

CREATIVE CAPITAL CONFERENCE

PUBLICATION FOR
THE FINAL CONFERENCE
ON MARCH 25, 2014
IN POTSDAM

A TRANSNATIONAL
JOURNEY
IN SEARCH OF
FUTURE CREATIVE
INDUSTRIES SUPPORT



European Social Fund - Investing in your future

The Creative Capital Conference (C2C) is sponsored by the Ministry of Labour, social affairs, women and family with funds from the European social fund and the state of Brandenburg

IMPRESSUM

Edited by

University of Applied Sciences Brandenburg, Brandenburg/Havel

Texts and Editorial

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Publisher

Project Creative Capital Conference

<http://creative2c.info>

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Brandenburg/Havel March 2014

CREATIVE CAPITAL CONFERENCE (C2C) THE PROJECT

C2C was a 20-months long (09.2012-04.2014) transnational research project which was run within the Brandenburg State Ministry of Labour, Social Affairs, Women and Family's program for promoting international exchange of knowledge and experience in order to shape the state's labour policies for the future.

The project was funded by the Ministry with resources from the European Social Funds and the state of Brandenburg. The executive organization is Brandenburg University of Applied Sciences with a team consisting of Prof. Dr. Friedrich Holl (project director), Noémie Causse (project manager and researcher) and Josephine Hage (researcher). The advisory board is chaired by Dirk Kiefer, the academic co-director is Prof. Dr. Klaus-Dieter Müller.

C2C IN A NUTSHELL

- 40 Interviews in 3 European regions
 - 4 Expert Round Tables
 - 4 Workshops in Regional Growth Centers in Brandenburg
 - 1 Barcamp with 35 participants
 - 1 Booksprint with 5 authors
 - 1 Final Conference
 - 250 Contacts established
 - 190 Participants reached through events
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THE MAIN POINTS INVESTIGATED BY THE PROJECT ARE:

- What conditions need to be created to convince creative entrepreneurs to stay in the state of Brandenburg, apply their talents and training here, and enhance business structures in the region?
- How can creative services and products be linked into other industries to achieve positive effects for start-ups and employment?
- What labour market policies and instruments have proven more or less effective in attracting creative industries to a location in other regions, keeping them there and fostering cooperation between them and other industries?



C2C - INVESTIGATED REGIONS

As promoting employment and potentials within the cultural and creative industries is primarily a local and regional responsibility, the project looked for innovative and promising ideas in three European regions:

- Skåne, southern Sweden (focus on media industry)
- Copenhagen region, Denmark (focus on design)
- Northern Italy (focus on value creation chains between tradition and modernity).

These were selected because they have been considered successful in job creation in the cultural and creative industries on the one hand and because they had dealt with issues which are also or could also be of great importance in Brandenburg.

GOALS OF THE PROJECT

The focal point of C2C are labour market policies for the CCI. The goal is not only to identify innovative approaches for the support of cultural and creative industries in the regions of Skåne, Northern Italy and Copenhagen capital region, but also to translate them into policy options for the state of Brandenburg with its mainly rural structure.

TO THIS END, THE PROJECT AIMED AT

- entering into a dialogue and learn from other European regions which approaches and instruments have proven efficient or less efficient with respect to the CCI labour market
- making suggestions for keeping CCI actors within the region and to attract new entrepreneurs and companies
- learning from other European regions how creative services can be linked to other branches of the economy and how cooperations with universities can be fostered in a way that benefits both entrepreneurs as well as employees
- creating a transnational and intersiplinary network of experts on creative industries support

The recommendations for action, which are being presented in the course of the final conference on March 25, 2014, shall inform the design of support schemes for the EU funding period 2014-2020.



METHODOLOGY

On the basis of a desk research, different support programmes and projects for creative industries were identified in the different regions. The findings were complemented by suggestions of the transnational partners and interview partners. Out of 100 programmes and projects, 40 were selected for an in-depth guided interview. The results of the interviews were summarized in the form of case studies. Already in the course of this research phase it became clear that it would not be about identifying single outstanding innovative schemes that could be transferred to the Brandenburg context. Instead, the relevant transfer would lie in single elements of a project or the different way in approaching support for creative industries more generally. In the course of the workshops, fields for action were identified which were further deepened during the project, especially at the Barcamp, at the meetings of the advisory board and with the Booksprint.

