

Interreg



ITALIA-SLOVENIJA



DIVA

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj

Sviluppo di ecosistemi e catene di valore dell'innovazione:
supportare l'innovazione transfrontaliera attraverso le Industrie
Creative.

Razvoj inovacijskega ekosistema in verig vrednosti: podpiranje
čezmejnih inovacij s pomočjo ustvarjalnih industrij

DIVA Cooperation Model

Coordinators

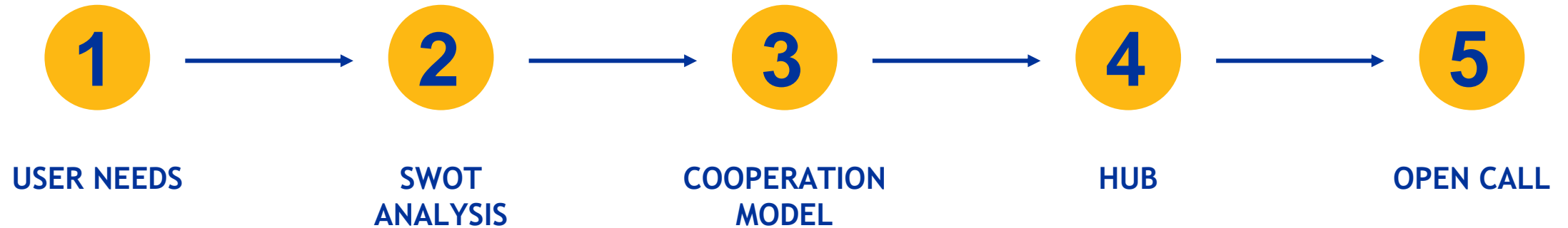
Maria Chiara Tosi
Fiorella Bulegato
Alberto Bassi

