
Results Walt Disney Method concluded from S3CN, 2nd cross-border workshop 20.9.22, Grand Garage, Linz/AT

The goal of the interactive workshop was to generate potential project ideas that promote cross-border cooperation to strengthen the regional start-up scenes. The Walt-Disney method was chosen for this workshop part.

This method makes it possible to put oneself in different roles to generate and develop ideas.

- The dreamer: The dreamer generates and plays with ideas without thinking about their feasibility - "Everything is allowed and there are no boundaries!".
- The Realist: The realist seeks possibilities for action. He considers and asks him/herself which things have to be done. Which resources are needed? What is already available?
- The Critic: In the last stage of the critic the generated ideas are reflected and reviewed again regarding their feasibility and importance.

The location was perfect for this method because the whole room was divided into 4 partially separated rooms. So, each room represented the role of the "Dreamer", "Realist" and "Critic". Take a look at the short [video documentation](#) for further impressions.

The results from the individual rooms are presented on the following pages.



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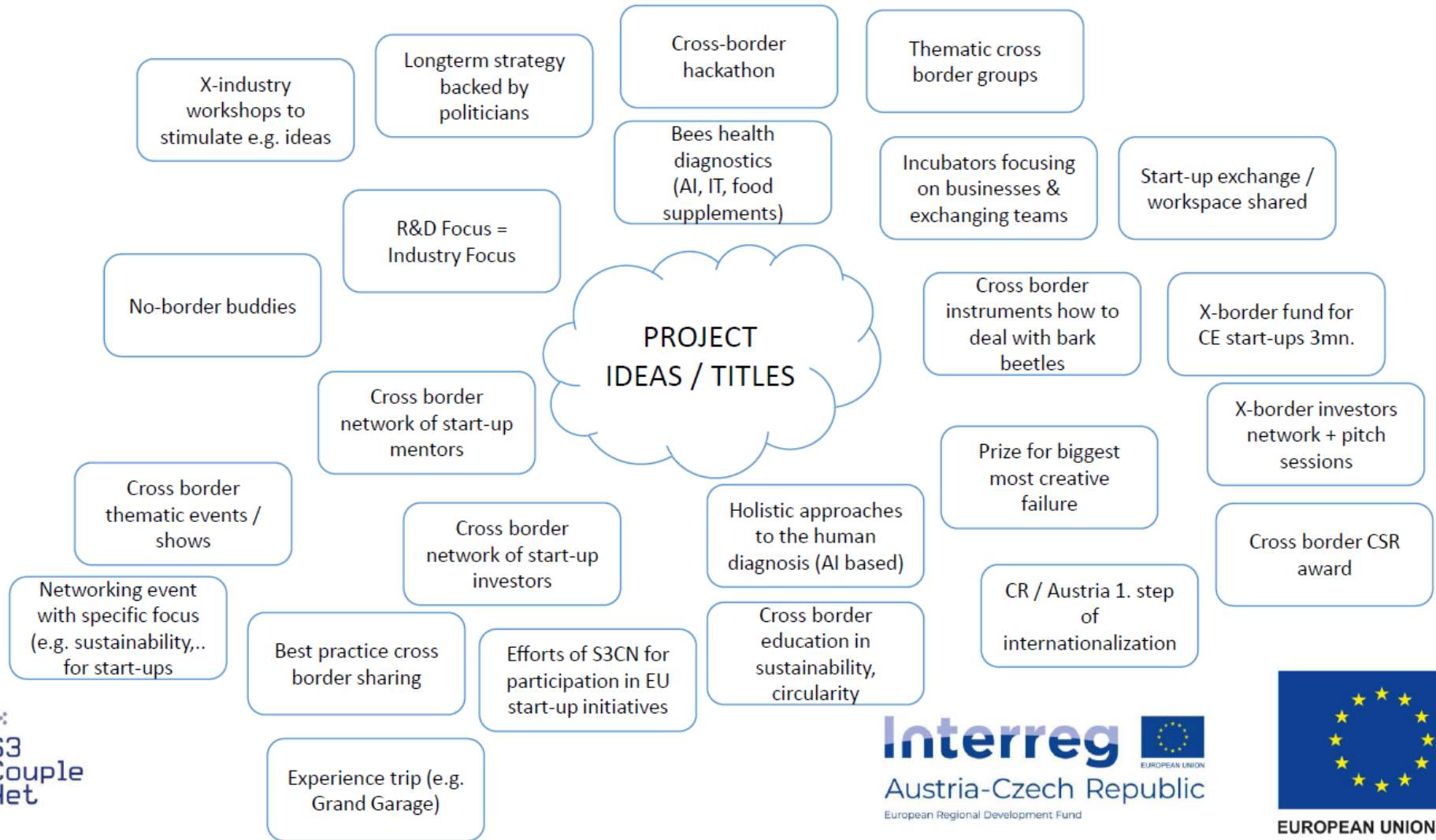


Figure 1: Dreamer - Brainstorming of project ideas/titles which support start-ups in South-Bohemia and Upper Austria



The Dreamer: In the first stage of the interactive part, the participants of the workshop brainstormed cooperation project ideas/titles which support start-ups in Upper Austria and South Bohemia. As the name suggests, there were no restrictions in the room of the Dreamer. The ideas that emerged in the first stage were recorded on the pinboard. As illustrated in Figure 1 the ideas varied widely and were based on everything from initial ideas to concrete project ideas with specific titles.

