

D.T3.1.5 COMPANY VISITS - REPORT ON KEY LEARNINGS /

VENETO/ITALY

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PROJECT RELEVANCE

Unive and SIAV partners carried out 30 company visit based on the concept for company visits (D.T3.1.5).
 13 visits were carried out in 2019, and 17 in 2020.

PURPOSE

In the year 2019, the visits conducted were aimed at providing initial background on possible collaborations between AVM and CCI.

The visits in the year 2020 were conducted online, due to the social distancing policies implemented.

The objective of the visits was to identify and deepen vertically the needs and potentials of AVM and CCI in the main area of possible collaboration identified in the previous phase: new technologies and art/creativity; communication and product design.

SUMMARY OF VISITS

2019 Company Visits		
Company	Location	Participant Structure
Talent Garden	Padova	Innovator - Innovation School
Alan Advantage	Roma	Open innovation network, AI startups
Antartika	Padova	Web Marketing
Bealtaly	Vicenza	Jewellery designer
Claim	Treviso	Brand Industry expert
DDBD	Bassano del Grappa	Design Studio expert
Franca Carraro	Venezia	Fashion, Shoes and Accessories Designer
In Ludis	Padova	Culture, theatre, business theatre expert
ItalyPost	Padova	Publishing, events organization expert
32 via dei birrai	Treviso	Italian microbrewery
Margraf Spa	Vicenza	Customized marble and stone company - COO (Chief Operating Officer)
Galdi Srl	Treviso	Industrial Engineering company for food & beverage - General Manager
Gico Spa	Treviso	Professional Kitchen Furniture company - CEO



2020 Company Visits		
Company	Location	Participant structure
Re:humanism	Online	AI and Art expert
Data Poiesis	Online	AI and Art expert
DOC	Online	Artists and creative network Director
F.lli Poli	Online	Engineering, entrepreneur
Santex Rimar Group	Online	Textile Machinery Manufacturers, consultant
HIP-MITSU	Online	Hot Melt Adhesive Machines, CEO
Amadori	Online	Food advanced company, innovation managers
Antartika Snc	Online	Web marketing agency; Communication & digital solutions manager
Forma Srl	Vicenza - company headquarter	Web Agency and Software House
Studio Stilistico	Online	Fashion and clothing company
The Best Idea Srl	Online	Innovative start-up creator of the coworking platform www.the-best-idea.com , CEO
Ginko Film	Online	Film and audio-visual production company with a focus on documentary cinema
Liquid Diamond	Online	Marketing studio and business communication laboratory
PRIMA INDUSTRIE SPA	Online	Developing, manufacturing and marketing of laser systems for industrial applications, sheet metal processing machinery
CASEIFICIO ELDA	Online	dairy production industry
AUTOMATIONWARE SRL	Online	innovative industry in the field of mechatronics and robotics.
HIKARI SRL	Online	lighting company
AviLab	Online	Video marketing agency, producing video content, commercials, documentaries, shorts and digital films



OUTCOMES

The companies interviewed belong to the following main areas:

- A. CCI: Design, Strategic Innovation Management, Digital Marketing, Theatre, Arts, AI developer
- B. AVM: Furnishing, engineering, marble extraction, machinery, Engineering for Food and Beverage

Most of the companies visited had already had experiences of cooperation between AVM and CCIs, many of them successful, but all of them presented the main difficulties and challenges encountered during the cooperation.

The biggest challenges for CCI/AVM identified:

CCI shared different challenges in their relationships with AVM, among them we identified

- A first challenge shared by the CCIs interviewed is related to the need to create culture and new mindsets in people and especially in manufacturing companies on the importance of soft skills, creativity and culture on innovation processes, going beyond technology tools and the simple functionality of products.
- A second challenge shared by the CCIs interviewed is to deal with fragmentation and instability of the sector. The interviewees indicate a recent explosion of the consulting sector on creative and cultural issues for companies, characterized however by lack of regulation and also of methodological and technical structures, as well as specific professional skills. This context creates confused and disaggregated dynamics on the quality criteria of the services offered. From these elements the interviewees see effects on the perception of AVM companies, sometimes characterized by distrust, confusion or disbelief. The challenge in this case is trying to assert more the quality criteria and the methodologies of this sector, creating a stronger and more defined identity to present on the market.

AVM shared the need to build a proper corporate culture, that allows companies to understand and embrace real innovation processes.

With AVM the visits explored more the topics issues where cooperation with the CCIs could be the subject of a concrete project, and the three areas identified were:

- Implementation of new technologies and art/creativity
- Innovative communication of products and business culture
- Innovative and creative product design

The main benefits of a cooperation between CCI and AVM identified were:

1. Acquisition of new competences to improve the service offer
2. Build shared innovative projects
3. From AVM perspective benefits are the acquisition of cultural and creative point of view in their processes
4. Impactful innovative collaboration
5. Experimental, cultural and emotional new experiences
6. Concrete outputs as: digital marketing strategy, design product innovation, better company internal understanding and communication