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MILANO 1863**  
DIPARTIMENTO DI DESIGN



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# **Cross-fertilization Innovative services**

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## Executive Summary

This document summarises the process and related methodology developed by Politecnico di Milano (POLIMI) in collaboration with all the CO-CREATE partners to implement the overall cross-fertilization methodology and run the activities of the piloting actions addressed to SMEs in each of the 10 regions selected by the project.

The overall aim of this step of CO-CREATE project is to support SMEs from the selected sectors (furniture, mechanics and building) to generate innovative projects through the co-creation with CCIs. The model of activities carried out is called “creative camps” and is in-depth describe in the following pages.

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## **1. Introduction**

This document describes the process and related tools developed by Politecnico di Milano (POLIMI) in collaboration with all the CO-CREATE partners to provide assistance to SMEs, to develop the activities of the piloting actions addressed to SMEs in each of the 10 regions selected by the project.

The overall aim of this step of CO-CREATE project is to support SMEs from the selected sectors (furniture, mechanics and building) to generate innovative projects through the co-creation with CCIs. The model of activities carried out is called “creative camps” and is in-depth describe in the following pages.

The report is structured starting from the detailed description of the process, analysing activities and related methodology adopted in each of the phases; than are presented the main aspects of each of the pilot actions developed divided by each of the 10 pilot regions involved in the project. The document ends with an overview of the results of the creative camps (pilot actions) based on the feedback collected from the companies that attended to the activities; this last part underlines the positive aspects and the points to be improved.

The annex chapter collects all the reporting materials divided per region.

## 2. The service adopted: assistance with the creative camps

Creative Camp is a model of pilot action with the aim to support the innovation capacity of the European SME and companies in the Creative and Cultural Sector. In CO-CREATE project the Creative Camp methodology developed by Politecnico di Milano in the CCAIps European Project grow according to the challenges and the expected goals; **the creative camps represent the activity process and methods carry out for the CO-CREATE pilot actions addressed to SMEs. Creative camps are the activities where co-creation take place.**

The combination of basic ingredients in the Creative Camp methodology works with the aim to support the creation of an enabling environment for the development of innovation projects generated by the cooperation of SMEs (from furniture, mechanics and buildings sector) and CCIs. The scope of these process can be resume with the following ingredients:

- **scouting** of innovation ideas and projects;
- **development** of international sharing of knowledge and mobility;
- **design thinking + business development** mentoring and coaching to support the development of innovation;
- **networking** among public events.

According to this set of ingredients and working in the direction of the implementation of the Creative Camp model to generate cross-innovation and cross-fertilization between Creative Industries and SMEs in traditional sectors, Politecnico di Milano (POLIMI) team, with the support of CO-CREATE partners, has developed a specific logic of activities; in the figure 1 is presented a synthetic representation of each steps the process and related actors involved.

### 3. Overview of the process for realize the pilot activities

The project activity in this described phase involve the 10 pilot regions of CO-CREATE project considered also for the task 3.4 and 3.6.

Therefore, the process is characterised by a shared methodology applied at a local level in each of the area. The process itself passed by step run in parallel by each partner and step carried out together (as visualised in the figure n°1).

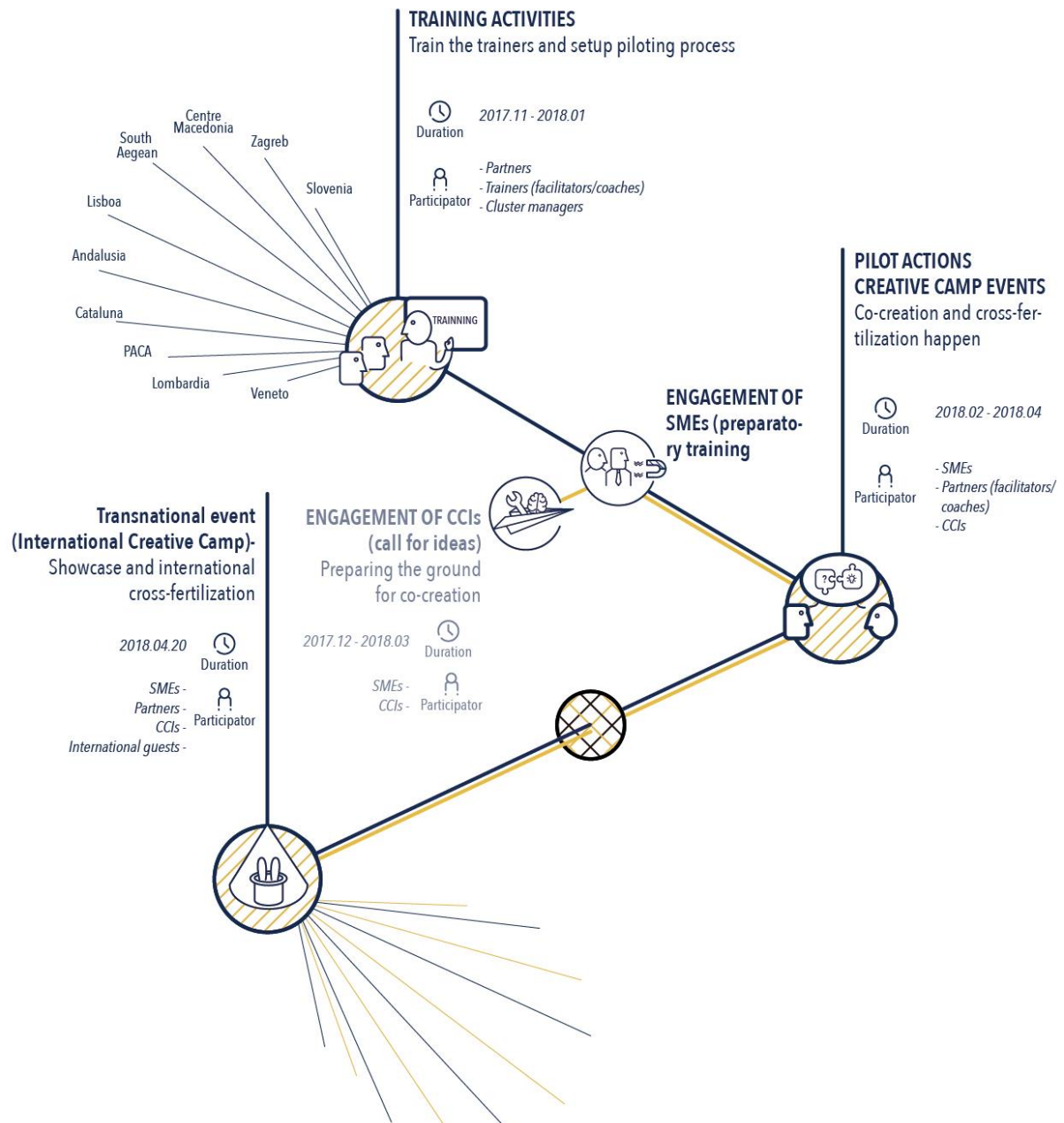


Fig. 1

As already specified, the creative camps are intended as a process that is characterised by different activities; The main steps and their intermediate phases are the following:

- Training activities – train the trainers (related to task 3.4, preparing the actors that guide during task 3.5)
- Engagement phase
  - Engagement of cluster and SMEs – training for SMEs
  - Engagement of CCIIs – Call for ideas
- Pilot actions (Creative camps main events)
  - Selection phase
- Transnational event (International Creative Camp)

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 carry out the activities with SMEs and CCIIs. The object of training is focused on design thinking, co-design and cross-fertilization theories and practices (Fig. 2).

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 CCIIs enabling them to produce effective briefs of project; than starting from the results of this step starts the process of involvement of CCIIs through a “call for ideas” that generate the first match between SMEs and CCIIs (described in detail in next chapter).

The creative camps main events than describe the moments during which take place the meeting and first co-creation activity between SMEs and CCIIs and where the cross-innovative projects come to life.

