Project Acronym: CO-CREATE

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

Grant Agreement number: 1med151.1m23113

D.3.5.3.

Transnational Creative Camp in Milan

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EXECUTIVE SUMMARY

This document describes the Transnational Creative Camp, organized by the Department of design - Politecnico di Milano (POLIMI) in collaboration with all the CO-CREATE partners in order to show the best results produced during the piloting actions adressed to SMEs and CCIs.
The overall aim of this document is to describe all the phases and activities that were organized and run in preparing this international event that took place in Milan during the Milan design week 2018.

INDEX

1. INTRODUCTION

This document describes the process adopted by Politecnico di Milano (POLIMI) in collaboration with all the CO-CREATE partners to organize and run the activities for the CO-CREATE   transnational event.
The overall aim of this step of CO-CREATE is to show all the final results produced inside the piloting phase adressed to SMEs. The focus of this crucial step was to create a showcase for the projects created by the interaction between SMEs from the selected sectors (furniture, mechanics and building) and CCIs in all the eurpean regions involved.
The report is structured starting from the criteria adopted to select all the project in each pilot region, the design process and organisation of the event itself, the agenda of the two days in Milan, the list of all the activities carried out with the methodology adopted during the development of the international event of CO-CREATE.
The document ends with an overview of the results of the transnational creative camps based on the feedback collected from the participants of the event.
The annex chapter collects all the reporting materials.

2 TOWARD THE FINAL EVENT
2.a. Roadmap

As already described in the DEL 3.5.1, the piloting phase of CO-CREATE project passed by a series of steps that allowed the creation of the final results. In particular, there were four main moments inside the program:
- The training activities, from December 2017 to March 2018: the training activities step (as described in detail in 3.4 task's deliverables) refers to the preparatory training session for project partners and moreover encompass each of the training session run in 10 piloting areas for preparing the cluster managers and those trainers selected in each region for carrying out the activities with SMEs and CCIs.
- In between the training and the pilot actions it takes place the engagement phase, addressed first to SMEs aimed to make the companies ready to co-create with CCIs enabling them to produce effective briefs of project; than starting from the results of this step starts the process of involvement of CCIs through a "call for ideas" that generate the first match between SMEs and CCIs
- The Pilot Actions, from March 2018 which consist of Creative Camps all over Europe. They consisted of a series of events which involves different stakeholders of a specific sector among traditional SMEs and CCI in order to allow an intensive exchange of experience and the final creation of collaborative projects. The development of Creative Camps permitted to obtain the list of 20 best projects to display in the final event during the Milan Design Week 2018.
- This final step, the transnational creative camp, organized in April 2018 allow all the interested stakeholders and partners to present the final results of the program and to enable an international cross-fertilization session.
This last part is the topic of this deliverable, in order to present a complete overview of the transnational event.

TRAINING ACTIVITIES

Lombardia   Veneto

Lisboa   PACA

Zagreb   Catalunya

Centre
Macedonia   Andalusia

South
Aegean   Slovenia

TRAINING

Content

Process of CO-CREATE project

Training on design thinking

Training on co-design

**MAIN AIM: transfer CO-CREATE basics
ACTORS: PARTNERS + CLUSTER MANAGERS**

Tool

Format and guidelines for planning training for SMEs

Format general plan of creative camps

Guidelines for the call for ideas

Format for reporting cross-innovative projects

ENGAGEMENT

ENGAGEMENT OF SMEs (PREPARATORY TRAINING)

ENGAGEMENT OF CCIs (CALL FOR IDEAS)

Content

- Why join CO-CREATE
- training on design thinking and co-design

MAIN AIM: generate briefs of project

Content

briefs produced by SMEs
Rules and guidelines of the call
selection process of the proposals

**MAIN AIM: to obtain projects proposal
matching with SMEs briefs.**

Tool

- design thinking toolkit:
look inside
look outside
look beyond
Brief generation canvas

Tool

guidelines for the call for ideas

PILOT ACTIONS - MAIN EVENTS

Content

speed -date meeting
IPR training session
co-design workshop
pitching session of the results

**MAIN AIM: form the teams (SMEs + CCIs) and
develop the cross-innovative projects.
ACTORS: SMEs and CCIs**

Tool

- speed-date rules
- pitch deck guidelines
- IPR session format

TRANSNATIONAL ACTIVITY

Content

- International cross-fertilization session
- Innovative financial opportunities
- Pitching session

**MAIN AIM: showcase of the results
and networking among the regions.**

Tool

- Gamified co-design tool (Idea-chef ™)
- Pitch deck guidelines

2.b. Selection criteria

At the end of each creative camp in the various regions, each partner had the task of identifying the two best projects, created by the meeting between CCIs and SMEs during this Pilot actions.

The choice of the two best projects, for each partner, to be brought to the final event was made using the evaluation criteria defined together with all the partners.

The criteria used were:

- Innovation: The idea has to constitute an element of change of already used practices.

The idea has to be an area of meaning-driven innovation where the change is focused on meaning, processes, interaction and experiences in the definition of new solutions.

- Focus on specific needs: The idea has to answer a question, a demand, to specific needs of people, communities, etc.

Ideas have to be focused on specific targets of users and customers and to answer to their needs with a value proposition. Sometimes ideas are focused on the specific needs of local communities and then the path dependency is one of the most relevant issues in the value chain.

- Replicability – Scalability: The idea has to be replicable. Scalability is one of the most important values for innovation in different fields of application.

In Creative and Cultural Sector the scalability of projects is related to the possibility of replay projects in different contexts, locations and places and the adjustment of services, activities and events.

- Sustainability: the idea must be sustainable according to three different areas:

• economic: the project optimizes as much as possible resources and investments available, by providing management of economic processes

• environment: the idea is to have a low impact or a positive impact on the land and environment, without the need for over-exploitation of natural resources or even helping to save these resources

• social: the idea takes into account the fairness in the possibility of being and inclusion of each type of user (from a point of view of gender, age, origin, etc.).

- Quality of partnership: this criteria has to be applied with the evaluation in the strict sense of the idea, but it is extremely important on decisions about whether to invest or select. Credibility, motivation, passion and expertise are important elements.

2.c. Collection of info&tools

In order to collect the required information regarding the projects from the Co-Create network, Politecnico di Milano designed a series of tools that each partner and participant had to complete. The aim of this kind of tools was to collect in a homogeneous way the information from all, in order to have all the needed information to create the final event.

The tools were made in three simple Word™ format.

The template with yellow banner was dedicated to the Creative and Culture Industries and to participants was asked for the name of the CCI, the field of activity and the relative description.

The red format aimed to obtain information about the projects (name, subtitle and abstract).

The blue template was the same as the yellow one but addressed to SMEs.

The participants received also a "Pitch Deck Guidelines" document. The aim was to give a list of ingredients to follow in preparing the pitch presentation about their ideas. The aim was to prepare participants for the main topics and contents to be provided in front of experts and investors during the international event.

