

## D.4.1.4. Design thinking workshops final report

InnovaMare project

Blue technology - Developing innovative  
technologies for sustainability of Adriatic Sea

WP4 - Creation and establishment of innovation  
ecosystem model for underwater robotics and  
sensors

## Project References

**Call for proposal 2019 Strategic – InnovaMare**

**Project number:** 10248782

**Work package:** WP4 Creation and establishment of innovation ecosystem model for underwater robotics and sensors

**Activity title:** A1 Research, analysis and stakeholders dialogue to design Business plan for DIH

**Deliverable title:** D.4.1.4. Design thinking workshops final report

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**Partner responsible:** University of Dubrovnik

**Partner responsible for the deliverable:** University of Dubrovnik

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## Description of Design thinking workshops

Design thinking is all about solving complex problems in a highly user-centric way. It is a methodology for boosting creativity and innovations in business environment by using designer toolkit. Its systematic approach guides us from recognizing real customer needs to final prototyping in only five steps: empathy, define, ideate, prototype and test.

It is used in various areas and industries, from start-ups, corporations to public sector, and for wide range of challenges (product / service innovations, designing processes, improving physical spaces).

By participating in online design thinking workshops, project partners they will have insight in results from mapping of request and offers with technology foresight and presentation of best practices and together with their expertise will define areas of growth for DIH.

## Design thinking workshop online

Webinar on design thinking process as an introduction to design thinking workshops was held online 15<sup>th</sup> June 2021.

Webinar on design thinking process was organized as an introduction to design thinking workshops that lasted for five days. First workshop was supposed take place in Monfalcone, but due to a COVID 19 situation, it was held online. The second workshop was organized in Šibenik.

Since this was an introduction workshop, the goals were:

- to introduce the Design thinking to participants through a practical real-life challenge,
- to inspire different way of thinking and new approach to problem solving,
- to present several tools for recognizing customer needs, generating innovative ideas, and testing with real users,
- and to set the grounds for other workshops that will take place later during InnovaMare project.

Workshop started with the short discussion among the participants on their workshop expectations and was continued with an icebreaker activity where each participants shared something positive with others.

The facilitator of the workshop, Petra Ravlić, an experienced Design Thinker with over 13 years of experience in service design, product and project management, introduced the design thinking. We started with the basic information. From definition given by Tim Brown that *“Design thinking is a human centred approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success”*.

After defining and learning the basics about design thinking, we continued to the phases of the process and tool that can be used. Design thinking connects three dimensions of innovations – feasibility where we define what we can create, then desirability with the focus on what customers want and at the end viability and what can bring us profit.

During the workshop we discussed on different topics, from why use design thinking, learned about why numerous companies use design thinking to steer innovations, like IKEA, Samsung, Toyota, Microsoft, Lego, IBM and many other companies. By analysing these companies and their success, we discovered that different methodologies lead us to the same goal – innovations that improve businesses.

As already mentioned, design thinking is a process that have the following phases:

- *Empathize* – that consists of observation, interaction and understanding. Tools that are used in this phase are shadowing, interview and secondary data sources.

- *Define* – where we are grouping, samples and problem and as defined by Steve Jobs *“If you define the problem correctly, you almost have the solution”*. For this phase we use how might we, persona, and create customer journey mapping.
- *Ideate* – where we have ideas, visualisation, and quantity that we define with the help of brain storming, scamper and brain writing. Good starting point for this phase is a saying from Thomas Edison *“To have a great idea, have a lot of them”*.
- *Prototype* - has speed, tangibility and hypothesis best described in IDEO - *“If a picture is worth a thousand words, then a prototype is worth a thousand meetings”*. Tools used at this phase are paper prototyping, storyboard, and role play.
- *Test* - consist of showing, feedback, iterations and tools that are used are *“I like”*, *“I wish”*, *“What if”*, A/B testing and feedback grind.

All these phases were better explained through great success stories that we got the chance to hear about on the workshop, and through the examples, we could better understand them. Examples presented were Airbnb, Uber eats and Rotterdam eye hospital.

At this workshop, we had a chance to better learn and define phases through the exercise. We have created an empathy map for the private and science sector where we tried to define the best way to achieve collaboration between these two sectors. Using those examples, we tried to define needs of different stakeholders from different sectors. The results were two POV - Point Of View Statements:

- Private sector POV statement:

Francesca, an engineer from private company that sells environmental sensors, needs to interact more with scientists during product development in order to understand their needs in terms of technologies to answer the scientific questions.

- Science sector POV statement:

Luka, a researcher willing to collaborate with a private sector needs to actively participate in commercial projects because both of them want to reach the market and make the work meaningful.

Later on, we used the How might we method in Define phase. The result was:

- Private sector HMW question:

How might we enable more interaction with the scientists during product development in order to achieve better understanding of scientist’s needs and have the technology used?

- Science sector HMW question:

How might we actively involve researchers in commercial projects in order to increase application of scientific work into real world?

