

Promoting Innovation.

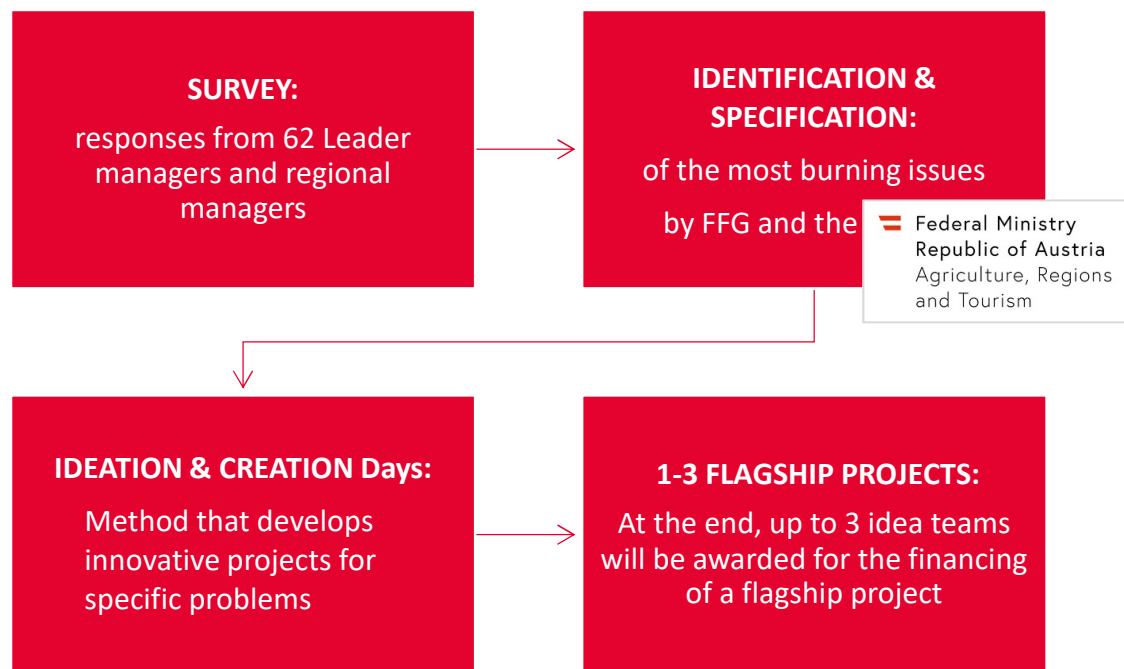
Federal Ministry  
Republic of Austria  
Agriculture, Regions  
and Tourism