TRANSNATIONAL EVENT
MILAN DESIGN WEEK 2018

CO-
CREATE

PITCH DECK GUIDLINES
APRIL 2018

POLITECNICO MILANO 1863
DIPARTIMENTO DI DESIGN

CREATIVE INDUSTRIES LAB

Interreg
Mediterranean
Co-Create

Project co-financed by the European Regional Development Fund

CO-CREATE – D.3.5.3 Transnational Creative Camp in Milan

Creative and Culture Industries Form

Name *[Name of Creative Industry or Single]*

Typology: *[Fill in the banks with an "X" to select the typology of your activity]*

[Creative Direction]   *[Product Design]*   *[Architecture]*

☐   ☐   ☐

[Other (to be specified)]

Activity Description *[Max 200 words. Use this space to talk about your Identity, describing your activity, your vision and goals]*

Project Presentation Sheet

Name *[Name of your project]*

Subtitle *[Max 10 words]*

Abstract *[Max 200 words. A brief description that sum up the project, including research, context, state of the art and solutions]*

Traditional SME Form

Name *[Name of your Activity]*

Field of Activity: *[Fill in the banks with an "X" to select the field of your activity]*

[Mechanical]   *[Furniture]*   *[Building]*

☐   ☐   ☐

Activity Description *[Max 200 words. Use this space to talk about your company, describing your activity, your vision and goals]*

Nationality *[Country and City]*

3. THE 20 BEST IDEAS

All the ideas produced in the creative camps were then evaluated by a jury of experts at a local level. Through the previously explained criteria, each partner has identified and selected the two best projects. In this way, compared to the 112 initial projects, 20 projects have been selected. The selected projects were then shown in the final event. In the following pages are briefly described the 20 projects and the related companies.
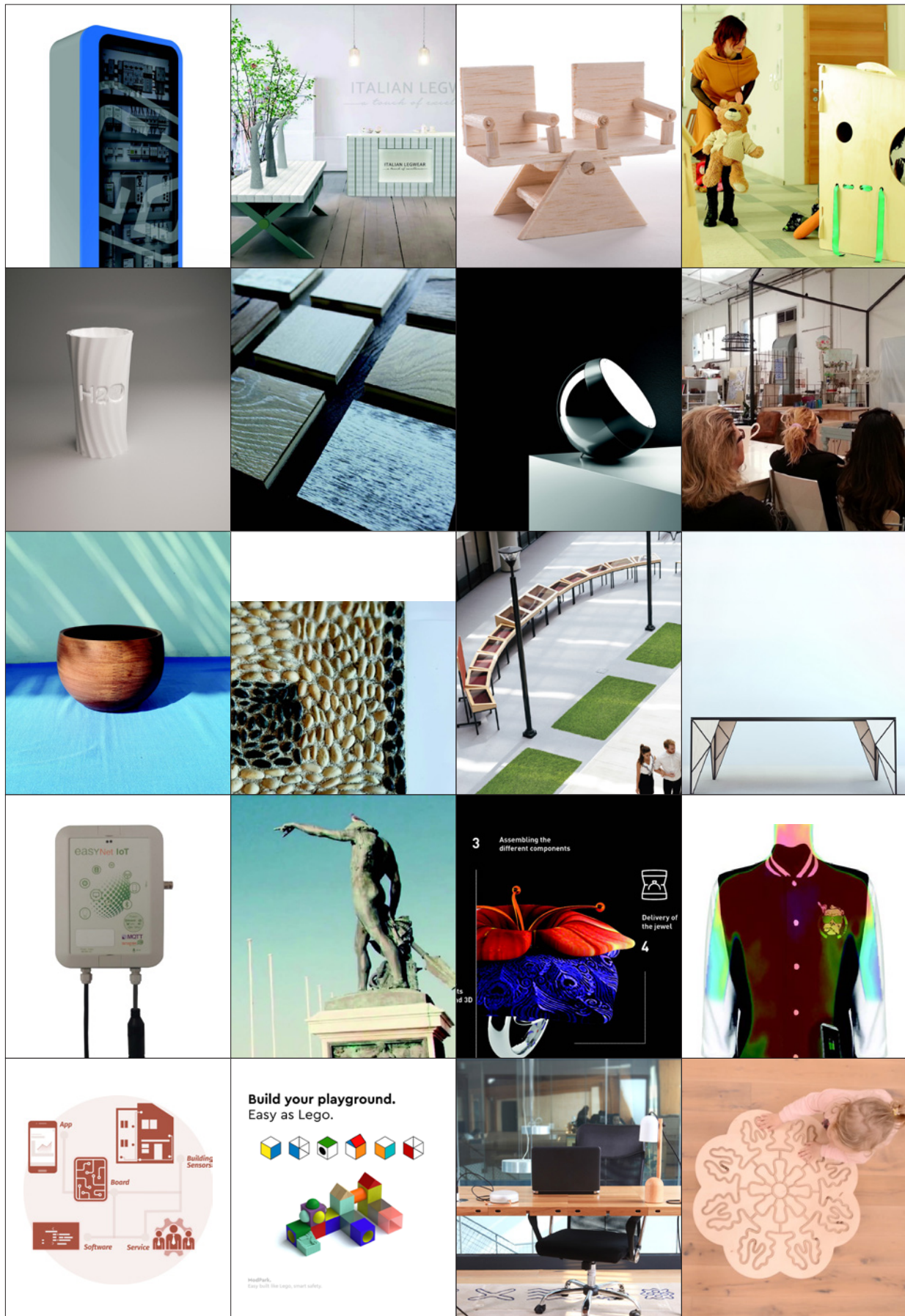
PROJECT NAME

**Design thinking
for Control Panels & Cabinets**

PROJECT DESCRIPTION

G2 is company whose focus is on industrial automation and electronic engineering with a particular attention to IOT world. By working together, G2 and Valerio Cometti+ V12Design will exploit this opportunity and will introduce both a new brand identity and a new range of products that will enhance G2 technology and connectivity platform.

CCI

Valerio Cometti+V12 Design

SME

G2 di Ghioldi s.r.l

Milan, Italy

PROJECT NAME

**Italian legwear 2.0:
Womanly and Sustainable**

PROJECT DESCRIPTION

The Italian Legwear 2.0's vision want to develop a new system for textile that hails from natural resouces and sustainable processes. In a sector where nowdays it canfind only material derived from petroleum, this could be a winning idea and a real source of differentiation.
The purpose of this project is to imagine a futuristic vision in which legwears and socks will be made with plant origin and sustainable fabric. As consumer attentionon sustainability issues increases, sustainability leaders can use their advantage topromote revenue growth.

CCI

Carlotta Chiara Antonietti, Marzia Tolomei

SME

Italian Legwear, CSC Centro Servizi Impresa S.r.l

Milan, Italy

PROJECT NAME

Raccontami

PROJECT DESCRIPTION

The project consist into the creation of an innovative jewellery collection which combines ECM advanced technology with traditional manufacturing and handcrafting techniques.
A structured manufacturing and selling process will allow product personalisation and jewellery customization on demand, following the emotions of the purchaser. The ECM technology will allow to produce extremely complex shapes with high precision finishing.

CCI

Beatriz Biagi Design &
Visibilio Design Project

SME

ARCHIENERGIA
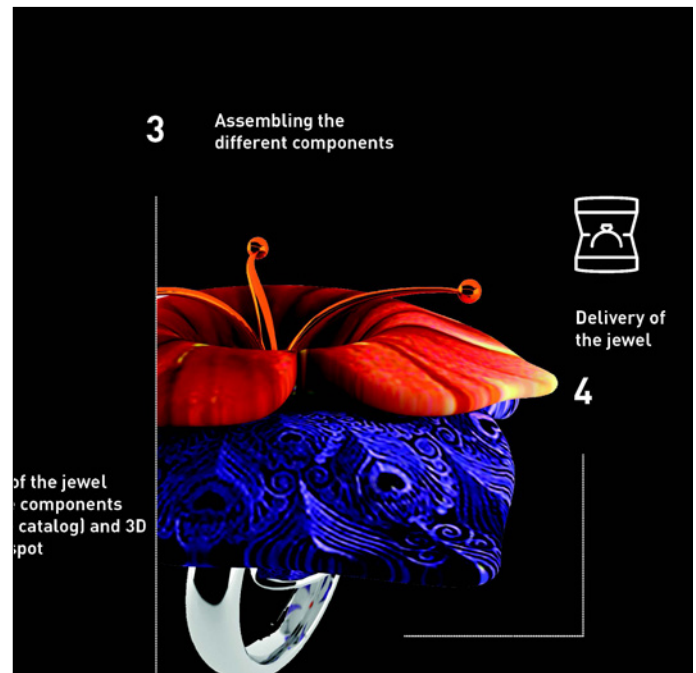
Milan, Italy

PROJECT NAME

Eco Green - Cover Solutions

PROJECT DESCRIPTION

This is the new development that is able to produce energy from the moss to supply small electronics and add smart funcionalities to the system by providing information about the garden and the environment.
Our system standard benefits:
- Air quality improvement
- Aesthetic solution
- Isolation capabilities to control temperature and moist.
Benefits from the new development:
- Renewable energy generation
- IoT ready with Smart capabilities to provide information about the garden and the environment.