TRANSNATIONAL PARTNERS

The transnational partners supported the project with their expertise, provided valuable tips for interview partners and Booksprint authors, participated with a delegation in the Barcamp, co-hosted the respective expert round tables and contributed to the final conference.

TILLVÄXT VERKET

TILLVÄXTVERKET

Tillväxtverket is the Swedish Agency for Economic and Regional Growth. It strengthens regional development and promotes enterprises and entrepreneurship throughout Sweden. Between 2009 and 2012, the Swedish government's action plan for cultural and creative industries¹ served as Tillväxtverket's compass for various support schemes. Tillväxtverket has decided to support the development of creative industries until 2015, aiming for 2020. The main focus is on identifying and overcoming obstacles in order to make it easier to run enterprises based on culture. To this end, Tillväxtverket has initiated a dialogue with creative industries stakeholders investigating the needs for further business development.

www.tillvaxtverket.se

CKO

Center for Kultur- og Oplevelsesøkonomi

DANISH CENTRE FOR CULTURAL AND EXPERIENCE ECONOMY (CKO)

CKO is an independent government-funded agency established in 2008 by the Ministry of Economics and Business Affairs and the Ministry of Culture of Denmark. It works on national, Nordic and European level. CKO's activities include the creation and transfer of knowledge about cultural and creative industries, the establishment of networks, the fostering of collaborations between CCI companies and other business sectors and the administration of several projects. It also represents the Nordic countries in the EU project FAME (Facilitating access and mobilization of European finance for creative industry growth)² and is involved in the activities of ECIA (European Creative Industries Alliance).

www.cko.dk

1 <http://www.government.se/content/1/c6/13/17/48/978795b5.pdf>

2 <http://www.howtogrow.eu/ecia/project/fame/>



PROF. DR. GIOVANNI SCHIUMA (ARTS FOR BUSINESS INSTITUTE)

Prof. Dr. Schiuma is the founder of the Arts for Business Institute and director of the Innovation Insights Hub at University of the Arts London. He is also professor at the Università della Basilicata in Italy where he taught knowledge and innovation management. Giovanni Schiuma is a renowned scholar for capitalizing on artistic processes for application in a business context. His book “The Value of Arts for Business” by Cambridge University Press explains how the arts can shape the excellence of 21st century organizations.

The Arts for Business Institute is an independent, internationally renowned non-profit organization. It is dedicated to the design, implementation and evaluation of artistic interventions for the purpose of value creation in private and public organizations. The institute also offers training courses and hosts industry events.

www.arts4business.org

www.gschiuma.com

www.arts.ac.uk/csm/business-and-innovation/working-with-our-staff/innovation-insights-hub

PARTNERS IN BRANDENBURG

ACADEMIC CO-DIRECTOR: PROF. DR. KLAUS-DIETER MÜLLER

Prof. Dr. Klaus-Dieter Müller is a political and media scientist, TV-producer and professor at the Film & Television University HFF “Konrad Wolf” Potsdam-Babelsberg and head of the IBF – Institut für Berufsforschung und Unternehmensplanung Medien e. V. (vocational and entrepreneurship institute). Over that he leads the project “Climate Media Factory”, an interdisciplinary media lab initiated by the Film and Television University HFF and the Potsdam Institute for Climate Impact Research. Climate scientist, authors, producers and media scholars work together to develop scientifically sound and entertaining formats for the understanding of climate change. His recent project “Train transnational” identifies and evaluates internationally proven methods of

start-up and entrepreneurship qualification and develops these further. The goal of the project is to apply new practices of learning and competence development that are oriented towards the special needs of creative entrepreneurs. From 1996 to 2005 Prof. Dr. Müller was a member of parliament in the state of Schleswig-Holstein, in northern Germany.

www.hff-potsdam.de



IBF - INSTITUT FÜR BERUFSFORSCHUNG UND UNTERNEHMENSPLANUNG MEDIEN E. V.

