



MaC Village during COVID-19

The MaC Village partnership has developed an easy-to-apply methodology to initiate innovations in cooperation with CCI enterprises. The project partnership has planned to carry 48 innovative workshops in six regions in Germany, Austria, Italy, Slovenia, and Hungary from February to November 2020. The first testing of the 'Starter Workshop' was implemented in Berlin in January 2020 with participation of the project partners and external experts. Due to COVID-19 only one starter innovative workshop has been carried out in Hungary and other partners had to postpone the workshops till the fall.

During summertime, each partner have try to motivate the potential workshop participants and guarantee the participation and we have selected different methods.

Finally, MaC Village restarts in Germany

The starter workshops in Wiesenburg and Wittbrietzen were a success. Our attendees had developed great ideas in various areas and shared a constructive emery. All people got into good contact with each other and looking forward to the next workshop. The time until then we will use to find and acquire matching partners and creatives to prepare cooperation on an equal footage for our region.

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Finally, MaC Village restarts in Germany

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Workshop in Wiesenburg



Workshop in Wittbrietzen

On 29th September DDTG Nonprofit Ltd. implemented the second, development workshop in Bácsalmás. 24 participants worked together in small groups on innovative product and service ideas, including local producers and creative professionals from regional and supraregional level.



Innovative approach of Slovenian partners

In Slovenia two partners will be carrying out innovative workshops on the following dates:

Partner name	Workshops in pilot village		
	1 st	2 nd	3 rd
 <small>Poslovno podjetni center Kranj Regionalna razvojna agencija</small>	30 September 2020	4 November 2020	27 January 2021
	5 November 2020	26 January 2021	28 January 2021

The E-institute has carried out individual interviews with rural entrepreneurs and try to find out about their products and services, future plans, whether they connect in the local environment and what problems they face during a pandemic. The most affected have been the tourism companies engaged in local tourists guiding and are interesting in finding out the innovative approaches in marketing their services.

The second Slovenian partner BSC Kranj has working on organization of activities for implementation of the innovative workshop in the fall and on motivation of potential entrepreneurs to attend workshops.

The pilot workshops will be carried out in beautiful surrounding of the village of Rače where the conspiracy against the Emperor Leopold I of Habsburg have took place.



Italy in the pathway of implementation

In Italy, Authentic Villages Association (BAI) worked during summer months to keep traditional enterprises and ICCs engaged in the project, since COVID-19 emergency has prevented the organization of physical meetings. On August 6th 2020, BAI organized an online meeting with pilot area's ICCs, to discuss innovation processes to be implemented in Oltrepò Pavese rural area, to present already existing best practices in the field of cooperation between rural enterprises and ICCs and to find innovative schemes to support Oltrepò Pavese enterprises through the MaC Village model, taking into account also the new challenges originated by the COVID-19 emergency.



Screenshot taken during the online meeting with Oltrepò Pavese ICCs - August 6th, 2020

During September 2020, BAI started the realization of innovation workshops in the pilot area, scheduled in the following dates:

Partner	Starter workshops		
	1 st	2 nd	3 rd
	24 September 2020	1 October 2020	8 October 2020
	Rocca Susella and Montesegale	Borgoratto Mormorolo	Borgo Priolo

On 24th September 2020, the 1st Starter Phase workshop has been carried out in the Municipality of Rocca Susella, with the participation of traditional enterprises located also in Montesegale area. The workshop, which saw the participation of Prof. Ines Carstensen and Dr. Nina Defounga from SRH Hochschule Berlin as scientific coordinators, was very successful and allowed local enterprises to start the building of a common territorial identity, which is the base of MaC Village model.



1st Starter Phase Workshop in Italy
Agriturismo Mondo Antico
Rocca Susella (PV)
24th September 2020

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