After a selection process based on shared qualitative criteria (as described in the DEL 3.5.3) the 20 best cross-innovative projects coming from the 10 pilot areas join the transnational event in Milan where the cross-fertilization process is extended at an international level. This moment is important both as a showcase of the results coming from each country both to give the possibility to the companies involved to contaminate each other and put the bases in building an international network of SMEs and CCIIs.

The complexity of the process requests dedicated activities for the coordination among the partners in order to guarantee the diffused quality of each activity in all the regions and countries. Therefore, POLIMI's team designs and provides a toolkit that includes a series of format and tool dedicated both to plan each step of the creative camp

process and also to run the activities, firstly shown and explained in the train the trainer session for partners that took place in Milan the 6<sup>th</sup> and 7<sup>th</sup> of November 2017.

### The general toolkit is composed by:

- format and guidelines for planning training for SMEs
- format for general plan of creative camps (content, schedule, objective, scope)
- design thinking toolkit for CO-CREATE (look inside, look outside, look beyond and brief generation canvas– described also in DEL 3.2.2)
- guidelines for the call for ideas
- format for reporting cross-innovative projects
- criteria for selection of the best cross-innovative projects (described in DEL 3.5.3)
- *pitch deck guidelines* for the pitching session of the transnational events (described in DEL 3.5.3)

In the following paragraph most of the tool will be introduce with a particular focus on their relationship with the methodology of each step of the process.

## TRAINING ACTIVITIES

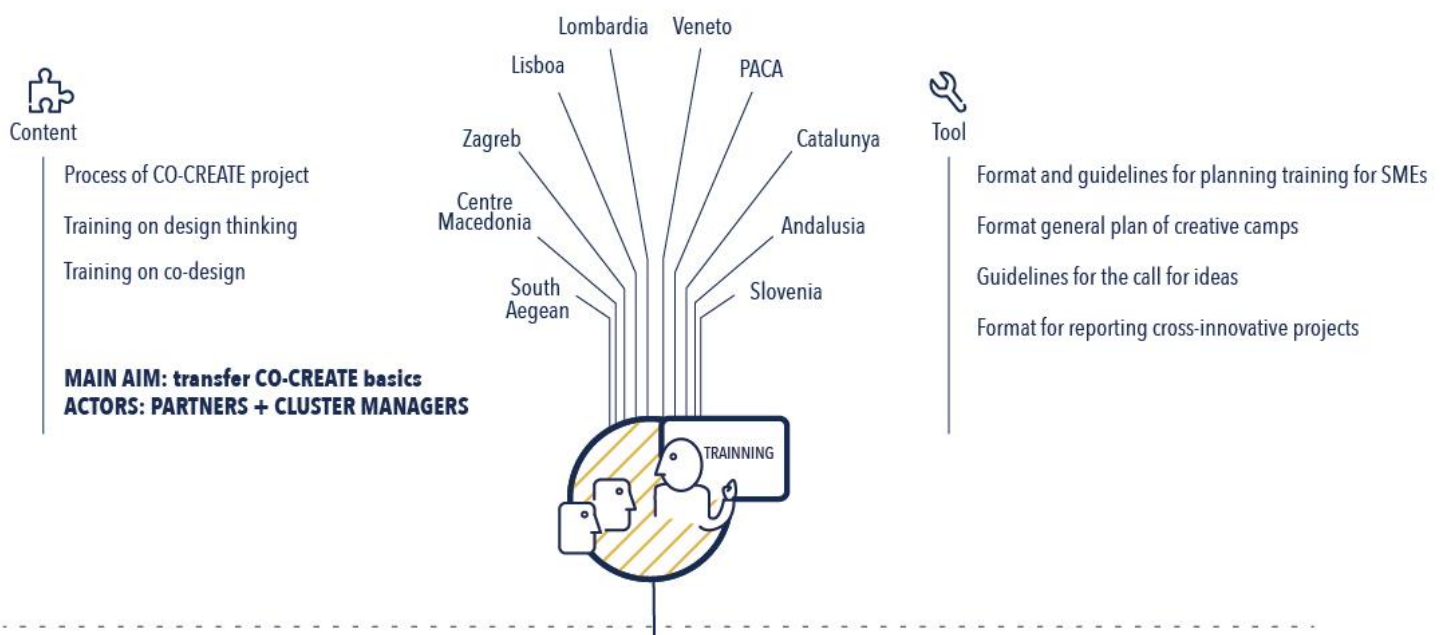


Fig. 2

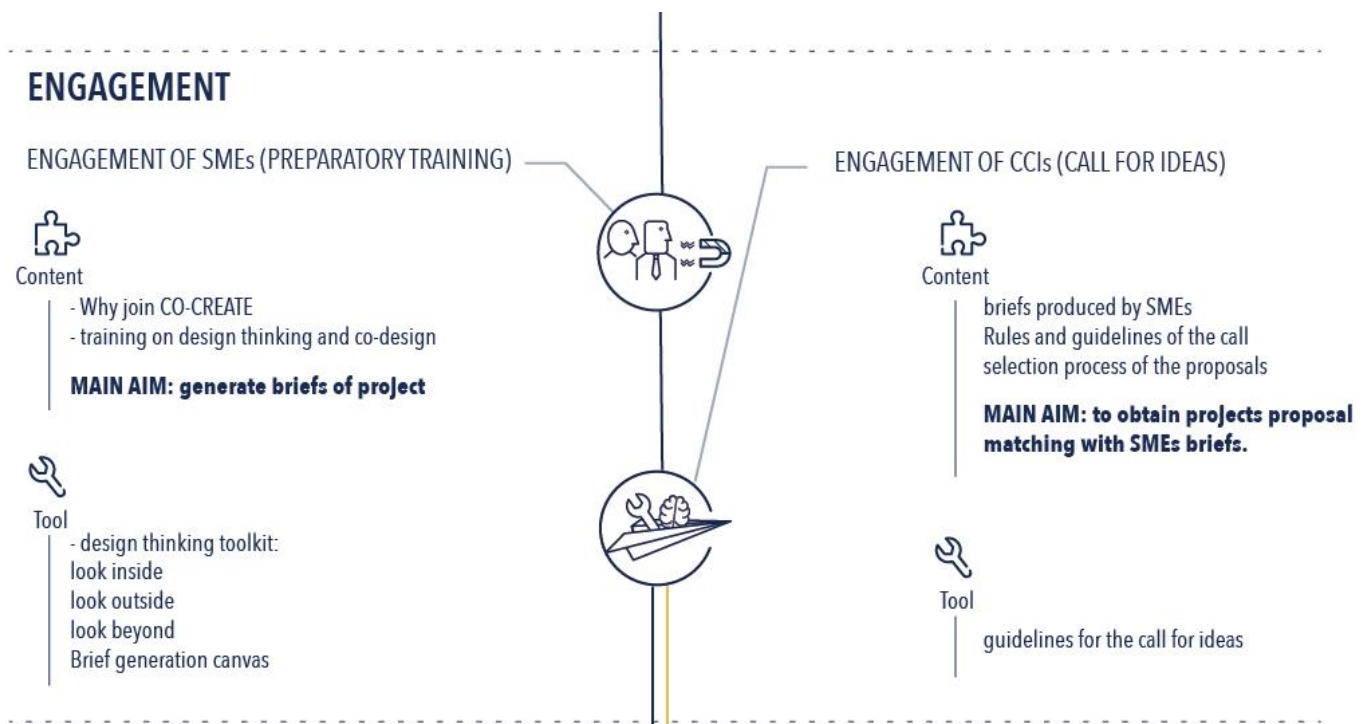


#### 4. Engagement phase of the main actors

The most crucial moment of the CO-CREATE Creative Camps process in each pilot area consists in the involvement of SMEs and CCI. This activity represents the distinctive element that can really impact on the final results of the cross-fertilization process between SMEs and CCIs: training and preparing the main actors before the co-creation meeting is fundamental in order to tune the expectation and point of view of the involved participants.