The IBF – Institut für Berufsforschung und Unternehmensplanung Medien e. V. (institute for labour market and employment research) was founded in 2005 as an institute associated to the HFF Hochschule für Film und Fernsehen (film and television university) in Potsdam-Babelsberg. Its primordial mission was to offer start-up support and facilitate knowledge transfer from the university to the business world at the intersection between economics and the professional practice of the creative industries. Since then, the IBF has broadened its business activities and established a center for founders within the creative industries. Two of their most important projects are Media Exist and Innovationen brauchen Mut (innovations need courage). This program offers support and coaching to innovative business ideas in the whole of the state of Brandenburg.

The IBF also offers coaching for the phase after the actual founding (Nachgründungscoaching), is the initiator and project partner of the Climate Media Factory Potsdam and an important player when it comes to R&D projects or the analysis and evaluation of markets, products and diverse enterprises within the field of media and creative industries.

Within C2C, the IBF Institute is the partner for the workshops in the regional growth centers in Brandenburg as well as for the coaching and counseling of promising projects and business ideas that were identified in the course of the workshops.

www.ibf-institut.de

10 PROJECT ELEMENTS

INTERVIEWS IN THE REGIONS

In preparation of the project, strengths and weaknesses of creative industries support in the region of Brandenburg were identified. This analysis was the basis for the selection of the regions Skåne, Copenhagen and Northern Italy where interviews had to be conducted. Interviews with representatives of different – preferably innovative – support programmes and projects formed the first and central element of the C2C project.

Program/ initiative	Type of instrument	Country and region	City	Internet
After Warhol	Events and Workshops, networking	Sweden, Skåne	Helsingborg	https://www.facebook.com/AfterWarhol
ArtLab	Professionalization, seminars, network, workshops	Denmark	Copenhagen	www.artlab.dk
Art Rebels	Network, Distribution Agency	Denmark	Copenhagen	http://artrebels.com/
Audience Development	Marketing, stakeholder involvement	Italy	Bozen	www.provincia.bz.it/cultura/index_i.asp
Boost Cross Media Talent	Project grants, consulting, coaching, professionalization, education and training, support of young talent, Network, Infrastructure work space	Sweden, Skåne	Helsingborg	www.boosthbg.se
CAKI	incubator for the arts education: mentoring, counselling and financial support to students and teachers from member institutions	Denmark	Copenhagen	www.caki.dk
CIEL	Program of 3 universities in Copenhagen, trying to connect university and industry (no CCI)	Denmark	Copenhagen	http://ciel-lab.dk

CKO	Research and dissemination of information about CCI, network and cooperation, competition, matching	Denmark	Roskilde	www.cko.dk
Cre-attivi	grant	Italy	Monza, Brianza	www.itsastart.it/cre-attivi
Creative Industries Task Force	Active talent spotting, counseling, Beratungsstelle, marketing, public procurement	Denmark	Copenhagen	
Creative Plot	Incubator, consulting, networking	Sweden, Skåne	Lund	http://thecreativeplot.se
Den sociale kapitalfond	venture capital	Denmark	Copenhagen	www.densocialekapitalfond.dk
Financing Forum for Kids content	Financing, network, Netzwerk, professionalization	Sweden, Skåne	Malmö	http://www.thefinancingforum.com/
Fondazione Fitzcarraldo	independent, private, nonprofit centre for planning, research, training and documentation on cultural, arts and media management, economics and policies	Italy	Turin	http://www.fitzcarraldo.it/en/
Green Room	Incubator: consulting, networking, infrastructure	Sweden, Skåne	Trelleborg	http://www.trelleborg.se/sv/foretagare/foretagstod-och-radgivning/-green-room/
Incredibol	Competition, Grants, coaching, provision of spaces	Italy	Bologna	http://www.incredibol.net
IZMO	Urban development, Summer schools, training	Italy	Turin	http://izmo.it
Kaospilots	Education: School of Leadership and Social Entrepreneurship	Denmark	Aarhus	www.kaospilots.dk

