

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 1

<b>Project index number and acronym</b>	CE 393
<b>Lead partner</b>	Pomurje Technology Park
<b>Output number and title</b>	T1.2 Crowd Design platform usability Action Plan
<b>Responsible partner (PP name and number)</b>	LP (Pomurje Technology Park), PP8 (University Hohenheim)
<b>Project website</b>	<a href="http://www.interreg-central.eu/Content.Node/I-CON.html">http://www.interreg-central.eu/Content.Node/I-CON.html</a>
<b>Delivery date</b>	05/2017

### Summary description of the strategy/action plan (developed and/or implemented)

Crowdsourcing is a specific sourcing model in which individuals or organizations use contributions from Internet users to obtain needed services or ideas. Crowdsourcing is distinguished from outsourcing in that the work can come from an undefined public (instead of being commissioned from a specific, named group) and in that crowdsourcing includes a mix of bottom-up and top-down processes. Advantages of using crowdsourcing may include improved costs, speed, quality, flexibility, scalability, or diversity (Wikipedia).

In context of I-CON project and based on identified SMEs needs, barriers, drivers and challenges identified by each partner, different crowdsourcing platform were tested for their usability in specific food topic of crowdsourcing in food design. Among tested crowdsourcing platforms there was no platform that would support SMEs in food design regarding their legal requirements which solution was target by I-CON partners upon the identified SMEs needs.

Among tested platforms is CROWD DESIGN platform, which is already internationally recognized in food design but it lacks support in legal requirements regarding food labeling that was identified as essential SMEs need.

Prepared Crowd Design platform usability Action Plan consists of step-by-step action plan how to handle the pilot activities during the implementation of the project I-CON and how to extend the existence of this tool and its implementation after project ending (sustainability). For the project use in pilot activities, steps to be followed are foreseen.

Knowledge, acquired skills and experience are going to be included in Training curricula (D.T3.2.1) and transferred to facilitators within Training academy (O.T3.2) and later on by facilitators on Regional exchange workshops for SMEs.

## NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Following NUTS regions of Regional partners are foreseen as testing areas of this particular tool/action plan:

SI011, Pomurska;

SI021, Osrednjeslovenska;

HU231, Baranya

ITH55, Bologna

PL127, Miasto Warszawa

SK010, Bratislavský kraj

But that's not all as also interested Knowledge partners' regions are involved in some specific topic) and where additional facilitators are trained in one of 2 other specific topics. Trained personnel is more than welcome to use their capabilities at their daily work in their regions ( minimum of 18 facilitators foreseen, so from 3 KPs additional 3 facilitators in their regions are available); these regions are:

AT312, Linz-Wels;

HU101, Budapest;

ITH34, Treviso,

and voluntarily DE111, Stuttgart, Stadtkreis.

## Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Crowd Design platform usability action plan in I-CON is set of instructions/guidelines for users e.g. SMEs and especially start-ups who are lacking on resources, either knowledge or financial so they are properly "equipped" with knowledge in order to approach the crowd sourcing platform for design services. Prior to that, SMEs are invited to use an I-CON Atlas mapping tool, which gives user (SME) instructions on limitations and obligatory elements in design of various design related products on various markets.

Crowddesign usability action plan equips user with methodological approach and practical steps to be taken in this particular Crowddesign web-tool. For better user experience a concrete pdf with available graphical step-by-step guidance is available. In it one is able to go from registration in application, customer data entry and product selection. Afterwards a user has a possibility to enter additional information for developers in which SMEs enter limitations or obligatory elements required on specific market. These limitations are to be studied by user alone on Atlas mapping tool or together with facilitator selected on same Atlas mapping tool.