The process of engagement has its own important order of steps, that of course starts from the engagement of the SMEs from the 3 sectors included in the project: furniture, mechanics and building. The traditional SMEs are the most sceptic actor in the process because CO-CREATE project has among the aims the strong objective of involving companies that never approach to design thinking and co-design approaches as for the collaboration with cultural and creative industries.

Therefore, the preparatory training for SMEs put the bases for a fruitful cooperation with CCIs.



### a. The engagement of SMEs through preparatory training

The activity planned for first involvement of SMEs from the 3 traditional sector consists in training events based on design thinking, co-design and cross-fertilization theories and practices applied to SMEs. Before describing the details of these sessions is important to underline the strategy of promotion and invitation addressed to interested participants: in the different pilot areas the main tool used to promote and invite consist of DEM (Newsletter), Social Network (with particular effort on Facebook partners page) and promotion on each partner's website. In order to achieve a relevant target each partner responsible of a pilot area used its personal database (profiled on the target planned) but also involve the cluster managers (trained in the previous tasks of the project 3.4) in inviting their related networks of SMEs interested.

The training session are organised merging frontal lecture theoretical moments with hands-on phase and workshops using the dedicate toolkit to practically apply the contents explained. The duration of the events is variable from region to region, however they must not last more than 6 hours of activity in total in a day, which means investing a whole working day for the employees involved.

The shared general structure of the agenda of these training session is organised as following:

- Introduction to CO-CREATE project and icebreaking session
- Focus on design thinking and co-design
- Explanation of Co-CREATE design toolkit
- Workshop phase (divided in 3 phase)
- Explanation of Brief generation canvas
- Presentation of the results and shared session

The key-point of the whole session consists in make all the participants aware of the potentials of joining CO-CREATE as a way to produce concrete cross-innovative projects with CCIs, but also make them **focus on the concrete goal** of the session that consists in **generating brief of project** through the brief generation canvas. A brief of project is the starting point for each new project: a brief opens a design question that should include all the information to describe the area of intervention that an SME wants to exploit; this event enables the participants to include in a brief all the details useful for the CCIs to propose a project.

The short theoretical part of the event about design thinking and co-design approaches for SMEs aims to guide the participants to address a design question that could really impact on the innovation of their business: in this framework we intend design thinking as an approach to innovation characterised by the implementation of methods and tools coming from the design discipline (Kolko, 2015)<sup>1</sup>; the other theoretical pillar consists in Co-creation as the practice of developing meaningful solutions (products,

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<sup>1</sup> Kolko, J. 2015. Design thinking comes of age. *Harvard Business Review*, 93(9), 66-71.

services, systems and business models) through a more participative process with engaged company stakeholders. These topics are transferred through frontal and interactive lectures that are adapted for the target that participate in each of the training event; therefore, the content describe shortly the evolution of design and innovation, including some pills about the emerging trends (social and technological) passing by a series of case studies.

In order to make this content effectively learned by the target has been developed and implemented a design toolkit and related methodology that are used in a workshop session for make SMEs representatives to practically approach to the project objectives.

Co-create **design toolkit** has been design with 4 main tools: Look Inside, Look Outside, Look Beyond and Brief generation canvas (see the full toolkit in annex).

### 1. *Look inside*

This tool would enable each SMEs to look inside their company, understanding values, problems and other psychological points regarding their business. An in-depth analysis of what other persons think about them is vital, before knowing what other companies do.

The concrete aim of this tool is to **define a framework** through a self-analysis process. Each of the three boxes of this tool (CORE QUALITIES, ACHILLE'S HEEL, UNEXPRESSED FEATURE) can be generators of different CHALLENGES. The final result is going to be small sentences, key words, or starting ideas which spring to mind from the three sections above.

### 2. *Look outside*

This tool is for make the SMEs observe global future trends and analysing how competitors behave in order to help companies to understand where the market is going and find **promising signals**. *Biosphere & natural resources, globalize new economy & new technologies, demography & society* are the 3 wide selected trends as a reference for guide possible innovation path.

The goal of this tool in the session is to define a trend maps: find cases, materials, thoughts or ideas, trying to compare the global trends with the 3 specific fields: user behaviour, business model and market.

### 3. *Look beyond*

After an analysis of what is already existing, SMEs have to focused on their wishes, possibilities and ideas. It's important that they deeply believe in what they want to became, without fears of failing.

The goal of this tool in the session is to boost the **VISIONING POTENTIALS** through a guided brainstorming session. Brainstorming is about setting a safe environment where everyone can say everything without being be judged – where ideas can rise. Starting from positive inputs collected using the two previous tools, mainly thinking at one of the 8 boxes (CHALLENGES &

INSPIRING CASES in particular), SMEs can shape some directions of innovation: comparing the different results, finding differences and similarities in order to get solid bases and a prolific foundation.

The method in filling this last tool is based on a user centred approach, focusing on the user and his needs and thinking at every single step and actors of the supply chain, not only the final user.

#### 4. *Brief generation canvas*

The final tool enable the process of synthesis of the content produced with the previous analysis and creative tools: the aim consists in concretizing the content and the reflection produced through the application on the real framework of each company involved in the process.

This crucial phase consists in using the brief generation canvas that allows each SME involved to prepare a **brief of project**: as described before, a brief is intended as a design question from a company that include all the information for enable the creative actors to make a proposal.

The tool articulate the brief question in different content – boxes:

- WHY – the meaning that the proposal should embed (answering to questions as “What is the meaning behind? What is the value this idea might create?”)
- WHAT – what is the proposal about (answering to questions as “what type of offering is it?”)
- WHO – describe the target and profiling it (answering to question as “Who might be interested in it? Who would like to use it? Or pay for it?”)
- WHEN – describe the time and plan of the project expected (answering to question as “Is this short-term or long-term? What is the time process expected?”)
- WHERE – describe the market dimension and scale (answering to question as “Is it at local level, national level or international level? Why at this level?”)
- HOW – this part is dedicated to specify how the company expect to realize the “WHAT” and “WHY” of the brief. This area is presented using different categories expected for the project based on the 10 types of innovation theorised in DOBLIN model (Keeley, L., Walters, H., Pikkell, R., & Quinn, B. - 2013)<sup>2</sup>. The categories are the following and stand for guidance for evaluate the project that answer to the brief:

- Process/structure
- Network
- Profit model
- Offering performance
- New brand identity
- New customer/user relationship
- New communication strategy

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<sup>2</sup> Keeley, L., Walters, H., Pikkell, R., & Quinn, B. (2013). Ten types of innovation: The discipline of building breakthroughs. John Wiley & Sons.

The final and crucial box of this canvas is the “how might we” question that should summarise the design question and express promising opportunities to communicate the brief to creative communities.

Therefore the general aim of these tool is to explain what is a brief, how does it work and how to write it in a correct way; but also, it's crucial to setup an effective communication of the brief in order to enable the Creative Industries to provide valuable ideas for pilot activities of the creative camps.

The expected result of the training session dedicate to SMEs are the collection of the briefs of projects done and delivered by all the companies through the last tool explained.

#### **b. The engagement of CCIS - call for ideas**

The collection of the briefs, produced by the SMEs during the training dedicated, represents the starting point for the engagement of Creative and cultural industries in the CO-CREATE project.

This activity is developed by the partners in each region through the launch of a *call for ideas* addressed to CCIs, active in the selected region, that can propose an idea/project answering to one of the challenges open by the briefs.

