

Project Acronym: CO-CREATE

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

Grant Agreement number: 1204

4.1.2.

Cross-fertilization Toolkit

WP n°: 4.
Task n°: 4.1.2.
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Type: **R**
Dissemination level: **<CO = confidential>**,
Revision: **DRAFT 01**
Due Date: **10/2018**
Date of submission: **Here the effective date of finalisation (with the quality
approval)**

Deliverable History

This deliverable history should be removed from the document once it has been finalized. It can then be stored as a separate document on the server, next to the final version.

Version	Date	Status	What's new?
1	11/03/2018	draft	Draft version of D4.1.1. and D.4.1.2.
2	28/09/2018	draft	Draft version of D.4.1.2.

Executive Summary

The objective of this Deliverable is to provide a comprehensive Cross-fertilization Toolkit of methodologies and instruments that are needed for effective transfer to the target users.

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1 General framework

1.1 Objectives of the Co-Create project and relation to the Cross-Fertilization Toolkit

The objective of Co-Create project is to support cross-fertilization processes between creative industries and traditional clusters through contributing to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management. The project promotes cooperation among partners using new methodologies and tools addressed to clusters managers, SMEs and policy makers. Main outputs will consist of a cross-fertilization toolkit as instrument to favour innovation of Clusters and SMEs, 380 SMEs supported on innovative projects, the setting up of a transnational innovation network between traditional and creative industries and a Manifesto to promote cross fertilization and to enlarge the network. Co-Create will also contribute to the development of more competitive clusters at MED level, through the elaboration of a cross fertilization methodology and toolkit to support and manage cross-clusters initiatives.

The main activities performed within the Co-Create project are setting of training activities and pilot activities. However main project outputs also have to be effectively transferred to the target uses and the appropriate set of tools in form of toolkit has to be in place in order that this transfer of knowledge and skills is done in right way. The cross-fertilization toolkit presented in this document will set tools to effectively deal with it. The use of guidelines described in the D 4.1.1. transferability methodology is essential for efficient use of methodologies and instruments presented in the D.4.1.2. Cross-fertilization Toolkit.

Presented deliverable D.4.1.2. Cross-fertilization Toolkit will be used also for the effective implementation of the other tasks on the WP4, namely:

- 4.2. Organization of dedicated open day events (10) and specific seminars (12) for policy makers, SMES and business association, academia and R&T centres.
- 4.3. Training course on transferring expertise to cluster managers and representatives of entrepreneurial organizations.

1.2 Description of general framework of Cross-Fertilization Toolkit

The transferring activities are supported by the cross-fertilization toolkit that is one of the main project outputs. Cross-Fertilization Toolkit is composed of set of tools listed in the frame of this deliverable and also available on-line. Also it provides assistance and practical guidance on which tools are appropriate for which target users and with guidance for their use. Cross-fertilization Toolkit contains set of tools (eg. guidlines, handbook etc.) to foster cross-fertilization among SMEs and clusters in the MED Area. The basis for it presents the outputs,

documents, deliverables which are listed further on in the **Errore. L'origine riferimento non è stata trovata.** below, provided for different type of users (grid of users vs. tools) accompanied with guidelines (roadmap). Content of the toolkit is contributed from all project partners.

1.3 Objectives of Cross-Fertilization Toolkit

The main objective of WP4 transferring is the transferring of knowledge and expertise gained during the piloting phase to the main stakeholders to increase their awareness and attitude on cross-fertilization actions between Industry and CCIs. One of the main preconditions to make transferring possible in collection of set of set of tools (methodologies and instruments) that can be transferred which is the the main objective of the Cross-Fertilization Toolkit.

Second level objectives of the Cross-Fertilization Toolkit are the following:

- To provide set of tools that can be transferred (with consideration to particular needs of the target user and other consideration)
- To provide grid that sets outlines which methodologies and instruments that should be used for which particular user target group.
- To provide adequate guidelines regarding choice of particular methodology or instrument for particular target group and how to handle the particular transferability process.

2 Key elements of the Cross-Fertilization Toolkit

2.1 Set of tools

Set of tools consists mainly from tools and training presented in the D 3.2., good practices from WP3 (3.4., 3.5. and 3.6.), with contribution from the project partners. It includes the instruments that were already identified and which are now in use at ongoing piloting phase and can be transferred. Some of them were gained through the enquires by the PP.

In the table below is presented a table of methodologies and instruments which could be considerable to transfer.

