

EU Neighbours in action: Knowledge across borders

Visibility sprint

Turning cross-border results into impactful messages

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Interact



Co-funded by
the European Union
Interreg

Agenda/ visibility sprint

01

**Icebreaker –
Spaghetti tower
challenge**

02

**Crafting
Visibility in
Montenegro -
by Kana
Tomasevic**

03

**Group work -
bursting out of
the Interreg
bubble**

The Spaghetti icebreaker

Build the highest possible structure (e.g., tower) with the items you have in 20 mins.



The point of this challenge

«....Wujec conducted over 70 challenge workshops and systematically measured the performance of groups of CEOs, MBA students, lawyers, architects and kindergarteners. Kindergarteners consistently beat these professionals».*

- Tendency toward action vs tendency toward planning
- Thinking simple vs overthinking

Excessive information

- Organised two in-person workshops
- Facilitated fourteen Zoom meetings
- Endured 8 project partner meetings
- Printed 10000 brochures
- Distributed 5000 pens
- And 300 8GB USBs
- Made synergies for capitalisation
- Made a website (that nobody visits – shhhh!)
- Supported 20 startups

Some numbers are more important than the others, and it's not always the highest one.



Photo by Wesley Tingey, Unsplash, CC

Try instead

“We helped twenty young people start a business.”



Information

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Introducing service innovation into product-based manufacturing companies

Programme 2014 - 2020 INTERREG VB Central Europe

Description

Description (EN):

CE industries are still mainly focused on manufacturing of products. Despite the investments in innovation technologies, their competitiveness is seriously challenged due to the commoditization and low cost competition from non-EU countries. The strict division of products and services has been replaced by a service-product continuum and service innovation may constitute a factor impacting directly and positively regional economic growth and societal well-being, in particular in areas with below-
[Read more](#) ▾

Achievements (EN):

We have successfully finished the THINGS+ project!

We are proud to have touched more than 220 entrepreneurs and managers from 128 SMEs through 70 workshops in 9 CE regions! Through 2 cohorts of pilot actions, 94 new service concepts were implemented in companies, and servitisation became
[Read more](#) ▾


Website: <https://programme2014-20.interreg-central.eu/Content.Node/home.html>


Expected Results (EN): R 1.2 Status of capacities of the public and private sector for skills development of employees and entrepreneurial competences achieved through transnational cooperation driving economic and social innovation in central European regions.

Expected Outputs (EN):

THINGS+ expected results will facilitate the take up of innovative services throughout the CE region leveraging on the transformation power of service innovation in strengthening existing and emerging industries and markets. The declining competitiveness of CE manufacturing SMEs will be tackled by enhancing entrepreneurs' skills in terms of innovation management and digital transformation. The projects' main expected results are:
[Read more](#) ▾

Thematic information

[New products and services](#) 

[SME and entrepreneurship](#) 

Specific Objective: To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions

Thematic Objective: (01) strengthening research, technological development and innovation by:

Investment Priority:

(01b) promoting business investment in R&I, developing links and synergies between enterprises, research and development centres and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, eco-innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation, and supporting technological and applied research, pilot lines, early product validation
[Read more](#) ▾

Partners (10)

Date of latest update: 2023-11-15

Summary

Project name (EN): Introducing service innovation into product-based manufacturing companies

Project acronym: THINGS+

Project start date: 2017-06-01

Project end date: 2020-10-31

Project status: closed

Total budget/expenditure: EUR 1 889 299.50

Total EU funding (amount): EUR 1 562 517.32

Total EU funding (co-financing rate): 82.50%

Co-financing sources:

- ERDF: Amount, EUR 1 562 517.32.

Documents

Documents on this project are listed below, and organised by category. Please note field "Data source" in the document. Keep.eu users are free to use these documents as long as they mention the data source.

[Brochures / magazines / manuals](#)

[Catalogues](#)

[Media releases / articles](#)

[Flyers](#)

Communication

THE THINGS+ PROJECT

Introducing service innovation into product-based manufacturing companies

Project budget

€ 1.889.299

THINGS+ is funded by Interreg Central Europe and aims to create sustainable linkages among innovation actors

Start

01.06.2017

End

31.07.2020



Lead partner

Friuli Innovazione
Research and Technology
Transfer Centre / ITALY

Project partners

ITALY: VENETO REGION RESEARCH AND INNOVATION UNIT
AUSTRIA: INNOVATION & TECHNOLOGY TRANSFER SALZBURG
CROATIA: SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA
CZECH REPUBLIC: BIZGARDEN
HUNGARY: BORA 94 BORSOD-ABAÚJ-ZEMPLÉN COUNTY DEVELOPMENT AGENCY
POLAND: ŁÓDZKIE REGION
SLOVAKIA: SLOVAK BUSINESS AGENCY
SLOVENIA: TECHNOLOGY PARK LJUBLJANA
GERMANY: BALTZEN INNOVATION CENTRE

Expected results

SIM



Service Innovation
Methodology

+150



Trained entrepreneurs, managers
and business innovation experts

+100

Manufacturing
companies involved

+40

product-based services
created



Policy recommendation
paper

Public communications

Common pitfalls

- Assumption that people care (about your work)
—Why is this relevant to me?
- Assumption that people see the need (for your expertise)
—I didn't realise this was a problem.
- Assumption that people understand (your language)
—Written by insiders, for insiders.
- Assumption that process matters more than outcome
—Describing bureaucracy isn't communications.

Crafting Visibility in Montenegro - Practical strategies for resonance and impact

Kana Tomasevic

Group exercise:

Assign a group reporter who will present your discussion outcomes.

- **Step 1:** Identify the potential targets: Who do we want to reach out to? When we talk about “non-usual suspects”, who could they be? (a mayor / EU delegation / journalist)

What are the occasions to contact them, and what do we want them to do?

- **Step 2:** Identify the challenges in communicating EU cooperation/Interreg to these audiences—how to address these challenges (if any tips or experience)?

How shall we craft the message – what is the most valuable element of Interreg cooperation to highlight?

- **Step 3:** If a non-Interreg audience (a person or group) reads only one line, what should they remember?

Wrap up – each table pitches their outcome in 2-3 minutes.

Cooperation works

All materials will be available on:

[Interact.eu/Library/EU Neighbours in action: Knowledge across borders](https://Interact.eu/Library/EU%20Neighbours%20in%20action%3A%20Knowledge%20across%20borders)

Want to discuss it? Join our MS Teams environment!

Portal.Interact.eu | [External cooperation](#)

Interact



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Primary knowledge area

External cooperation

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