

A review of the final conference

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<http://creative2c.info/a-review-of-the-final-conference/>

On March 25th, 2014, around 50 international guests and cultural and creative industries (CCI) experts from Brandenburg, Sweden, Denmark and Italy gathered at the premises of the ministries of the region of Brandenburg in Potsdam for the final conference of the transnational research project Creative Capital Conference (C2C).

The core mission of C2C had been to write a toolkit for the Ministry of Labour, Social Affairs, Women and Family of the region of Brandenburg, containing recommendations for the design of support programmes for the CCI for the current funding period 2014-2020.

After almost 20 months of intensive research, numerous workshops in Brandenburg and the other European regions, a Barcamp and a Booksprint, the final conference was dedicated to the presentation of ideas for the toolkit, of four selected EU-Good practice cases from the regions, as well as to an outlook into the possible future of CCI support in Europe under the motto “Moving on – improving competence, connections and contexts”.

The afternoon started with a keynote on new perspectives on coaching for the CCI by Prof. Dr. Klaus-Dieter Müller, scientific co-director of the project. His speech was followed by presentations by two of the booksprint authors – Prof. Dr. Carsten Becker and Steinar Valade-Amland – who gave inspirational speeches on the cross-sectoral character of the creative industries. The conference concluded with a panel discussion with the transnational project partners, which was opened up to a rather interactive discussion, because if there is one thing we have learned from our work, it is that: “If you want to make other people move, you have to move yourself!”

Read on for more detailed recounts of the presentations, which can also be downloaded here as PDF versions:

I. EU-Good Practice

Debora Voges, [The creative plot](#), Lund (SE)

The creative plot is an incubator for creative projects and entrepreneurs in Lund which is situated right within the Ideon Science park, a hub for technology-oriented businesses. It is also a pilot project aiming at answering the question, whether the typical incubation methods also work for creative businesses.

The incubatees benefit from a very intense program comprising infrastructure and work spaces (which are shared with “non-creative” businesses), regular networking events and counseling for professionalization. Another very smart feature of the creative plot is the “backstage”, an offer for all those who do not make it into the incubator (which is limited to 5 businesses) but can this way still stay connected to the network, stay informed, exchange ideas and participate in activities. You can read more about the creative plot in our [previous blog post from 2012](#).

Since then, however, the first pilot round has been completed and the project has been evaluated by Prof. Dr. Daniel Hjorth from the Copenhagen Business School (CBS). The evaluation can be downloaded [here](#).

Debora Voges presented the main findings of the evaluation which have been very appropriately put into the short imperative of “Don’t sit on it!”, meaning that what we need from now on are not more incubators, but ‘excubators’, institutions or frameworks which actually allow the businesses – creative or not – to grow and fly on their own.

The characteristics of such an incubator are:

- externally oriented processes and resources
- business model innovation
- less standardization, more entrepreneurship
- creates space for innovation
- dialogic learning culture
- entrepreneurial team
- responsive needs of start-ups

For more information, you can download the presentation [here](#).

Dr. Antonio Lampis, Cultural department of the city of Bozen/Bolzano (IT)

Dr. Antonio Lampis and his exceptional marketing campaign for cultural consumption and audience development in the province of Bolzano was one of the most intriguing cases of the C2C research. Thus, we invited him to the final conference, because we think that this strategy could also be applied to creative services and might serve as inspiration for place making and the building of a profile also in Brandenburg, a field discerned as crucial within the transfer toolkit.

In order to increase people's cultural consumption as well as to include those segments of the population which are traditionally not so interested in culture, the northern Italian province of Bolzano has applied a strategy based on continuous experimentation with non-traditional marketing. This included techniques of paritetic and direct marketing as well as an alliance with the small local shops. Furthermore, there was a strong focus on proposing culture as an alternative activity for people's typical spare time activities, such as sports and TV. The direct marketing which was modelled after the famous "Avon" ladies knocking on people's doors proved to be very successful as more and more of the potential customers became "promoters of culture" themselves. Other activities of non-traditional marketing included cultural flash mobs and theater trailers in the local street markets (watch the video [here](#)).

Through the involvement of both the inhabitants of the city as well as the mayors of the surrounding villages, this strategy appealed to a sense of ownership, responsibility and identity and has contributed to a concrete change of lifestyle and different use of leisure time.

For more information, you can download the presentation [here](#).

Pernille Skov, project manager of [CAKi](#), Copenhagen (DK)

CAKi is the Center for applied artistic innovation and the contact point for all art students in Copenhagen in need of counseling, advice or support in whichever way when it comes to starting a project or establishing a business.

Pernille Skov is CAKi's project manager and we met here during our first research trip to Denmark (read the [blog post from 2013](#)). We invited her to speak about her experience as many of the interviews and workshops we carried out during the project showed that an artist's reputation "in the scene" depends primarily on original and non-commercial work. Based on this observation, it seems sad that self-marketing by artists and creative people or collaboration with business is still seen as slightly dirty. Pernille Skov shares our view that entrepreneurial skills are crucial for artists as well.

CAKi's focus lies on interdisciplinarity, artistic innovation and entrepreneurship. Their aim is to complement the skills gathered at art schools, help the students in their artistic innovation, increase their professionalization and to

expand their employment opportunities. What is important to note is CAKi's view on artistic innovation which to them creates new societal value and does not necessarily have an economic value.