After the practical part of the workshop, we continued with the definition of tools that are used in different phases of the design thinking. We started with brainstorming rules: leave prejudices, one conversation, more is better, build a spaceship, build on ideas of others, and focus on the problem. After the definition, we started with the exercise. The questions were *how might we actively involve researchers in commercial projects to increase the application of scientific work into the real world?* Some of the answers were: show benefits of the collaboration create digital platform, have open days in which stakeholders will be explained different activities.

Second question was *how might we enable more interaction with the scientists during product development in order to achieve better understanding of scientist needs and have the technology used?* Some of the suggestions were hackathons, webinars, and real environmental test lab.

At the end of the workshop, we discussed some more about the type of the prototype and how it depends on the type of service and product we are creating. We concluded with the description of the “mindset” needed for the testing phase: empathy, creative confidence, learning from mistakes, “make it” attitude, accepting uncertainty, optimism and iterations.

## Design thinking workshop Šibenik

Design thinking workshop took the creative approach to define all most important elements of the Digital Innovation Hub.

We have also tackled the last finalization and fine-tuning of functionalities of the digital collaboration platform, that was subject of the remote Design Sprint Workshop that took place 26<sup>th</sup>-30<sup>th</sup> July 2021.

There were quite a lot of exercises and outputs. Approaches used during this workshop were elements from Design Thinking methodology, Participative Innovation, Business Model Canvas.

The workshop lasted for 5 days, from October 25<sup>th</sup>-29<sup>th</sup> in Šibenik in the venue of the city library Juraj Šišgorić and in the development Centre AluTech with total number of participants 26 including project partners and external stakeholders and target groups.

Workshop goals:

- Propose DIH legal form
- Propose DIH organization structure
- Define member roles and responsibilities
- Define DIH services
- Finalize functionalities of the digital collaboration platform

At the workshop we worked on the definition of the services, member roles and their contribution to the DIH. The workshop moderator, Petra Ravlić started with the introduction and couple of suggestion regarding the DIH services: test before invest, skills and training support to find investment, innovation ecosystem and networking and some additional services.

All the suggested services were additionally discussed and adjusted to our market and topic needs. During the exercise we defined the need, users, value proposition, channels, challenges, actors, key resources, phases, cost structure and revenue streams.

We started with the test before investing services and the examples:

- Awareness raising
- Digital maturity assessment
- Demonstration activities
- Visioning for digital transformation
- Fostering integration
- Adaptation and customization of various technologies
- Testing and experimentation with digital technologies (SW and HW)
- Knowledge and technology transfer

During the exercise, we defined, within the *Test before invest service*, three possible services: New concepts design and validation, Adaptation of existing technologies to novel applications and TRL(S) validation. In the category of services Test before invest, which include New concept design and validation, Adaptation of existing technologies to novel applications and TRL(S) VALIDATION, identified users are industry (big, medium, and small), public (agencies, authorities, institutions), NGO, research institutions, technology providers and private inventors.

Channels through which they will be contacted are in person, Initial contact online, remotely for algorithms and data set. Actors that will be in charge for identifying and contacting users are delivery: research institutions / universities, technology providers, stakeholders: see users, DIH partners and classification societies. Key resources that we will have to provide these services are researchers involved in the DIH and their network, at steady state young researcher employed by the DIH, personnel, infrastructure: structured test sites, platforms, data set.

Cost structure for the channels, actors and services are personnel, custom equipment, infrastructure, depreciation of existing equipment and maintenance. Moreover, the revenue streams are royalties, common IPR licensing and user fees. The main actors for providing and facilitating these services, according to the gathered data would be universities and research institutions.

Afterwards we continued with the services: skills and training and the examples:

- Advertising
- Hosting or providing training / workshops



- Boot camps
- Traineeships
- E learning
- Supporting the implementation of short term advanced digital skills training courses
- Success stories
- Newsletters
- Company / institutions visits

After this exercise we defined next services: *Academy and Info engagement*. In the category of services Skills and training, that include Academy InnovaMare and Info engagement, identified users are students, professionals in underwater robotics, research management staff, citizens, start-ups, SMEs, researchers, pre-university students and pre-school children. Channels through which they will be contacted are remotely for algorithms and datasets, online, in person, blended, intro online modules. Actors that will be in charge for identifying and contacting users are research institutions, facilitators, external experts, business support institutions, companies (at different stages). Key resources that we will have, to provide these services are online platform, auditorium instructors, network of stakeholders, and access to water, robots and related tech. Cost structure for the channels, actors and services are wages for instructors, cost for online platform, rental of space, cost for handbooks + publication, wages (less important than for academic courses); demo costs; cost of equipment; marketing / promotion costs. In addition, the revenue streams are registration fees, revenues from handbooks selling to public authorities support; institutional donations; private funding from private institutions.

The main actors for providing and facilitate these services, according to the gathered data would be universities and research institutions.