KELA	urban development, networking, spaces, skill development	Sweden, Skåne	Landskrona	http://kelskrona.wordpress.com
KPH	Space, consulting, networking	Denmark	Copenhagen	http://kph-projects.dk
Kreanord	inter-regional cooperation, Information, policy development	All nordic countries		www.kreanord.org
Kulturkraft Syd	Professionalization through workshops and seminars	Sweden, Skåne	Malmö	www.kulturkraftsyd.se
Leo Hub	Incubator, Stadtentwicklung, Weiterbildung	Italy	Vigevano	http://leohub.techonews.it
MEDEA	Prototyping and research laboratory	Sweden, Skåne	Malmö	http://medea.mah.se
Media Evolution and Media Evolution City	Media cluster, coworking space creative business center, network	Sweden, Skåne	Malmö	www.mediaevolution.se www.mediaevolutioncity.se
Minc	Incubator consulting, network	Sweden, Skåne	Malmö	www.minc.se
Nordic Game Program	Interest group for digital games industry in the nordic countries. Project grants, funds, networking, representation	Sweden, Skåne	Malmö	http://www.nordicgameprogram.org
Region Skåne	Policy and strategy, grants for pilot projects	Sweden, Skåne	Malmö	www.skane.se/kultur
Republikken	Space consulting, networking, workshops, professionalization	Denmark	Copenhagen	www.republikken.net
Selfmade	Consulting, coaching	Sweden, Skåne	Landskrona	http://selfmade.nu/
SpeedMIUp	Incubator	Italy, Lombardy	Milan	http://www.speedmiup.it

Spinner	Financial support – scholarships and economic aids, technical assistance and tutoring, training	Italy, Emilia-Romagna	Bologna	www.spinner.it
STPLN	Space, consulting, coworking, grants for events	Sweden, Skåne	Malmö	www.stpln.se
The Impact Hub	Coworking, network, consulting Netzwerk	Italy	Rovereto	http://rovereto.impacthub.net
THINK	Incubator	Sweden, Skåne	Helsingborg	http://thinkincubator.se
Trentino Creativo	Competition, matching	Italy	Trento	http://www.trentinosviluppo.it/ContenutiIstituzionali/Progetti/Trentino-Creativo
Urbe	Street Art Festival, urban development projects involving arts and creativity	Italy	Turin	https://www.facebook.com/pages/URBERigenerazioneUrbana/238344749552909
Zentropa	Film production network	Denmark	Copenhagen	www.zentropa.dk

WORKSHOPS IN THE REGIONAL GROWTH CENTERS IN BRANDENBURG³

Aim: These workshops were conducted in order to discuss issues identified as relevant during the research in the other European regions with regards to their relevance for the situation in the region of Brandenburg and a possible applicability. The topics of these workshops were site-specific and were carried out with participation of promoters of the regional economy, creative professionals, multipliers and representatives of both administration and policy level.

3 Regionale Wachstumskerne Brandenburg (RWK), see: <http://www.stk.brandenburg.de/cms/detail.php/bb1.c.138294.de>

14 The workshops were conducted in collaboration with consultants of the support program Innovationen brauchen Mut⁴ (“Innovation needs courage”), run by the project partner IBF-Institut.

CONDUCTED WORKSHOPS:

1. “Coworking in Potsdam”, 4 March 2013 in Potsdam
2. “Approaches for action and requirements for the support of CCI initiatives in Brandenburg”, 22 March 2013 in Oranienburg
3. “Cross-over initiatives and coworking in rural areas”, 17 May 2013 in Himmelfort
4. “Discussion of a marketing and distribution association for universities and career centers at universities with a creative profile”, 10 March 2014 in Potsdam

“COMPETENCE PARTNERSHIPS”:

Aim: This project element was aimed at initiating and coaching (new) partnerships between professionals (companies or entrepreneurs) both from the creative and non-creative sector for the co-development of business ideas.