Pernille Skov gave a short introduction into the courses CAKi offers. One of the most interesting ones is called "Business behind talent": it is set up in 3 steps, each of which deals with specific questions:

1. Reflection: who are you?
2. Construction: what do you need?
3. Professionalization: how do you do it?

and in a second step lead to

1. Action
2. Context
3. Self-efficacy

For more information, you can download the presentation [here](#).

Paolo Campagnano, founder and CEO of [The ImpactHub Rovereto](#), Rovereto (IT)

The ImpactHub Rovereto is a network and coworking space and part of the internationally operating network of by now 60 spaces on 5 continents with 7.000 members worldwide. Rovereto, a small town of only roughly 38.000 inhabitants, located in the North of Italy in the region Trentino, is as such, the smallest municipality hosting an ImpactHub in the world.

We invited Paolo Campagnano to tell us about how such an urban concept as coworking can function in a rural and non-metropolitan area.

The ImpactHub Rovereto opened in September 2010 with only 20.000 Euro as starting capital as the first coworking space in Trentino. Today, it counts 70 active members. The team is composed of 7 employees, the cooperative composed of 11 members.

Paolo Campagnano highlighted the following challenges:

- financial sustainability
- the entrepreneurial approach and private initiative which was not widely known in the region ? Trentino has not an intense entrepreneurial attitude
- the coworking model was not known and had to be explained
- there is a low attitude to mobility from the local population
- the low population density

After three years, however, the hub is still open and running and has succeeded in becoming an integral part of the town life. According to Paolo Campagnano, the main learnings have been:

1. that it is possible to import the coworking/pre-incubation model in not metropolitan areas,
2. although the simple coworking model is not financially sustainable in not metropolitan areas
3. ? as this type of environment offers good connections between people working in different economical sectors (private, public, school, non profit)
4. and that it is possible and vital to create a local community strongly connected with a global community.

For more information, you can download the presentation [here](#).

II. Keynote: “PERSPECTIVES FOR THE ROLE OF COACHING IN CREATIVE INDUSTRIES. Structures, targets and methods put to the test”

Under the motto “Improving competence”, Prof. Dr. Klaus-Dieter Müller held an inspiring keynote speech on new perspectives for coaching within the CCI.

One of his main arguments is that the personality of creative founders should be in the focus of all support initiatives and that the persistent insistence on the business plan as a prerequisite for access to support should be abandoned.

You can download the entire keynote [here in English](#) and [German](#).

III. Inspirational speeches on CCI as cross-cutting issue, presented under the motto “Improving connections” by two of our [booksprint](#) authors:

Prof. Dr. Carsten Becker, Managing partner and research director GIB – Gesellschaft für Innovationsforschung und Beratung, Berlin

Prof. Dr. Becker presented the main insights from his booksprint chapter on “The dual role of CCI: innovator and innovation driver”.

His presentation began with an introduction into the developments in innovation research, followed by an elaboration of the CCI’s role as innovator and innovation driver and closed with a presentation of the challenges and impediments they are faced with today.

For more details, you can download the presentation (in German) [here](#) or his booksprint chapter [here in English and German](#).

Steinar Valade-Amland, Consultant, Founder and CEO of Three Point Zero, Denmark

Under the title “Design in a value chain perspective: from anecdotal to systemic”, Steinar Valade-Amland’s chapter of the booksprint showed how design is much more than aesthetics, form and function and how it has become a method pervading every segment of society. This can be seen as either a good development, since design can help improving living conditions and making the world a better place to live in (“Design is the more attractive way of solving problems”), or as a risk, since the DNA of design might get lost on the way. In his chapter as well as in his speech, Steinar Valade-Amland depicted the challenges and opportunities of design, described the development of design since the 1950s up until now and called for a renewal and revitalization of its original virtues. He then elaborated on the major challenges this renewal is faced with, such as structural barriers, and presented opportunities not to be missed.

For more details, you can download the presentation [here](#) or his booksprint chapter [here in English and German](#).



Deborah Vignoli, the creative plot (Sweden)



Dr. Antonio Lapis, Cultural department Bozen/Bolzano (Italy)



Pernille Skov, CAKi (Denmark)



Paolo Compagnoni, The ImpactHub Rovereto (Italy)



Prof. Dr. Klaus-Dieter Müller



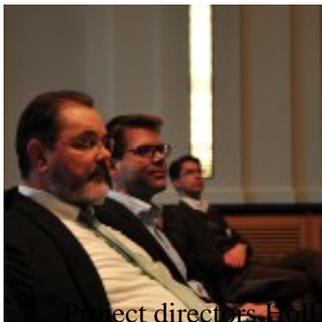
Prof. Dr. Gert Becker



Steinar V. Amlund



Project manager Noémie Causse



Project directors Hall and Kiefer



audience



Workshop discussion in impression 1



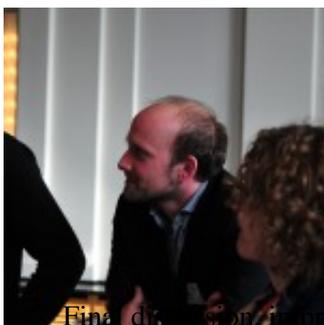
Giorgia Bolchini



The Danish and Swedish partners Søren Würtz and Klas Rabe



Dr. Antonio Campes



Final discussion in impression 2

