

COMPANY VISITS

D.T3.1.5 Slovakia

Version 1
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PROJECT RELEVANCE

Company visits based on the concept for company visits (D.T3.1.5).

PURPOSE

In the past reporting periods, Slovak tandem partners conducted empathy interviews with 11 CCIs and 4 AVM representatives as part of D.T2.2.3 (Checklist for identification of CCI and AVM companies with potential for cooperation).

In the piloting phase, another round of interviews was open. The purpose of (online) visits was to better understand needs of AVM companies and help them with challenge formulation to be submitted to CCIs. SBA hired an external consultant and innovation expert, Jan Uriga, who arranged individual meetings with AVM companies involved in the project.

Our open call for AVM companies was aimed at the topic of circular economy and thanks to expert consultations companies discovered circular opportunities in their operations. Usually, companies identified more than 1 challenge (approx. 2-3) and were asked to select one priority opportunity and formulate the challenge. Companies were provided with a challenge template (1-pager) which was submitted to CCIs via our matchmaking COCO4CCI platform.

SUMMARY OF VISITS

Company	Location	Date(s)	Participants*	Participant Structure
Business Lease Slovakia	Online	23.11.2020	2	Marketing manager and sales representative
Ekoservis Slovensko	Online	23.11.2020	2	CEO and Marketing manager
Faurecia	Online	24.11.2020	2	Plant manager
Chistee	Online	30.11.2020	1	CEO
KakawCo+	Online	03.12.2020	2	Coordinator
Elixor	Online	16.12.2020	1	CEO
US Steel Košice	Online	17.01.2021	1	Strategy manager
Heineken	Online	18.01.2021	3	CSR and Head of technical department
Pewas	Online	20.01.2021	1	Project manager

*participants from company side



OUTCOMES

//Faurecia: Despite the fact, that Faurecia is one of the largest companies operating in automotive industry in Slovakia, a concept of cooperation with external experts is a novelty for them. The expert helped them to refine their ideas to an understandable challenge.

//Chistee: Prior to the meeting, the company identified 3 areas where they search for improvement. The consultations helped the company representative to elaborate identified areas in more details and define priorities.

//KakawCo+: The company came up with an already predefined issue to be solved, sustainable packaging for their products. The expert explained the company representatives the ideation process from idea to proposal.

//Elixor: The company did not come up with an already predefined problem to be solved. Thanks to a set of customer-oriented questions, the company defined target customer needs and translated it into a challenge.

//Ekoservis: The company warmly welcomed the consultation with an external expert. An independent view of the expert helped company representatives to sort out their ideas and define the challenge.

//US Steel Košice: The company is one of the largest steel producers in Central Europe. Considering their scale, the company was not as ambitious as we would expect. We need to encourage them to shift their mindset from conservative to much more open-minded.

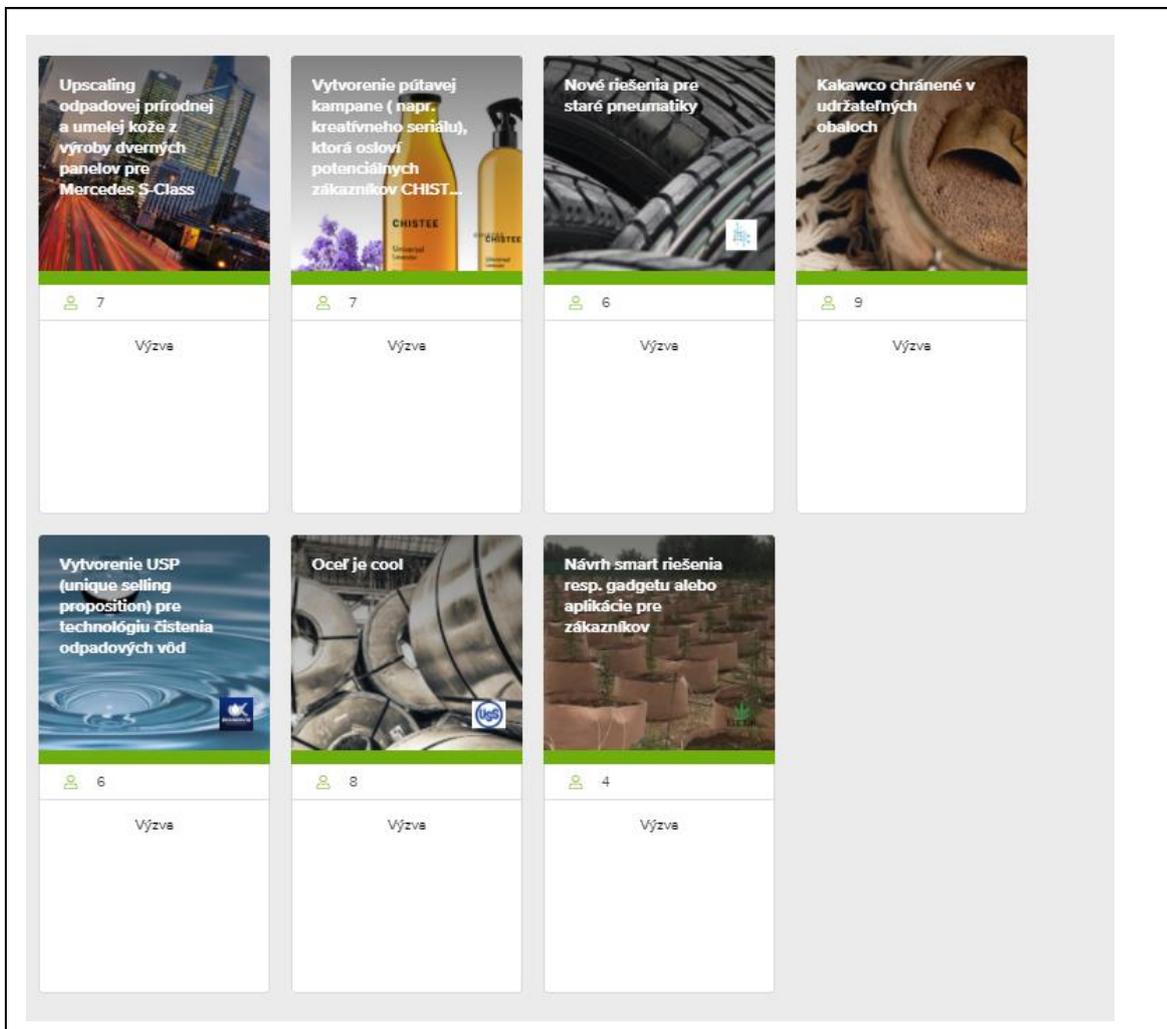
// Business Lease Slovakia: The company came up with an already predefined issue to be solved, creative use of well-worn tires. From the very beginning, the company management and representatives were attuned to the project, and are innovation-driven, that is why the process of defining a challenge was rather smooth.