CCI

Emikon Electronica

SME

eNest

Barcelona, Spain

PROJECT NAME

Turn to Pieces

PROJECT DESCRIPTION

Angelica Tcherassi, has designed a table using the Nano Technology slabs, called Turn To pieces. The idea is to carve into the same material to acquire the desired effect and shape. What is so unique about the nano technology material is that with heat and a little water it regenerates on its
own. Being able to have a scratch free surface longterm. This material has antibacterial properties which makes it perfect for dining tables and having clean surfaces.

CCI

Angelica Tcherassi

Barcelona, Spain

PROJECT NAME

Samsa

PROJECT DESCRIPTION

This project will provide to the citizens a way to access through an open platform and associated sensors designed to detect airborne particulates in the PM2.5 to PM10 range. The system helps alert occupants to the presence of airborne particulates and trigger supporting equipment to improve indoor air quality. Air that has high particulate counts can be a trigger for asthma attacks as well
as lead to symptoms such as irritated eyes, nose and throat, coughing, heart disease, and other health-related issues. The citizen platform and sensors will help to monitor in real time this problem in the selected area in order to correlate with specific health diseases in area

CCI

Sinapse Energia S.L.

Barcelona, Spain

PROJECT NAME

**Community:
Sensorial Furniture**

PROJECT DESCRIPTION

From the branch of social and cultural purpose this creative idea is sustained on the branch of further humanitarian design. Concerning the lack of direct communication and human relations depersonalisation the creative concept ambition to design a furniture solution that encourages interaction and socialization in the communal spaces. This furniture and illumination will be designed as a solution for foster coexistence and non-digital socialization in public spaces and private spaces as a statement design furniture.

CCI

Makerspace

SME

Woodglam

Lisbon, Portugal

PROJECT NAME

H_2O Glass

PROJECT DESCRIPTION

Being the nuclear focus the sustainability that could derive in two sectors, the social and cultural purpose and the technological integration. From the branch of social and cultural purpose focus was made on further humanitarian design regarding the contemporaries' issues of consumption and sustainability. A glass of water was design that doesn´t allow to fill more than the actual necessity of water for a person. A product line with the drilled word H2O that spills the extra water when is over filled.

CCI

Açucar a mais

SME

The Selector Store

Palmela, Portugal

PROJECT NAME

How do you play?

PROJECT DESCRIPTION

The idea is to transform the wood essences samples into a new attraction and to stimulate customers' interest through interaction and surprise.
The solution is to create wooden samples that are not used exclusively for the choice of finishing furniture or floors, but that can represent a "premium gift" to use, to exhibit, to interact with, to play, to learn, to have fun or to invent something different and personal.

CCI

De Zotti Design

SME

Beatrice Piccoli
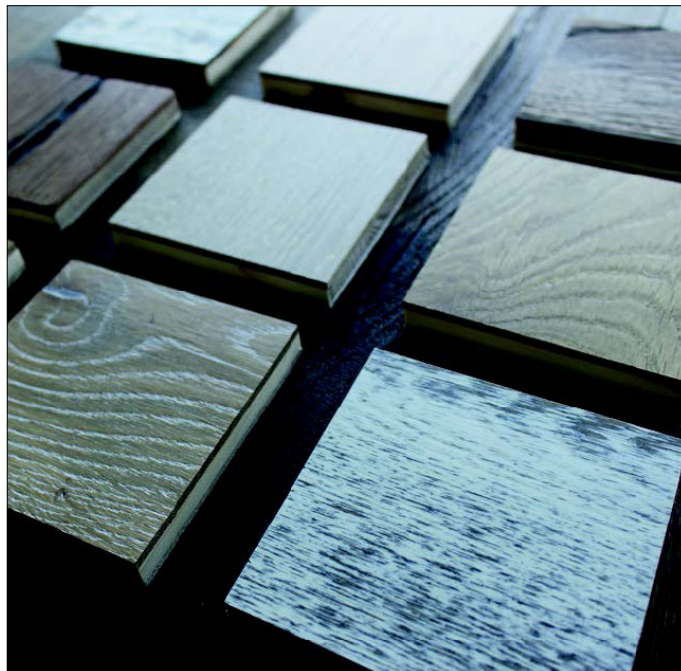
Venice, Italy

PROJECT NAME

Rem Lamp

PROJECT DESCRIPTION

"The free report between elements, the pleasureof interpreting and live my spaces".

Design of a new lighting product that involves the use of a new connection with the final user, with particular attention to the emotional factor.
New features compared to the traditional lighting products, by using innovative components in this sector.

CCI

Misurauno Design Studio

SME

Ma.Gi.Ca. Illuminazione S.r.l.

Venice, Italy

PROJECT NAME
VE.Net - Creative HubDistrict

PROJECT DESCRIPTION
The project consists in the creation of a network of enterprises located in the regional area, in order to involve them in cross activities that help to promote themselves and, at the same time, promote the hosted area.
The aim is to incentivate collaboration and to share project ideas and, at the same time, to involve enterprises in new national and international partnerships.

CCI
Fondo Plastico

SME
Forneria Veneziana Srl, Vladi Rigato, De Zotti Design, Vetro Arredamento Snc

Venice, Italy

PROJECT NAME
KlipiKlap Playhouses

PROJECT DESCRIPTION
Bonitax is an institute that helps clients prepare their business plans and later implement all planned activities by starting an export business. The architect & designer Marjeta Fortuna Lamovšek needs exactly such a company to monetize her designs and build an export company.
Since we met on the first Co-create workshop we started working together. At the moment we are at the state of preparing the business plan for this new export company which requests a lot of time and

CCI
ARHITEKTURA Marjeta Fortuna Lamovšek s.p.

SME
Bonitax

Ljubljana, Slovenia

PROJECT NAME

Greece and Patmos Memories

PROJECT DESCRIPTION

The idea is to create small object with symbolic character for visitors of the Patmos island and generally of Greece. Wood is the first material which is left from other construction but also the noble material. The design of this wooden stick comes from a traditional object they use in the orthodox church to show the symbols of byzantine music. The design includes the need of multipurpose use in one object, the manufacture's place, the finishing mode, the way to distribute, memories and desire of future holidays.

CCI

Carine Natali-Kamitsis

SME

Georgios Kamitsis

Skala, Greece

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PROJECT NAME

Mosaic Tile

PROJECT DESCRIPTION

The traditional method of mosaic construction goes back to the 8th century B.C. were the craftsman needs to place each individual babble on the ground manually, in order to create a surface of sea pebbles that represent a picture or symbol. Mr. Kinous, has created a method through trial and error from which we can now with a semi industrialized procedure, a mosaic can be created in blocks or tiles, and can be esilly be placed on the required surface.

CCI

Avgerinos Avgerinou-Panagiotou

SME

Micheal Kinous

Skala, Greece

PROJECT NAME
Modpark

PROJECT DESCRIPTION
ModPark is a project that turns kids outdoor recreation into a fun, safe and educative experience. This project wants to innovate inside the area of traditional public and private space playgrounds, provide an array of alternative educationcentric themes and a unique construction methodology that allows for easily customizable and convertible equipment components.

CCI
George Bosnas

SME
Parcotechniki / Xyloefarmogi

Build your playground.
Easy as Lego.

ModPark.
Easy built like Lego, smart safety.

Thessaloniki, Greece

PROJECT NAME
Climasense

PROJECT DESCRIPTION
ClimaSense is an Innovative and Integrated monitoring system, focusing on:
• air + temperature + humidity + [custom parameters] monitoring
• providing remote monitoring/control for your home / business interior climate
Requires
• hardware (various air quality sensors), software (collect and monitor sensor data for the business side, provide a web/mobile app for the client side).