**REGIONAL.DIGITAL.INNOVATIV.**  
SUPPORTING THE INNOVATIVE STRENGTH OF  
AUSTRIAN REGIONS

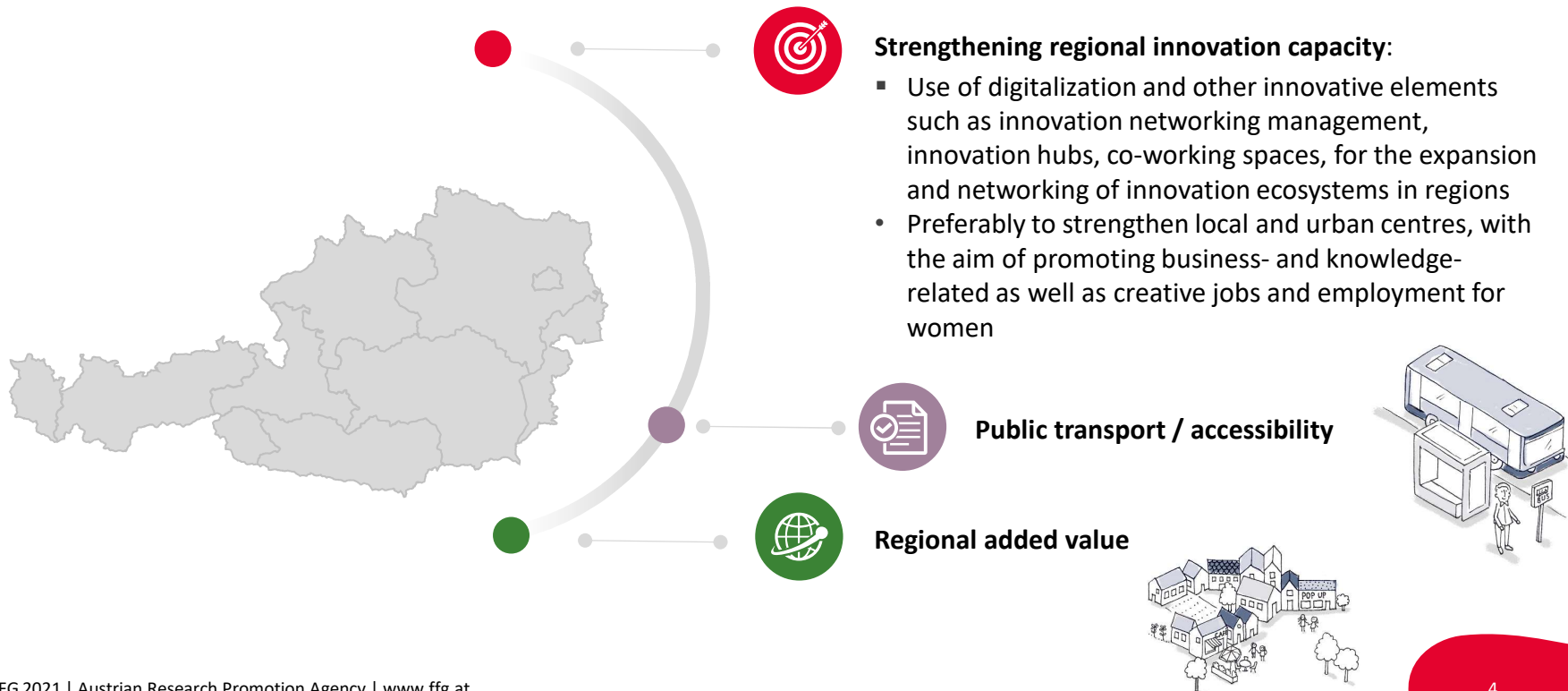
Andrea Rauscher | Strategy Unit  
Austrian Research Promotion Agency (FFG)  
25.03.2021 | Vienna



