

# NATIONAL DISSEMINATION EVENT

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## Documentation

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**Version 1  
3/2022**



Contribution to D.C.3.3



Reporting Period: 6



1<sup>st</sup> Venue: Grange Bernard - Královské Poříčí - Šachetní 135  
2<sup>nd</sup> Venue: Hotel Dvorana, Chebská 394/44, 36006 Karlovy Vary - Dvory



1<sup>st</sup> Date: 13.1.2022  
2<sup>nd</sup> Date: 11. 3. 2022



Participants: local and regional CCI stakeholders and policy makers



Moderator: Lucie Říhová



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Language of the meeting: Czech language

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## 1. Purpose

The aim of the National Dissemination Event (NDE) was to disseminate results of the project InduCCI in national language, beyond the scope of the partner region. NDE was intended to raise awareness about project outcomes and importance of Cultural and Creative Industries for Karlovy Vary Region. The event was targeted towards CCI stakeholders, educational institutions, development agencies, creative people etc. from Karlovy Vary region and beyond.

## 2. Setting and invitation

The NDE meeting was divided into two parts because of an unfavorable epidemiological situation.

### 2.1 First meeting

The meeting took place on 13th of January, 2022 in Grange Bernard. Due to pandemic, the meeting size had to be limited to 20 people. Invitations were sent to regional CCI stakeholders who had to register for the meeting.

Picture 1 Invitation with schedule of the NDE




### 2.2 Second meeting

The meeting took place on 11<sup>th</sup> of March, 2022. We chose Hotel Dvorana in Karlovy Vary as the place of the NDE being well accessible and appropriately equipped. The meeting was moderated by Lucie Říhová (project manager InduCCI).


The meeting was organized jointly with the Business Development agency of Karlovy Vary Region. We created a common invitation and shared cost (Microregion Sokolov- East financed coffee break and speakers, Business Development agency of Karlovy Vary Region financed rent of the place). Beforehand, both organizations had created a list of possible participants and invitations were sent by representative of the Business Development Agency of Karlovy Vary Region.

Picture 2 Invitation with schedule of the NDE



**INOVAČNÍ PLATFORMA PRO KULTURNÍ A  
KREATIVNÍ PRŮMYSL  
A ZÁVĚREČNÁ KONFERENCE INDUCCI  
(D.C.3.3)**

**KDY: 11. 03. 2022 od 13:00 hod**  
**KDE: Hotel Dvorana, Chebská 394/44, Karlovy Vary**



**PROGRAM JEDNÁNÍ:**

1. část (časová dotace cca 1 hodina)

- To nejzajímavější z projektu InduCCI
- Úniková hra: Práci neunikneš
- Aktuální informace ke strategickému projektu 4K

2. část (časová dotace cca 2 hodiny)

- Workshop „Jak generovat nápady“



## 3. Topics tackled

### 3.1 First meeting

The representative of MSV started NDE with information about project InduCCI and our main project activities. The participant of a test case Sabina, Košelíková (university student), introduced implementation of T3.4.3 activity Cross over curriculum (CLEVER GAME). The next part of the schedule was a common lunch where participants had an opportunity to discuss InduCCI topics.

Following presentation had the topic training for administration staff - course The Learning Journey about CCI. The meeting continued with the presentation about a proposal for a new Coworking Centre. This center is a big opportunity for the regional development of CCI. The representative of the InduCCI project also introduced two Regional Action Plans and Policy Paper which are very important as a proposal for future support of CCI in Karlovy Vary Region.

The last part of NDE was practical testing of the method Design Thinking which was led by our InduCCI project team who gained experience with the method.

### 3.2 Second meeting

The representative of MSV started NDE with information about project InduCCI and our main project activities. She introduced the proposal for a new Co-working Centre and Clever game. This center is a big opportunity for the regional development of CCI. She also presented the two Regional Action Plans and Regional Policy Paper which are very important as a proposal for future support of CCI in Karlovy Vary Region. The same speaker invited all participants to be part of the final conference on 24<sup>th</sup> of March, 2022 (online or face-to-face in Belgium).

Two pupils who participated in the test case, Rostislav Čížek and Kateřina Ciperová, presented in more detail Clever Game, a test case developed in InduCCI. This game follows the structure of an escape game and is concerned about vocational choices.

Following presentation had the topic “4K office” (the new project in Just Transition Fund) which will be focused on CCI and its support. The new project and its approach, a representative of Karlovy Vary Region introduced.

The last part of NDE was practical testing of the method Design Thinking where we used the method to search for the future purpose of the Innovation Platform for CCI. The workshop was led by regional designers who have long practice with the method. According to the design workshop, Innovation Platform for CCI has to have real aims as: (1) support of creative education and changes in educational system, (2) coordination of CCI stakeholders and common creation of CCI projects and (3) lobbying for CCI support among regional politicians.

## 4. Expected effects and follow-up

Participants got acquainted with key learnings and practical approaches from project InduCCI implementation. They gained knowledge for example about the importance of creativity and interdisciplinary cooperation in high schools, about the need for CCI and its advantages. They can use this input for the creation of their own projects in Karlovy Vary Region. Participants of the meetings expressed their interest in permanent support of Cultural and Creative Industries.

The Clever Game will probably continue with help of local stakeholders and by support from subsidy sources. As well, stakeholders will strive together for creation of the Co-working Centre in Sokolov Region and they will support future development of CCI.