The next set of services was the support to find investment and provided examples were:

- Providing access to financial institutions and investors
- Supporting the use of ERDF, Horizon Europe, InvestEU, Just Transition Mechanism and/or other relevant financing mechanisms
- Providing support to leverage the purchasing power of the public sector, transforming it into a larger innovation buyer
- Incubator / accelerator support
- Assisting investment plans
- Financial engineering

Project partners defined the service Providing funding opportunities. In the category of services Support to find investment, that include Providing funding opportunities, identified users are innovative SMEs / start-ups, established companies, scientific-research inst., BSO, NGOs, schools, universities. Channels through which they will be contacted are digital platform, venues /events,

education. Actors that will be in charge for identifying and contacting users are BSO, consultants, Brussels offices of local/regional counties. Key resources that we will have to provide these services are quality staff. Cost structure for the channels, actors and services are staff, provisions, and fees. Moreover, the revenue streams are fees, provisions, projects involvement. Expected: 2M EUR by 2023. The main actors for providing and facilitate these services, according to the gathered data would be business-supporting organizations.

One of the services that will be provided within the DIH are those for establishment of the innovation ecosystem with suggested services: Innovation ecosystem and networking with the examples:

- Database search
- Directly connecting end users and potential suppliers of technological solutions e.g. public administration and GovTech companies
- Brokerage
- Promote co-creation
- Network with other DIHs to find a matching partner elsewhere in Europe
- Ecosystem building
- Serve as a communication platform

Needed:

- Regular technology scouting
- Structured relationships with regional authorities, industrial clusters, SME associations, business development

Project partners have defined three possible services: Matchmaking/networking, InnovaMare community/Info engagement and Finding solution for your challenge. In the category of services Innovation ecosystem and networking which include Matchmaking/networking, InnovaMare community/Info engagement and Finding solution for your challenge, identified users are private companies, researcher institutions, public owned companies/institutions, private investors and 4-helix. Channels through which they will be contacted are partners, members, platform, venues, platform „great“ events, famous spokesperson, in person, business visits, working groups. Actors that will be in charge for identifying and contacting users are clusters, tech.centers/ incubators, 4-Helix, BSO and policy makers. Key resources that we will have to provide these services are management (80%), technological people (20%), offices of the partners, digital platform, money/funding/sponsors, venue brand, famous spokesperson, lobbying groups and lobbying capacities. Cost structure for the channels, actors and services are staff, travel, maintenance and upgrade of the platform, 100.000 EUR services.

Moreover, the revenue streams are from outcome of matchmaking, fees and contracts sold.

The main actors for providing and facilitate these services, according to the gathered data would be business-supporting organizations.

The last exercise was the one in which project partners and other stakeholders were supposed to define additional services. The outcome was five additional services: Project management, Citizens science / civil engagement, Tech foresight and market intelligence, Business model development for SME and Data service. In the category of services Additional services which include Project management, Citizens' science/civil engagement, Tech foresight and market intelligence, Business model development for SMEs and Data service identified users are local authorities, local communities, research institutions, tech.developers, DIH members, SMEs , universities (spin-off), start-up (first stages), public institutions, network (through membership).Channels through which they will be contacted are our web platform (marketplace), DIH members, social and other media, network (formal and informal), and direct contact: in person, online or mobile and targeted web marketing. Actors that will be in charge for identifying and contacting users are depending on particularity of the project. Therefore they could be communication manager, advocacy experts, facilitators, „mobilizers” (opinion makers), moderators, researchers, advance tech.companies, advance buyers, final users (DIH resources – network), research institutions, universities, experienced companies, business support organizations, external experts, data experts / analysts, network members and marketing experts. Key resources that we will have to provide these services are experienced project managers, managing authorities, financial institutions, HR, social media tools, events organization and expertise, researchers / developers (from DIH network), labs, data analyst (sources), expertise, skills /knowhow, knowledge base, ICTs and data sources (external, internal). Cost structure for the channels, actors and services are priced per man-hours, HR cost, digital tools, media campaign, data cost, external expertise (for methodology), operational cost in data analysis, license fees), cost for acquisition of the knowledge base, cost for promotion and communication, data collection, equipment and ops. Moreover, the revenue streams are grants / direct contract, membership fees, public funds, projects and contract services, internal funding (network), contracted services and fees for services. The main actors for providing and facilitate these services, according to the gathered data would be business-supporting organizations, local and regional government and universities and research institutions.

Next exercise was defining the DIH as a legal subject and role of its members. The moderator has presented us possible legal entities - association, cooperative and company and their pro and cons. After that we were introduced and the later discussed about member roles and levels of inclusion. We have defined: founders and shareholders that are involved in management with its representatives. Key drivers of InnovaMare innovation ecosystem.

Second role are strategic partners which are strong supporters and promoters in building DIH and innovation ecosystem. Involvement of experts, infrastructure and equipment in DIH and LL. Strategic partners in project proposal and policies objectives. The last possibility is to become a

member of DIH that are key DIH services beneficiary, project proposals partners, network involvement on highest level.