App
Board
Building Sensors
Software
Service
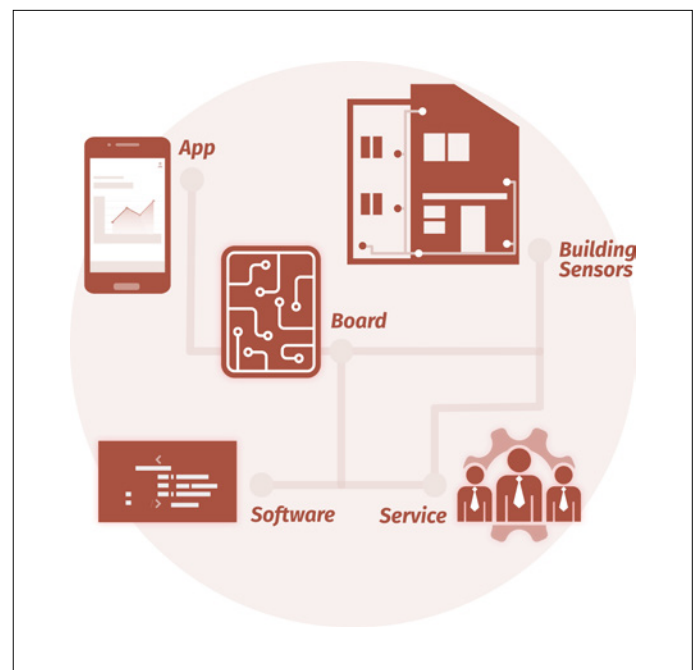
CCI
Anthi Malteza

SME
Hellasduct

Thessaloniki, Greece

PROJECT NAME
Telo

PROJECT DESCRIPTION
The CAUE-VAR, that promotes architecture heritage, has produced a print version of a document that presents an illustrated history of local architectural from antiquity to the present day. The objective was to make this production more fun, collaborative and touch a wider audience. The research done allowed to refocus the problem on a younger audience that needs to gain awareness on architectural issues & like to use new technologies as a driver for learning. The solution called TELO consists in creating a digital & interactive game.

CCI
UPV & Retning Production

SME
CAUE VAR
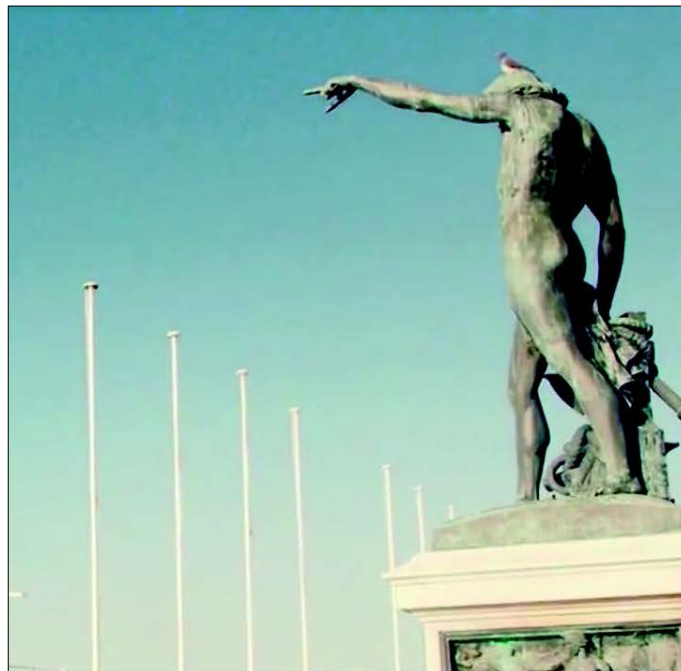
Toulon, France

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PROJECT NAME
Slow-Tech Fashion

PROJECT DESCRIPTION
By LMS is a new fashion brand in Toulon, linked to the "Slow Fashion Trend" promoting ethical and responsible fashion.
This new brand wants to develop a new range of products incorporating technology in a sustainable way. The idea of the creative camps was to propose an innovative fashion product using technology, enabling to reload electronics thanks to renewable energies (using body heat).

CCI
Julien Favaro

SME
By LMS

Toulon, France

PROJECT NAME

Modulos

PROJECT DESCRIPTION

Modulos desk line combines innovative design, superior craftsmanship and uncompromising material quality to give you the absolute freedom in organizing and upgrading your workspace.

Modulos Heritage line is made of Croatian walnut and oak, inspired by the tradition of carpentry at the core of Modulos brand. The product born at the family workshop has paved the way for a new product line, geared towards reaching new markets.

CCI

Srdan Laterza

SME

Modulos

Zagreb, Croatia

PROJECT NAME

Tilty

PROJECT DESCRIPTION

This multifunctional table/toy labyrinth is primarily intended for 4-12 year-old children.
By tilting the table, a ball is guided through the maze, helping the child develop motor skills and logics, while acquiring patience, precision and problem solving skills.
The labyrinth's shape is inspired by the traditional lace head-cover from the Medimurje region of Croatia, worn on formal occasions and for celebrations.
The table is made of birch playwood and its cutting pattern creates very little waste, while

CCI

Armano Linta d.o.o.

SME

FILO LOGIC d.o.o.

Zagreb, Croatia

4. THE CREATION OF THE EVENT: CO-CREATE VERNISSAGE

In order to celebrate this phase and to give more emphasis to the event, was created the Co-Create Vernissage.
This has been a great opportunity to showcase the 20 best projects born from the co-creation process among SMEs and CCIs.
This event was made to:
- Improve networking possibilities between SMEs, CCIs and the intermediary organizations in the Mediterranean area;
- Provide a showcase for SMEs and CCIs with the aim to involve investors and find a new way to collect funds and innovative financing instruments;
- Give a strong motivation to SMEs and CCIs to be engaged in the creative camps process.
The Vernissage was an exhibition of the best innovative projects (that involve SMEs and CCIs) developed in each creative camp and presentation of the overall creative camps experience.
An event of networking, matchmaking and pitching with the winners, investors and experts.
The identity of the event has been completely curated and designed by Department of design of Politecnico di Milano. The reference style for the exhibition was the art deco one and the main theme is the industry one. The choice derives both from the industrial context both from the brand-image of the venue where the final event took place.

Various communication and advertising materials have been created for the happening:
- a poster to spreading the event
- signs to guide the participants inside the "Spirit de Milan"
- a welcome kit for all participants, for their arrival in Milan to explain the agenda and the structure of the two days
- badges for participants to be used during the event
- a promotional colophon, with the same dimensions as the boards used for present the participants' projects, that explained all the projects that were shown at the event.
The identity was designed using the two co-create colors. The font of the event was also created by the Politecnico di Milano, specifically for the event.

Logo of the Event

Font Designed
for the Event

Montserrat Black

C: 2 M: 27 Y: 88 K: 0

C: 100 M: 86 Y: 33 K: 28

Poster of the Event
70x100 cm

Signage
29,7 x 21 cm

A PROJECT DEVELOPED BY:

IN/BOVISA

FOR THE MILANO DESIGN WEEK 2018
LET US INTRODUCE YOU

CO-CREATE
VERNISSAGE
INTERNATIONAL EVENT

THE GREAT SHOWCASE OF CO-CREATION

CILAB – Creative Industries Lab of Politecnico di Milano with the partners of **CO-CREATE project** (Chamber of Commerce of Venice Rovigo DL Italy, Regione Veneto - Italy, KIMbcn - Spain, SECARTYS - Spain, TVT - France, Josef Stefan Institute - Slovenia, MADAN Parque - Portugal, Chamber of Kilkis - Greece, READ S.A - Greece, Development Agency Zagreb - Croatia) in partnership with **Spirit de Milan** and **IN/BOVISA** (the cultural project of Associazione Zona Bovisa) present the **showcase** of the best **innovative projects** born from the **co-creation** process among **SMEs** and **CCIs** in **each European area** of CO-CREATE (Project co-financed by the European Regional Development Fund Interreg Mediterranean).

Spirit de Milan, a keeper of the city's tradition, host the exhibition **"CO-Create Vernissage"** of **20 cross-innovative projects** made by the cooperation of 20 SMEs with 20 Creative Industries coming from **7 European Countries** (outcomes of 10 pilot actions called Creative Camps). The **20th of April** during the main event, the exhibition **open the door to the public** with immersive day of **networking**, **matchmaking** and **pitching** with the project' winners, investors and experts.

A unique and international event in the framework of one of the most important Design Week in the world.

