



NEWSLETTER 02 | 14

FOR NEWCOMER: INTRODUCING CCC RELOADED: CREALAB

CCC reloaded: CREALAB is contributing to a sustainable economic and societal growth in the North Sea Region. Its main goal is to support entrepreneurs and SMEs in developing innovative ideas, services and products in order to stay competitive and therefore is addressed to the Priority 1 of the NSR-Programme of the European Union. CCC reloaded: CREALAB fosters innovation in the regional industry clusters by using all forms of creativity, promotes multidisciplinary and cross-sectorial collaborations and network activities and supports entrepreneurial activities.

The project CCC reloaded: CREALAB will build up its method using the results and experiences obtained from the project Creative City Challenge (CCC). CCC implemented transnational activities using creativity as a tool towards territorial integration and the achievements of the goals set in the Gothenburg Strategy and Lisbon Agenda in order to increase the sustainability and competitiveness of the North Sea Region. Creative City Challenge reloaded: CREALAB started in October 2013 and will run until April 2015. The consortium consists of eight partners.

The Partners are:

- › WFB Bremen
Economic Development Corp.
- › Gemeente Groningen
- › Hanze University Groningen
- › HOWEST University College
- › Wischmann Innovation, Copenhagen
- › Dundee and Angus College
- › TILLT
- › Delft University of Technology

SOCIAL MEDIA BOX

Stay in contact with CCC reloaded: CREALAB

Discuss at our [linked.in-Group](#)

www.linkedin.com/groups?home=&gid=3670907&trk=anet_ug_hm

CCC reloaded on [facebook](#)

www.facebook.com/cccreloaded

PREVIEW NEWS-FLASH:

“European Cooperation at its best”



FOR NEWCOMER: PARTNERS – METHODS – STAKEHOLDERS

WFB Bremen Economic Development Corp., GER

The WFB Bremen Economic Development Corp. (WFB) implements the support instruments for businesses on behalf of the Free Hanseatic City of Bremen. Furthermore, the WFB aims at providing businesses in Bremen with an optimal environment for entrepreneurial success as well as sustainable growth. One key aim is to strengthen small and medium-sized enterprises. The WFB supports the regional government in defining innovation strategies and their implementation in close contact with all relevant stakeholders. The WFB is coordinator of brinno.net "Bremen network

for innovation". brinno.net is Bremen's platform for supporting businesses. The WFB also created the BRENNEREI next generation lab. The goal of the BRENNEREI next generation lab is to strengthen collaborations between traditional businesses and creative young professionals. It offers scholarships that students from all creative courses can apply for. The scholarships focus not only on design but also extend to marketing, architecture, digital media, IT and other related fields. In the BRENNEREI next generation lab regular innovation workshops also take place. The

aim of the innovation workshops is to develop a specific actionable plan for the businesses. Thus far, innovation workshops have been held to explore issues concerning social media, brand development, marketing, internationalisation and many others.

www.wfb-bremen.de



HOWEST University College, Kortrijk, BE

Howest Industrial Design Center is an open knowledge center and communication platform between the industry and the education, research and development programmes of the Howest University West Flanders in Belgium. The centre aims to be an authority on high & low end prototyping, lighting, creativity, sustainability, humanity and materials & connections. Every research project implements the 'research through design' philosophy. Howest IDC is one of five founding partners of Designregio Kortrijk. The synergy between industry

and education leads to a materialisation of academic research results and to open services towards companies, SMEs and independent designers. The Industrial Design Center continually aims to set up multi-disciplinary projects at the request of businesses and has state-of-the-art equipment available for use. Howest IDC has developed a variety of design methods and tools. These methods are the starting point for creativity and innovation workshops, services and consultancy. Howest developed Innowiz, a human centred creativity and inno-

vation methodology in four iterative phases. For every phase, Innowiz contains a set of specific design toolkits. Next to Innowiz, Howest developed domain-specific methodologies like Design-to-connect (materials & manufacturing), Play-it-forward (a business model canvas), a framework for prototyping guidelines and a user research strategy. www.howest.be