Later, we have discussed the organizational structure and came to conclusion that it should have supervisory board from representatives of founders, shareholders. Another level would be decision-making council / assembly - for cooperatives and associations, operational management board, CEO that is chosen by supervisory board and he manages board members. Management board should be made of board members nominated by Strategic partner. Members of the board are elected by CEO, confirmed by supervisory board.

After defining member roles, we have defined their responsibilities but as well their benefits. Responsibilities of the founders/shareholders are vision in broader sense, initial funding capital, commitment of infrastructure/equipment for defined services, HR commitment, involvement in management/structure supervision, in charge of network expansion and securing for other funds development. Their benefits are increased (new) capacities of founders, increased access to facilities, know-how and infrastructure, visibility and promotion, increased industry collaboration, influence on creation of policies and improvement of understanding end user feedback.

For the strategic partners, responsibilities are: promoting and building DIH and innovation ecosystem give directions, influencing policy makers (policy recommendations), bringing expertise: personal (know-how), equipment, investment (financial sources), bringing infrastructure (testing and validation sites), to be partner in project proposals, engage relevant network, TTA and NDA. Benefits for the strategic partners are: networking, access to knowledge, material resources, technologies, complementary competencies, education and training, improve visibility, promotion, and reputation, increasing client portfolio, valuable input for policymaking and diversification / early investment opportunities.

The last role are members and their responsibilities: paying fees, be committed and become advocate of DIH, try to bring new members in the network, provide and maintain the high quality of contribution, respect and follow the procedures of the DIH, contribute to the improvements of the procedures and networking for talent scouting. Benefits for them are: better prices for services, easier access to network and expertise, boosting knowledge in tech and markets, become more agile, rise of awareness of themselves, getting new ideas for their activities, easier access to training and talent acquisition.

The next exercise was dedicated to partners and their future within the DIH. Each participant (per institution) defined their mission in DIH, expected impact and ways to scale. They have answered to three questions: What is our mission in DIH? What impact do we expect? and How to scale?

The conclusion after the analysis was, categorized through the type of institutions:

*Universities:*

What is our mission in DIH? To create a stronger links with SMEs and other partners, be involved in educational activities and provide testing facilities and equipment.

What impact do we expect? We expect to extend our network and improve collaboration with other institutions and SMEs and have financial gains from the provision of external services.

How to scale? DIH should help in upgrading the use of the equipment, HR and relevant infrastructure, improve the interdisciplinary and industry collaborations and increase the knowledge.

*Business supporting organizations:*

What is our mission in DIH? Our mission is to bring 4-helix actors together and continuously, with expertise in management of projects and raising competitiveness, help to facilitate knowledge and technology transfer from science to private sector. What impact do we expect? We expect to increase networking, gain new knowledge from established DIH services and open new opportunities for our skills. How to scale? Reinforcing the know-how of the staff, offer new services for SMES to other clusters and expand and improve networking in innovation ecosystem.

*Research institutions:*

What is our mission in DIH? To offer scientific and technical support and expertise. What impact do we expect? To be part of a network and share knowledge to contribute to solve different questions/problems. How to scale? DIH could help research institution to grow up in the knowledge and enlarge the focus and objectives of the researches.

*Local and regional government*

What is our mission in DIH? To give local / regional institutional support with the infrastructure, data, policy makers, information and technology. What impact do we expect? Development of the community, connection with experts and other important partners, building-up know-how, and utilization of data for day-to-day use for making strategic decisions. How to scale? Increasing efficiency and develop ideas to solve problems through actual solutions.

On the fifth, when starting to set the ground for the DIH, we conducted the *imagine the future* exercise where we have tried to define how successful the DIH will be, but also what are the possible obstacles.

Imagine life with DI (6 months, 1 year, 5 years...). How does it look like? What improved? It has relevance in local and regional commitment, more structured collaboration with relevant stakeholders (defined framework), continued collaboration (new projects etc.), wider and stronger links (outside of Adriatic), wider network of stakeholders, positioning of the DIH as a relevant actor

within the innovation ecosystem (globally), measurable outputs in innovative products and services, established successful links between academia and industry, successful case studies, „Right space” -> I want to be part of it!, pioneered services are our „mainstream”!

What are your concerns about the implementation / founding of DIH? - Lack of sustainable stream of income, practicality clarity on who is doing what, lack of commitment from partners, difficulties in hiring good leaders, lack of clarity on services provided and added value for members, complexity will affect efficiency, lack of communication and cooperation and manage possible overlapping in services offered on the market.

What are your hopes / aspirations for the future of InnovaMare DIH? Hopes (internal): bring our single visions into a common one, get everyone committed (on board), smooth collaboration to solve conflicts / issues and to understand how to be financially sustainable. Aspirations (external): acceptance and recognition by the market, one stop shops in Adriatic Sea for blue economy, to become financially sustainable (only) with private funds, to make an impact on the community and innovative DIH supporting deep tech innovation -> sustainability of the sea.

Acknowledged role of DIH from policy makers and public institutions.

