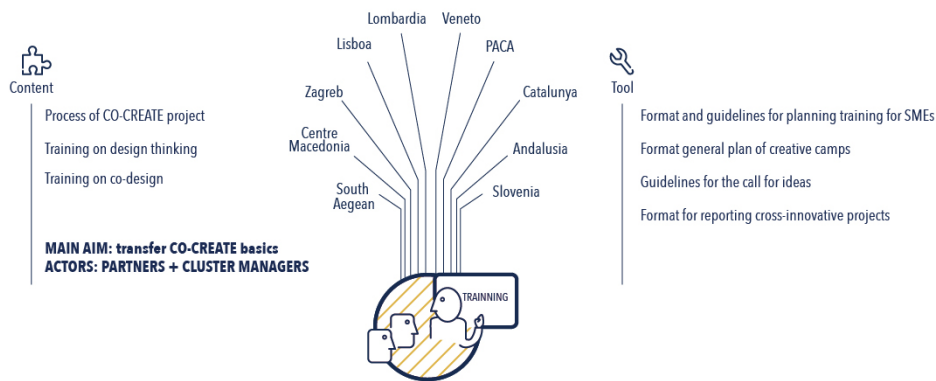
The first one to explain the main steps of the project, their structure and duration.



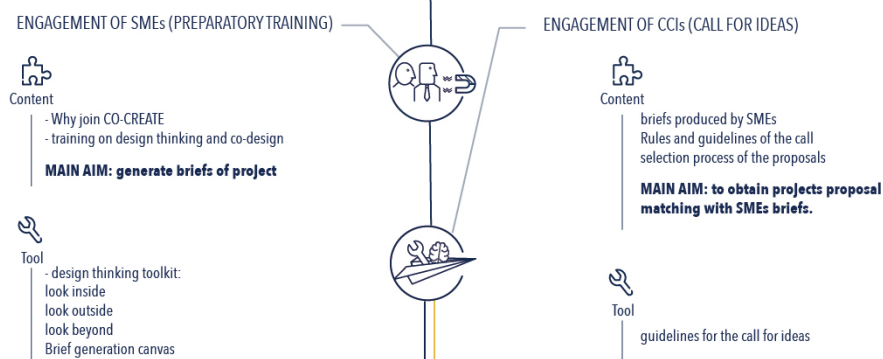
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The second one was created to present the methodological aspects: main contents, the target, the main aim and the tools that has been used in all the phases. Here, the intent was to provide a general overview of the program, in order to clearly explain all the main features and outputs.

TRAINING ACTIVITIES



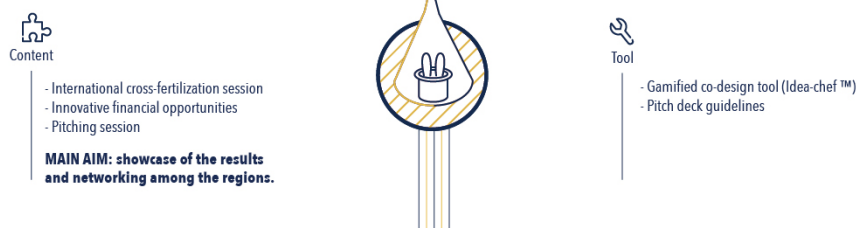
ENGAGEMENT



PILOT ACTIONS - MAIN EVENTS



TRANSNATIONAL ACTIVITY



4. Main visual outputs

Considering all the premises made in the previous paragraphs, a series of outputs were produced for the various events and for both online and offline channels.

For the online part, the following outputs were produced:

- Promotional news
- Flyers, sent by email as invitations
- Keynote presentation and related speech used during the events
- Videos

For the offline part, the following outputs were produced:

- Posters
- Booklets
- Flyers, distributed and advertised both the days prior to the event and within the event itself
- Brochures, distributed during the events

Following are a selection of the main storytelling work done for the different events carried out within the Co-Create project.

- Engagement of the SMEs: through a series of project presentation events, the aim was to involve SMEs and make them understand the importance of adopting design and possible co-design products that could be implemented in their companies. In this phase was adopted a graphic that was in line with the brand image of the Co-Create project. There were designed simplified and clear materials to engage the SMEs, in the local language where the event took place.



CO-CREATE

— 16 Gennaio 2018
9:30 - 16:30

📍 Makers Hub

CALL TO ACTION!

Il Design Thinking per le piccole e medie imprese: cos'è e come può essere utilizzato per fare innovazione.

Un incontro "workshop" nel quale conoscere un nuovo approccio progettuale (design thinking) per attivare percorsi di innovazione per la vostra azienda: un momento di progettazione partecipata con esperti del Politecnico per far emergere bisogni e aree di opportunità.