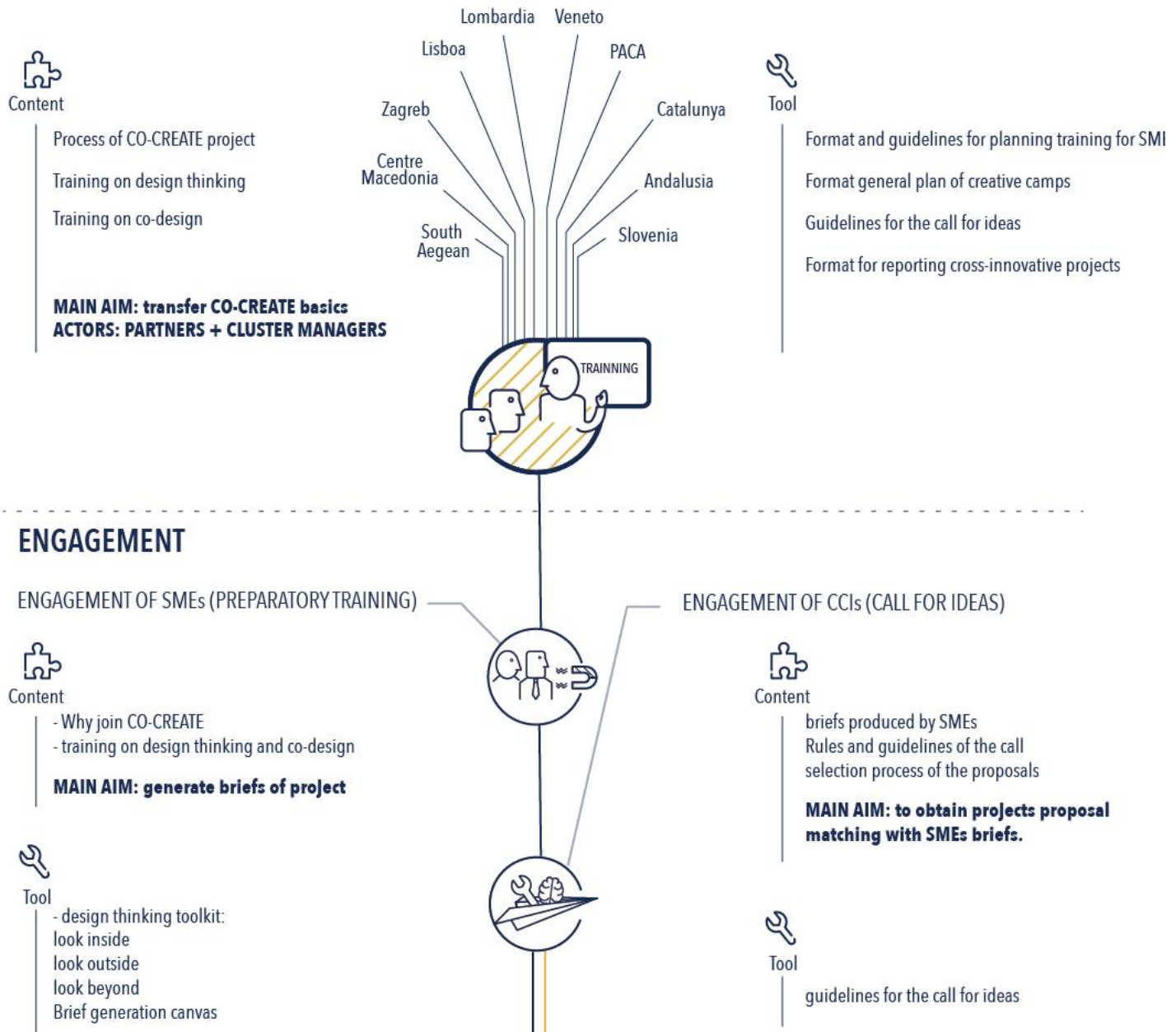
POLIMI as in the previous steps guide the methodological aspect providing a set of guidelines in planning, launching and managing the call for ideas.

The elements considered in this sense are:

- **Roadmap and timing** of the general process: deadlines, expected outputs, time for elaboration and evaluation of the ideas proposed (considering the selection of the 2 best project for the international event of April 2018)
- **Process of application:** the collection of the briefs has to be online and well presented to the CCIs interested including also the rules regarding who can apply, how to apply and the related deadlines. For this purpose, each partner should produce a document describing the whole call, a web page but also an application form to collect the applications.
- **Promotion strategy** of the call for ideas in order to achieve the expected target. The main tool is the newsletter and dedicated invitation based on the network of each partner region.
- **Selection criteria for the evaluation and selection of the ideas** that meet in the following phase the SMEs.

The tools used during the engagement phase are included as annex of this document.

The result of this crucial phase consists in a series of ideas (at a concept phase, basic idea) proposed by the CCIs involved in order to answer to the challenges proposed by the SMEs. This *nascent* project are the object of discussion and development of the matchmaking event of the creative camp.





## 5. The main event of Creative Camps – matchmaking event

The soul of the CO-CREATE project are the matchmaking events of the creative camps process: in this step take place the cross-fertilization and co-creation among the main actors of the project (SMEs and CCIs) in every region involved.

The starting point of this contamination process are the project proposed by creative and cultural industries, selected in each call for ideas that are based on emerging and affirmed needs of the SMEs involved.

From a methodological point of view, the aim of this step is to **facilitate the matchmaking** in order to generate, consolidate and develop **new ventures and cross-innovative projects**.

Having matched the SMEs with the Creative Industries it's important for the project partners to **define** and **organize** the **activities workload** during the main event of Creative Camps. If the match making has been done in the right way, the process starts with stronger bases and is also easier from different aspects.

The **optimal environment organization and management** is the main ingredient of the “*wedding*” between the SMEs and the Creative Industries. The organizational guidelines (issue of timing, place, methodologies, ...) of the Creative Camps were provided by POLIMI to the partners during the Train the Trainers 2 in November 2017.

This **active and practice methodology** is the base of the whole project, with the general aim of learn how to co-design each step; below the detailed structure of the theoretical approach carried out for these main events:

- **Learning:** this phase is about the knowledge transfer and theoretical explanation. The participants understand the main pillars, methods and tools in order to apply them during activities and whole Creative Camps.
- **Ideation - application:** having understood and assimilated the pillars, it's important to make them tangible. Each participant must be able to apply the knowledge, turning it into real process. This step is important to enable actors trying to use the tools and filling the forms.
- **Test / Presentation:** the process must be tested and tried, in order to make it strong and effective. The last phase of each workshop is to show the results obtained from the test, trying to get and share some useful tips and advices. Output of the phase is a pitch as a results/exercise in front of the other participants.
- **Evaluation, Re-design:** after the main events, SMEs and CCIs can refine all the material produced.

The shared general structure of the agenda of these matchmaking event is organised as following:

- Introduction to CO-CREATE project state of the arts and next steps
- B2B speed date meeting
- CO-design Workshop phase
- IPR sessions
- Presentation of the results and shared session (Pitching session)

The result of this main phase consists in the presentation of the cross-innovative projects developed by declared couples of SMEs and CCIs.

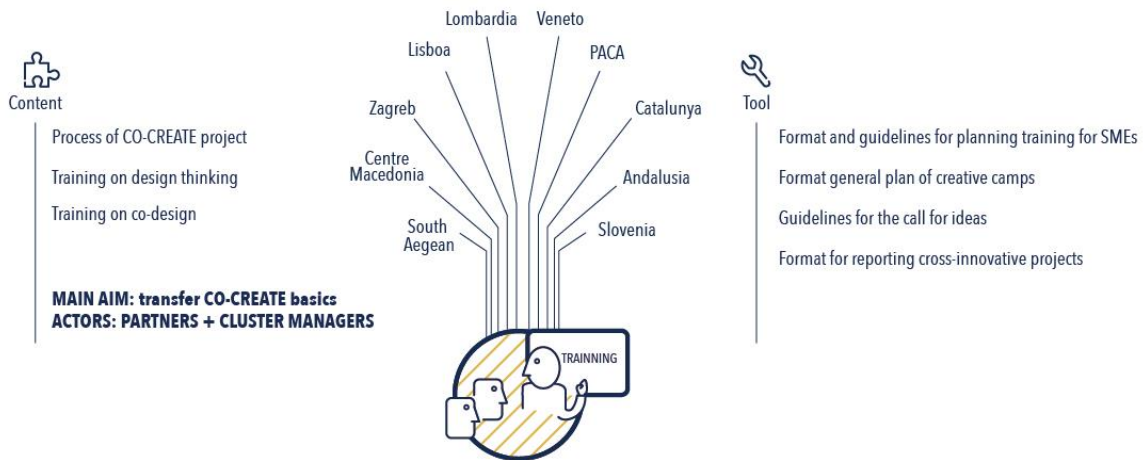
POLIMI also provide to the partner a format in order to describe the project developed. This format includes the basic information of each cross-innovative project.