SELECTED PROJECTS

ITALIAN LEGWEAR 2.0	SAMSA	ECO GREEN	CONTROL PANELS
CSC Centro Calza + Marzia Tolomei & Carlotta Antonietti	Sinapse Energia S.L.	Emikon Electronica + eNest	G2 Ghioldi + Valerio Cometti+V12 Design

RACCONTAMI	MODPARK	H²O GLASS	TURN TO PIECES
Archienergia + Beatrix Biagi Design & Visibilio Design Project	Pancotechniki Xyloofarmogi + George Bosnas	The Selector Stores + ACuCar a mais	Angelica Tcherassi

TILTY	CLIMASENSE	MOSAIC	VE.NET
Armano Linta d.o.o. + Filo Logic d.o.o.	Anthi Malteza + Heliaoduct	Avgerinos Avgerinou Panagiotou + Micheal Kinous	Fornería Veneziana Vladi Rigato + De Zotti Design Vetro Arredamento Snc + Fondo Plastico

HOW DO YOU PLAY	COMMUNITY	KLIP KLAP	SLOW TECH
De Zotti Design + Beatrice Piccoli	Woodglam + Makerspace	Bornixx + Arhitektura Marjeta Fortuna Lemoviček S.p.	By LMS + Julien Favaro

MODULOS	REM LAMP	GREECE E PATMOS MEMORIES	TELO
Modulos + Sedan Laterza	Ma.Gi.Ca. Illuminazione Srl + Minnano Design Studio	Georgios Kamitsis + Carine Natali-Kamitsis	Case Var + UPV & Retning Production

PROJECT PARTNERS

POLITECNICO MILANO 1863   CREATIVE INDUSTRIES LAB   REGIONE del VENETO   madan

SECARTYS   DEVELOPMENT AGENCY ZAGREB

READ S.A.

Colophon
50 x 170 cm

CO-CREATE
VERNISSAGE
INTERNATIONAL EVENT

Daniela Amandolese

CREATE
VERNISSAGE
INTERNATIONAL EVENT

Daniela Amandolese

Badge
8,5 x 5,5 cm

USEFUL NUMBERS

Emergency: **112**
Ambulance: **118**
Police: **113**
Fireman: **115**

MEETING POINTS

VILLA CAGNOLA
Via Guido Cagnola, 21, 21045 Gazzada Schianno

POLIMI DESIGN SCHOOL
Parking for bus – Via Durando, 10 - Milano
Main Event – Via Candiani, 72 - Milano

PIAZZA CASTELLO
Parking for bus – Piazza Castello, 31 - Milano

INHABITS Milano Design City
Via Luca Beltrami – Piazza Castello - 20121 Milano MI

SPIRIT DE MILAN
Via Bovisasca 57/59 - Milano

TRANSFER SCHEDULE

THURSDAY 19ᵀᴴ APRIL
9.00 pm – Departure from Piazza Castello to Villa Cagnola

FRIDAY 20ᵀᴴ APRIL
9.00 am – Departure from Villa Cagnola to Polimi Design School
11.00 pm – Departure from Polimi Design School to Villa Cagnola

SATURDAY 21ˢᵀ APRIL
9.00 am – Departure from Villa Cagnola to Milano Cadorna

INTERNATIONAL EVENT
AGENDA

THURSDAY 19ᵀᴴ APRIL

@Lab Immagine
Polimi Design School
Building B2
Via Candiani 72 - Milano MI

2.00\3.00 pm
Welcome Event
@Polimi Design School

Intro Design School & Milan Design Week
(Prof. Francesco Zurlo, Deputy Dean of the Design School, POLIMI)

CO-CREATE Creative Camp Process
(Arianna Vignati, Cilab Co-Director, POLIMI)

Tips for the Design Week tour + DXD POLIMI tour

3.00\6.30 pm
Design Week Districts tour

Starting Point @ Piazza Castello
Inhabits - Milano Design City

Following the suggested spot on the map.

6.30\8.00 pm
Design Aperitivo
@Delight The Light by Scaffsystem in Inhabits - Milano Design City

20.30 pm Transfer to Villa Cagnola

FRIDAY 20ᵀᴴ APRIL

@Spirit de Milan
Via Bovisasca 57\59, 20157 Milano MI

CO-CREATE
VERNISSAGE
INTERNATIONAL EVENT

MORNING	AFTERNOON
10.30\11.00 am Introduction CO-CREATE Presentation Program of the Event	**02.30\03.30 pm** Pitching Session CO-CREATE Ideas Part 1 *Short Break*
11.00\12.30 am Keynote Speech Gamification for Design and Innovation (**Rui Patricio**, Professor and Entrepreneur expert of Innovation, Strategy Gamification)	**04.00\05.00 pm** Pitching Session CO-CREATE Ideas Part 2
Idea Chef Workshop "Cross Fertilization of Co-Design" Session	**05.00\06.30 pm** Keynote Speech Crowdfunding and the long tail of Innovation (**Matteo Roversi**, Chief Design Officer Produzioni dal basso, Foldunoding)
12.30\01.30 pm Keynote speech The EIC- European Innovation Council Empowering European Innovators (**Laura Piani**, European Commission DG Research & Innovation)	**FROM 07.00 pm** • Networking + CO-CREATE Aperitivo and dinner (Invitational Only)
01.30\02.30 pm - LIGHT LUNCH	**11.00 pm** Transfer to Villa Cagnola

**Welcome Kit**
42 x 29,7 cm

4.a. The location

The final event, Vernissage, was organized inside Spirit de Milan. The location was chosen because it has a soul very similar to the purpose of Co-Create. In fact, Spirit de Milan, currently a restaurant and venue for events, was born from the collaboration of two very different actors. The structure is from a former glassware Livellara, a traditional company that dealt with glass processing. Following a downsizing due to the market crisis, it was taken over by an architect who is responsible for organizing events. The union of these two figures gave life to Spirit de Milan, which therefore proved perfectly compatible and suitable for the purposes of the project.

4.b. The Exhibition

The choice of the name Vernissage was considering the nature of the event compared with the nature of this term. The Vernissage in fact wants to represent the opening of an exhibition, where works of art are showed.
For this reason, Politecnico di Milano decided to create colophons for each project, placed inside a wooden frame. The idea was therefore to recreate pieces of art that are shown to visitors to the exhibition.
Within each frame, one of the 20 previously selected projects has been inserted.
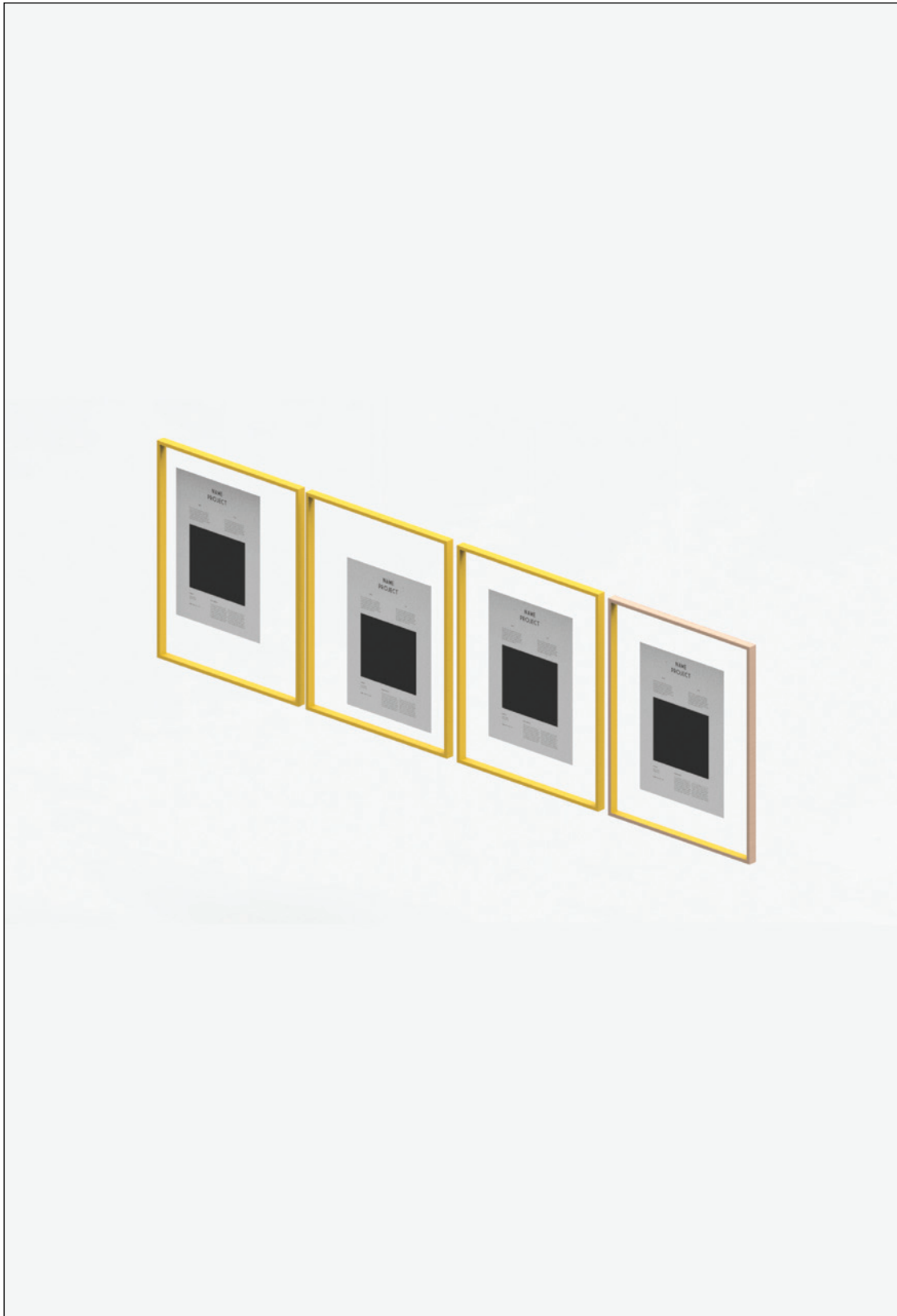
4.c. The layout of the exhibition