Researchers

Silvia Cacciatore
Giulia Ciliberto
Claudia Faraone

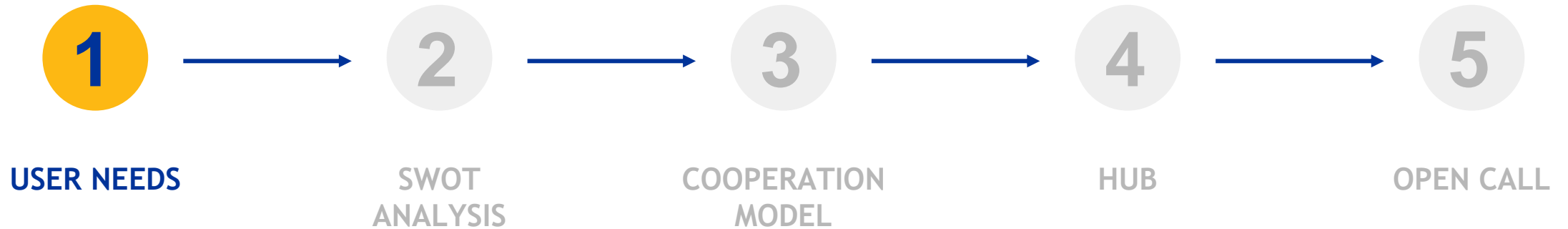


DIVA Project - General Methodology



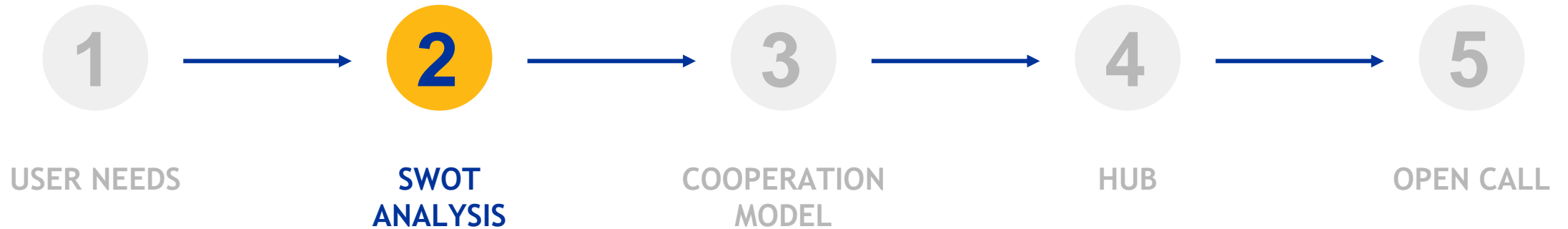


DIVA Project - General Methodology



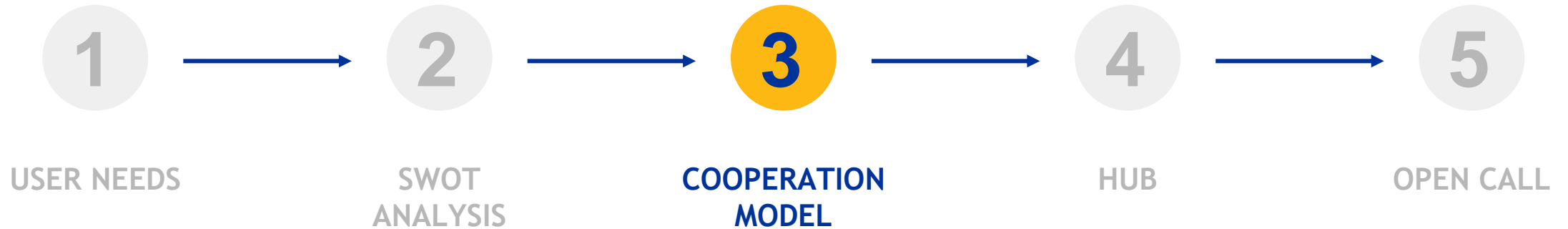


DIVA Project - General Methodology



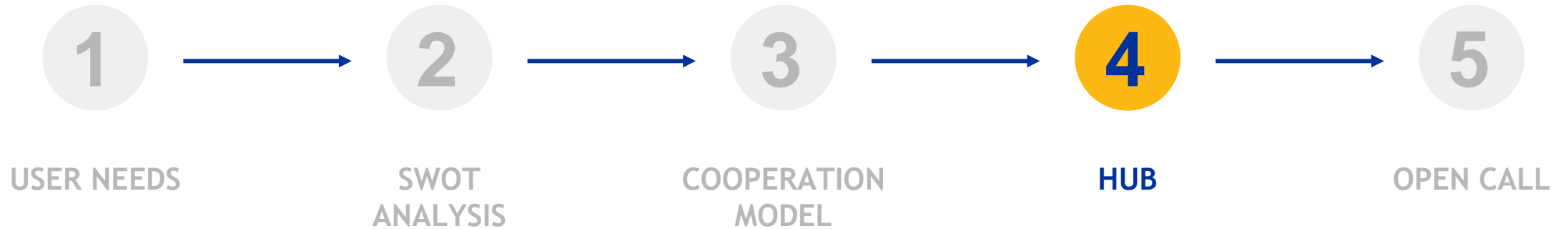


DIVA Project - General Methodology



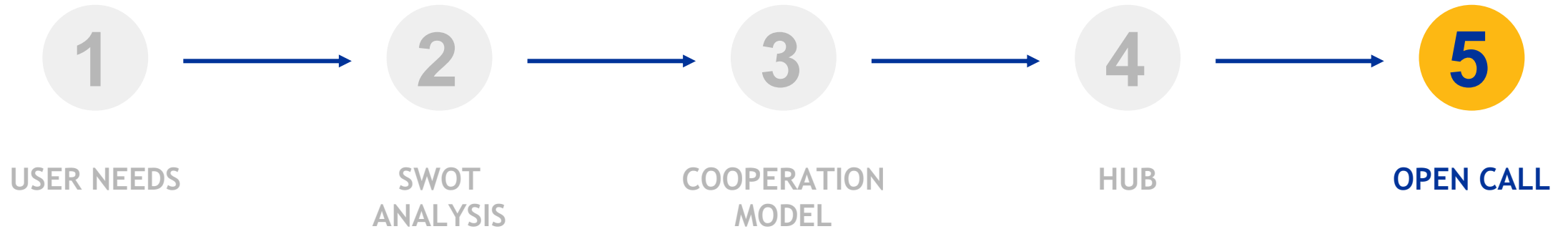


DIVA Project - General Methodology



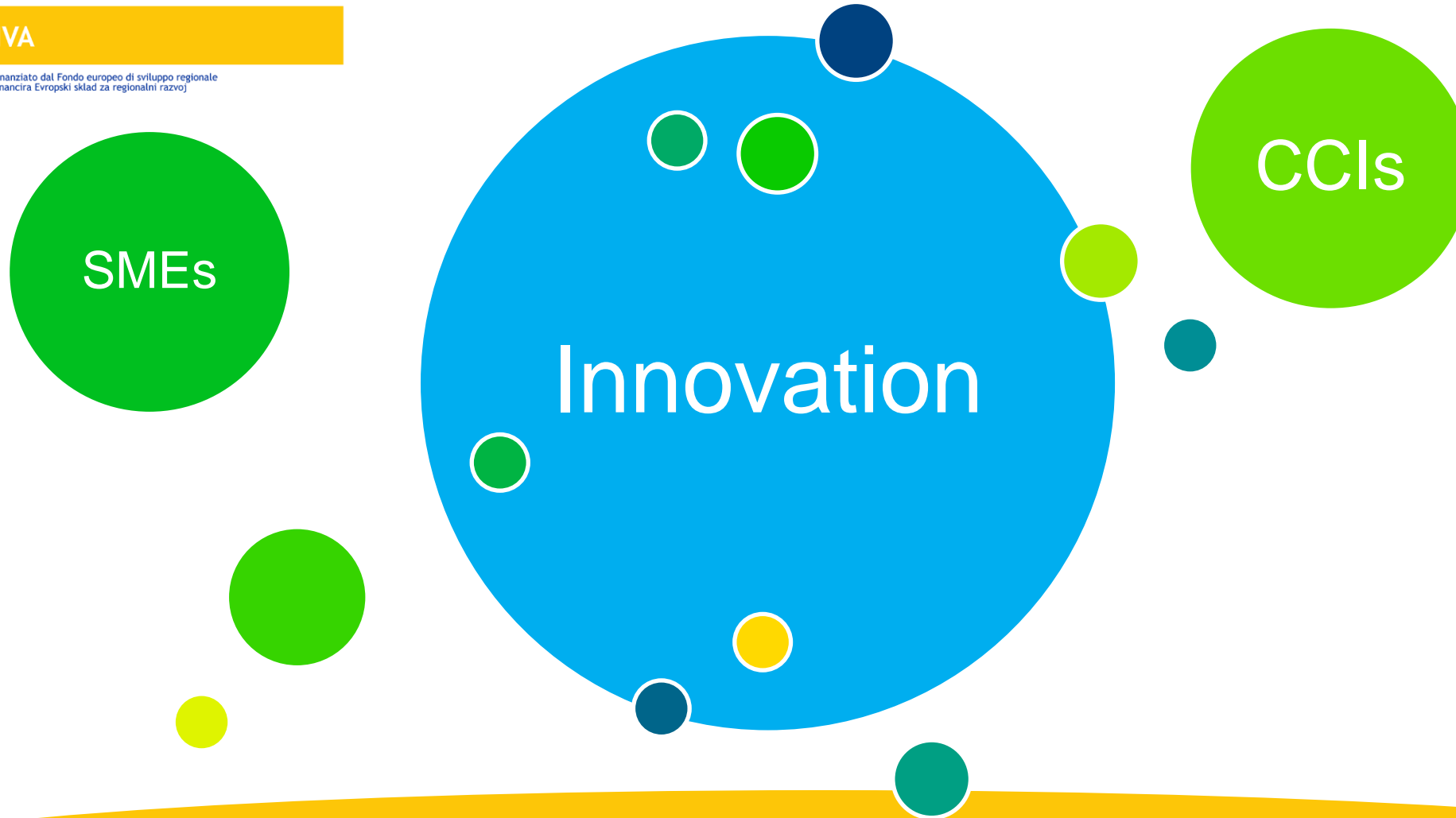


DIVA Project - General Methodology





DIVA Cooperation Model



DIVA Cooperation Model

Why should CCIs work with SMEs?

- Development of **new mentalities** (Zomerdijk & Voss, 2010);
- Search for **new sources of funding** (Nesta, 2014);
- Acquisition of **managerial and business skills** (Helmig et al., 2004);
- Orientation towards **digital transformation** (Nesta, 2015);
- Creation of **new forms of partnership** (Ostrower, 2004; Schiuma, 2011; Schiuma & Lerro, 2013 ; Smagina & Lindemanis, 2012);
- Understand how to **manage** and **innovate** their **business models** (Schiuma & Lerro, 2017).

DIVA Cooperation Model

Why should SMEs work with CCIs?