As Crowddesign platform is now upgraded with I-CON created "instructions" it is more likely designers from all around world are able to make better proposals to user. Process has minimum 2 phases, upon additional requirements even more, also more proposals/solutions can be obtained. Usually it takes 2 weeks to get user from order till first selected samples (label or etiquette on food product, packaging, corporate/product design,...). Using the Crowddesign platform (and Atlas mapping tool) SMEs in participating regions are now informed and trained to access cost "efficient" solution providers as well as they are ready to do few steps on their own, reducing even higher costs.. This tool together with Atlas mapping tool platform provides also concrete links to specific updated national and transnational pages. Additional effect of existing Crowddesign platform, Atlas mapping tool and facilitators available is, that regional partners are now "closer" to concrete business actors, able to communicate also other information and tools for SMEs to develop competitive advantages, on the other side, regional policies get feedback on real SME needs and available practices from other regions, so more efficient supporting system can be developed and offered. As now all involved regions have standardized tools and available practices, joint regional efforts for development of EU programmes to support food processing SMEs can also be initiated more effectively.

### Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

Already at the selection process of facilitators one of favorable criteria for selection will be complementary daily activities to consulting SMEs in getting more competitive or internationalizing their businesses-e.g. intermediaries with guaranteed financial sources for their daily activities will have advantage. Other actors, also SMEs, such as consultant companies can also be facilitators but on their own account - no funds from project are available for them during or after project ending. Again, this is the key element of sustainability beside platform available 24/7 with all guidelines for usage of various tools available there (project partners are invited to update their data, among also those of facilitator). Action plan works for all involved regions and the role of facilitators is to bring the platform closer to regional SMEs also in sense translating the contents into regions language/tongue (not all SMEs are able to use English - official language at platform Atlas Mapping Tool).

### Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

As CROWD DESIGN PLATFORM (CDP) is existing tool, for us it was challenge to make it adapted for the targeted SMEs, their specific demand related to legislation on various markets. For SMEs this is a huge challenge, on one side how to use the tool on the other how to finance the service; also we need to provide information of this tool being available, but in order for them to be able to use it, they either have to go to another platform (Atlas mapping tool-AMT) or to contact facilitators (usually regional actors); these can provide SMEs in need guidelines how to use CDP-and if not enough, getting assisted by facilitators. Next challenge is how to get involved to update the platform with information; motivation for all stakeholders to contribute; here we have automatism (active links to specialized official sites (EULex or similar, which are updates regularly; similar goes for other markets, where we have links added). As the CDP is global where designers are from other cultural environments, regional facilitators will have important role to play, and of course additional platform (AMT) as well. Resources to finance CDP activities can also be to specific extent and time be found in supporting measures offer listed in AMT (again facilitators can assist SMEs here). Facilitators can redirect SMEs to foreign facilitators who can provide resources from other country to access CDP more successfully (if some specific SME goes international to specific market and it needs special labels, or declaration or packaging etc.

### References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

Upgrade of existing web solution called Crowddesign platform has its basis in project I-CON deliverable 1.4.1 e.g. Transnational Food Mentor scheme and also 2.4.2 Atlas mapping tool, which in fact both are a Living Lab approaches, where new experiences from pilot activities and recommendations from other competent sides can bring further improvements to CDP. The ATM tool is essential part of that output, as it represents one necessary step before users are invited to use Crowddesign platform; it provides the link (we can say “the link of the all links”) to all countries legal requirements for design (labeling, contents, instructions on layouts, obligatory symbols and so on) and equally also to available facilitators for even more effective access to designers.

<https://www.designcrowd.com>

NOTE: Atlas mapping tool is available from December 2018 from link on project I-CON official web-site.

Links, to legislation related to specific design and labelling requirements are already available here:

[http://eur-](http://eur-lex.europa.eu/summary/chapter/consumers.html?root_default=SUM_1_CODED%3D09,SUM_2_CODED%3D0905&locale=en)

[lex.europa.eu/summary/chapter/consumers.html?root\\_default=SUM\\_1\\_CODED%3D09,SUM\\_2\\_CODED%3D0905&locale=en](http://eur-lex.europa.eu/summary/chapter/consumers.html?root_default=SUM_1_CODED%3D09,SUM_2_CODED%3D0905&locale=en)

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0018:0063:SL:PDF>

<https://www.export.gov/ccg>