The exhibition of the projects was based on the colophons in the wooden frames.
The layout of the place was created with the use of frames, suspended with nylon threads. Taking advantage of the aisles inside Spirit de Milan, it was decided to arrange the projects within these. In this way, the exhibition and the frames completely surrounded the central part of the restaurant, within which the activities planned for the final event took place.
The layout of the colophon instead was designed to show the main information of each project. There was a first informative part on the authors of the project and the name of the project. Then there was a descriptive part of the project, showing the information of the three forms previously created and submitted by each participant.
In the center of the colophon, there was a part with images of the project, chosen in order to be self-explanatory for visitors. All this details are shown with the pictures in the following pages.

Project Presentation Sheet

Name *[Name of your project]*

Subtitle *[Max 10 words]*

Abstract *[Max 200 words. A brief description that sum up the project, including research, context, state of the art and solutions]*

DESIGN THINKING FOR CONTROL PANELS & CABINETS

Innovation through product and brand design in a stable market

Project description

Design brings the inner quality of an object on its **surface**.
Mistakenly "design" is too often related to chair and lamps, but an astonishing variety of sectors would benefit greatly from a **design centered approach.**
G2 is company whose focus is on industrial automation and electronic engineering with a particular attention to **IOT** world.
These are sectors in which there's very little room for ergonomics, aesthetics, colour&trim and this represents a huge opportunity of differentiation for those who will bring these concepts to life.

G2 **ambition** is to become a **recognisable** brand whose products express through their shape, their finishes and their overall feel a message of quality and reliability too often kept locked inside grey metal boxes.
By working together, G2 and Valerio Cometti+V12Design will exploit this opportunity and will introduce both a **new brand identity** and a **new range of products** that will enhance G2 technology and connectivity platform.
This project is expected to unfold during a timeframe of 12 months.

ERGONOMICS

G2 - AUTOMATION

VISIBLE INTERFACE

DISTINCTIVE DESIGN

CORPORATE COLOR PALETTE

Author
G2 di Ghioldi srl(SME)
Valerio Cometti+V12 Design (CCI)

Italy, *Milan, 2018*

Traditional SME Form

Name *[Name of your Activity]*

Field of Activity: *[Fill in the banks with an "X" to select the field of your activity]*

[Mechanical]   *[Furniture]*   *[Building]*

Activity Description *[Max 200 words. Use this space to talk about your company, describing your activity, your vision and goals]*

Nationality *[Country and City]*

Creative and Culture Industries Form

Name *[Name of Creative Industry or Single]*

Typology: *[Fill in the banks with an "X" to select the typology of your activity]*

[Creative Direction]   *[Product Design]*   *[Architecture]*

[Other (to be specified)]

Activity Description *[Max 200 words. Use this space to talk about your identity, describing your activity, your vision and goals]*

G2 di Ghioldi srl

G2 is an **industrial automation company.** For almost 50 years, it has been engineering and manufacturing **electrical panels** for the production plants management. G2 designs control systems from the simplest to the most advanced with PLC logic, automation PC or HMI man-machine interface. Our control panels are used in various **manufacturing sectors** by the most prestigious companies. In the **automotive sector** we help Audi to fill the cavities of high-end models bodywork, Bmw for the production of full-electric cars carbon frame, Toyota for the production of steering wheels and seats. But we are also present in the **appliance industry.** Whirpool and Electrolux worldwide plants use our products. G2 is a high-level partner for customers, responding to the most discerning regulations. G2 give a **complete service**, starting from software design and devices production, ending with the installation and operating check.
According to **INDUSTRY 4.0** and **IOT** world, developed a smart, cloud-based platform called **iotly®** to control industrial or living processes by remote.

contact
www.g2-automation.it
commerciale@g2team.it

Valerio Cometti+V12 Design

We design, conceive, invent the most elegant, innovative and admired products or brands.
From product design to graphic design, from brand development to deep design thinking consultancy, from service design to marketing analysis: innovative start-ups or large multinationals, all greatly enjoy our expertise. Our creative team is led by Valerio Cometti, founder and creative director, whose engineering background has given our firm a strong connection with manufacturing processes and feasibility issues.
More and more often, Italian and international companies turn to us to start a new conversation with their customers, passing from a historical BtB approach to a delicate BtC approach.
The design of a product or brand becomes just one of the elements of a wider creative and consulting path. The Deep Design Thinking proposed by our team accompanies the Company along a medium/long-term strategic path, thanks to which it is able to find within itself the tools for a deep differentiation with respect to the competition and a maximization of margins.

contact
www.v12design.com
mgenerali@v12design.com

DESIGN THINKING FOR CONTROL PANELS & CABINETS

Innovation through product and brand design in a stable market

Project description

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Project Name

Project Description

Project Picture

Author
G2 di Ghioldi srl(SME)
Valerio Cometti+V12 Design(CCI)

Italy, Milan, 2018

G2 di Ghioldi srl

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Actors Description

contact
www.g2-automation.it
commerciale@g2team.it

contact
www.v12design.com
mgenerali@v12design.com

The layout contained all the necessary informations of the projects. such as the name, the description, the pictures and the actors description.

600

800

1800

2000

DESIGN THINKING FOR
CONTROL PANELS & CABINETS

Innovation through product and brand design in a stable market

Project description

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Mistakenly "design" is too often related to chair and lamps, but an astonishing variety of sectors would benefit greatly from a **design centered approach**.
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Author   **Italy**, *Milan, 2018*
G2 di Ghioldi srl(SME)
Valerio Cometti+V12 Design(CCI)

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contact
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commerciale@g2team.it

contact
www.v12design.com
mgenerali@v12design.com

5. THE 2 DAYS OF THE EVENT

The final Co-Create event took place in Milan on Thursday 19 April and on Friday 20 April. The choice of these dates was made in order to run the event in parallel to one of the most important events in Milan: the Design Week. During this week, Milan is transformed into a great design exhibition, attracting people from all over the world. In this way, the exhibition of Co-Create was able to benefit from tourists and experts from a heterogeneous area.

