

CCI COMPETENCY TRAININGS FOR ADMINISTRATIVE STAFF [PP4 / KARLOVY VARY REGION]

Documentation

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Reporting Period 4



PP4, Microregion Sokolov-East



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0. Abstract

Administration staff from the Karlovy Vary Region (Czech Republic) met personally with Cultural and Creative Industries (CCI) in the Learning Journey about CCI where they discovered how important CCI is in regional development. The training was organized in a playful way. The participants met for the first time in the Kick-off online meeting where they played a CCI quiz, saw pictures from the region and tried the method Creative Problem Solving. The second step was a Virtual Study Tour which introduced gallery "Supermarket WC" and Design Thinking. The last part was an E-learning course where the participants could listen to music from their region and abroad or they could virtually move to interesting festivals connected with creativity.

1. Key Facts

Title of the training: Learning Journey about CCI

When did the training take place: 17.2.2021(Kick-off meeting), 24.2.2021 (Virtual Study Tour), 1.3.2021 - 15.3.2021 (E-learning course)

Where did the training take place: online

Participated in all parts: 12

Figure 1 Participants organizations

Company/organization	Number of participants
LAG Sokolovsko (company for regional development)	2
HRAD LOKET, o.p.s. (castle Locket - organizer of festivals)	1
Regional Office of Karlovy Vary Region	2
PROTEBE live, z.s. (designers)	3
CzechInvest (Agency for support of business and innovations)	2
Kancelář architektury města Karlovy Vary (Office of architecture)	2
Total	12

Source: created by supplier

2. Objective

Microregion Sokolov - East (MSV) decided to organize a training scheme because of the current situation in the region: the leadership of the Karlovy Vary Region started to support CCI but a lot of important subjects still don't have enough information about the CCI and they don't know how CCI could be important in regional development. In order to eliminate this lack of knowledge and to build a bridge, the training was developed. The training served for administration staff to increase their awareness of CCI. They learned: (1) definitions of CCI, (2) examples of good practices, (3) CCI methods and how to use them and (4) what the main needs of regional CCIs are. The biggest challenge was the organization of an online workshop where participants could try something personally.

The training scheme was organized in a playful way (quiz, brainstorming tools etc.). The participants gained information but at the same time they were not bored. The training included a lot of pictures and there were introduced stories from CCI.

Motto: Be closer to CCI through stories and pictures.

3. Main Training Contents

The training scheme was realized online through three parts: (1) Kick-off meeting, (2) Virtual Study Tour and (3) E-learning course.

The Kick-off meeting served as an introduction of CCI topic and presentation of examples of good practice. Participants could see how important it is to develop CCI in our industrial region where industry is on the decline and we need new engines for our economy.

The Virtual Study Tour was organized in gallery “Supermarket WC”. This gallery is placed in Karlovy Vary and contains exhibition space and coffee room. This place is a center of design in Karlovy Vary and it is a perfect example of CCI initiative from the region. Local designers who work in the gallery introduced a space of the gallery and Design Thinking in the training. With this example we wanted to increase the creativity of participants in the training.

The target group was administration staff who were interested in CCI and who saw CCI as a new opportunity for regional development. They don't have such good knowledge of English. So the E-learning was prepared in Czech language. Target group needs to imagine real people who work in CCI. It was very important to find a way of common CCI support.

4. Applied Approach

The training scheme and its parts were prepared by a textual document. Already before the “Learning Journey about CCI” we invited possible participants to propose an idea of the training like this and we gathered information and possible questions of administrative staff on CCI topic. Within this reunion regional stakeholders decided to create the new Innovation Platform for CCI. This platform has the aim to associate regional CCI for common development of CCI in the region. With this knowledge which we collected before the “Learning Journey about CCI” we prepared the training with our supplier.

The training scheme with the title “Learning Journey about CCI” had to be organized online because of the unfavorable epidemiological situation. The supplier started to plan the online version after a discussion with representatives of Microregion Sokolov- East (MSV). MSV informed the supplier about available tools for brainstorming as www.padlet.com. This “Learning Journey” was organized as one task of an European Project with name InduCCI. MSV gained experience with this type of tools in online partnership meetings within the InduCCI project.

The partnership was very important in the preparation phase because partners shared their examples of good practice with the online version (Slovenian partner already organized an online training). Thanks to the partnership we realized pros and cons connected with the online version and we learned how to create interactive and playful workshops (including gamification elements). Partners shared their experience with the recruitment of participants. This experience was used in our “Learning Journey about CCI”.