In the figure below is summarised the whole methodological process of CO-CREATE creative camp.

In the following pages are summarised the pilot activities results divided by pilot region.



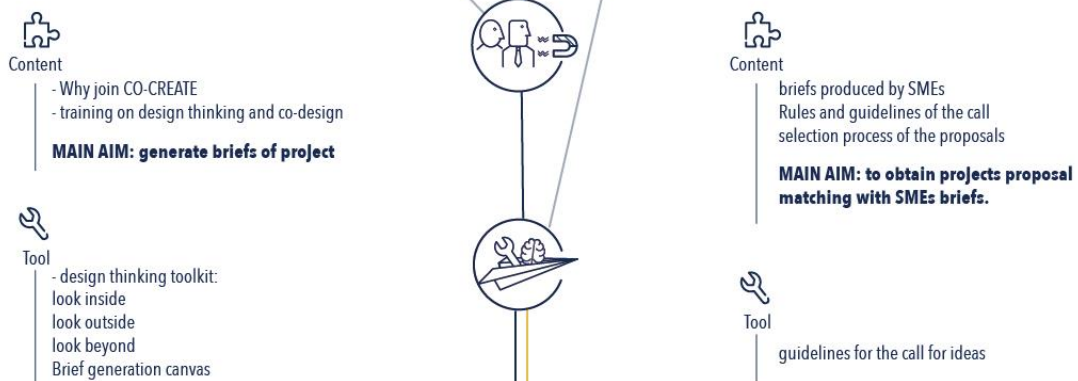
## TRAINING ACTIVITIES



## ENGAGEMENT

ENGAGEMENT OF SMEs (PREPARATORY TRAINING)

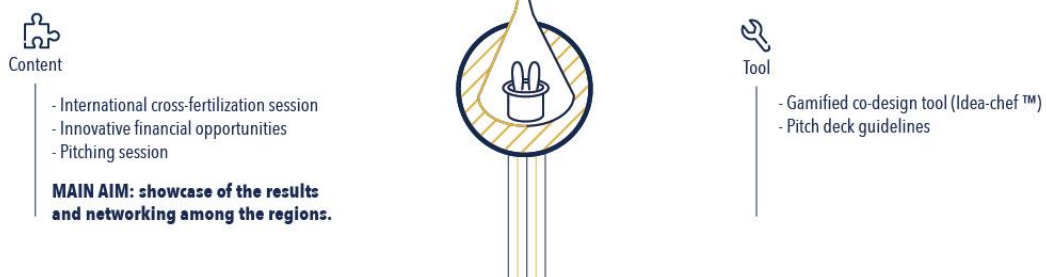
ENGAGEMENT OF CCIs (CALL FOR IDEAS)



## PILOT ACTIONS - MAIN EVENTS



## TRANSNATIONAL ACTIVITY



## **6. The CO-CREATE creative camps**

Co-create consortium planned to have 18 Creative Camp, and 13 have been held by our partners from 10 pilot regions which are Lombardia and Veneto in Italy; Cataluña and Andalusia in Spain; PACA in France; Zagreb in Croatia; Lisbon in Portugal; Ljubljana in Slovenia; South Aegean and Centre Macedonia in Greece. There are also 3 planned camps that will be done in next few months (by September 2018).

The following index links to the 10 summary page, one for each different pilot region, that show the details of each Creative Camp including short descriptions, locations, dates, participants' numbers and general agendas.

### **Index**

[Creative Camp in Lombardia, Italy](#)

[Creative Camp in Veneto, Italy](#)

[Creative Camp in Catalunya, Spain](#)

[Creative Camp in Andalusia, Spain](#)

[Creative Camp in PACA, France](#)

[Creative Camp in Zagreb, Croatia](#)

[Creative Camp in Lisbon, Portugal](#)

[Creative Camp in Ljubljana, Slovenia](#)

[Creative Camp in South Aegean, Greece](#)

[Creative Camp in Centre Macedonia, Greece](#)

## Creative Camp – Lombardia, Italy

**Partner** Politecnico di Milano

**Duration** 30<sup>th</sup> January & 6<sup>th</sup> March, 2018



**Description** Politecnico di Milano operated two Creative Camps in Makers Hub which locates in Milan. The workshop aimed to generate innovative projects and new opportunities between creative people and SMEs from Italy. Eighteen exciting ideas born in the two workshops.

**30<sup>th</sup> January, 2018**

**CCI**  
**participants**

14

**SMEs**

13

**Project ideas**

18

CCI typology

SMEs field

Creative direction	7	Mechanical	4
Product design	13	Furniture	6
Architecture	1	Building	-
Other	-	Other	3

## Agenda

30<sup>th</sup> January, 2018

### Program

- Introduction of CO-CREATE project and Icebreaking session
- Focus on design thinking and co-design
- Presentation of toolkit for CO-CREATE
- Workshop
- Presentation of “Brief generation canvas”
- Workshop brief development
- Presentation of the result and ending



## Agenda

**6<sup>th</sup> March, 2018**

### Program

- Introduction
- B2B planned meeting among CCI's and SMEs
- IPR individual session
- Shared IPR lecture with Layer Michela Maggi
- “digestive-creative” session:
  - Co-design workshop
  - Working on the final pitch
- Shared presentation and overall contamination
- Closing and next steps



## Creative Camp – Veneto, Italy

**Partner** Camera di Commercio di Venezia Rovigo Delta – Lagunare

**Duration** 23<sup>rd</sup> March, 2018



**Description** In the end of March, we the Creative Camp was held at SMAU, Padova. During six hours workshop, IPR 1:1 assistance helped many participants, CCIs and SMEs co-designed together, then shared and compared eight ideas.

**CCI  
participants**

9

**SMEs**

10

**Project ideas**

8

CCI typology

SMEs field

Creative direction	5	Mechanical	-
Product design	5	Furniture	4
Architecture	2	Building	4
Other	-	Other	2

## Agenda

### Program

- Introduction:

Co-Create Project, next steps

- Development of Business and Creative meetings

IPR 1:1 assistance

- Introduction to the Protection of Intellectual Property

- Creative digestive session:

Co-design between companies and creatives

Preparation of the final pitch

- Presentation of results and general contamination

- Details of the next steps and closure

“Startup Safari” – Guided tour of the air among innovative companies

## Creative Camp – Catalunya, Spain

**Partner** Secartys + Kim

**Duration** 22<sup>nd</sup> February 7<sup>th</sup> March and 29<sup>th</sup> May - 4<sup>th</sup> June, 2018



**Description** In Barcelona, three Creative Camps held in four different days, there were approximately sixteen CCI participators and eighteen SMEs joined the workshops. Eighteen ideas gathered from those camps.