What would next steps be? How can you support each other in taking next steps? What are unique contributions you can make? - Share experience about innovative networking to decision makers structure and obligations (commitment), build trust among shareholders, define appropriate (and relevant role of each stakeholder in DIH, define roles and processes and procedures (operational handbook) and sign the actual paperwork.

## Focus group – the potential of web platform

One of the main milestones of InnovaMare consists of the development of a cross-border interactive web network platform, that will enable cooperation, collaboration, exchange of knowledge and information among different stakeholders for the development of innovative technological solutions.

Given the relevance of the platform, Regional Union of the Chambers of Commerce of Veneto Region (UCV) has developed a series of actions to support its design and development process in a participatory mode: two Focus group sessions of 2 hours each will be organised, involving different stakeholders already taking part in project activities, in order to better address all potential needs.

### The first focus group meeting – 21/07/2021

The first meeting was held online on the 21<sup>st</sup> of July and 21 participants attended.

The meeting was divided in two parts, with presentations of the scope of the focus group, of the web platform and of the design & development process in the first hour, while the second was dedicated to questions, answers and feedbacks gathering.

#### The second focus group meeting – 28/10/2021

The second meeting was held in Šibenik on the 28<sup>th</sup> of October during the 5-days Workshop “CREATIVE APPROACH TO DIGITAL INNOVATION HUB DEFINITION”.

The first part of the meeting was dedicated to a presentation about the best practices concerning web platforms functionalities, with a particular importance given to the platform’s governance processes and roles. The platform incentives was presented as a success case suggested by one of the participants during the first FG meeting and the main features and functions of incentives were discussed as a basis for the development of DIH.

The focus of the second part was on web platform features and on some key elements such as security permissions and access for specific roles and groups. Relevant suggestions were given by the participants and should be taken into consideration in the upcoming design & development phase of the web platform. The last part of the meeting was dedicated to the illustration of the design of web platform made by Mateo Ivanac and of his presentation of some core sections of the platform, then again online breakout room was made for suggestions and comments from the partners that will be taken into account during the next phase. The participants agreed to take part into a beta test of DIH that should be organised by the LP within January 2022.

#### Business game November 2021

In relation to the progressing of project’s activities and education modules, PP5 proposed an additional activity that could improve collaboration rate and dynamics while working in group with an innovative approach.

The proposal was positively welcomed by the consortium and took place on November 30<sup>th</sup> and December 1<sup>st</sup> 2021 and was structured in two sessions of three hours each. The approach was experimental since the participants had the possibility to be part of a virtual game with targeted avatars acting in a tailored game application that allowed them to simulate specific tasks in relation to a simulated scenario, roles and dedicated tasks.

The participants got instructions on how to deal with game application features and got instructions on how to interact with the software during the game (jumping, building, use tools, etc). They were involved in a virtual scenario of a university campus, were split in two groups with targeted tasks to build specific sport related facilities needed by the property. Defined roles within the teams needed to be assigned and players start to design and implement actions to reach the targets. There was communication with targeted virtual owners that requested modifications of the activities and unexpected events were included by the game supervisor in order to stimulate reactions among the players.



## Conclusion

The main goal of the workshop was an introduction to design thinking workshop that lasted for five days.

The online workshop was organized in a way to give the participants the introduction through a practical real-life challenge, inspire different way of thinking and new approach to problem solving and present tools for recognizing customer needs, generating innovative ideas, and testing with real users.

At the workshop, we have learned more about design thinking, its phases of the process and tools that can be used, but also that design thinking connects three dimensions of innovations.

During the workshop, we had a chance to better learn about emphasize and define phases through the exercise where we tried to define needs of the different stakeholders from different sectors.

After that, through the practical assignment, we tried to define how we might actively involve researchers in commercial projects in order to increase application of scientific work into real world. Answers given by the participant will be useful for further development and implementation of the project activities. Suggestions were to show benefits of the collaboration create digital platform, have open days in which stakeholders will be explained different activities.

Second question was how might we enable more interaction with the scientists during product development in order to achieve better understanding of scientist needs and have the technology used? Some of the suggestions were hackathons, webinars, and real environmental test lab.

By participating in design thinking workshops, project partners were given the opportunity to define areas of growth for DIH through the insight in results from mapping of request and offers with technology foresight and presentation of best practices and together with their expertise.

The course within the Business game in November helped to improve communication goals and team working, improved the use of digital communication tools and improved ability to deal with difficulties. Participants understood importance of adequate planning and roles in a team, players understood the importance of learning from each other and to communicate effectively in order to reach the target. All participants expressed positive feedbacks in being part of the business game and enjoyed the simulation.