//Pewas: The company did not come up with an already predefined problem to be solved. It was really hard to spark "out-of-the-box" approach in company representative mind. Our consultant identified at least 3 innovative areas in the field of marketing, but at the end the company did not see the added value of new marketing approach and withdraw from cooperation.

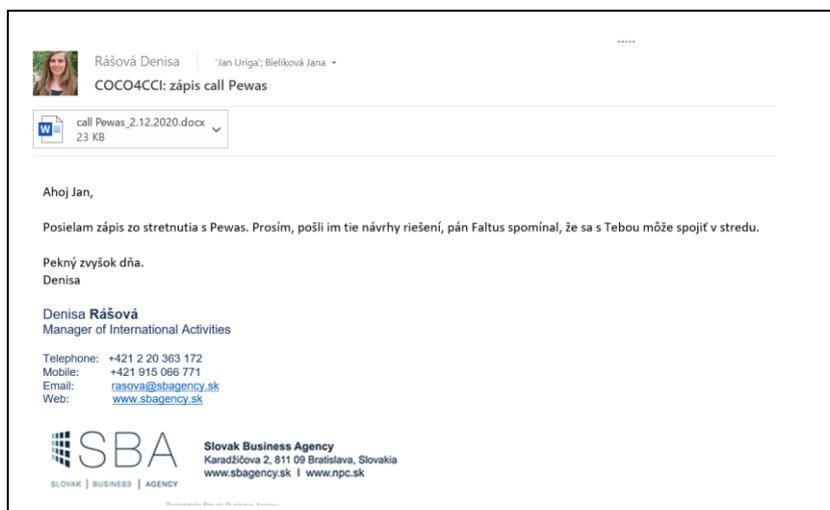
//Heineken: The company did not come up with an already predefined problem to be solved. CSR representatives expected from the Head of technical department that he defines the challenge, but he probably was not attuned to cooperation. We assume this was the reason why the company decided not to cooperate further.



ANNEX 1: Proof of visit



Seven company challenges uploaded to our COCO4CCI matchmaking platform



E-mail correspondence with Pewas company - withdrawn



Rášová Denisa | 'Jan Uriga'; Špánik Andrej; 'Veronika.Milcikova@heineken.com'; 'Helena Windisch'; 'Peter.Nagy@heineken.com' -

Creativity4Circularity: Prosba o termín konzultácií (Heineken)

Ahoj Jan,

dovof mi prepojiť Ťa so zástupcami Heineken (v cc), ktorí by si s Tebou radi dohodli konzultáciu k zafinovaniu výzvy pre kreatívov. Vyhovuje Ťi prosím jeden z navrhovaných termínov?:

3.2. od 10:00-11:00

4.2. od 9:30-10:30 alebo od 10:00-11:00

Vopred ďakujem a želám pekný zvyšok dňa.

Denisa

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E-mail correspondence with Heineken - withdrawn