CONDUCTED PARTNERSHIPS:

1. KunstKooperativeWirtschaft⁵: a coaching process towards a sustainable business model for a private initiative matching artists and creatives in the region Ruppiner Land with local companies resulting in innovative products such as jewelry, garden furniture and bags.
2. Kreative Regionen Brandenburg: the moderated discussion of a possible transfer of the project “Grüne Werkstatt Wendland”⁶ to Brandenburg, a concept matching local companies with students from creative disciplines, aiming at developing innovative products and solving problems.
3. Altstädter e.V. Brandenburg⁷: Development of an entrepreneurial approach for the optimization of the event activities conducted by Altstädter e.V. in the city of Brandenburg, and development of a concept for professional services and the touristic use of the Slawendorf⁸ a (historic village area in

4 <http://www.innovationen-brauchen-mut.de>

5 <http://kunst-kooperative-wirtschaft.de>

6 <http://www.gruene-werkstatt-wendland.de>

7 <http://www.brandenburg-altstadt.de>

8 <http://www.slawendorf-brandenburg.info>

the city of Brandenburg) through Altstädter e.V. in cooperation with different city institutions.

4. Survey on location factors: a survey with creative professionals, living in Berlin but wanting to establish a business in Brandenburg. The survey aims at systematically recording the motives and interests of creative professionals from Berlin when these consider to establish their business in the region, which criteria have been relevant during their search and for their decision process and which challenges these creative professionals are faced with, when looking for the right location.

EXPERT ROUND TABLES

The round table meetings were held in cooperation with the transnational project partners in order to discuss topics relevant for CCI in the partner regions and Brandenburg (and possibly also beyond). During these meetings, participants from all regions involved had the opportunity to discuss and network. The knowledge transfer and network aspect was crucial to this project element.

CONDUCTED ROUND TABLES

1. “Digitization in the creative industries – what are the potentials and challenges?”, 25 April 2013 in Malmö, Sweden
2. “Smart Investment – how can investors be better investors for the creative industries?”, 21 May 2013 in Copenhagen, Denmark
3. “Fostering Cross Innovation”, 4 November 2013 in Vigevano, Italy
4. “Access to finance for creative entrepreneurs”, 26 February 2014 in Potsdam, Brandenburg, Germany

MINI-STUDIES BY THE PROJECT PARTNERS

The transnational project partners were asked to write mini-studies on relevant topics, some of which were related to the round table meetings and Barcamp sessions.

CKO: ACCESS TO SMART FINANCE. ENHANCING INVESTOR'S SKILLS IN THE CREATIVE INDUSTRIES

The study focusses on the financing challenges creative industries face. Access to finance is both a necessary precondition for growth but also one of the most difficult business challenges for CCI. CKO therefore undertook a qualitative study around three core questions:

1. How can the investment of knowledge and business skills be coupled with economic investments?

2. How can we avoid thinking the creative businesses in the same terms as other/the traditional industries, and how can we allow the immaterial assets in the creative industries to be a strength rather than a weakness?
3. How can we build not only better businesses to be invested in but also train smarter investors who understand the mechanisms in the creative industries?

The CKO study is based on qualitative anonymous interviews with international investors with a history of investments in creative industries and ranges from business angels to national public funds.

The study confirms that investment in the business skills of CCI companies is still crucial, but also highlights that this aspect is only one part of the problem solution. At the same time, the focus on the skills of the investors should gain more attention. Together with an investor that CKO interviewed in the course of the study, the term “smart finance” was coined, loosely defined as ‘investors’ ability to primarily provide both sector specific knowledge and resources and general business skills for the companies rather than just providing economic resources’.

The study concludes with suggesting several initiatives to make investment in creative industries “smarter”:

- Next level awareness raising
- Investor academies
- Bundling of companies as investment objects
- Production and dissemination of cases
- New pitching event design
- New evaluation tool(s)
- Grave to cradle – strengthening the life cycle
- Transfer angel subsector expertise to larger funding structures
- Create a milieu – “Euro Hollywood”
- Move more investors into incubators

PROF. DR. GIOVANNI SCHIUMA: FOSTERING INNOVATION THROUGH COLLABORATION BETWEEN CULTURAL AND CREATIVE INDUSTRIES AND TRADITIONAL BUSINESS SECTORS

The mini-study explores the integration of artistic and creative practices into the innovation processes of companies from other business sectors. Together with his colleague Dr. Antonio Lerro (Arts for Business Institute), Prof. Schiuma selected a sample of 24 Italian firms and analysed them with respect to their level of integration of artistic and creative practices into their organizational processes and their impact on business performance.