## Appendix

Participants list for the Webinar on design thinking process ONLINE 15th June 2021

Meeting Title: Design thinking Intro Workshop			
Full Name	Institution	User Action	Timestamp
Petra Ravlić	Radilica d.o.o.	Joined	15/06/2021, 8:40:18
Petra Ostojić	Croatian Chamber of Economy	Joined	15/06/2021, 8:45:19
Željka Rajković	Croatian Chamber of Economy	Joined	15/06/2021, 8:46:20
Vladimir Slošić	Faculty of engineering and comput	Joined	15/06/2021, 8:59:21
Gianni Biasini	Communication Technology	Joined	15/06/2021, 9:00:22
Alessandro Giordano	Communication Technology	Joined	15/06/2021, 9:00:22
BORTOLUZZI GUIDO	University of Trieste	Joined	15/06/2021, 9:00:22
Roberta Lazzari	Regional Union of the Chambers o	Joined	15/06/2021, 9:00:27
marilanda bianchini	EU FUNDS Consulting	Joined	15/06/2021, 9:00:27
Irene Gasperi (Ospite)	Regional Union of the Chambers o	Joined	15/06/2021, 9:00:27
Francesca De Pascalis CNR -ISMAR	CNR -ISMAR	Joined	15/06/2021, 9:03:22
GARLATTI COSTA GRAZIA	University of Trieste	Joined	15/06/2021, 9:03:23
Sandra Oštrić Prlina	Croatian Chamber of Economy	Joined	15/06/2021, 9:03:55
Petra Karanikić	University of Rijeka Department of	Joined	15/06/2021, 9:03:57
Carlo Kraskovic	Maritime Technology Cluster FVG	Joined	15/06/2021, 9:04:16
Martina Rossi	Maritime Technology Cluster FVG	Joined	15/06/2021, 9:04:16
Kristijan Bošnjak	Croatian Chamber of Economy	Joined	15/06/2021, 9:04:16
Mateo Ivanac	Croatian Chamber of Economy	Joined	15/06/2021, 9:05:03
Jasna Pletikosić	Croatian Chamber of Economy	Joined	15/06/2021, 9:05:14
Vlatko Roland	Prehnit d.o.o.	Joined	15/06/2021, 9:05:23
Fausto Ferreira	Faculty of engineering and comput	Joined	15/06/2021, 9:05:56

## Agenda for the Webinar on design thinking process ONLINE 15th June 2021

### Timing:

Start: 9:00 - Finish: 12:30 - Breaks: 10:00, 11:30

### Agenda:

1. Workshop expectations
2. Icebreaker activity
3. Brief introduction to Design Thinking
  - a. Definition
  - b. 5 phases and tools
  - c. Success stories
4. Practical exercise
  - a. Building empathy
  - b. Defining problem statement
  - c. Ideas generation
  - d. Prototyping
  - e. Testing
5. Wrap-up

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European Regional Development Fund

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### Additional information:

#### Invitation to Microsoft Teams meeting

Title: Design Thinking Intro Workshop

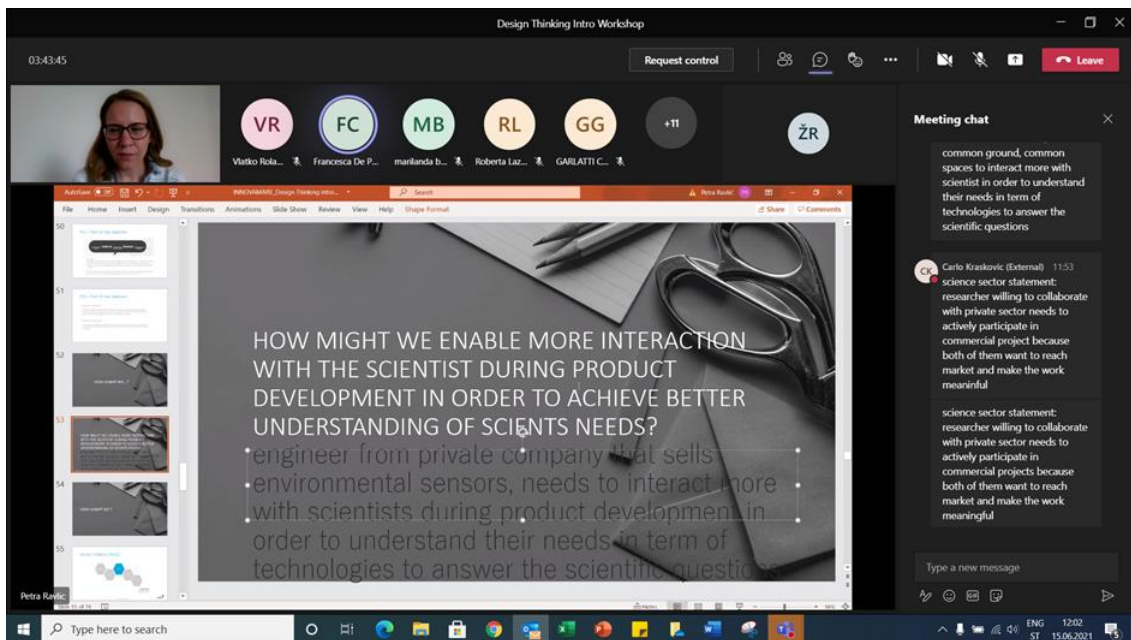
Time: June 15<sup>th</sup>, 2021. 9:00:00 CET