**22<sup>nd</sup> February, 2018**

<b>CCI participators</b>	6
<b>SMEs</b>	6



## Agenda

## Program

- Introduction to the CO-CREATE program
- Dynamics 1: Look Inside Challenges, Look Outside & Look Beyond
- Dynamics 2: Defining the Challenges Canvas of the challenge definition & Generating proposals for Project
- Conclusion

7<sup>th</sup> March, 2018

## CCI

## participators

9

## SMEs

10

## Project ideas

8

## CCI typology

Creative direction 2

Product design 5

Architecture -

Other -

## SMEs field

Mechanical -

Furniture 3

Building 2

Other 1

## Agenda

## Program

- Introduction to the CO-CREATE program
- Summary of the challenges identified in the previous session
- Dynamics 1: Ideation: Generation of ideas that respond to the challenges
- Dynamics 2: Harvesting: Selection and enrichment of ideas
- Dynamics 3: Definition of selected projects
- Closing ceremony

**29<sup>th</sup> May - 4<sup>th</sup> June, 2018**

## CCI

## participators

## SMEs

## Project ideas

1

2

2

## CCI typology

Creative direction

-

Product design

-

Architecture

-

Other

1

## SMEs field

Mechanical

-

Furniture

-

Building

-

Other

2

## Agenda

29<sup>th</sup> March, 2018

### Program

- “Challenges presentation”
- Presentation of the challenges by the participant firms
- Success story “Innovation in traditional schooling”
- Networking between firms
- Presentation of the identified solutions and conclusions

4<sup>th</sup> June, 2018

### Program

- Introduction to the methodology Canvas Business Model
- Success story “Attracting creative and innovative talent”
- Development and presentation of the business models generated
- Conclusions and presentation of the support activities

## Creative Camp –Andalusia, Spain

**Partner** Secartys

**Duration** 8<sup>th</sup> - 9<sup>th</sup> March, 2018



**Description** In Andalusia, the two-day Creative Camp attracted five CCI participants and eight SMEs from different backgrounds, and five innovative and practical ideas produced by our participants.

**CCI participants**

5

**SMEs**

8

**Project ideas**

5

**CCI typology**

Creative direction

-

**SMEs field**

Mechanical

Product design	2	Furniture	
Architecture		Building	4
Other		Other	

## Agenda

8th March, 2018

### Program

- IPR

How to protect a development/ invention?

- Opportunities for Financing Innovation

State and European Scope

Regional Scope

- Questions

9th March, 2018

### Program

- Opening workshop co-creation in sustainable construction

- Part 1: New challenges in the sustainable construction sector

1. Introduction to the concepts of CO-CREATION, DESIGN- THINKING, GAMIFICATION AND CROSS-FERTILIZATION

2. Dynamic 1: Identification of Challenges

3. Dynamic 2: Generation of Project ideas among the participants

- Part 2: Sustainable construction and creative industries

- 4. Dynamic 1: Generation of ideas that respond to the challenges
- 5. Dynamic 2: Harvesting: Selection and enrichment of ideas
- 6. Dynamic 3: Definition of the projects
- 7. Closure
- Questions

## Creative Camp – PACA, France

**Partner** TVT

**Date** 12<sup>th</sup> March & 13<sup>th</sup> March, 2018



### Description

As part of the European Co-Create project, TVT ran the first CREATIVE CAMP in Toulon to bring out 10 co-creation projects and initiate new partnerships between companies, cultural and creative industries (ICC) & digital players.

**CCI  
participants**

17

**SMEs**

10

**Project ideas**

11

CCI typology

SMEs field

Creative direction	3	Mechanical	1
Product design	-	Furniture	-
Architecture	-	Building	1
Other		Other	

## Agenda

### 12th March, 2018

#### Program

- Introduction and Ice Breaker
- pitch session
- Speed networking, constitution of the 11 projects' teams
- Presentation of the co-creation methods and tools
- Animation of co-creation workshops, redefinition of issues
- Collective Restitution / Progress Update
- Conclusion of day 1

### 13th March, 2018

#### Program

- On the basis of the chosen scenario, further definition of the project, improvement of the implementation and validation of the tracks by tests
- Iterations, finalization of proposals and preparation of materials and speech
- filmed final pitch session in front of a jury, exchanges and reactions



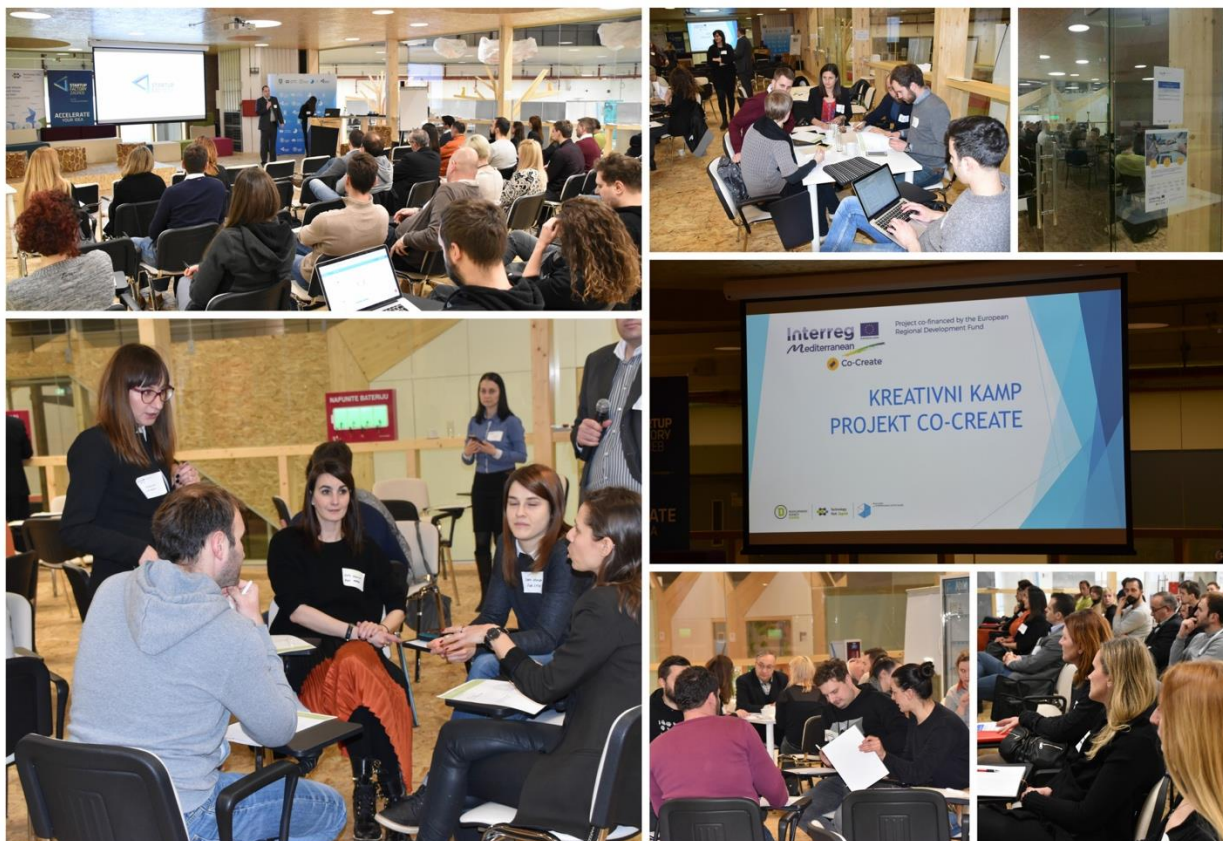
- Conclusion and assessment of the bootcamp

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## Creative Camp – Zagreb, Croatia

**Partner** DAZ

**Duration** 5<sup>th</sup> March, 8<sup>th</sup> March and 10<sup>th</sup> March, 2018



### Description

Creative Camp was organized in Zagreb, and divided into three days. We attracted twelve CCI participants and eight SMEs from Zagreb, Virovitica and Slavonski brod. Most of the participants gave us positive feedback after the Creative Camp event.

