

# TRAINING OF CCI HUBS AND BSO OUTSIDE THE PARTNERSHIP

---

Deliverable D.T2.5.3  
COUNTRY REPORT: Italy

Version  
9/2021



## Introduction

The Deliverable T2.5.3 Training of CCI hubs and BSO outside the partnership took place in 15<sup>th</sup> September 2021

**AIM:** transfer knowhow, tools, services and experiences created within COCO4CCI to other organisations

The methodology used was a training workshop for a large audience.

**Target reached:** CCI hubs and Business Support Organisations

# Report on the transfer of the COCO4CCI concept, tools, services, experiences, and success stories

**Date:** 15<sup>th</sup> September

**Format:** Online workshop

**Participants:**

Number of participating organisations: 13

Fano	Shira
Seu	Cristina
Zini	Alessio
Combatti	Giovanna
Gagliardo	Valentina
Pierobon	Fabio
Castellan	Laura
Cavallin	Ferruccio
Fabbri	Luca
Maschio	Giulia
Caso	Sabina
Camarota	Chiara
Scanu	Elena

Description of participating organisations

There were think tank, association structure, Science and Technology Park, consultancy company, training and service company, Competence Centre, freelancers, municipality. In particular:

Fondazione Nord Est: the economic forum - think tank - set up by the Confindustria (Confederation of Italian Industries) and the various economic categories in the North East of Italy. In this respect, Fondazione Nord Est is the interface between the world of research (the University in the first place) and the world of industry, and deals with the most relevant issues for the future not only of the industrial world, but of our societies, our cities, our environment.

Confindustria Belluno: this territorial association of the Confindustrial system, represents an authoritative voice at local level, a concrete and effective representation at trade union tables and in dealings with the public administration for the enhancement of the local economy.

Galileo Visionary District: Galileo Science and Technology Park s.c.p.a. is a place of growth for companies, students and startupper, which is divided into:

- R&D MaTech (Engineering consultancy for new materials and innovative technologies)
- R&D Design (Design, communication, management and business strategy projects)

- Start Cube (University business incubator in Padua dedicated to startups)
- Scuola Italiana Design (Three-year post-diploma training course for designers)
- PopLab (Fabrication workshop, studio for developing dynamic and reconfigurable architecture, installations and temporary pavilions)

Niederdorf Italia: Founded in 1997, Niederdorf Italia works with organisations to help them thrive and grow through the development of their Human Resources. Through a close partnership with companies, we strive to achieve measurable results by:

- Recruitment and Selection of Qualified Personnel
- Designing training and personal development programmes for individuals and work groups
- Consulting and Organisational Development activities

Niuko: NIUKO - Innovation and Knowledge was established in April 2014 as a result of the desire of the two partners Confindustria Vicenza and Confindustria Padua to merge their subsidiaries Risorse in Crescita and Fòrema, creating the largest training centre in Italy. They mainly deal with training and consulting, designing and implementing paths for the development of individual and corporate skills. Experiential training, projects for the development of soft skills, the creation of company academies and interventions for company reorganisation are among their main and significant activities.

Ecipa: ECIPA is the Training and Services company of the CNAs - National Confederation of Artisans and Small and Medium-sized Enterprises - of Veneto, Friuli Venezia Giulia and Trentino Alto Adige; it is part of a national network with regional and provincial offices throughout Italy and has an office in Brussels.

It manages professional, technical and economic training activities for: entrepreneurs, workers, unemployed people.

It implements active policies to promote employment and job placement or reintegration.

It implements regional, national and transnational projects with the aim of stimulating innovation processes and strengthening the competitiveness of SMEs at local and international level.

It also provides services (and software as a service) to companies on waste traceability, occupational safety management, and energy efficiency as an Esco (Energy Service Company).

Smact Competence Center: SMACT is one of the eight highly specialised Industry 4.0 Competence Centres set up in Italy by the Ministry of Economic Development. It is a public-private body that brings together the 4.0 skills of research, technology providers and early adopter companies.