Join on your computer or mobile app: [Click here to join the meeting](#)

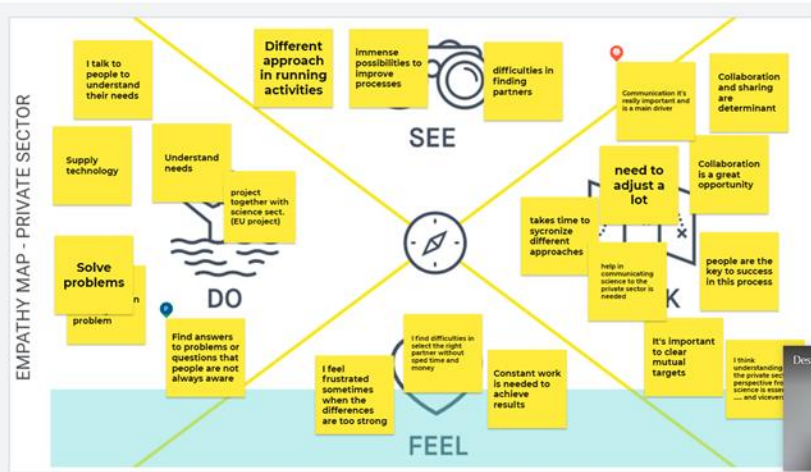
#### Preparation activities:

- Watch the following video: DESIGN THINKING INTRO:  
<https://www.youtube.com/watch?v=ldYzbVONDp8>
- Please have handy: paper, markers, post-its, coffee (if needed 😊)

Photographs from the Webinar on design thinking process ONLINE 15th June 2021



Untitled Jam



**EMPATHY MAP - PRIVATE SECTOR**

**SEE**

- I talk to people to understand their needs
- Different approach in running activities
- Immense possibilities to improve processes
- difficulties in finding partners
- Communication it's really important and it's a main driver
- Collaboration and sharing are determinant

**DO**

- Supply technology
- Understand needs
- project together with science sect. (EU project)
- Solve problems
- need to adjust a lot
- Collaboration is a great opportunity
- takes time to synchronize different approaches
- help in communicating science to the private sector is needed
- people are the key to success in this process
- Find answers to problems or questions that people are not always aware
- It's important to clear mutual targets
- I feel frustrated sometimes when the differences are too strong
- I find difficulties in select the right partner without spend time and money
- Constant work is needed to achieve results

**FEEL**

I think understanding the private sector perspective for science is easy ... and viceversa

Design Thinking Intro Wo... 02:49:26

Microsoft Teams

Request control

Meeting chat

**WHY USE DESIGN THINKING?**

DVI 228% (Design Value Indeks)

ROI up to 300% (IBM's Design Thinking)

**For-Profit and Non-Profit Organizations (181 Answers)**

Working culture has been improved	71 %
Innovation processes are more efficient	69
Users are integrated more frequently	48
Costs have been saved	18

**Only For-Profit Organizations (111 Answers)**

Sales have been increased	29 %
Profitability has been increased	18

Source: Study by the Hasso Plattner Institute in cooperation with Stanford University "What Without a PhD?" 2016

Carlo Krasak, GARLATTI COSTA GRAZIA, Vlatko Rola, Roberta Lazzari, Gianni Biasini

Meeting chat messages:

- Irene Gasperi (Ospite) (Guest) 9:32: Irene Gasperi - Unioncamere del Veneto - project manager - I never say no (but I don't know if it's a super power! :))
- Francesca De Pascalis CNR - ISMAR (Guest) 9:32: pink floeds, great Gianni
- GARLATTI COSTA GRAZIA 9:32: support to raise the PC
- Irene Gasperi (Ospite) (Guest) 9:34: bookw, books
- Roberta Lazzari (Guest) has temporarily joined the chat.