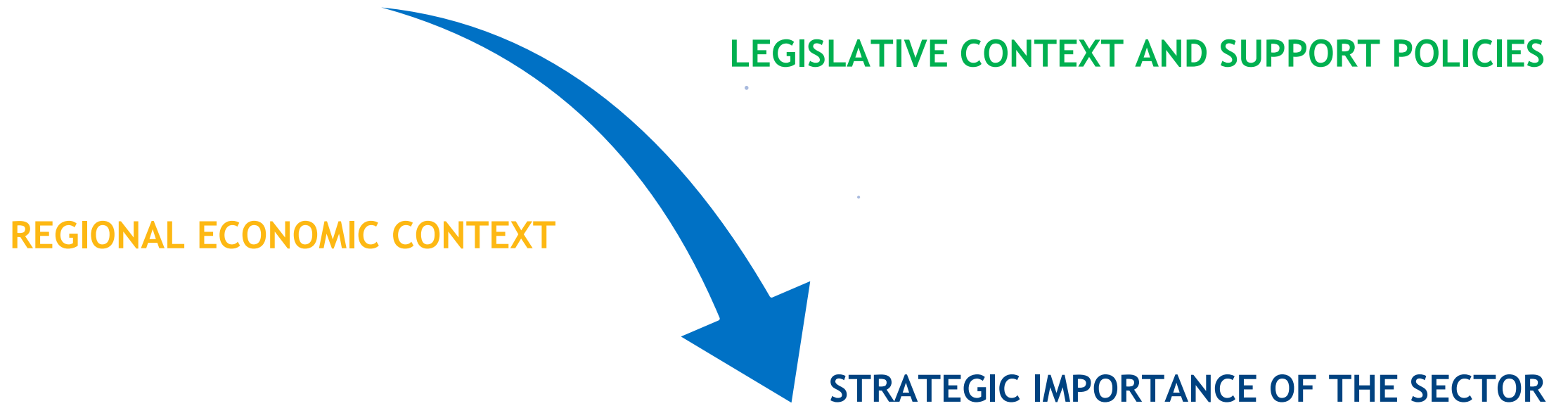
- Creating **new inspiration for management** (Adler, 2010; Austin & Lee, 2010; Nissley, 2010);
- Generation of **new aesthetic dimensions** within organizations (Strati, 2000);
- Fostering **teamwork** and **organizational learning** (Darsø, 2004; Boyle & Ottensmeyer, 2005; Nissley, 2010);
- Start a **dialogue with stakeholders** on different levels (Berthoin Antal, Taylor & Ladkin, 2014);
- Impact on **business performance** and on **economic and symbolic value** (Schiuma, 2011);
- Increase **creativity and innovation** in organizations (Schiuma 2011; Sköldbberg, Woodilla & Bertoin Antal, 2016).

The impact of cross-fertilization

- The development of **individual skills** and **greater creativity** in business processes can bring **process** and **product innovations** (Darsø, 2004);
- The corporate space as a **place of creative production** and diffusion of new practices (Berthoin Anthal, 2009);
- **CCIs: Financial benefits** and **new inspiration** (Berthoin Antal et al. 2011);
- **SMEs: Operational performance improvement** and **value creation** (Schiuma, 2011);
- **Employees: Development of technical skills; better understanding of themselves and colleagues; improvement of motivation and commitment; greater "passion"; more energy; more creativity** (Stockil, 2004, Styhre & Eriksson, 2008, Nissley, 2010, Biehl-Missal & Berthoin Antal, 2011, Schiuma, 2011).