**CCI participants**

13

**SMEs**

9

**Project ideas**

14

CCI typology

SMEs field

Creative direction	3	Mechanical	1
Product design	11	Furniture	7
Architecture	-	Building	1
Other	-	Other	-

## Agenda

5<sup>th</sup> March, 2018

### Program

- Introduction speech
- Presentation of the activities of the creative camp
- Presentation of participators
- Workshop: elaboration of project ideas

8<sup>th</sup> March, 2018

### Creative Camp Co-creative project

#### Program

- Networking
- IPR
- Development of project ideas (design thinking principle)

10<sup>th</sup> March, 2018

### Creative Camp Co-creative project

### Program

- Practical Workshop in Innovation Factory and R & D Laboratory
  - Modern technology in shaping wood products
  - Marketing and product commercialization
- Workshop details:
  - Implementing design within one's own product development program
  - Application of modern 3D technologies in the wood product development
  - Wood product quality control (theoretical lecture – education on the application of regulations and standards when it comes to designing and manufacturing furniture; modern methods of quality control using 3D scanners – analysis of the deviation of the actual prototype compared to the CAD model)

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## Creative Camp – Lisbon, Portugal

Partner

Madan Parque

**Duration**28<sup>th</sup> March, 2018**Description**

In Madan Park, the Science and Technology Park of the NOVA University of Lisbon, by following three steps: Ideation, Systemization and Communication, firms and designers figured out ten fresh ideas related to different topics.

**CCI  
participants**

8

**SMEs**

16

**Project ideas**

10

**CCI typology**

Creative direction

6

Product design

1

Architecture

2

Other

-

**SMEs field**

Mechanical

2

Furniture

3

Building

5

Other

-

## Agenda

## Program

- Overall Intereg Project presentation
- All group dynamic
- Warm-up creative gym session
- Co-create previous session results presentation- mapping information
- Workshop ideation 1
- Ideate - Brainstorming Canvas - (Explore)
- Systemize - 360° Idea impact and gameplan - (Modelling)
- Finishing – Prepare pitch and storytelling – (Communicate)
- Workshop ideation 2
- Ideate
- Systemize
- Finishing
- Prepare Pitch

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## Creative Camp – Ljubljana, Slovenia

**Partner** JSI

**Duration** 27<sup>th</sup> March, 2018



### Description

The Creative Camp held in Ljubljana, capital and largest city in Slovenia. Team consisted by designers who met firms in the camp, exchange ideas and work together. In the end, they came out 3 satisfying ideas.

**CCI participants**

4

**SMEs**

3

**Project ideas**

3

CCI typology

SMEs field

Creative direction

-

Mechanical

1

Product design	2	Furniture	1
Architecture	2	Building	-
Other	-	Other	1

## Agenda

27th March, 2018

### Program

- Start of the workshop, a short introductory speech
- Presentation of the participants of the workshop
- Presentation of the concept of workshops, the goal of cooperation between SMEs and creative industries, cues for brainstorming
- Working in groups: participants of creative industries and SMEs
- Conclusion and presentation of the work by groups

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## Creative Camp – South Aegean, Greece

**Partner** READ S.A.

**Duration** 17<sup>th</sup> March, 2018



### Description

Creative Camp was organized in a central part of city of Rhodes in order to make the accessibility for the participants as easy as possible. “Emmanouil Christof. Stamatiou & Maria Christof. Stamatiou-Papadaki” Public Benefit Foundation of Scholarships is located in Grigoriou Lampraki 12 street, right next to the Chamber of Commerce and Industry of South Dodecanese.

**CCI  
participants**

7

**SMEs**

6

**Project ideas**

13

CCI typology

SMEs field

Creative direction

1

Mechanical

1

Product design	6	Furniture	5
Architecture	1	Building	1
Other	-	Other	-

### Agenda

17th March, 2018

#### Program

- CO-CREATE project - Current and Future Actions
- Creativity and Entrepreneurship without borders
- Create, share, compose and benefit
- Development and completion of the project
- Presentation and evaluation of projects
- Creative Camp closure – Discussion – Next steps

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## Creative Camp – Centre Macedonia, Greece

**Partner** Chamber of Kilkís

**Duration** 9<sup>th</sup> - 10<sup>th</sup> March & 28<sup>th</sup> March 2018



**Description** Two camps were organized in Kilkís and Thessaloniki. We attracted not only companies but also design students to our camps and after the co-design with firms we got twelve ideas in total.

### 9<sup>th</sup> - 10<sup>th</sup> March 2018 in Kilkís

<b>CCI participators</b>	6		
<b>SMEs</b>	6		
<b>Project ideas</b>	6		
	<b>CCI typology</b>		<b>SMEs field</b>
	Creative direction	1	Mechanical
			1

Product design	5	Furniture	3
Architecture	-	Building	-
Other	6	Other	3

## Agenda

### 9<sup>th</sup> March 2018

#### Program

- Introduction
- Learning about participants
- Practical tips for an effective elevator pitch
- Day 1 Recap
- Networking Dinner

### 10<sup>th</sup> March 2018

#### Program

- Ideate session
- Prototype session
- Pitching
- Day 2 Recap

**9<sup>th</sup> March, 2018 in Thessaloniki**

<b>CCI participators</b>	7				
<b>SMEs</b>	6				
<b>Project ideas</b>	6				
	<b>CCI typology</b>			<b>SMEs field</b>	
	Creative direction	-		Mechanical	1
	Product design	-		Furniture	1
	Architecture	-		Building	-
	Other	7		Other	4

<b>Agenda</b>	<b>28th March, 2018</b>
	<b>Program</b>
	- Introduction
	- Learning about participants
	- Practical tips for an effective elevator pitch
	- Define + Ideate session
	- Prototype session
	- Pitching - Recap

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## 7. Overview of the results - feedbacks – numbers

This chapter presents the general results and numbers regarding the piloting phase dedicate to SMEs and a briefly summarize the level of satisfaction collected from the participants of the events run in the various region.

Starting from a recap of the numbers achieved compared with the initial aims, as seen in the charts below, on the 18 Creative Camp planned the final result almost achieve the target: 16 Camps will be finalised by September 2018, as explained in the previous chapter.

The main events of the creative camps attracted 106 CCIs participants and 105 SMEs. On a total amount of 180 cross-innovative projects expected, 112 ideas were produced by the creative camps run so far.

PILOT AREAS	CREATIVE CAMPS		
	TO BE ORGANIZED	DONE	PLANNED
10	18	13	3

PROJECTS		SMEs Involved	CCIs involved
EXPECTED	OBTAINED		
180	112	105	106

The general evaluation of the creative camps in different regions, presented in the following pages, is mainly based on the feedback of participants of the activity (both CCIs and SMEs).

The survey proposed by the CO-CREATE Partners includes basic questions needed to be graded by attendees, and several open questions; the content of the surveys is not always the same because each region may decide to change it according to their local situation and needs. Some Partners in region as Greece- South Aegean, Spain- Catalunya, Spain-Andalusia and Slovenia –Ljubljana were not able to collect and provide to the consortium the feedbacks from the participants. Therefore, POLIMI collects feedbacks from 6 pilot regions by July 2018; The process of elaboration and comparison of the data collected is based on the classification of the questions into four main categories (that works as indicators) after an overview of all the surveys provided by partners:

- A. Content (main theoretical contents provided during the camps)
- B. Organization (logistics, agenda, location...)
- C. Activities (the structure and the quality of the activities in the events)
- D. Satisfactions (overall satisfaction perceived)

Each indicator doesn't include only one question: most of them in the different regions have more than one questions as a source of data for the evaluation. These four

indicators help to objectively analyse and evaluate the creative camps from different aspects.

The results based on each indicator are expressed on an average score from 1 to 5: the four charts below illustrate the distribution of the number of people in different scores (from 1-5). The degree of satisfaction of those four categories is presented by the average score calculated on the total number of participants that respond to the survey's dedicated questions.