The Realist: In the next room (2nd stage), namely that of the realist, things became a bit more concrete. The project ideas that had previously been developed in the dreamer's room were examined more closely here. The following questions were asked by the workshop participants in the realist's room:

- Which things have to be done?
- How can we apply this idea?
- What is the action plan?
- What is the timeline?

Due to the short time, not all project ideas could not be discussed in detail. However, the discussions were very intense and for some project ideas a rough action plan was developed.

Long-term strategy backed by politicians

Here came the wish from the workshop participants that there is a need for a clear strategy for the cooperation between Upper Austria and South Bohemia, which must be supported especially by politicians. The strategy should address funding instruments that enable cross-border start-up cooperation. Further activities comprise analyzing best practices of successful cross-border start-up cooperation, lobbying on regional and national levels, and deriving recommendations of action for Interreg 2028+. This project specifically needs project partners from the regional authority. Due to the manageable complexity of this action plan the project period was estimated as mid-term.

X-industry workshops to stimulate e.g. ideas

The main idea is to organize cross-industry workshops to generate potential project ideas between South Bohemia and Upper Austria. Possible project partners are industry representatives, politicians, and researchers. The exchange between the partners from South Bohemia and Upper Austria helps to identify the challenges of the two regions, address problems, and discuss possible solutions which result in potential project ideas and common activities. In addition, the research perspective must not be missing here. For the implementation of this action a large network is needed. For this project, it makes sense to have partners who have a large network, who are not only close to the companies and start-ups, but also cover a huge network of the research landscape. Thus, on the Upper Austrian side, Business Upper Austria and tech2b could be possible project partners and on the South-Bohemian side JVTP can support the project as well. The project is less complex, which is why a project period is estimated as short-term.



R&D Focus = Industry Focus

Similar to the project idea described above, the idea came up that industry and research should have common focus topics. Often it is not easy to bring both perspectives to a round table, as both sides speak different languages. Industry and research must support each other to bring faster and innovative solutions to market. The goal is to share common resources and have the same understanding and focus. The close cooperation of business and science is a win-win situation for both. The economy benefits from research, because they often lack the competencies themselves, and on the other hand, science benefits from the economy, because they often lack the technical equipment to implement the research results. Other activities that have been discussed in this context are, e.g. the creation of a joint RDI catalog* in Upper Austria and South-Bohemia and then the comparison of the services. Potential project partners are universities, industry representatives and the regional authority. Due to its complexity, the project was concerned as a longer-term project.

No-border buddies + Cross border network of start-up mentors + Best practice cross border sharing

Another interesting idea is to create a network with mentors who consult and support cross border activities. The mentors are specialized in consulting and mentoring start-ups who want to cooperate on cross-border activities. To realize this idea a clear frame is needed and also communication activities. The first basic idea is to create a network with the start-up competitors who participated in the start-up competition and to constantly expand this network. Possible project partners are tech2b, JVTP and the regional authority. The implementation of this idea could be started immediately and therefore the project duration was classified as short-term.

Cross-border network of start-up investors

A similar idea is to create a network of start-up investors. One of the activities is to establish a network system that will run independently in the future. The network should enable investors to exchange their expertise on the one hand, but also offer training for start-ups on the other. The Upper Austrian model with tech2b is already working very well. The model is to be used for the former and, building on this, is to be developed further and further. Potential project partners are tech2b and JVTP. The project duration was classified as short-term for this project idea.

* RDI catalogue has been established, please see [S3CN - R&D&I Services](#). It is not a closed book, further entries are welcomed.