5. Expected Impact and Benefits

Thanks to the training scheme, administration staff met personally with CCI and they discovered how important CCI is in regional development. More informed people mean more stakeholders who are supporting CCI. The participants of the training provided positive feedback to its content and to its usability in their job. They realized the importance of creativity in their job and they expressed an interest to use it more often. There was an originated need for more creative courses, where they can learn to be more creative.

Because of the training there was found a need for training continuation in the future. Microregion Sokolov - East wants to add the training scheme as an offer for free in the future. The Czech E-learning will be available in the official web page of Microregion Sokolov- East.

6. Sustainability and Transferability

The textual document for planning of this training scheme is publicly available in the official website of Microregion Sokolov - East (<https://www.sokolov-vychod.cz/file.php?nid=13258&oid=8091468>). There is a possibility to repeat the training scheme in other institutions on the basis of the preparatory document. It means that different organizations or stakeholders could create their own internal training and disseminate information about CCI. Whoever could easily go through the E-learning and gain information about CCI, try CCI methods and see CCI examples. It could be very interesting for CCI companies, associations for regional development or administration staff in town halls. The E- learning course, which was a part of training is available in English here: <https://www.interreg-central.eu/Content.Node/InduCCI/elearningjourney.pdf>. The E-learning course in Czech language is available here: <https://www.sokolov-vychod.cz/inducci>.

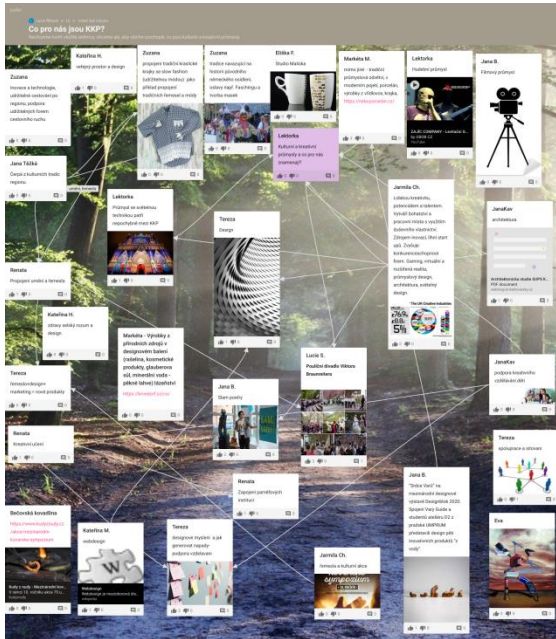
The main advantage of the training scheme is that there aren't high costs connected with food, transport or lease. This version of online training is very easily transferable to other organizations in the future. There is always a possibility to share actual information about CCI in regions where the scheme will be carried out in the future. The E-learning course will probably need actualization in the future.

We verified that an online CCI training is a suitable tool and it is comparable with a physical training if there is enough attention and creativity in its preparation phase. But the supplier found some negative aspects. We cannot see if the participants are really part of the online training because they could be only in web connection but without cooperation. The online version allows leaving the meeting immediately without explanations. It could cause low participation during the workshops. The online training schemes aren't so important for participants in comparison with physical training (they often reconsider their participation). From 19 registered only 12 participants finished the whole scheme.

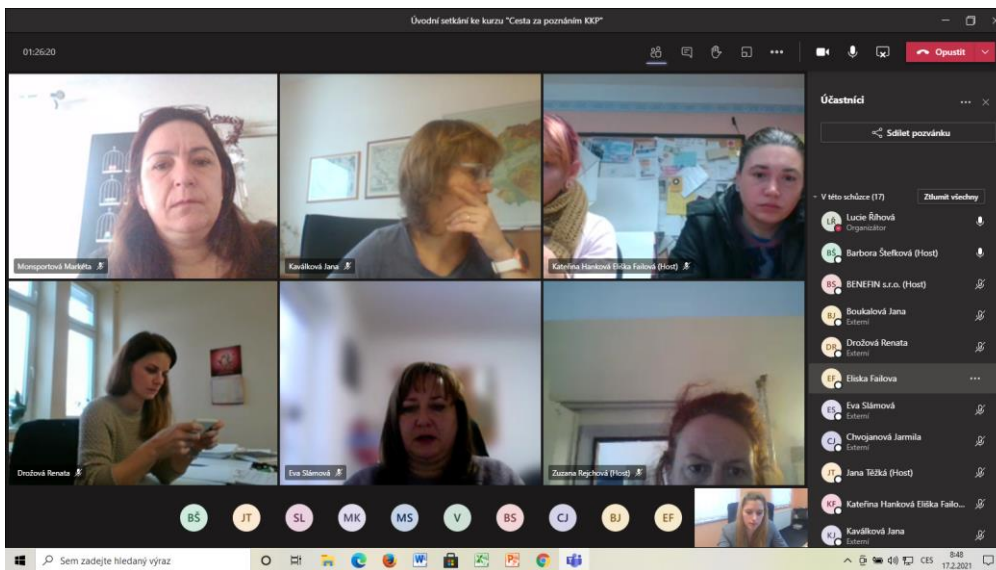
The administration staff has discovered why CCIs are so important in regional development. Participants of the training were inspired to take new approaches into daily administration work (for example: Design Thinking and Creative Problem Solving).

