



# The C2C Barcamp

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## Documentation

**Topic: A toolkit for supporting the creative industries**

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## Session: A toolkit for supporting the creative industries

Host: Dirk Kiefer, director of ThAK and ThEX, Erfurt, Germany

This session was dedicated to design a toolbox for the ideal creative industries business support. The two specially relevant aspects of new markets and matchmaking were each discussed with regards to the following five partial aspects and questions:

1. Target groups and problems
2. Aim/how does success look like?
3. Instruments
4. General preconditions and assumptions
5. Critical issues and how to fail (or not)?



### 1. New markets

- *Target groups and problems:* The *target group* are the creative services and product providers but also the traditional market. The *problem* is to break the „silos“, to create bridges between traditional economies and CCIs (the crisis is part of the value chain)
- *Aim/how does success look like?* *Success* means to build bridges, to move and work together and to have a common language. Creatives should be integrated in the value chain from the beginning. This requires more dialogue and knowledge about other creatives/products
- *Instruments:* Rational approaches have proven wrong. Instead: identify one person in the organization who carries the idea of creative services, who has an affinity for creativity (trojan horse, contamination lab, translators)

- *General preconditions and assumptions:* to identify and create a community of "creativity champions" that can co-create a new model with creatives. There should be a change in the discourse about design/creativity. Involving creatives in an early stage is "more fun, less risky and cheap".
- *Critical issues and how to fail (or not)?* It takes too much time to connect different cultures. Companies don't want/need the infiltration by the „creative link“, they are doing fine without it. They don't understand it.

## 2. Matchmaking

- *Target groups and problems:* the main problem is how to make the chaos generative = how to use the self organizing powers while finding the matches. The chaos is the motor /driving force, to instrumentalize it will cause harm so we have to keep it generative. We should try to bring order to chaos without losing the driving force, the potential
- *Aim/how does success look like?* Matching creates value and acceptance (not necessarily money), the unpredictable is a bonus.
- *Instruments:* to bring people together for networking is difficult (to get a value out of it). People should be more open to match-making and therefore a new cultural approach can be useful (e.g. documentation with films). Another instrument is a pre-analysis of the respective needs of all involved parties.
- *General preconditions and assumptions:* One precondition is money, also to gather people with common interests (but it doesn't have to be in a match-making sense). People have to be open-minded and willing to change and they should feel privileged and chosen.
- *Critical issues/how to fail (or not):* to fail doesn't have to be a waste of time because you will always learn from your mistakes and gain experience for the future. One risk is to promise too much or to have too high expectations. The lack of sustainability and the arrogance of partners (lack of respect) could also be a critical issue.