Picture 3 Photo from the first meeting



Picture 4 Photo from the second meeting



## 5. Participants

Classification of involved stakeholders is in the list below

Category	Institution	Participants (number)
<i>Local Public Authority</i>	Town Nové Sedlo	1
<i>Regional Public Authority</i>	Karlovy Vary Region	4
<i>National public institution</i>		0
<i>Sectoral agency</i>	Company ProTebe Live (designers)	2
	Regional action plans of Karlovy Vary Region (KAP KV)	1
	Abri, s.r.o.	4
	Traditional crafts Bernard	1
<i>Interest group including NGO</i>	Museum Sokolov	1
	LAG Sokolovsko	6
<i>Higher Education and Research</i>	University of West Bohemia	1
<i>Education/training centre</i>	ISŠTE Sokolov (high school)	2
	Elementary school Oloví	1
<i>Micro, small and medium sized enterprises</i>		0
<i>Business support organization</i>	Business Development agency of Karlovy Vary Region	2
	CzechInvest (Investment and Business Development Agency)	1
	Agency for Business and Innovation (API)	1
<i>Private person</i>		0
<i>Others</i>	General Public (people who are interested in topic CCI who plan to be a part of CCI)	2
<i>Project InduCCI</i>	Microregion Sokolov-East	3
<b>Total</b>		33

## 6. Evaluation

Summary results of evaluation from both meetings (30 participants without members of InduCCI project):

1. 93 % of participants were satisfied with provided information. It means that they answered 4 (probably beneficial) or 5 (beneficial) in the scale.
2. 90 % of participants were satisfied with speakers (optioned 4 or 5 in the scale). 3 participants (10 %) chose 3 in the scale.
3. 13 participants evaluated as the greatest added value new knowledge, 13 participants chose new ideas and 8 participants perceived as the greatest added value networking with new people. One participant answered other and he wrote that the added value was information (there was a possibility to choose more than one option).
4. Only 3 participants will not use information from the meeting.

Chart 1 Results of satisfaction analysis

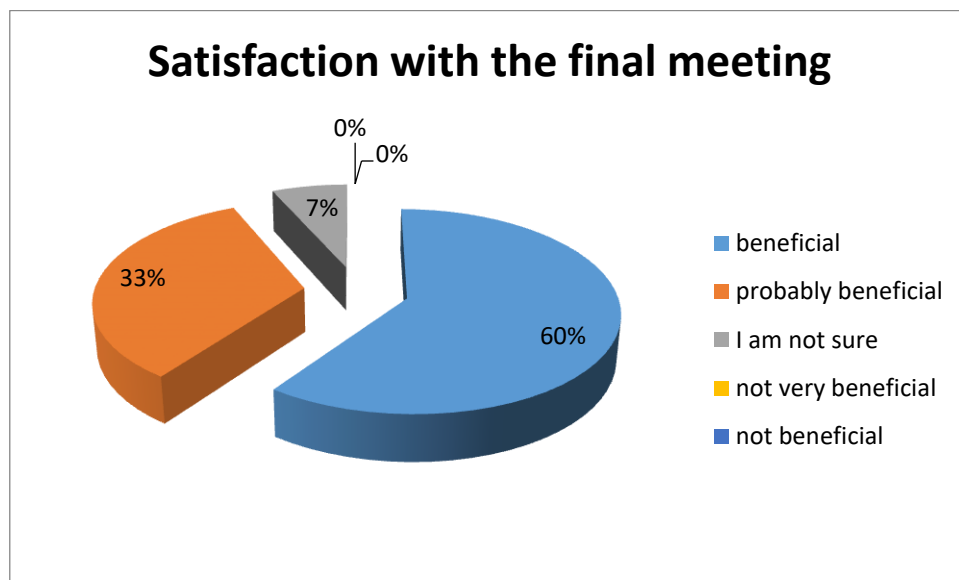




Chart 2 Suitability of speakers

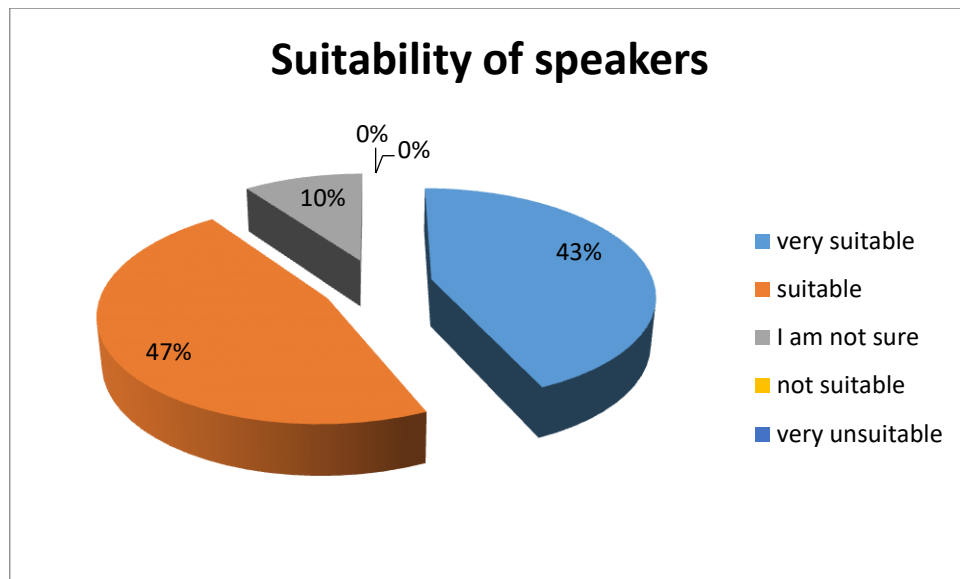


Chart 3 Added values from the meeting