7. Photo Documentation

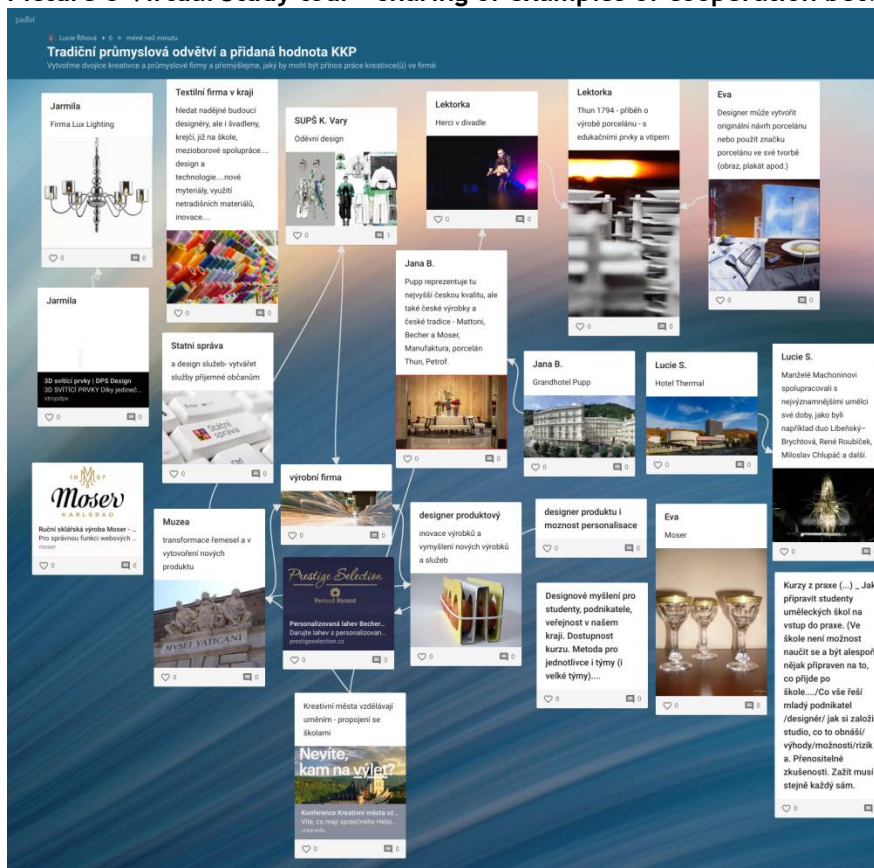
Picture 1 Creation of CCI definition through www.padlet.com



