BOOSTING CCI WITH DEDICATED SUPPORT STRUCTURES - CCI HELP DESK

Regional Test Case Documentation   **09 2021**

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0. Abstract

The CCI help-desks test measure case aims at the establishment of a network of support and guidance desks for CCI in the region. The help desks create connections with the different industrial clusters of the region and encourage contact with traditional companies in terms of open innovation and trying to support youth initiatives to start new businesses and support for existing ones. Padova Chamber of Commerce has promoted the opening of 5 help desks in the Veneto region in collaboration with regional partners.

1. Introduction

The starting point for the test case was the verification of a "creative policy gap" in the Veneto region, due to a lack of shared values and goals in the CCI value chain that resulted in a disconnection among policymakers, businesses and CCI. The establishment of help desks that have the function of supporting CCI in order to allow the creation of a creative ecosystem, that is, an environment of excellence capable of generating growth and economic development was a measure we wanted to test. The InduCCI project stems from the need for greater creativity and economic and social innovation on the part of industrial regions to cope with future industrial transformation and aims to enhance CCI as a factor of development. The help desk test actions has been tested by Padova Chamber of Commerce and by the Slovenian partner BSC with the same goals, but in a different entrepreneurial and social landscape (more urban, with a long history of CCI presence in Veneto region, Italy, more rural, with a more recent experience in CCI, in Gorenjska, Slovenia).

2. Objective

With the help desks we wanted to create a support tool for CCI through a series of administrative consultancy and support services in the pre-incubation, acceleration and crowd-funding phases. We also wanted to involve intermediary business organizations and public sector organizations to connect them with CCI through this test case. Through this action we also wanted to support startuppers in building their company/business by putting them in touch with experienced mentors. With the realization of the "industrial heritage" workshop we wanted to promote, illustrating it with concrete examples, the possibility of interaction between art and business to create a cross fertilization between companies and artists. With the help desks we also wanted to demonstrate that the contamination between CCI and traditional companies brings benefits to the entire economic system of the territory to cope with the industrial transformations underway that require the collaboration of all the actors of the territory. In this way we aim at creating an entrepreneurial spirit by capitalizing on the different skills of all the actors of the economic system, particularly the CCI.

3. Applied approach

The procedure used was the identification, through a call, of public bodies, business associations and other undertakings to select regional partners interested in the co-financing and opening of InduCCI help-desks.

The idea was discussed through a focus group and with feedback of participants then the concept was developed and then the call for the creation of help desks was defined.

The selection of the proposed help desks was done and they were then opened with the creation of a shared calendar of tasks. Business services and the operation of the help desks were planned and an assessment of activities was carried out after the first few months.

Contractors of the call have taken part in the training course organized by the Chamber under WP T1, workshops and seminars, in collaboration with cultural institutes and innovation hubs; a mentorship service has also been created. The action capitalizes on the "Padova Innovation hub" experience created in 2019.To promote the activity of the project, an awareness and information campaign was carried out through promotion on Padova Chamber of Commerce website, information posters, promotional activities were created on the social channels of the regional partners and direct emails were sent to subscribers to the Chamber's newsletter.

4. Results

5 help desks were opened thanks to InduCCI project, 3 in partnership with "T2I",based in Treviso and Verona, which is a consortium company of several Veneto region Chambers of Commerce that deals with technology transfer and innovation, 2 with "Assindustria Venetocentro",based in Padova and Treviso, which is the industrial business association of the companies of Padua and Treviso. All operators participated in a training course organized by the Chamber through of InduCCI project, putting together help desks officers, public officers, and CCI. Specialised consultancy activities have been carried out for the start-up of a CCI business. A mentoring workshop course was activated together with a CCI. A webinar called "Smart business start!" was held, which saw the participation of 27 participants divided into two editions, and a webinar called "design thinking lab" which saw the participation of 17 participants divided into 2 editions. At the end of each webinar, satisfaction questionnaires were collected from the participants (see table below). A workshop was also held to illustrate the possibilities of connecting art and business through the presentation of the results of the research "Industrial Heritage" with the participation of over 100 people in videoconference.