Un'occasione preziosa per la vostra azienda per poter entrare in contatto con le possibilità che possono scaturire dalla collaborazione con le **imprese culturali creative** (freelance, giovani professionisti creativi e studi nel campo del design, della comunicazione e delle arti visive, dell'architettura, della moda e dei media).

registrati qui
@EVENTBRITE

CO-CREATE MISSION

CILAB (Dipartimento di Design - Politecnico di Milano) in collaborazione con **Unioncamere e Regione Lombardia** hanno il piacere di presentare il progetto internazionale **CO-CREATE**. L'obiettivo di CO-CREATE è quello di supportare il processo di cross-fertilization (trasferimento di idee tra settori diversi) tra i cluster di imprese tradizionali e le industrie culturali-creative utilizzando strumenti di co-design (progettazione partecipata) e altre metodologie creative applicate all'imprenditorialità, nell'ottica di generare **progetti di innovazione** (di prodotto-servizio) spinoff, nuove startup etc.

TEMI DELL'INCONTRO

Introduzione

- cos'è il design thinking e come sfruttarlo per generare innovazione di sistema prodotto
- cosa si intende per cross-innovation e cross-fertilization tra settori tradizionali ed imprese culturali creative

Sessione workshop

- come usare gli strumenti di design thinking
- co-design workshop per individuare aree di opportunità progettuale
- creare un brief per lavorare con le imprese culturali creative

Per info:
cilab-design@polimi.it

Progetto
a cura di



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Banner – Flyers

- Promotion of the call: in this phase, a series of materials were created whose purpose was to promote the call for ideas and engage the creative sector. From the previous phase, companies have produced a series of briefs for challenges in which they recognized that they needed design support. In this phase the materials produced moved on to a more engaging and refined style of graphics, considering that the target audience became the creative one who had to respond to the call and present their project.

The idea was to represent an industry with a traditional shape, that stand for the SMEs that was participating to the call and were coming from three traditional sector.

Considering that these industries were searching for a support from the CCIs, was added on the industry a paint stain stand for this “fresh” and new contribution provided by CCIs.



Banner call for ideas



Image for the newsletter used to engage creatives

- Creative camps: events were organized in which the SMEs that promoted briefs met the CCIIs who had responded to their call. The two actors used this moment to co-design an appropriate solution. The graphics remain the same as the "call for action" given that it represents a continuation of the previous phase and that is addressed in part to the engagement of the designers' target. It was made only an upgrade in the representation of the paint stain.



Banner creative camp

CO-CREATE CREATIVE CAMP

Un workshop di co-progettazione
tra creativi e PMI per generare
progetti innovativi e nuove opportunità



MAKERS HUB
via Enrico Cosenz 44/4
MILANO
9.30 - 17.00



info: cilab-design@polimi.it | www.cilab.polimi.it/co-create

progetto a cura di:



Flyer Creative Camp

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- *Co-Create International event - Vernissage*: The last part of promotion was related to the final event of the project. The Vernissage has been a great opportunity to showcase the 20 best projects born from the co-creation process among SMEs and CCIs. It was realized with the participation of all the partners of the project and the best actors from SMEs and CCIs who participate in the program (as described in DEL 3.5.3).

It was communicated as a very big event, considering also that was held during the Milan Design Week. For these reasons was realized a graphic to best represent this important event.