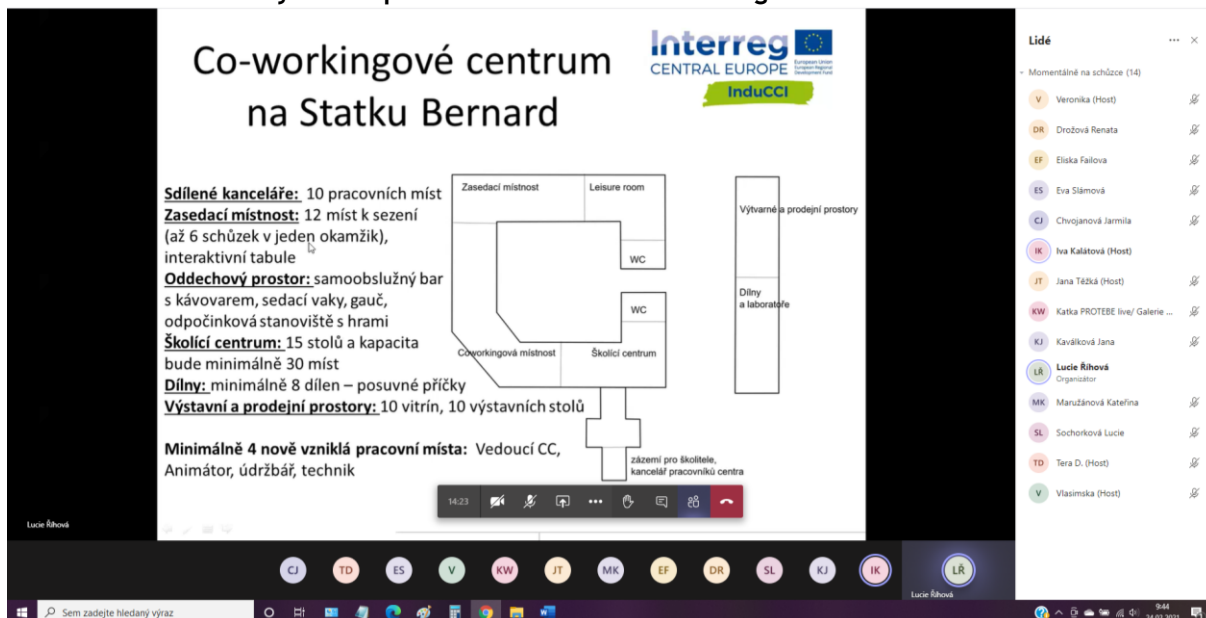
Picture 2 Kick-off meeting in Microsoft Teams



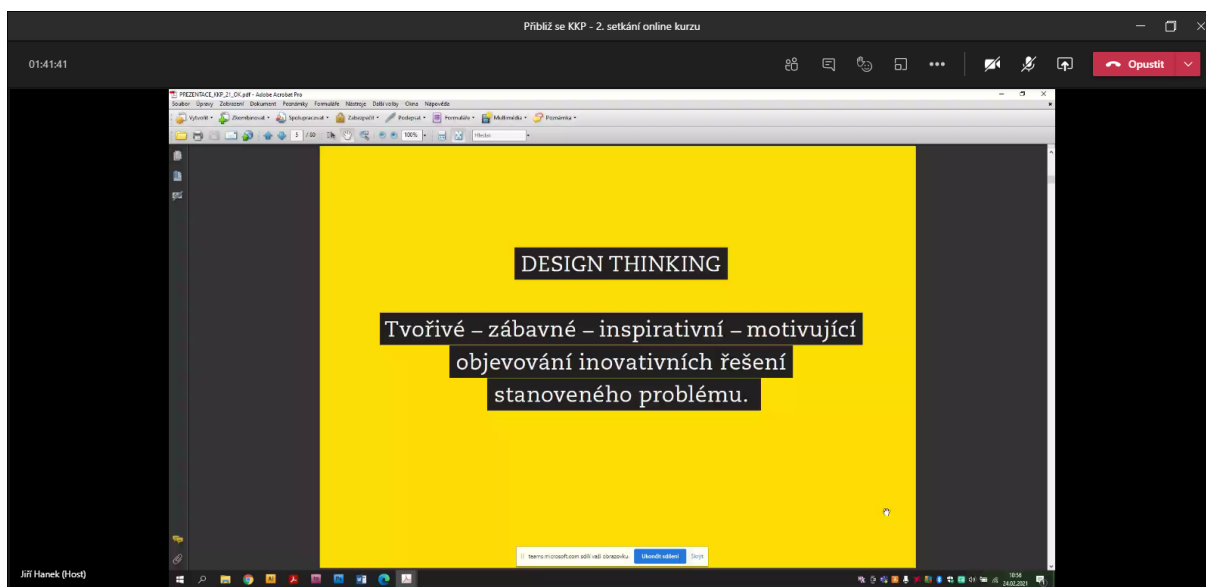
Picture 3 Virtual Study tour - sharing of examples of cooperation between CCI and companies



Picture 4 Virtual Study Tour - presentation about co-working center



Picture 5 Presentation about Design Thinking



8. Detailed Training Material

The full documentation is placed in official web page of Microregion Sokolov-East: <https://www.sokolov-vychod.cz/inducci>. This chapter contains storyboard (with schedule) and links for all presentations and the pattern for certificates. All these documents are described here and some of them are added as Annexes. These documents are in Czech language.

8.1 Storyboard

(1) Kick-off meeting (ONLINE- 17.2.2021)

8:00 - 9:00 - Introduction of CCI with **quiz** (www.kahoot.com). This quiz had 17 questions with 4 possible answers. The page www.kahoot.com evaluated wrong and right answers and speed of the answering.