The first day was dedicated to a collegial presentation, having an alignment function, during which the results achieved within the program were presented to all partners. Subsequently, the context of the Design Week was presented, explaining the importance of placing the final event in this initiative. In fact, the Design Week represent an attractive pole: in 2017 it attracted almost 350 thousand people. The participants were then able to visit Milan to discover the events of the Design Week.

On the second day, the Transnational Creative Camp took place inside Spirt de Milan. During this day was used the model used in the Creative Camp, but applying it at an international level to encourage the meeting between all partners and participants.

The second day, that was the heart of the International Creative Camp, was divided into two parts.

In the morning, the agenda included:
- Introduction: CO-CREATE Presentation and Program of the Event
- Keynote Speech: Gamification for Design and Innovation (Rui Patricio, Professor and Entrepreneur expert of Innovation, Strategy Gamification)
- Keynote speech: The EIC- European Innovation Council. Empowering European Innovators (Laura Piani, European Commission DG Research & Innovation)

During the afternoon:
- Pitching Session CO-CREATE Ideas
- Keynote Speech: Crowdfunding and the long tail of Innovation (Matteo Roversi, Chief Design Officer Produzioni dal basso, Folkfunding)
- Networking + CO-CREATE Aperitivo and dinner

For these two days, a welcome kit was created: the participants received upon their arrival in Milan. This choice was made in order to provide in advance the details of all the events scheduled for the two days.

MUST HAVE APP

MOOVIT

An App for all the local transit options.

FUORISALONE APP

Download the official Fuorisalone App to be updated and guided through all the events of Milano Design Week.

SOCIAL

We are online on various channels.
Follow us:

@COCREATE.EU @INTERREGMED
@INBOVISA

Feel free to share your experience using our official hashtags:

**#inbovisa   #mdw2018
#cocreate**

REFERENCE PERSON

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CO-CREATE
WELCOME KIT

MILAN DESIGN WEEK
2018

Welcome to the international event of **CO-CREATE** European Project in Milan. Here you have a useful kit for these two days.

The event is part of the **Milano Design Week 2018** in the heart of the **IN/BOVISA** District.

THE DESIGN WEEK MAP

DESIGN TOUR
Suggested Spot

1 - Superstudio Più
Via Tortona, 27

2 - Spring Off the Wall - Polimi Design System x VANS
Via Tortona, 33

3 - INHABITS Milano Design City
Via Luca Beltrami – Piazza Castello

4 - Never Stop Looking Beyond - Appartamento Lago
Via Brera, 30

USEFUL NUMBERS

Emergency: **112**
Ambulance: **118**
Police: **113**
Fireman: **115**

MEETING POINTS

VILLA CAGNOLA

Via Guido Cagnola, 21, 21045 Gazzada Schianno

POLIMI DESIGN SCHOOL

Parking for bus - Via Durando, 10 - Milano

Main Event - Via Candiani, 72 - Milano

PIAZZA CASTELLO

Parking for bus - Piazza Castello, 31 - Milano

INHABITS Milano Design City
Via Luca Beltrami – Piazza Castello - 20121 Milano MI

SPIRIT DE MILAN

Via Bovisasca 57\59 - Milano

TRANSFER SCHEDULE

THURSDAY 19TH APRIL

9.00 pm - Departure from Piazza Castello to Villa Cagnola

FRIDAY 20TH APRIL

9.00 am - Departure from Villa Cagnola to Polimi Design School

11.00 pm - Departure from Polimi Design School to Villa Cagnola

SATURDAY 21TH APRIL

9.00 am - Departure from Villa Cagnola to Milano Cadorna

INTERNATIONAL EVENT
AGENDA

THURSDAY 19TH APRIL

**@Lab Immagine
Polimi Design School
Building B2**
Via Candiani 72 - Milano MI

2.00\3.00 pm

Welcome Event
@Polimi Design School

**Intro Design School
& Milan Design Week**
(Prof. Francesco Zurlo, Deputy Dean of the Design School, POLIMI)

CO-CREATE Creative Camp Process
(Arianna Vignati, Cilab Co-Director, POLIMI)

**Tips for the Design Week tour
+ DXD POLIMI tour**

3.00\6.30 pm

Design Week Districts tour

Starting Point @ Piazza Castello
Inhabits - Milano Design City

Following the suggested spot on the map.

6.30\8.00 pm

 Design Aperitivo
@*Delight The Light* by Scaffsystem in Inhabits - Milano Design City

09.00 pm - Transfer to Villa Cagnola

FRIDAY 20TH APRIL

CO-CREATE
VERNISSAGE
INTERNATIONAL EVENT

@Spirit de Milan
Via Bovisasca 57\59, 20157 Milano MI

MORNING

10.30\11.00 am

Introduction
CO-CREATE Presentation
Program of the Event

11.00\12.30 am

Keynote Speech
Gamification for Design and Innovation
(**Rui Patricio**, Professor and Entrepreneur expert of Innovation, Strategy Gamification)

Idea Chef Workshop
"Cross Fertilization of Co-Design" Session

12.30\01.30 pm

Keynote speech
The EIC- European Innovation Council
Empowering European Innovators
(**Laura Piani**, European Commission DG Research & Innovation)

01.30\02.30 pm - LIGHT LUNCH

AFTERNOON

02.30\03.30 pm

Pitching Session CO-CREATE Ideas
Part 1

Short Break

04.00\05.00 pm

Pitching Session CO-CREATE Ideas
Part 2

05.00\06.30 pm

Keynote Speech
Crowdfunding and the long tail of Innovation
(**Matteo Roversi**, Chief Design Officer Produzioni dal basso, Folkfunding)

FROM 07.00 pm

- **Networking + CO-CREATE Aperitivo and dinner** (Invitational Only)

11.00 pm - Transfer to Villa Cagnola

AGENDA

CO-CREATE
◆VERNISSAGE◆
INTERNATIONAL EVENT

20th
APRIL 2018

📍 **Spirit de Milan**
Via Bovisasca, 57\59,
20157 -Milan

MORNING

10:30 – 11:00 AM

- Introduction:
  Co-create presentation
  Program of the event

11:00 – 12:30 AM

- Keynote speech: *Gamification for design and innovation*
  (**Rui Patricio**, Professor and Entrepreneur expert of Innovation,
  StrategyGamification)
- Idea Chef workshop: "*Cross-fertilization of Co-design*" session

12:30 – 1:30 PM

- Keynote speech: *the EIC -European Innovation Council-
  Empowering European Innovators*
  (**Laura Piani**, European Commission DG Research & Innovation)

01:30 – 02:30 PM

◆ **Light lunch** ◆

A project developed by

Interreg Mediterranean
Co-Create
Project co-financed by the European Regional Development Fund

POLITECNICO MILANO 1863
DIPARTIMENTO DI DESIGN

CREATIVE INDUSTRIES LAB

SPIRIT de Milan

INNOVISA

AGENDA

CO-CREATE
◇VERNISSAGE◇
INTERNATIONAL EVENT

20th
APRIL 2018

📍 **Spirit de Milan**
Via Bovisasca, 57\59,
20157 -Milan

AFTERNOON

02:30 –03:30 PM

· Pitching Session CO-CREATE Ideas **Part 1**

◆ **Break** ◆

04:00 –05:00 PM

· Pitching Session CO-CREATE Ideas **Part 2**

05:00 – 06:30 PM

· Keynote speech: *Crowdfunding and the long tail of innovation* (**Matteo Roversi** - Produzioni dal Basso Folkfunding)

From 07:00 PM

· Networking **+** CO-Create aperitivo and dinner (invitation only)

6. THE TRANSNATIONAL CREATIVE CAMP: EXECUTION

6.a. The workshop: Gamification for design and innovation

On the second day of the event, a workshop was organized at Spirit de Milan.
For this activity, it was decided to adopt a gamification approach in order to support cross-fertilization among the actors of the various groups.
In fact, it was conceived as a moment of exchange between the twenty couples (traditional companies and creative cultural industries). The workshop inside the Transnational Creative Camp was made using the Idea Chef methodology, a design & innovation tool created by Prof. Rui Patricio.
The aim was to produce a Cross Fertilization process of Co-Design through Gamification. Idea chef was created to close the thinking and doing gap in idea development (i.e. to maximize user' motivation and involvement in the early stage of innovation). The main goal is to enable a diverse team to develop and convert high potential ideas into an actionable "recipe" (i.e. a minimum viable concept design).
During the workshop, each team had the possibility to:
- discuss different contributions in a very structured way
- drafts a report of a concept design proposal using the ideaChef canvas
- makes a pitch of the proposed concept design.