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PROJECT	OBJECTIVE	ACTIVITIES/MEASURES	PARTNER	LENGHT/DURATI ON
Longterm strategy backed by politicians	Strategy for funding start-ups	Best practices lobbying, offering a stage, next interreg programme 2028+	Regional authorities	Mid –long term
X-industry workshops to stimulate e.g. ideas	Project & business	Stakeholder meetings between politicians & researchers, identify problems/goals/challenges	Pier4 tech2b, JVTP and Biz-up	Short-term
R&D Focus = Industry Focus	Common focus, share ressources	Comparison of RDI-services; create catalogue of services	Universities, regional authorities and industry	Long-term
No-border buddies + Cross border network of start-up mentors + Best practice cross border sharing		A frame is needed, communiation activities + exchange and access + create network with start-up contestants	Tech2b, Regional authorities, JVTP	Short-term
Cross border network of start-up investors	Create a system for investors	Share know-how, offer trainings, presentation of the Upper Austrian model	Tech2b, JVTP	Short-Mid term
Efforts of S3CN for participation in EU start-up initiatives				

Figure 2: Realist – Developing action plans for the brainstormed project ideas



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The Critic: In the **final phase** of the Disney method the workshop participants were in the critic's room. There, the project ideas were critically reflected based on the action plans. On the one hand, the project ideas were evaluated according to their feasibility and practicability and, on the other hand, according to their strategic significance and importance for both regions.



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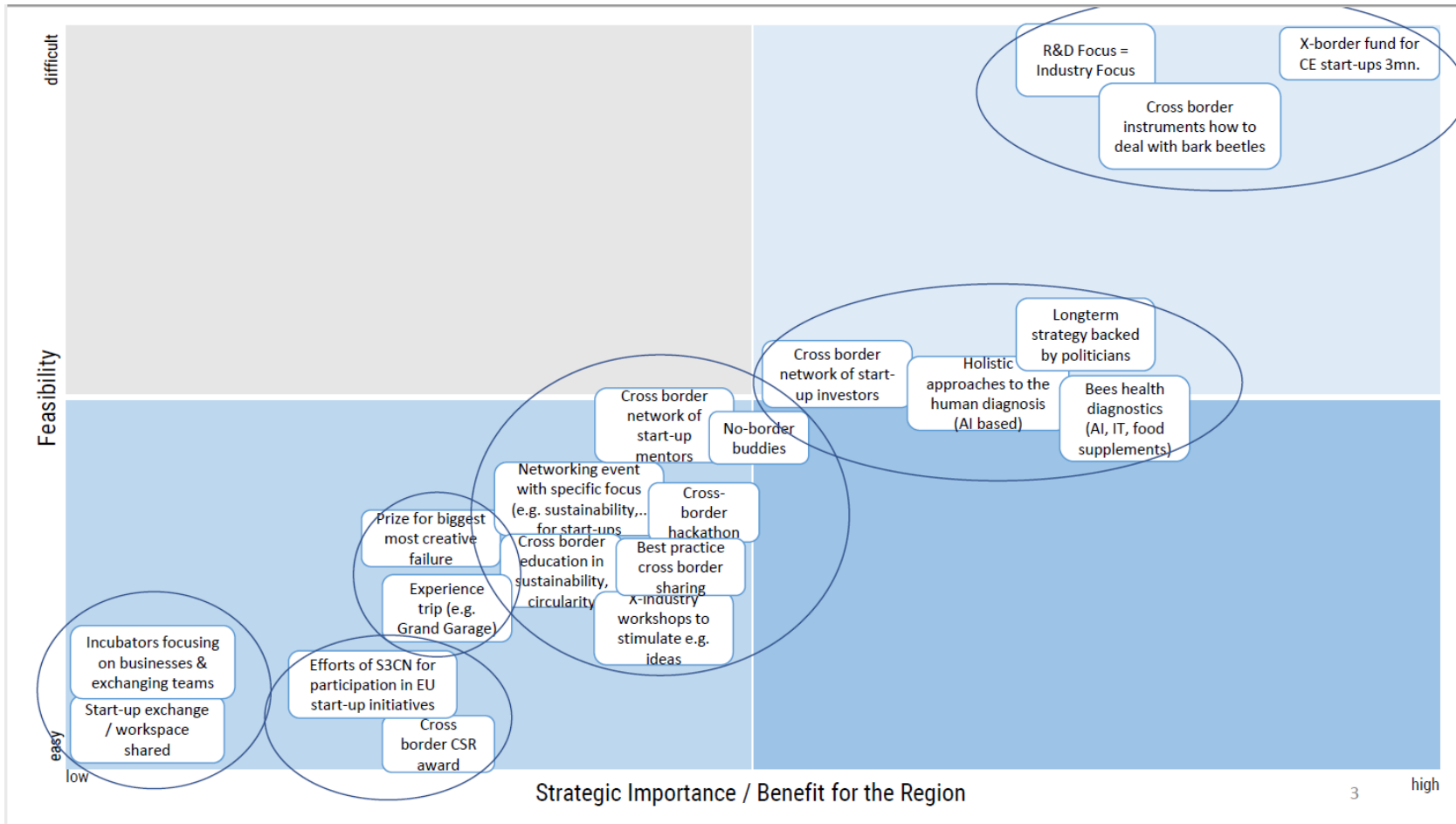


Figure 3: Critic - Reflection of the project ideas and Evaluation based on their feasibility and strategic importance and benefit for both regions



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