Activities	Satisfied	Partially satisfied	Not satisfied
Webinar in general	85%	15%	0%
Usefulness notions learned	74,5%	25,8%	0%
Teacher skills	100%	0%	0%
Clarity and content objectives	93,75%	6,25%	0%
Completeness and in-depth	93,75%	6,25%	0%

analysis of topics			
Expectations and content	85%	15%	0%
Clarity and effectiveness explanations	93,75%	6,25%	0%
Availability and involvement of teachers and participant interaction	93,75%	6,25%	0%
Materials and methodology used and clarity of information materials	93,75%	6,25%	0%
Courtesy and professionalism of the staff	93,75%	6,25%	0%
Equipment and time slot	93,75%	6,25%	0%

5. Goal Achievement and Lessons Learned

The goal was achieved with the opening of the planned help desks and the realization of the activities. This action is a good practice of supporting CCI that can be replicated in other national contexts. All key project results will be available to all stakeholders and other industrialised regions in a toolbox.

CCI and companies not often are aware of the opportunities coming out from the connection with other sectors, e.g. regarding the exploitation of the "industrial heritage", as well as new CCI-borne methods, like design thinking or art thinking.

The public sector often consider CCI to fill in empty spaces, but CCI don't need only spaces, they need also support in the management and commercial relations.

6. Outlook, Sustainability and Transferability

The help desk test case has been sustainability oriented.

Both regional partners plan to keep the help desks with their own resources and, if possible, with other projects, e.g. financed by Veneto Region.

The choice to look for suitable and committed regional partners, instead of subcontracting the services, was meant to ensure the sustainability of the action beyond the project time.

Testing and evaluating the services of help desk (individual consulting, workshops program, connections with industrial companies and promotion) provided us with guidelines how to organize the services of CCI help desk for a longer period.

The idea of business support activities for CCI can be transferred also to the other industrial areas in the CE cooperation wider area. The "network" model could be used also for other sectors, like startuppers, innovative companies, etc.

7. Annexes

Due to Covid -19 pandemic related restriction, most activities have been realized online.

Pictures from some speakers' presentations and abstracts from the evaluation of the results documents are in Italian , since all activities have been delivered in Italian language.

PRESENTAZIONE DEI RISULTATI DELLA RICERCA

INDUSTRIAL HERITAGE

LE COMPETENZE MANAGERIALI PER L'INDUSTRIAL CULTURAL HERITAGE & BRAND IDENTITY

Grazie,

La Sua adesione è stata inoltrata con successo.

Per qualsiasi informazione è a disposizione la Segreteria Organizzativa:
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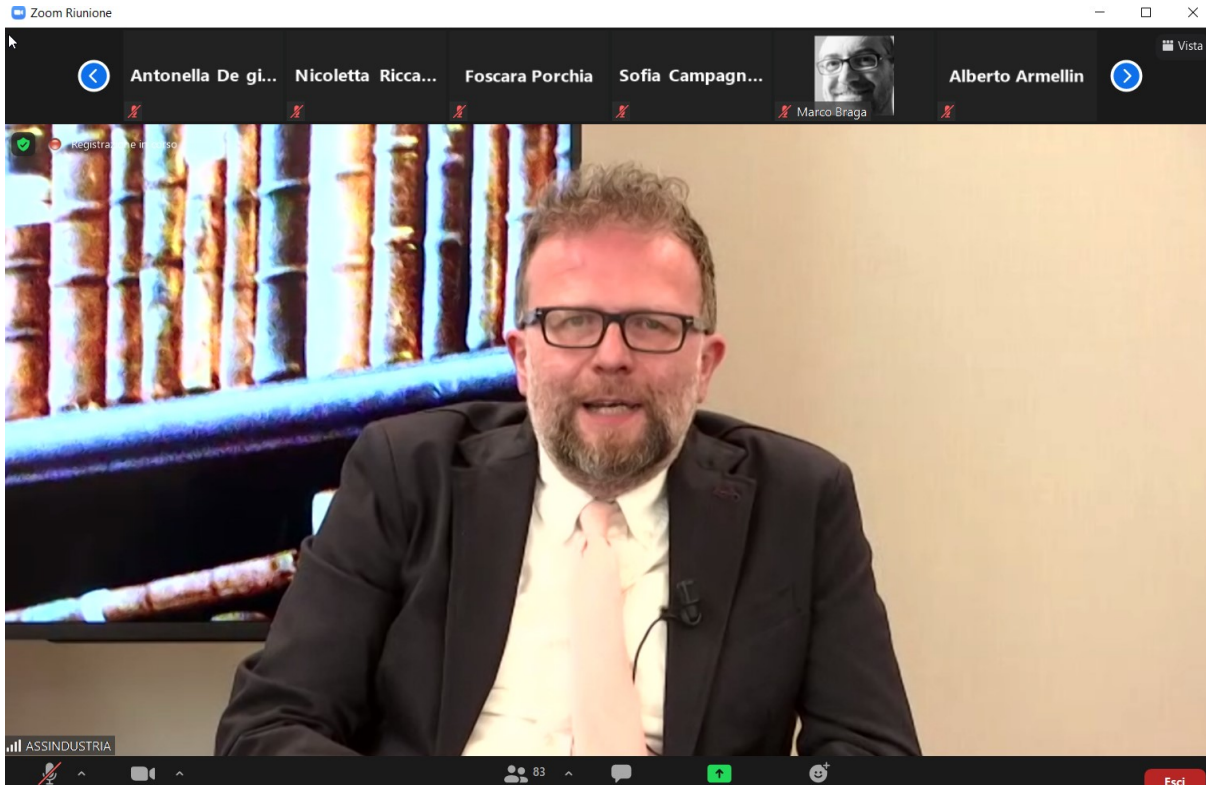
La grande trasformazione