6.b. the keynote: European innovation council

On the second day of the Transnational Creative Camp, it was also decided to foresee a presentation by Laura Piani, DG Research and Innovation, Unit B3 - SMEs, Financial Instruments and State Aid from the European Commission.

Her lecture gave an overview of potential guidelines/strategies to support innovation in SMEs. In fact, she presented all the factors to be taken into consideration and the steps to be followed when presenting a European proposal, drafted by SME.

In addition to the useful advice on how to draw up the proposals, she also showed which sectors and subjects have the bigger availability of EU funds.

6.c. Pitching session

Another very important moment during the second day of the Transnational Creative Camp was the moment where the twenty couples pitched and presented their projects.
The second day was a moment to show as much as possible all the results produced by each partner. For this reason, in addition to the exhibition of the projects within the frames, previously described, it was therefore decided to give the opportunity to present each project in front of all the attendees and a selected jury of experts.
The aim was to explain to all the participants all the phases of the final projects developed inside the program and their potential.
The pitching session was created with a structure to simulate the same elevator-pitch used in start-ups contest.
Each group had 3 minutes to present their idea, followed by 5 minutes of questions from the audience and from other participants.

All the participants produce their pitch presentation using the pitch deck, proposed by POLIMI, previously introduced in this document: considering the participants' background heterogeneity, it was decided to produce some guidelines on how to structure the presentation. These have been defined as the "pitch ingredients" representing the ingredients that are fundamental to the realization of the final result.

THE PITCH INGREDIENTS

A series of basic ingredients were given, which each pitch had to contain. Besides these, some additional ingredients were presented, in case of teams want to further enrich the presentation.
The basic ingredients are:
- The problem: Focus on why it matters, in order to make your audience feel the pain. Without yet getting into product or service, describe the nature of the addressed problem, why is needed, and provide some context for the project.
- Value & meaning: Why will people pay for the solution? What are the primary meanings that the idea respects? What is the value proposition? What pain is the solution eliminating?
- What: Define the proposition and how to solve the problem. Explain what the project/product/service actually is and how it works in very simple terms. This could be a short "elevator pitch" summary of the project so that people know exactly what project is being pitching.
- How it works: Experience and story. Be lean, clear and effective in describing the project. How does the idea work? What are the strong points but also those aspects of the idea that need to improve? This is the heart of the pitch, where is important to involve with storytelling.
- Your customer: Who it serves. Make clear who it is aiming at. Who is the customer? What defines an "ideal" customer prospect? Make clear for who this product/service/project is built, so that it's clear who will benefit from it. Use specific customer examples where possible.
- Business model: cost and revenues. Give an idea of how the idea generates profit. Present the main sources of income for the project.
- Team: Why you? Describe who are the actors involved in the project. What are the main skills for each part? What are their roles? Which aspects are in common? How could others actor can help?

THE PROBLEM

/

VALUE & MEANING

/

WHAT

/

HOW IT WORKS

/

YOUR CUSTOMERS

/

BUSINESS MODEL

/

TEAM

In addition to these key elements, a series of additional "ingredients" were presented that could further enrich participants' presentations. These additional elements are:

- Marketing strategy: How are you selling? What does the sales process look like and how long is the sales cycle? How to reach the target customer? What techniques/tactics/tools will be used, or how to take advantage of existing or new platforms to reach the intended audience? How to measure progress in reaching the audience?

- Look around: What does the competitive landscape look like? Who is adjacent to the market, that could enter the market (and compete) or could be a co-opted partner? What are their strengths/ weaknesses? How to design approach to distinguish the project? Who are the key distribution and technology partners?

- Planning: State of art and roadmap. What stage of development is the project? Technology/product? Team? What are the future milestones needed to meet? What are the key things needed to do to advance the project in the coming weeks and months? What does the roadmap for the project look like? What are the goals for the upcoming period?

- Market dimension: How does the market look like?

MARKETING STRATEGY

/

LOOK AROUND

/

PLANNING

/

MARKET DIMENSION

6.d. The keynote: Crowdfounding and long tail of innovation

The last presentation included in the Transnational Creative Camp was made by Matteo Roversi, Chief Design Officer at FolkFunding.
The lecture was based on the concept of Crowdfunding. During this presentation, the different ways to create a Crowdfunding campaign and the main critical issues of this system were shown. In addition, several crowdfunding platforms were shown, divided by theme, explaining the different approaches.
Mr. Roversi also told about the main drivers of the world of crowdfunding: people, emotions, validation of innovations, metrics.
This keynote was included in the event in order to provide a different financial instrument that could be adopted by CCIs and SMEs. The aim was to present new possibilities for them in facing innovation or developing their projects.

7. OVERVIEW OF THE RESULTS

This chapter presents the general results regarding the transnational creative camp of Co-Create. The aim is to briefly summarize the level of satisfaction of the participants of the event.
The general evaluation of Transnational Creative Camp, presented in the following pages, is the result of a survey conducted on the participants from each country.
All the proposed questions were clustered into four main categories (that works as indicators):
A. Activities (the structure and the quality of the activities in the events)
B. Networking
C. Organization (logistics, agenda, location...)
D. Satisfactions (overall satisfaction perceived)

The single indicator doesn't include only one question: more than one aspect are considered as a source of data for the evaluation of each indicator.
These five indicators help to objectively analyse and evaluate the transnational creative camps from different aspects.
The questions were formulated in order to receive the answers in three possible ways:
- some with the score from 1 to 5;
- others with the score from 1 to 3 (not interesting, interesting, very interesting);
- others with "yes" or "no"
The results based on each indicator are expressed on an average score from 1 to 5.
The degree of satisfaction of these five categories is presented by the average score calculated on the total number of participants that respond to the survey's dedicated questions.
The survey received 25 answers from the participants of the event.

Overall, about the activities inside the event, the most appreciated were the moment of the pitching session, where the participants acted as startuppers and the idea-chef workshop where they had the possibility to better frame their projects.
Also, the networking part received a lot of positive feedbacks because participants benefit from the exchange of different capabilities and skills inside the program.

The organisation of the event resulted well articulated for participants, who graded positively the structure decided by Politecnico di Milano. One of the most appreciated aspects was the location, that created a big impact on people thanks to its mood, very close to the objectives of CO-CREATE.

A. Activities (How do you evaluate the different session of the event?)

Co-create presentation

1	2	3	Average score
1	14	10	2,36

Idea chef workshop: "Cross-fertilization of Co-design"

1	2	3	Average score
3	5	17	2,56

Keynote speech: the EIC -European Innovation Council-Empowering European Innovators

1	2	3	Average score
2	12	11	2,36

Pitching Session

1	2	3	Average score
2	7	16	2,56

Keynote speech: Crowdfunding and the long tail of innovation

1	2	3	Average score
2	11	12	2,40

B. Networking

Did you find some valuable contacts and sinergies with the stakeholders involved in the event (creatives, guests, other companies)?

YES	NO
19	6

Did you have the chance to benefit from the networking session collecting some feedback about your company/project?

YES	NO
19	6

C. Organization (logistics, agenda, location...)

Agenda

1	2	3	4	5	Average score
2	1	8	10	4	3,52

Communication materials (email, flyer...)

1	2	3	4	5	Average score
1	4	2	9	9	3,84

Location

1	2	3	4	5	Average score
1	2	3	5	14	4,16

Lunch, aperitivo and dinner

1	2	3	4	5	Average score
1	1	4	11	8	3,96

D. Satisfactions (overall satisfaction perceived)

Overall, does the International event fulfill your expectations?

1	2	3	4	5	Average score
0	4	4	13	4	3,68

Was CO-CREATE project (in general) useful for your business?

1	2	3	4	5	Average score
1	3	6	7	8	3,72

Would you recommend CO-CREATE project to other companies of your sector?

YES	NO
22	3