



The C2C Barcamp

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Documentation

Topic: International cluster cooperation – possibilities within the creative industries

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Session: International cluster cooperation – possibilities within the creative industries

Hosts: Søren Smed and Helle Gransgaard (InVio network, Denmark)

Introduction and description of topic:

InVio was established in 2010 and is organised under and funded by the The Danish Agency of Science Technology and Innovation as one of one of 22 innovation networks in Denmark under the innovation network program. The network consists of knowledge institutions, companies and others (approx. 1300 members)

InVios objectives are to create a catalogue of prioritised opportunities for international cluster cooperation in the creative industries, to strengthen innovation in experience sectors (creative sectors, tourism, events etc.), to strengthen experience based innovation in all business sectors, as well as the support of cross-sector innovation and spill over effects etc.

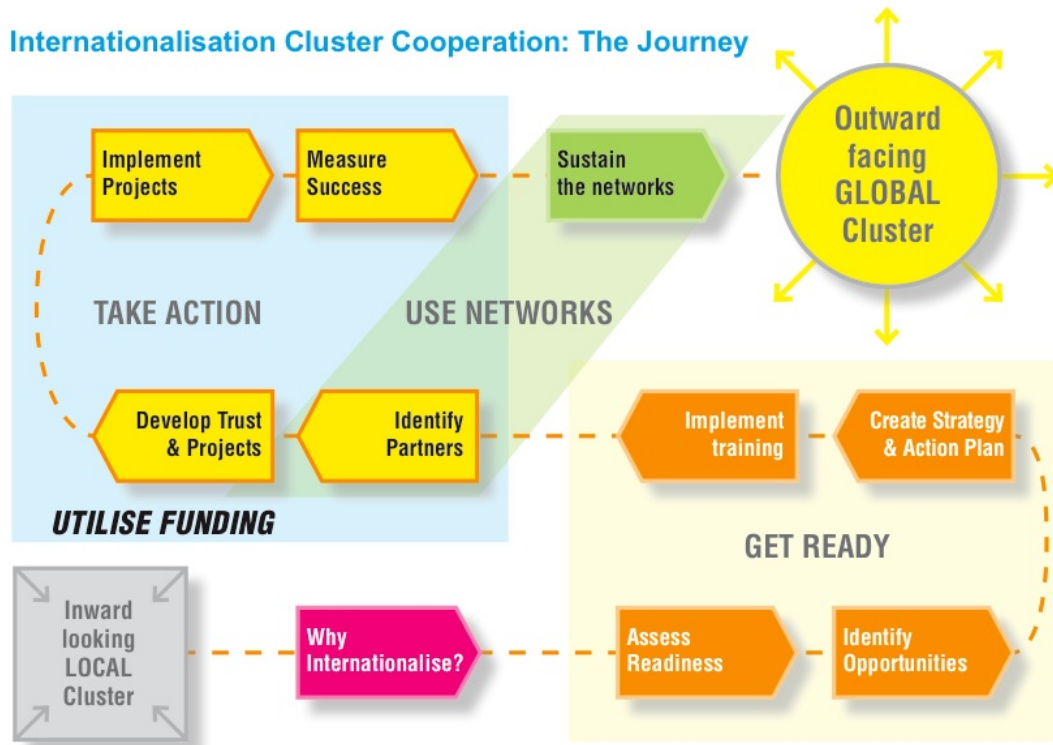
Their focus lies on 1) new research 2) knowledge sharing 3) matchmaking and collaboration between companies and knowledge institutions 4) internationalisation.

Based on the feasibility study on the motives and interests behind cluster cooperation which InVio is just conducting, this workshop session's first part was all about formats and benefits for international cluster collaboration within the creative and experience economy.

Theses and major points for discussion

- Very nationalistic way of thinking – the best way would probably be getting rid of obstacles that stop international connections to work.
- It would be interesting for creative capacity to match with other sectors and not to match creative industries with other creatives! because ... Clusters between creatives already happen.
- the problem is that companies don't care about creative input when it is not profitable.
- Challenge for small clusters: maybe it is an advantage to be part of a bigger one, speciality might evaporate. Where are the limits in this „clusterish“ way of thinking?
- Working with individuals versus working with institutions: bottom up development. How to empower the people who bring the value?
- Questions to be asked in the future: Where do we (and our clusters) go from here? Are clusters within the creative industries different from other clusters? What should the clusters be aware of?

How to internationalize the process:



Source: TACTICS (2012): Handbook Cluster Internationalization

The benefits ...

- to the **business of the international cluster cooperation**: a raised profile, access to **knowledge** (to use in new products and services), to **new markets**, key **infrastructure**, e.g. pilot plants, living labs etc, new international **partners for collaboration**
- to other **organizations in the cluster**: a raised profile, access to **knowledge**, to **new markets**, new and wider **customer base**, new international **partners for collaboration**
- to the **cluster organization**: a raised profile, new international **partners for collaboration**, new international **partners for staff exchange**, improved **ability to benchmark performance**
- **delivered to the region/member state by the cluster organisation**: increased **competitiveness and export performance** by key businesses, increased **access to potential inward investors**, increased level of **external funding** utilised by the region/member state

Examples

- Hyperion: a Swedish project "for which the mining industry was matched with creatives and other sectors, which worked out quite well: <http://www.behance.net/gallery/Mining-operators-helmet-for-Atlas-Copco/9444357>)
- About See: a network of 11 European partners engaging with national and regional governments to integrate design into innovation policies and innovation programmes. www.seeplatform.eu/aboutsee

Links: InVio: www.invio-net.dk

Further Information: [TACTICS Handbook on Cluster Internationalisation](#) (PDF)