## Agenda for the Design thinking workshop in Šibenik, October 2021

### Agenda:

**Timing:** 9:00-16:00 (except Mon 14:00-16:00, and Fri 9:00-12:00)

<p>14:00 – 16:00</p>	<p style="text-align: center;"><b>DAY 1</b></p> <p><b>INTRO:</b></p> <ul style="list-style-type: none"> <li>• Teambuilding exercise</li> <li>• Aligning on the goal of the workshop</li> <li>• Intro on Digital Innovation Hubs (presented by: Domagoj, CCE)</li> <li>• Key stakeholders overview</li> <li>• DIH general discussion (life with DIH in 5 years; steps needed)</li> </ul>
<p>9:00 – 16:00</p> <p>Break1: 10:30-10:45</p> <p>Lunch: 12:00-13:15</p> <p>Break2: 14:30-14:45</p>	<p style="text-align: center;"><b>DAY 2</b></p> <p><b>DIGITAL INNOVATION HUB SERVICES:</b></p> <ul style="list-style-type: none"> <li>• Lightning demos – presentation of some examples of DIH and other solutions for inspiration (functionalities, best practices)</li> <li>• Brainstorming services of the Innovamare DIH</li> <li>• Sorting main themes</li> <li>• Defining high level structure of the DIH</li> <li>• Teamwork in detailing actual services (target users, value proposition, resources, etc.)</li> </ul>
<p>9:00 – 16:00</p> <p>Break1: 10:30-10:45</p> <p>Lunch: 12:00-13:15</p> <p>Break2: 14:30-14:45</p>	<p style="text-align: center;"><b>DAY 3:</b></p> <ul style="list-style-type: none"> <li>• Dry-run of the DiH services</li> </ul> <p><b>ORGANISATION OF DIGITAL INNOVATION HUB:</b></p> <ul style="list-style-type: none"> <li>• Round of defining legal subject (pros/cons) and alignment</li> <li>• Sketching organisational structure</li> <li>• Per institution: how they see their mission in DIH / expected impact / how to scale DIH</li> <li>• Defining founder / partner / member roles and responsibilities (how can they contribute to DIH, what do they expect)</li> <li>• “Imagine the future” exercise</li> </ul>



<b>DAY 4:</b>	
<p>9:00 – 16:00</p> <p>Break1: 10:30-10:45</p> <p>Lunch: 12:00-13:15</p> <p>Break2: 14:30-14:45</p>	<p><b>DIGITAL COLLABORATION PLATFORM FUNCTIONALITIES:</b></p> <ul style="list-style-type: none"> <li>• Presenting best practices (presented by: Marilanda Bianchini)</li> <li>• Presenting design of the functionalities (presented by: Mateo Ivanac, CCE)</li> <li>• Further fine-tuning of the functionalities</li> <li>• Presentation of functionalities, discussion</li> </ul>
<b>DAY 5:</b>	
<p>9:00 – 12:00</p> <p>Break 10:30-10:45</p>	<p><b>WRAP-UP</b></p> <ul style="list-style-type: none"> <li>• Summary of the workshop outputs</li> <li>• Further themes to discuss in relation to DiH, open questions</li> <li>• Setting action plans / goals</li> </ul>

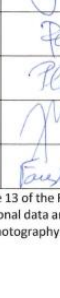





Participants list at the Design Thinking Workshop in Šibenik, October 2021:

Attendance list – CREATIVE APPROACH TO DIGITAL INNOVATION HUB DEFINITION  
Design thinking workshop, Šibenik 25.-29.10.2021.

INSTITUTION	NAME AND SURNAME	E-MAIL	CONTACT NUMBER	SIGNATURE
CRAPTAN CHAMBER OF ECONOMY	ZELJKA RAJKOVIĆ	zrajkovic@hpt.hr	081 244 0126	<i>Zeljka Rajković</i>
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ŠIBENIC KNIN COUNTY	SANJA SLAVICA MATESIĆ	sanja.slavica.matesic@skr.hr	051/400-748	<i>S. Slavić</i>
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DIH 2GRNFOOD	MARIJO DVORNIK		051/2888717	<i>M. Dvornik</i>

By signing this Attendance list, you agree that you have been informed that your personal data will be gathered in accordance with Article 13 of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 28 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (GDPR - General Data Protection Regulation). That includes video and web-streaming, photography service, and other public activities which ensures project visibility.

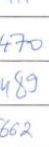
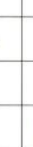




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UCU / MELAKI	MARILANDA BIANCHINI	marilanda.bianchini@gmail.com	+39 3932251631	<i>Marilanda Bianchini</i>
UMRI / OPIEL ZA ŠIBENIK	ANA MILOSEVIC	ana.milosevic@umiri.hr	091/8015621	<i>Ana Milosevic</i>

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INSTITUTION	NAME AND SURNAME	E-MAIL	CONTACT NUMBER	SIGNATURE
UCU	ROBERTO KAZIĆ	roberto.kazic@ucurad.hr	0039-041-088454	<i>Roberto Kazic</i>
GEOMAR d.o.o.	MARCO BAKAŠUN	marco@geomar.hr	098/371 134	<i>Marco Bakašun</i>

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Photographs from the Design Thinking Workshop:





Participants list for the Business Game November 2021 that took place on November 30<sup>th</sup> and December 1<sup>st</sup> online

Name participant	Organization	Details
Martina Rossi	Maritime Technology Cluster FVG	Online 30nov and 1dec
Carlo Kraskovic	Maritime Technology Cluster FVG	Online 30nov and 1dec
Grazia Garlatti Costa	University of Trieste	Online 30nov and 1 dec
Francesca De Pascalis	CNR ISMAR	Online 30nov and 1 dec
Eleonora De Maria	University of Padua	Online 30nov
Ivo Kutlesa	FER University of Zagreb	Online 30nov
Caterina Boscarato	T2i	Online 30nov and 1dec
Matija Sukno	University of Dubrovnik	Online 30 nov and 1dec

## Insight on Business game sessions

### The team



### The start



The end