• Standardisation	• Diversity
• Concentrate power	• Polyarchy/Multiactor
• Hierachy	• Flat organization
• Masterplans	• Guidelines
• Long-term	• Short-term
• Separation	• Integration
• In-house innovation	• Open innovation
• Industry-driven	• User-driven
• Ideology	• Liquid Thinking

Campo riepilogo per A1(3)

Come valuta i seguenti aspetti del corso? [La corrispondenza fra le sue aspettative e i contenuti trattati]

Legend:
- Abbastanza (1)
- Completamente (5)
- Non completato o non visualizzato

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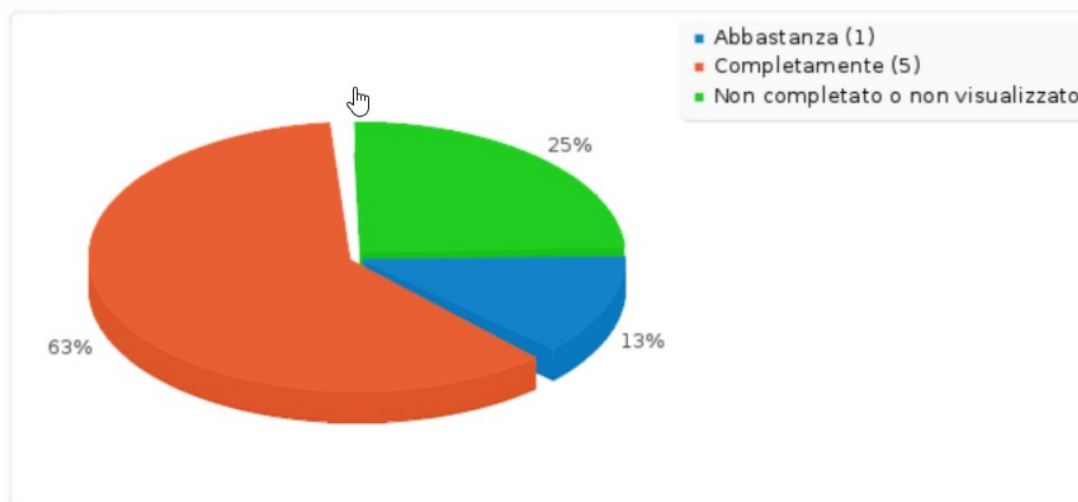
Statistiche brevi
Indagine 645681 'Formazione - Questionario di soddisfazione partecipanti'

Campo riepilogo per A1(2)

Come valuta i seguenti aspetti del corso? [La completezza e approfondimento degli argomenti trattati]

Legend:
- Abbastanza (3)
- Completamente (3)
- Non completato o non visualizzato

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38%