

1. Policy/Service goals

Details	Policy/Service goals
<b>WHAT</b> Problem / need / opportunity do we want to solve / meet	2) IMPROVE SKILL LEVELS
<b>WHO</b> has the problem / need	(RE-TRAINING) / POTTERY PEOPLE / D CREATIVE SECTOR (IMPROVE DIGITAL EXPERT.)
<b>WHY</b> should the Region solve it	A SCHOOL KIDS (RAISE AWARENESS) POTTERY / ENTREPR. BOOST POTTERY INDUSTRY (ADDRESS THE DECLINE QUALITY OF TRAINING
<b>WHERE</b> is the problem / need	TOWN C)
<b>WHEN</b> does the problem need to be solved / need be met	6 - 18 MONTHS

CENTRE COUNTY DIGITAL ACTION STRATEGY  
 LEADER (CRAFTS & ARTS)

Each one of us, should produce example for one of the service areas!

# Stakeholder map

## 1. Stakeholders

Identify

STAKEHOLDERS	Interests they have and benefits they can get from the project	Contributions and resources they can provide	Expectations and requirements of the project	Interests that can conflict with the project	Actions to address these conflicts of interests
CREATIVE POTTERY OWNING	<ul style="list-style-type: none"> <li>more competitive business</li> </ul>	training needs and students	<ul style="list-style-type: none"> <li>Applicable skills</li> <li>Time</li> </ul>	<ul style="list-style-type: none"> <li>Time requirement</li> <li>competitive issues</li> </ul>	<ul style="list-style-type: none"> <li>show benefits</li> </ul>
Training Centre	more competitive business	Place and expertise	<ul style="list-style-type: none"> <li>new students "sector"</li> </ul>	<ul style="list-style-type: none"> <li>conflict with University</li> </ul>	<ul style="list-style-type: none"> <li>clarify roles and responsibilities</li> <li>win win</li> </ul>
University	more technology transfer	knowhow	<ul style="list-style-type: none"> <li>industry linkages</li> </ul>	<ul style="list-style-type: none"> <li>Conflict with training centre</li> </ul>	
L/A	economic development	Funding and project management	<ul style="list-style-type: none"> <li>sectoral growth</li> </ul>	<ul style="list-style-type: none"> <li>Competition for resources</li> </ul>	<ul style="list-style-type: none"> <li>business case</li> </ul>

# Influence/relevance grid



# Personas

Demographics

THE OWNER | EMPLOYEES

Name: MARY

Age: ~ 40

Relationship status:

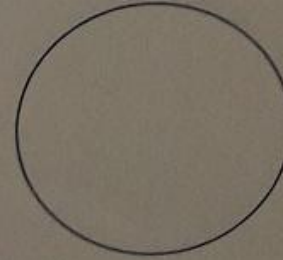
Job:

Gender: F M

Location:

Children:

Photo/Sketch



What do they enjoy?

- CREATIVITY
- LOCAL TRADITIONS
- CREATING NEW DESIGNS

What distinguishes them from others?

- OPENMINDED
- 

What are their goals?

- LEARN NEW THINGS
- NEW CONTACTS (POTTERY)
- MORE MONEY

What keeps them awake at night?

- KEEP THE BUSINESS ALIVE
-

## Unmet needs

1. Whose unmet need is it?

MARY

2. What is their unmet need? (in 10 words or less).

- LACK OF DIGITAL SKILLS
- LACK OF TRAINING OPPORTUNITIES

3. How is this unmet need currently overcome?

- NOT MET

4. Why has this unmet need not been satisfied?

- LACK OF COLLECT / SPECIALISED TRAINING PROGRAMME

5. Why is it important to meet it?

- THE SECTOR WILL DIE

GRUWAN'S group

3. Digital services

## Brainstorming

Idea title:

M... E-POTTERY

What is the idea in a nutshell? (in 1, max 2 sentences).

TO PROVIDE THE SKILLS  
TO THE ATTENDEES TO  
INNOVATE TO RECREATE THEIR  
BUSINESS BY ADOPTING  
DIGITAL TECHNOLOGY

3. What and whose unmet need is our idea satisfying?

MARY

ERUDITE  
Interreg Europe

Interreg  
Europe  
European Union | European Regional Development Fund

## Indicators

Service	Stakeholder (groups)	Impact	Indicator	Market or Proxy Value
	Creative pottery owner	↑ profit	monetary value!	
		Job Satisfaction	Job Satisfaction Rate	
	TRAINING Centre + UNI	higher Ranking	↑ Employability Rate INCREASE IN RANK	
		↑ volume of trainees	NO. of completed COURSES	
	2/A	improved synergies	↑ joint programmes	
		Tax Revenue	value of tax collected IN Sector	
	Attractive area	positive media engagement		