The report confirms that relationships between CCI and companies from traditional business sectors hence “do not respond to a planned strategy, but are rather the result of singular and sporadic links” and “are not part of a specific innovation management strategy.” However, Giovanni Schiuma and Antonio Lerro identify and investigate a range of practical examples of how companies engage with creative industries in value creation partnerships. The authors observe that companies mainly establish relationships with CCI in order to respond to challenges in the realm of Corporate Social Responsibility (CSR), marketing, branding and communication and new values for products and services. Little attention is given to the role that culture and creativity can play as drivers for organisational development and particularly as managerial approaches to support human resource development and engagement.

The findings of the report also point to a deficit of innovation support: even though there is a growing awareness of the need to collaborate with partners from the CCI, there is a huge lack of knowledge about how this kind of cooperations can be strategically integrated into internal innovation management processes. The starting point for developing initiatives seems to be the commitment of the entrepreneur and/or the top management of companies as they are considered the most enabling factor for the development of effective relationships between businesses and CCI.

VOLANTE: INNOVATION VOUCHERS FOR CREATIVE INDUSTRIES IN COMPARATIVE PERSPECTIVE

The Swedish project partner Tillväxtverket suggested the research and consulting agency Volante Research to conduct a mini-study for C2C. Even though it had not been an explicit scope of the project, it is obvious that several voucher schemes in support of creative industries on the one hand and in support of innovation through CCI in other sectors of the economy have emerged. In business support departments, vouchers are a popular instrument of business support. Whether they are the suitable option also for creative industries to trigger innovation and whether companies from other business sectors should receive vouchers in order to ask for more creative services, is however an ongoing debate. Volante analyzed three innovation voucher schemes to support innovation **within** creative industries and three schemes to support **innovation in the wider economy** through the inclusion of creative services.

Volante’s preliminary research findings (the report was finalized after the printing of this brochure) suggest that beneficiaries profit from voucher schemes through improved marketing, skills development, product/service/

18 process development and new ideas in the short run. The expected long-term effects are improved products/services/processes as well as better outreach to potential customers. Even though long-term effects cannot yet be properly measured because the majority of schemes have been in place only for a short time, the “contribution to development creates conditions for long-lasting effects on competitiveness and turnover”. The study can also be read as a plea for not only supporting certain pre-defined kinds of innovation (product, process etc.), but that it can be valuable to support what a company considers new and innovative for itself.

In addition to this, a constant adjustment of scheme design is necessary if the needs of the target group shall adequately be addressed. To secure the understanding of the target group it is both necessary to establish and maintain relevant networks and to secure continuity in the project team as a precondition for organizational learning and the building of a competence base.

ADVISORY BOARD

The advisory board is composed of representatives from the ministries, the chambers of commerce, universities, networks and clusters dealing with creative industries issues in Brandenburg and other German regions. The advisory board has been involved into the project through three board meetings, in some cases through the participation at the round table meetings, the Barcamp and the Booksprint, as well as through continuous individual discussions and meetings. Its main function was to discuss the results gathered in the European regions with regards to their relevance for Brandenburg and a possible applicability as well as the dissemination of the project’s results into their networks.

BARCAMP

C2C hosted a collaborative conference with CCI actors, multipliers and representatives from the public sector both from Brandenburg and the involved European regions in September 2013. The aim of the Barcamp was to discuss some of the questions that had been tackled through the initial analysis phase of the project and to identify good and best practice examples specific to actors and the addressees of initiatives in the model regions. These insights will affirm or lead to a modification of current measures in the State of Brandenburg.