This competence center was founded in the Triveneto region, bringing together all stakeholders from the territories and beyond with skills and experience in Digital Transformation, and aims to

be the enabling platform that allows the entire production and social system to face the future and create value in the process.

Comune di Treviso: Public body representing the province of Treviso in the Veneto region. The Municipality of Treviso is also very active on the EU policies front, with the participation in Interreg Alpine Space and LIFE programmes.

### **Description of the event:**

The aim of the event was to describe the experience of the COCO4CCI project as a best practice for bringing together cultural and creative enterprises and companies in the advanced manufacturing sector.

This event was conceived to highlight the role of Cultural and Creative Industries which, despite having gained visibility in the renewed EU macro-regional strategies for the next funding period 2021-2027, little is said about how KICs can really trigger innovation thanks to their interdisciplinary competences ranging from creativity to digital technologies.

The event was opened by Dr. Gabriella Bettiol, Head of unit of the Factory of Knowledge of Confindustria Veneto SIAV, who gave an overview of creativity in the European dimension.

On the one hand, European programming for the 2021-2027 seven-year period has seen many budget increases. The Creative Europe programme has doubled its budget, and the Horizon Europe, Erasmus+ and Interreg programmes also seem to be taking into account the importance of culture and creativity with their first calls for proposals.

Following this, Jacopo Contavalli and Chiara Cortese, Junior Project Managers at SIAV, first illustrated the methodological framework of the COCO4CCI project and then gave an overview of the "Company Visits" experience.

The virtual tour was appreciated both by the creative professionals, who saw with their own eyes the spaces of the companies and better understood the production process and the product, and by the companies because the creatives presented proposals in response to the Challenge that were more tailor-made.

The meeting concluded with a collection of feedback through the Mural platform and a format to be filled in with some suggestions and opinions on the piloting process conducted by SIAV.

The feedbacks are to be considered generally positive, both because this piloting, as we have seen, is part of the European macro-strategy for the valorisation of the cultural and creative variable, and because it was successful in involving local companies.

Agenda:



## *Il valore della creatività nuovi modelli di business e best practice*



15 settembre 2021  
dalle ore 16:00 alle ore 18:00  
*online meeting*

Anche se le industrie culturali e creative (CCI) hanno guadagnato visibilità nelle rinnovate strategie macroregionali dell'UE per il prossimo periodo di finanziamento 2021-2027, si parla poco di come le CCI possano realmente innescare l'innovazione grazie alle loro competenze interdisciplinari che spaziano dalla **creatività** alle **tecnologie digitali**.

L'obiettivo dell'intervento sarà quello di fornire alle organizzazioni a supporto delle imprese e hub di industrie culturali e creative le *best practice* ottenute durante le esperienze di collaborazione del progetto COCO4CCI.

[Link di iscrizione](#)

## Agenda del meeting:

Parte A	
16:00 – 16:10	Saluti introduttivi
16:10 – 16:30	<ul style="list-style-type: none"> <li>La creatività nella dimensione Europea nuove prospettive e opportunità</li> </ul> <p><i>a cura di Gabriella Bettiol, Innovation manager Confindustria Veneto SIAV</i></p>
16.30 – 16:45	<ul style="list-style-type: none"> <li>Formalizzazione della metodologia e dell'esperienza</li> </ul> <p><i>a cura di Jacopo Contavalli, Confindustria Veneto SIAV</i></p>
16:45 – 16:50	Breve intervallo
Parte B	
16:50 – 17:30	<ul style="list-style-type: none"> <li>Presentazione dei casi aziendali l'esperienza delle "visite virtuali" in azienda</li> </ul> <p><i>a cura di Chiara Cortese, Confindustria Veneto SIAV</i></p>
17:30 – 17:45	<ul style="list-style-type: none"> <li>Raccolta feedback dei partecipanti attraverso la piattaforma MURAL</li> </ul> <p><i>a cura di Jacopo Contavalli, Confindustria Veneto SIAV</i></p>
17:45 – 17:50	Conclusione dei lavori e saluti finali

“CREATIVITY  
DRIVES  
INNOVATION”