### A. Content

**The distribution of numbers of people by different scores**

<b>Regions</b>	<b>Total feedback</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Average Score</b>
Italy-Lombardia	27	0	0	8	14	5	4.1
Italy-Veneto	15	0	1	3	6	5	4
France-PACA	16	0	2	1	6	7	4.3
Croatia-Zagreb	28	0	0	3	8	17	4.5
Portugal-Lisbon	12	0	0	1	9	2	4.1
Greece-Centre Macedonia	32	0	2	4	12	14	4.2
<b>Total</b>	130						4.2

**B. Organization/Management****The distribution of numbers of people by different scores**

<b>Regions</b>	<b>Total feedback</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Average Score</b>
Italy-Lombardia	27	1	1	4	10	11	4.2
Italy-Veneto	20	0	2	3	10	5	3.9
France-PACA	16	0	0	0	2	14	4.9
Croatia-Zagreb	28	0	0	1	9	18	4.6
Portugal-Lisbon	12	0	0	3	3	6	4.3
Greece-Centre Macedonia	32	0	0	5	12	15	4.3
<b>Total</b>	<b>135</b>						<b>4.4</b>

**C. Activities****The distribution of numbers of people by different scores**

<b>Regions</b>	<b>Total feedback</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Average Score</b>
Italy-Lombardia	27	0	4	5	10	8	4.4
Italy-Veneto	15	0	1	3	6	5	4
France-PACA	16	0	0	1	5	10	4.6
Portugal-Lisbon	12	0	0	0	8	4	4.3
Croatia-Zagreb	28	0	0	0	7	21	4.8
Greece-Centre Macedonia	32	0	2	4	12	14	4.2
<b>Total</b>	<b>130</b>						<b>4.4</b>



**D. Overview satisfactions****The distribution of numbers of people by different scores**

<b>Regions</b>	<b>Total feedback</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Average Score</b>
Italy-Lombardia	27	0	0	5	16	6	4.2
Italy-Veneto	15	0	1	1	10	3	4
France-PACA	16	0	0	0	4	12	4.7
Croatia-Zagreb	28	0	0	0	7	21	4.8
Portugal-Lisbon	12	0	0	2	6	4	4.2
Greece-Centre Macedonia	32	1	3	5	15	8	3.8
<b>Total</b>	130						4.3

The following chart summarizes and compares the average score of each indicator in the different pilot regions. The overall evaluation of the pilot activities based on the participant's feedbacks is positive in the 6 region analysed.

**This overview is not intended as detailed qualitative evaluation of the pilot activities but as an overview of the main numerical results and overview of the feedbacks collected among the regions. A more detailed and punctual evaluation is developed by the Consortium with the support of an external advisory board within the 3.7 task's activity.**

<b>Regions</b>	<b>Contents</b>	<b>Organization</b>	<b>Activities</b>	<b>Satisfactions</b>
Italy-Lombardia	4.1	4.2	4.4	4.2
Italy-Veneto	4	3.9	4	4
France-PACA	4.3	4.9	4.6	4.7
Croatia-Zagreb	4.5	4.6	4.8	4.8
Portugal-Lisbon	4.1	4.3	4.3	4.2
Greece-Centre Macedonia	4.2	4.3	4.2	3.8
<b>Average</b>	4.2	4.4	4.4	4.3
Missing feedback	Greece-South Aegean	Spain-Catalunya	Spain-Andalusia	Slovenia - Ljubljana

## 8. Annexes index – CO-CREATE Design Toolkit

NAME & SURNAME	COMPANY NAME:
<b>LOOK BEYOND</b>	<b>BRAINSTORMING SESSION</b>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <small>This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit <a href="http://creativecommons.org/licenses/by-sa/4.0/">http://creativecommons.org/licenses/by-sa/4.0/</a> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.</small> </div> <div> </div> <div> <small>Project co-financed by the European Regional Development Fund</small> </div> <div> </div> </div> <p><b>DESIGNED BY:</b> CILAB - Design department Politecnico di Milan during CO-CREATE project</p>	

NOME & COGNOME	NOME AZIENDA:	
<b>LOOK INSIDE</b>	<b>FASE DI AUTOANALISI: pensa alla tua azienda come ad una persona</b>	
<b>QUALITA' FONDAMENTALI</b> Cosa puoi fare meglio? Hai forti capacità di ricerca/ sviluppo? Di quali risorse disponi?	<b>TALLONE D'ACHILLE</b> Ci sono risorse limitate? In cosa manca il tuo business? Quali aree necessitano di miglioramenti per competere?	<b>CARATTERISTICHE INESPRESE</b> Quale parte potrebbe lavorare meglio? Quali sono le mancanze del tuo business? Quali sforzi sono a volte sottovalutati?
<b>OPPORTUNITA'</b>		
<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <small>This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit <a href="http://creativecommons.org/licenses/by-sa/4.0/">http://creativecommons.org/licenses/by-sa/4.0/</a> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.</small> </div> <div> </div> <div> <small>Project co-financed by the European Regional Development Fund</small> </div> <div> </div> </div> <p><b>DESIGNED BY:</b> CILAB - Design department Politecnico di Milan during CO-CREATE project</p>		

NAME & SURNAME		COMPANY NAME:	
<b>LOOK OUTSIDE</b>		EXTERNAL ANALYSIS PHASE: <i>comparing with 3 main global trends</i>	
<p style="text-align: center;"><b>BIOSPHERE &amp; NATURAL RESOURCES</b></p> <p>Biosphere under attack: scarcity of water, higher demand of materials, energy, climate changes will bring to migrations, new lifestyles and new technologies for environment protection.</p> <ul style="list-style-type: none"> <li>• reduction of energy consumption</li> <li>• new eco-friendly products or technologies</li> <li>• production and logistics should be optimized</li> <li>• require less materials, less energy, though without reducing quality</li> <li>• substitute resources</li> <li>• life cycle thinking</li> </ul>	<p style="text-align: center;"><b>DEMOGRAPHY &amp; SOCIETY</b></p> <p>In 2030 there will be 8,4 billion persons. Society will be older, multi-racial and urbanized. Boom of Alzheimer and Parkinson. Public health and pension systems are under pressure.</p> <ul style="list-style-type: none"> <li>• business culture: consider the local taste and traditions of growing regions</li> <li>• percentage of immigrants are highly qualified: integrate the needs of foreign</li> <li>• consider the increasing customer segment of people aged 60 and over</li> <li>• consider countries with very youthful populations: low-cost</li> <li>• low cost: performance limited to a narrow set of functions</li> </ul>	<p style="text-align: center;"><b>GLOBALIZE NEW ECONOMY &amp; NEW TECHNOLOGIES</b></p> <p>Boom of emerging Countries, Social economy, collaborative knowledge. Impact of innovative technologies (Key Enabling Technologies), New type of ownership, sharing economy. Smart accessories for smart economy.</p> <ul style="list-style-type: none"> <li>• due to the strong economic growth in many developing countries, their demand for international brands adapted to new markets is rising fast</li> <li>• companies should take advantage of this by focusing on those markets via exports or reassessing their global footprint strategy</li> <li>• the innovation should be driven by the market acceptance and feedbacks</li> <li>• economy is going to get digital</li> </ul>	
<p><b>INSPIRING CASES</b></p>			
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: 0.8em;"> <p> <small>             This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit <a href="http://creativecommons.org/licenses/by-sa/4.0/">http://creativecommons.org/licenses/by-sa/4.0/</a> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA. </small> </p> </div> <div style="text-align: center;"> <p> <small>             Project co-financed by the European Regional Development Fund </small> </p> </div> <div style="text-align: center;"> <p> <small>             POLITECNICO DI MILANO </small> </p> </div> <div style="text-align: center;"> <p> <small>             CREATIVE INDUSTRIES LAS </small> </p> </div> </div> <p style="font-size: 0.7em; margin-top: 5px;">DESIGNED BY: CILAB - Design department Politecnico di Milano during CO-CREATE project</p>			