Banner Co-Create International event - vernissage

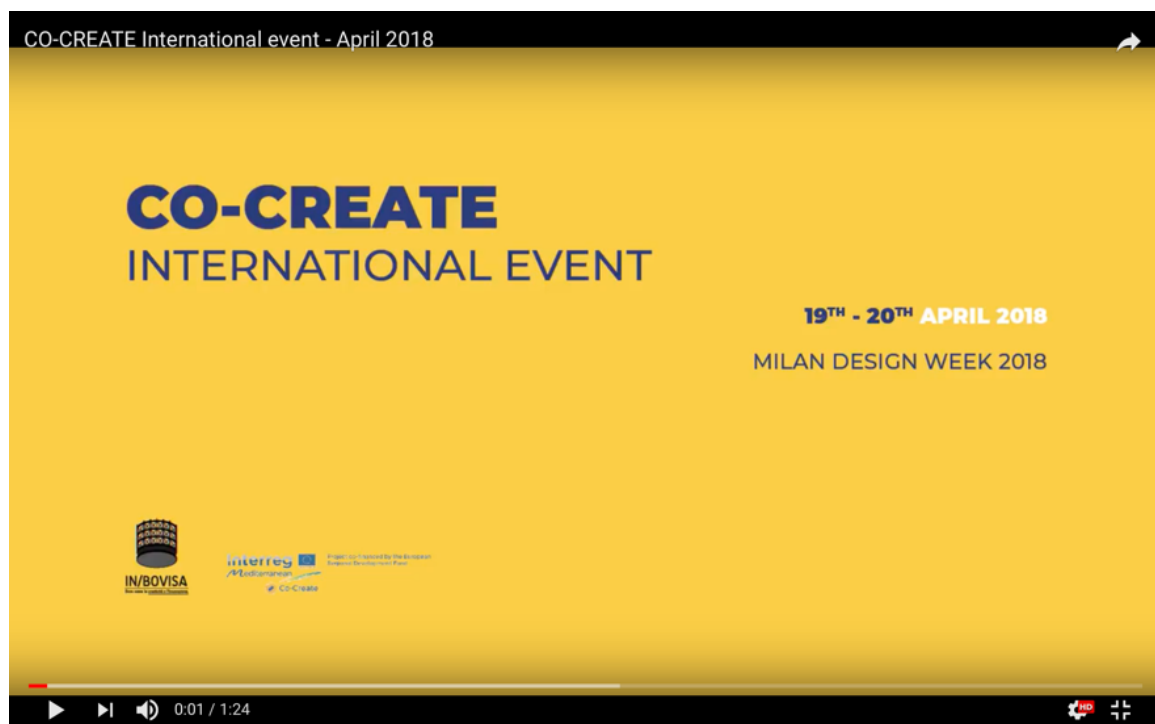


Poster Co-Create International event - Vernissage

5. Storytelling Videos

Within the outputs, the videos represented a great elaborate. Two main videos were produced at the project level for the piloting phase:

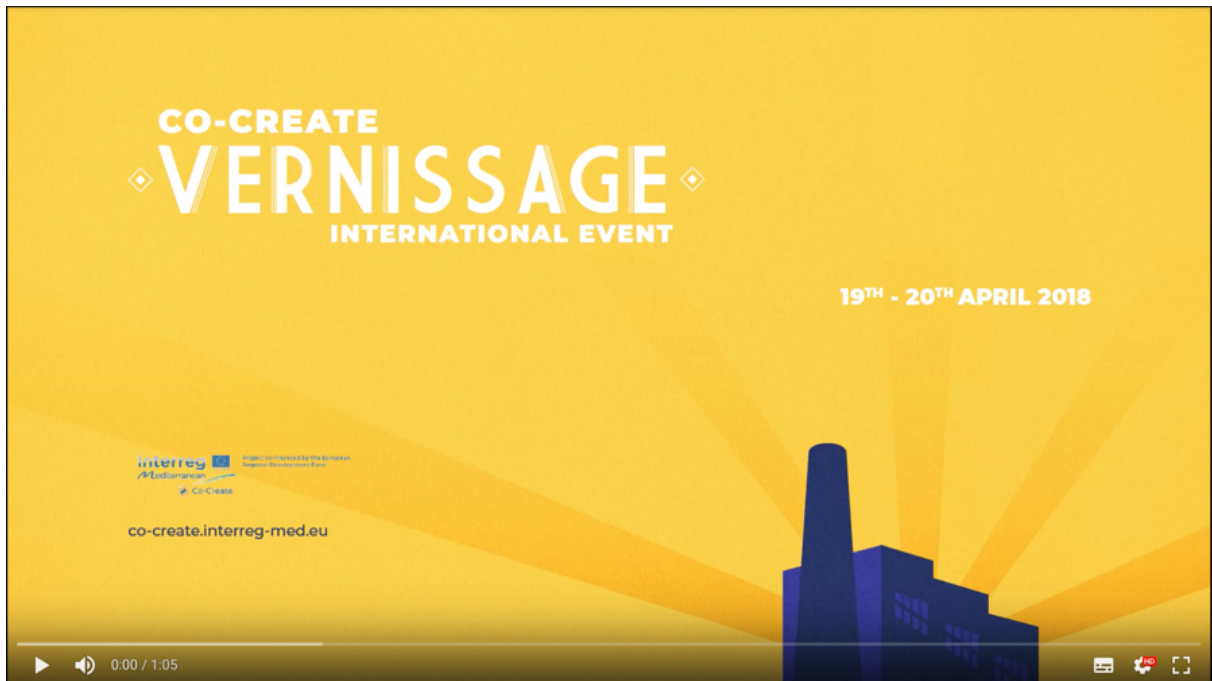
- A first video was created to tell the story of the entire piloting phase. Each partner has produced a video that goes to tell the various events and activities organised during the pilots. The various videos were then mixed in one big video that aims to give back an overview of the project.



[click here to see the video](#)

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- The second video that was made represents what happened during the final event, the international creative camp (Vernissage). A single video has been created that tells all the phases that have been planned during the days and the main contents showed.



[Click here to see the video](#)