Table 1: List of methods and instruments that can be transferred

Task	Deliverables	Outputs	Documents
3.1.1.	Fine-tuning study to launch the pilot action (toolset)	tools	toolkit factsheets
3.2.1	Training methodology	tools/methods and approaches to the training implementation of training, practical steps of organizing the workshop,	methodology, training materials, action plan, guidelines

3.2.2	Set of training course materials	training methods: design thinking, co-creation, cross-innovation, cross-fertilization, gamification action plans	action plan, guidelines
3.4.1.	Gamification responsive website addressed to cluster managers	Gamification tool: http://cocreate.positiveblue.pt:88/login	gamification responsive website instructions
3.5.1.	Methodology to support SMEs involved in the 18 creative camps	methodology to support SMEs involved in creative camps will be developed taking in consideration the results of the 18 creative camps organized	Design Toolkit for SMEs
3.6.1.	feasibilities studies for the implementation of financial instruments	10 feasibilities studies for the implementation of financial instruments will be elaborated	Document collecting the 10 feasibilities studies for the implementation of financial instruments for supporting cross-industry clusters and cross-innovation actions addressed to SMEs and CCIs sectors.
3.6.2.	10 models of calls for proposal to support the implementation of the financial instruments	10 models of calls for proposal to support the implementation of the financial instruments will be developed	Document collecting the 10 models of calls for proposal.
3.7.1.	Final evaluation report	The final evaluation report will summarize the results of the Pilot activities on Cluster, SMEs and Policy makers carried out by each partner and the feedback coming by the advisory board	

2.2 Grid of tools and users

Below is presented prepared grid of users versus tools (methodologies and instruments) that determines which can be transferred to which target users. Contribution of all partners is essential because of the national, regional or local peculiarities.

Grid will also be available online on the following web page: www.support2finance.eu

Table 2: Grid of tools versus target users

Target group	Needs	Goals
SMEs	Target participants will face the challenge of how	- Improve entrepreneurial culture

	to accept and incorporate ideas, knowledge and existing forms of cooperation coming from creative industries and Co-Create project concepts to their (relatively conservative) environment of target industrial sectors.	<ul style="list-style-type: none"> - Additional perspective to be included in the firms' business model - Generation of new solutions, products and services based on the application creative ideas - Improved market access for the firms products, solutions and services - Incorporate in the companies creative industries
Clusters from the creative industries	Target participants will face challenge how to motivate and empower managers of SMEs, heads of R&D, heads of marketing etc. for the next step in the transferring process (transfer to the final users).	<ul style="list-style-type: none"> - Better capacitate cluster managers to implement innovative solutions for their member firms. - Promote the innovative and cross-sectorial potentialities of clusters. - Generate cross-clusters initiatives and projects - - Financial resources that allow to the managers of SMEs, heads of R&D incorporate CCI or have an external advisory expert in creative industries
Policy makers	Target participants will face challenge how to put in place the right conditions for favouring the cooperation between clusters and SMEs and with Creative Industries and to foster the linkages between enterprises, universities and research centres. The objectives are: (1) to make this target group fully aware of the importance of collaborations and cross fertilization between traditional clusters and creative industries; (2) to make them aware of their potential driving role that they can assume on the innovation process adopting new policies and instruments.	<ul style="list-style-type: none"> - Facilitate the tools to design and implement conducive programmes for cross-sector cooperation. - Design and implement financial programmes supporting cross-clusters and cross-sector initiatives. - Better establish linkages between the quadruple helix agents. - Enhance the interest among policy makers and incumbent agents of the importance of cross collaboration and cross fertilisation processes.
R&D organisations	Target participants will face challenge how to join with CCIs or SMEs in applying developed technologies or products to the market with additional added value or creative potential.	<ul style="list-style-type: none"> - Identify new fields of application for R+D solutions. - Enhance the market potential for R+D solutions. - Secure a better protection and capitalisation of R+D solutions.
Intermediary organizations (Business support organizations)	Target participants will face challenge how to support SMEs to get in touch with CCIs with some creative initiatives and tools	<ul style="list-style-type: none"> - Facilitate the tools to design and implement conducive programmes for cross-sector cooperation - Generate new services related to cross-fertilisation and cross-collaboration processes.
Citizens (general public)	Target participants will face challenge how to present to them the value of including the CCIs in to SMEs businesses with aim of increasing competitiveness and start of new entrepreneurial initiatives	<ul style="list-style-type: none"> - Increase quality, usability and sustainability of the solutions available in the market. - Increase awareness of innovative potentialities of creative industries.

3 Expected outcomes

Main direct outcome of developed Cross-fertilization Toolkit containing a set of tools (eg. guidelines, handbook etc.) is to foster cross-fertilization among SMEs and clusters in the Mediterranean Area with assistance of comprehensive set of tools.

Toolkit is presented in two forms:

- Listed tools (methods and instruments) in the frame of this document.
- On line interactive version available in the following web link:
www.support2finance.eu