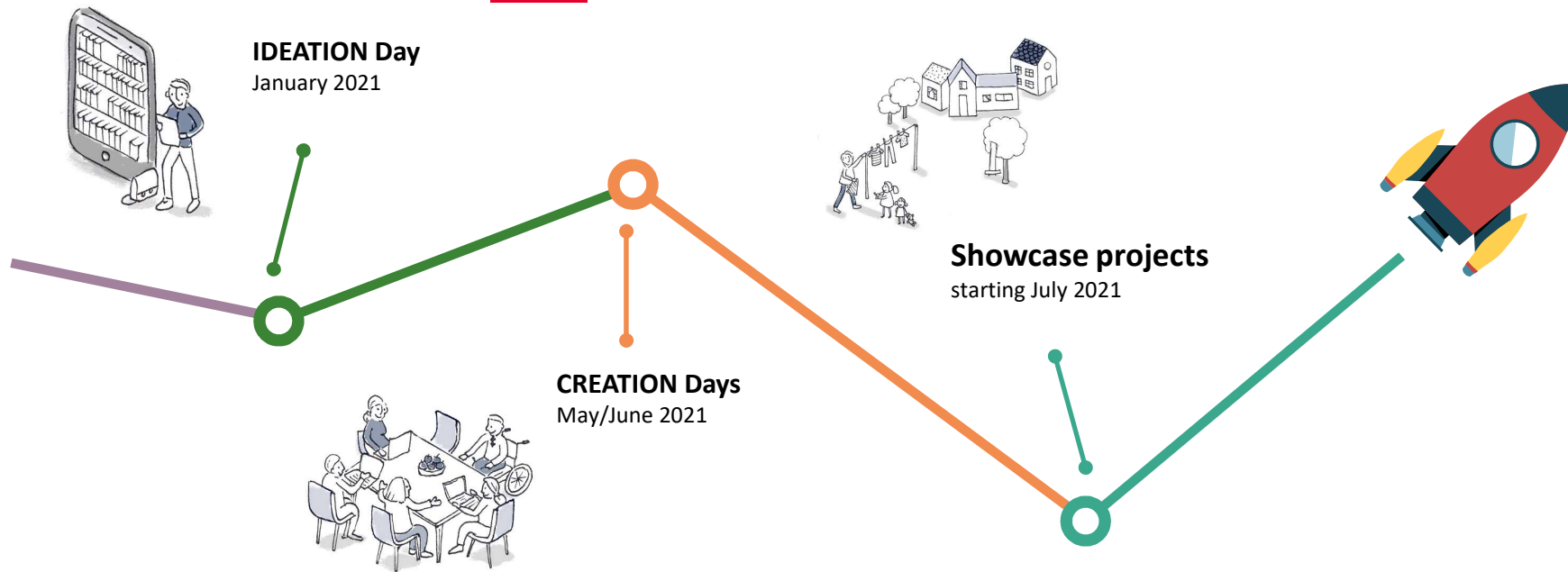
# OVERVIEW OF THE PILOT INITIATIVE



# 3 IDENTIFIED CHALLENGES



# FIRST CHALLENGE: “WE DESIGN THE NEW WORKING AND MEETING SPACES IN THE COUNTRYSIDE”



## AIMS OF THE CHALLENGE

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### **Networking**

Proactive networking with relevant actors from the Austrian innovation community



### **Methodical**

Systematic process based on modern innovation and creative methods (ideation, design thinking)



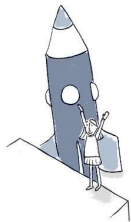
### **Collaboration**

Promotion of cross-regional cooperation through up to 3 cross-regional projects



### **Inclusive**

Strengthening economic, knowledge-related and creative jobs for women in regions



### **Showcase projects**

Find and implement new solutions that can be used in several regions



### **Digital**

Support and leverage of the innovative strength of the regions through digitization

# TIMETABLE IDEATION DAY: “WE DESIGN THE NEW WORKING AND MEETING SPACES IN THE COUNTRYSIDE”



## Selection of participants

The IDEATION Day was announced on the website and 4 questions had to be answered for participation. From these, 50 participants were selected in the form of an internal jury



## Pre-IDEATION Day

For interested participants there was a pre-IDEATION day on Zoom (without registration) where the technical tools (Zoom & Slack) were explained (10 participants).



## IDEATION Day

Half-day workshop (via Zoom) moderated by external moderator with breakout rooms based on defined questions and a Now-How-Wow Matrix (45 participants)



## Post-IDEATION Day

For those interested (independent of the Ideation Day) there was the possibility of further networking. There were 2 impulse talks (gender & vacancy activation) and information on financial support (25 participants)



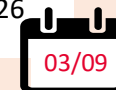
## Pitching Session IDEATION Day

At the request of the participants, the opportunity was created to pitch their ideas in front of an audience. Five people made use of this opportunity. For each pitch there was a zoom survey (15 participants)



## Submission of idea sheets

The ideas developed could be submitted in the form of idea sheets to the FFG by e-mail. These will be evaluated for the further process and up to 3 ideas (lighthouses) will be selected (26 submissions)



## NEXT STEP: CREATION DAYS



### SELECTION OF 3 IDEAS

Through audience voting and internal jury



### ONE WORKSHOP PER IDEA

With the respective submitters and selected persons

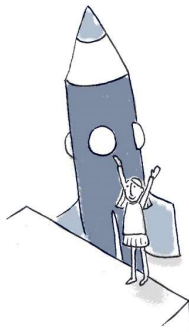




# SUCCESS IN THE PROCESS SO FAR

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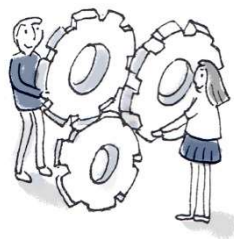
1. Submission of 26 ideas
2. Networking of people worked well
3. Participants from many different regions of Austria
4. Many people remained active in the process until the end
5. Discussion on the topic was initiated
6. Numerous submissions from women



# DIFFICULTIES IN THE PROCESS SO FAR

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1. No technology developers in the process
2. No ideas on integration & people with disabilities
3. No freely accessible information at the beginning
4. Simplify questions
5. Selection of participants
6. Women have kept in the background
7. Filter out participants interested in funds only



# FURTHER REVIEWS

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## GENDER ANALYSIS

Analysis of the different gender groups in the process, as some men have dominated in many formats (e.g. Slack, Pitching Day). Why did women stay in the background and men dominate Zoom events and the Slack channel, even though women's advancement was explicitly addressed and targeted?



## COMMUNICATION CHANNEL ANALYSIS

Analysis of the communication in the Slack Channel, as some people were very actively represented here and as a result other people only wanted to exchange information in closed groups. What interventions would have been possible? Would another social media channel have been more suitable?



**THANK YOU FOR YOUR ATTENTION!**

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