THE PARTICIPANTS AGREED TO DISCUSS THE FOLLOWING DIMENSIONS OF CCI SUPPORT

1. Further development of incubators for both creative and other businesses: How does the new generation of incubators look like? Should creative industries companies stay among themselves or should they be placed among companies from other business sectors? Which specific needs in terms of space, equipment and consulting should be addressed?
2. New approaches to coaching and development of advisory skills: what are the best methods for each entrepreneurial stage (experimental, pre-start up, start up, growth phase, etc.)? How to train good advisors? How can today's creative entrepreneurs be developed into being tomorrow's business angels and advisors?
3. Trend "fishing for talents": how to detect talents, future idea shapers and promising entrepreneurs?
4. "Holistic" professionalization ("know-all vs. nerds"): is it sufficient to train creative entrepreneurs in business skills? Which other qualifications do they need to develop themselves and their business further?
5. Interdisciplinary working groups during higher education: are they a preliminary stage for the formation of companies and if so: how can they be promoted?
6. Smart investment: How can investors be better investors for the creative industries? What knowledge do they need to understand the unusual business models and practices? How can they be enabled to formulate a realistic risk assessment?
7. Arts and innovation connect: Which models for involving creative entrepreneurs and artists into companies have proven successful? For which kind of innovation are these kinds of interventions most suitable? How can companies in non-urban areas be encouraged to engage in artistic interventions?
8. Radical innovation: how can companies reach beyond incremental innovation? What are the structural and internal preconditions for radical innovation and how can creative industries contribute to their development and implementation?
9. Experience-based business models: what are the specificities of business ideas and models in the experience based economy?
10. Building strong networks: how do networks function, what are their prerequisites and why are they so important?
11. International cluster cooperation: how can clusters in the creative industries better work together across borders and what other options for a transnational collaboration can we think of?

12. New finance instruments for incubators

13. A toolkit for creative industries support: how does the ideal support for CCI look like?

A comprehensive documentation of the Barcamp can be downloaded here: <http://creative2c.info/barcamp/>

BOOKSPRINT

The aim of the booksprint was to deal with five topics which were international and non-audience specific, could not be linked to a particular support instrument and could not be deducted from only one of the earlier interviews. The topics had kept resurfacing in the project and so had been recognized as relevant shared areas. The five topics and trends were to be discussed by expert authors from all the regions involved as their professional expertise meant they could be expected to have a special and distinctive understanding of the matter at hand.

The booksprint was deliberately not intended to be a recycling of the latest specialized literature on the topic or a conventional publication. Instead, and in line with the project's aims, the goal was to create something innovative and original, namely a framework for knowledge transfer between experts in cultural and creative industries from different countries and different contexts with different perspectives and was designed to investigate the areas selected in a freer form and to move the discussion on. As such, the booksprint can be seen as a kind of playground, providing room for experimentation.

Five authors with different backgrounds in Sweden, Italy, Denmark and Germany produced their chapters over seven weeks, during which time they were engaged in continuous dialogue on the process of their contributions:

PROF. DR. CARSTEN BECKER

discusses the dual role of creative industries as both innovator as well as innovation driver for other sectors of the economy.

EMMA ESTBORN

develops a plea for more collaboration across all fields, disciplines and countries and demonstrates how we can use digital media to exploit our collaborative potential for innovation.



GIORGIA BOLDRINI

highlights the changing role of cultural and creative professionals and the resulting need to introduce innovations in the public support system.

STEINAR VALADE-AMLAND

analyzes the evolution of design as a smart way of solving problems and identifies several measures to improve the design support system.

PROF. DR.-ING. CARSTEN BUSCH

leads us into the world of gamification and explores the origins and potentials of this research and future business fields.

The publication

CREATIVE SPRINT.

A COLLABORATIVE VIEW ON CHALLENGES AND
OPPORTUNITIES IN THE CREATIVE SECTOR

can be downloaded from <http://creative2c.info/booksprint>.

22 FINAL CONFERENCE

The final conference on 25 March 2014 in Potsdam summarized the findings of the project and provided regional decision-makers some of the most inspiring cases that were identified in the course of the project. The conference also gave an outlook into the future of creative industries support and discussed upcoming trends.