DIVA Cooperation Model

Setting up the collaboration model



DIVA Cooperation Model

Setting up the collaboration model

2 CASE STUDIES OF INTERACTION BETWEEN CCIs AND SMEs
For each region

2 LEVELS OF CROSS-FERTILIZATION:



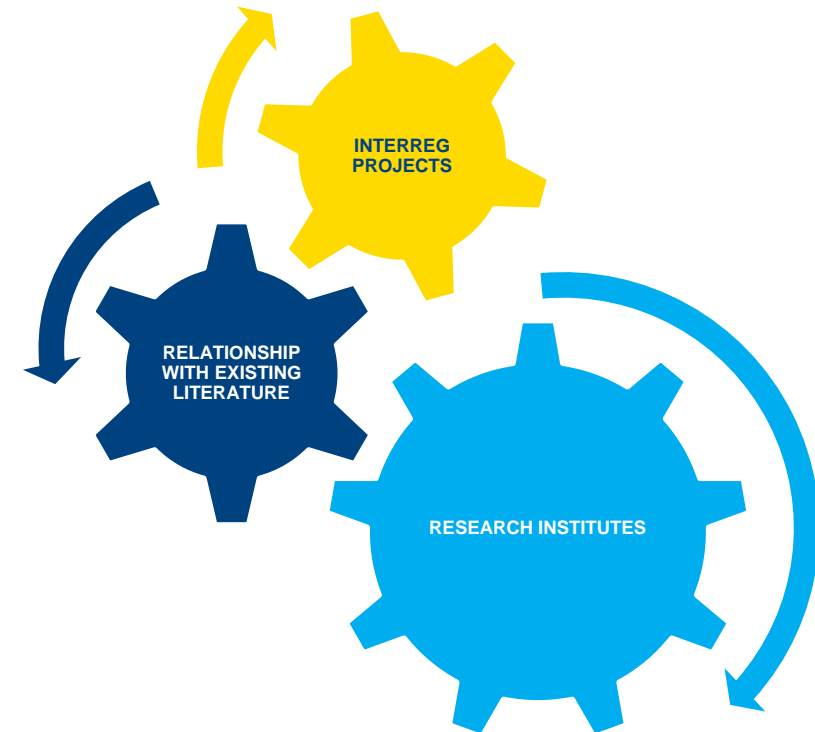
OPTIMAL
BASIC



DIVA Cooperation Model

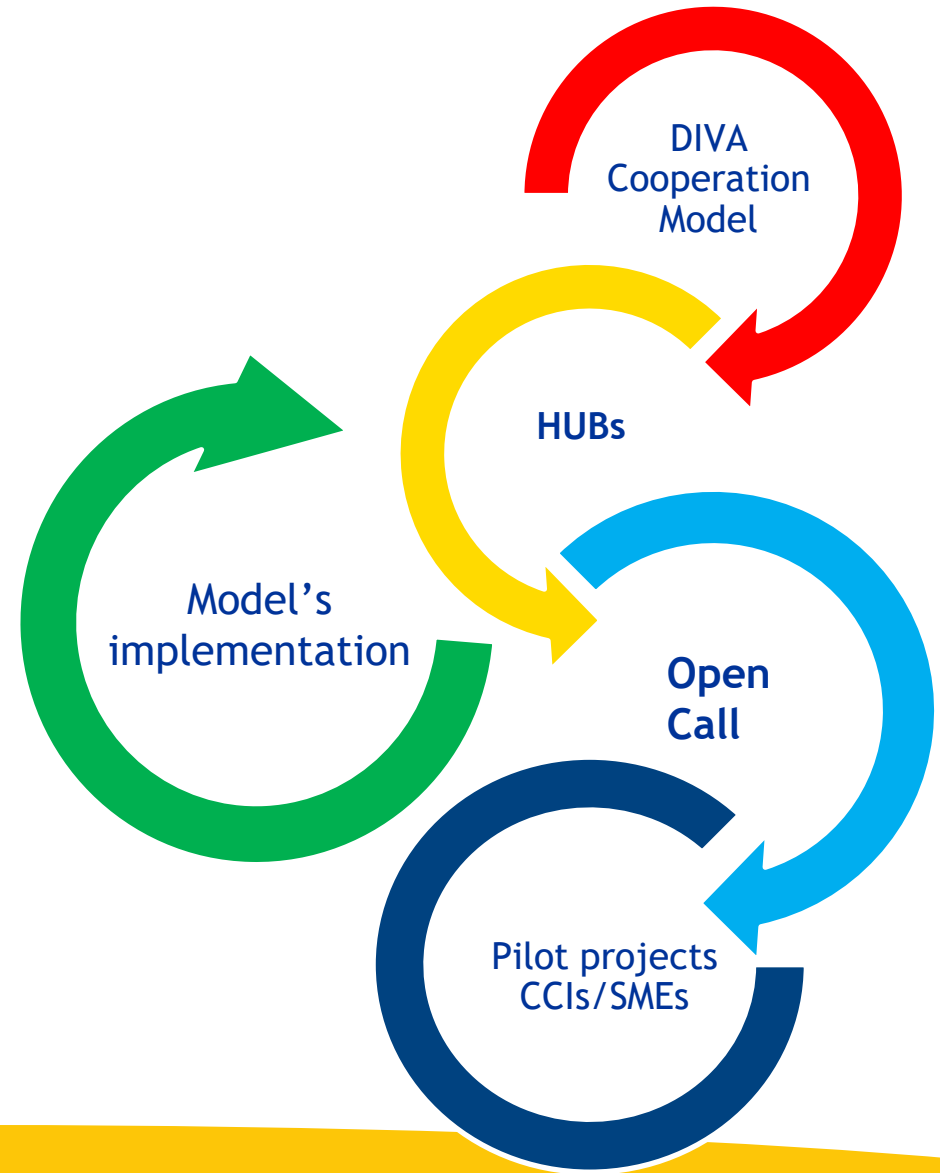
Setting up the collaboration model

**3 BEST PRACTICES OF
COLLABORATION BETWEEN CCIs
AND SMEs
For each region**





An Open Call for cross-fertilization: an opportunity for innovation in businesses



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Thanks for your attention!

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