9:00 - 9:45 - Presentation of basic **information about CCI** (power point). Then participants created a **definition of CCI** in www.padlet.com. The output from the Padlet is in chapter 9. Next presentation introduced **examples of good practice** from abroad and the Karlovy Vary Region. Presentations are attached as Annexes and described in chapter 10.

9:45 - 9:50 - Eye yoga

9:50 - 10:00 - Coffee break

10:00 - 11:20 - Method “**Creative Problem Solving**” and its examination in practice.

11:20 - 11:30 - Detection of information about participants (turning the camera on or off as the answer for question - ON = YES, OFF = NO) - For example - Are you supporting CCI in your region? Are you working in CCI? Are you creative minded?

11:30 - 11:40 - Presentation about **next parts of the training scheme** (power point).

11:40 - 12:00 - **Expectations of participants** and their fulfillment (in www.padlet.com). They could ask questions about CCI here.

(2) Virtual Study Tour (ONLINE - 24.2.2021)

9:30 - 10:30 - Introduction to the planned **Co-working Center in Grange Bernard**, **Game Industry** and **Film Industry** in the Czech Republic. Then participants shared examples of cooperation between creatives (CCIs) and industrial companies. The aim was to share advantages of cooperation between these two groups.

10:30 - 15:00 - The second part included the design workshop. Designers started with a presentation about Supermarket WC as a good example for CCI development. After the presentation, participants could try design methods. We had two groups of participants working separately and they tried to describe two different needs of customers in www.collboard.com (program allows cooperation in white board).

15:00 - 15:30 - The meeting finished with information about the E-learning course and with offer to contact the lecturer with any further questions.

(3) E-LEARNINGOVÝ KURZ (1.3.2021 - 15.3.2021)

The E-learning course was in Czech Language. PP4 participated in the creation process of E-learning.

8.2 Documentation in Czech language

This Annex contains final documentation in the national language.

Annex 1_Czech documentation for training scheme_Dokumentace ze skoleni_PP4_PR4

8.3 Power point presentations

This chapter contains all annexes which were presented in the training scheme. These presentations could be divided by presentations from Kick-off meeting (1-4) and Virtual Study Tour (5-8).

(1) Presentation from Kick-off meeting - information about CCI

Contents: definition of CCI, statistics about numbers of CCI, current situation with CCI in the Karlovy Vary Region, Just Transition Fund

Annex 2_Kick off meeting_information about CCI_17.2.2021

(2) Presentation from Kick-off meeting - examples of good practice

Contents: Examples of good practice: Ars Electronica - Linz, Tobacco Factory in Linz, DEPO2015 - Plzeň, Theater in Ostrava - online performances, art craftsmen - Daniel Krejčí, Company - Blindspot Solutions, carver in Lukova, Company MOTORSPORT SIMULATOR s.r.o. - Kraslice - simulators of Formula 1

Annex 3_Kick off meeting_Examples of good practice_17.2.2021

(3) Presentation from Kick-off meeting - Creative Problem Solving

Contents: 7 phases for creative problem solving - (1) detection of the problem, (2) description of the problem, (3) challenges, (4) ideas, (5) evaluation of ideas, (6) plan for realization and (7) realization.

Annex 4_Kick off meeting_Creative Problem Solving_17.2.2021

(4) Presentation from Kick-off meeting - Other parts of the course

Contents: Description of next steps - Virtual Study Tour with designer workshop and E-learning course.

Annex 5_Kick off meeting_Other parts of the course_17.2.2021

(5) Presentation from Virtual Study Tour - Support of CCI in region

Contents: Information about planned Coworking centre in Grange Bernard (rooms, topic), Film industry, Game industry, answering of the questions from the last meeting

Annex 6_Virtual Study Tour_Support of CCI in region_24.2.2021

(6) Presentation from Virtual Study Tour - Supermarket WC

Contents: Supermarket WC - its activities

Annex 7_Virtual Study Tour_SupermarketWC_24.2.2021

(7) Presentation from Virtual Study Tour - Design Thinking

Contents: What is Design Thinking and its phases?

Annex 8_Virtual Study Tour_Design Thinking_24.2.2021

(8) Presentation from Virtual Study Tour - E-learning

Contents: Tips how the E-learning course could be done in an easy way.

Annex 9_Virtual Study Tour_Elearning_24.2.2021

8.4 Pattern of the certificates

Picture 6 Certificate