Hanze University Groningen, NL

The Hanze University of Applied Science in Groningen, Academy Minerva and its Centre for Applied Research and Innovation, Art & Society, Research group Popular Culture, Sustainability and Innovation focuses on sustainable design and sustainable materials for early adopting SME's. For CCC reloaded: CREALAB, the PSI research group (Hanze University) and The Gemeente Groningen works according to an explorative hands-on innovation approach. The PSI innovation process is based on a series of iterations of the flexible Processpatching approach, where fitting

methods and approaches are often loosely combined. Although Processpatching initially focused on the collaborative innovation among artists, technicians and computer scientists, its focus has broadened over the years. Other creative and scientific branches, the humanities and the end-users are all taken into account as collaborators who bring their domain-specific knowledge and methodologies or ways of working. Furthermore, PSI's research and creation process usually has a holistic nature, as opposed to the conventional reductionist and solution-focused processes.

This is closely connected to the recent shift from instrumental, work-related technology innovation to innovation for personal experience and the experience industry.

www.hanze.nl/eng



Gemeente Groningen, NL

Groningen is the major city of the North of the Netherlands. The young city has a high potential for unlocking creativity and for knowledge-based innovation in SME's as well as for start-ups. Groningen City Council acts as a facilitator for CCC reloaded: CREALAB. It will 'host' the project, manage the budget and manage the process of the different steps in the project (exploration, preparation and performance, monitoring, evaluation and follow up) and ensure that

all material for reviewing is gathered. Together with the partner Hanzehogeschool, the City of Groningen will appoint a project organisation that is responsible for guidance of the project in Groningen. Groningen will contribute to transnational dissemination through visits to and from Groningen, intensify cross-sectoral engagement by addressing and involving stakeholders from all actor groups, ensure transnationality by consequently requesting input and

advice from the partner cities for transnational meetings and by making essential information available in English. Horizontal and vertical participation will be ensured by involving relevant partners from the beginning.

www.gemeente.groningen.nl



Wischmann Innovation, Copenhagen, DK

Wischmann Innovation is a consultancy providing strategic development, analysis and advisory service, training & education and event & teambuilding activities. Wischmann Innovation works on releasing the full potential for artists, public authorities or private companies. Its mission is to make sure, that all sectors of society benefit from art and creativity. The main method of WI in the CCC reloaded: CREALAB project is the Kunstgrebs Innovation Model (KU-model). Participants of a KU-model

based innovation process undergo eight different rooms in their creative process. Each room has a special purpose in the process of developing and realising ideas. For example, the Free-Room is to liberate the participants from their "Downloads" (what we "used" to do), their prejudices about each other and their own blocks to creativity. The KU model is based on the arts special sensuality and the way artists relate aesthetically, unconventionally and surprisingly to creative

processes. The artistic methods used and the artists' use of colour, sound, movement, etc., stimulates the activities of the rooms. With the Best Collaboration Award 2013-winning Kunstgrebs Innovation Model, WI creates an artistic dimension in the processes - it supports and stimulates the process and hence the result. www.winnovation.dk



Dundee and Angus College, GB

Dundee College will collaborate in devising methods and platforms of communication that enable effective cross-sectorial collaboration across social, cultural and transnational boundaries. They will hold innovation workshops that test these methods and platforms in facilitating constructive, transnational, collaboration between these groups and SMEs to find industry applicable solutions to providing

economic growth. They will also test the viability and sustainability and the solutions and strategies arrived at and assess their contribution to economic SME growth and development. They will collaborate in establishing and participating in a transnational network to broaden collaborative engagement and transfer best practice across the NSR region. Stakeholders of these methods come from educational, industrial and

public sectors and include Dundee City Council, local Universities (Abertay University and Dundee University) and local SME's.

www.dundeeandangus.ac.uk



TILLT, Gothenburg, SE

TILLT has 13 years of experience in creating cross-fertilization of skills between two worlds: arts and organisations. TILLT's main method will be to hold Innovations Labs. The objective of these is to strengthen industrial competitiveness and develop innovation, through disseminating the understanding of the value of integrating artistic skills in business, and how artistic competence can be a strategic tool for developing creativity and innovation in other indus-

tries. Each lab will address future issues and opportunities that are relevant to an entire industry, sector or society at large. Led by the explorative vision of an artist, each Innovation Lab involves about 15-20 stakeholders from different companies, public bodies and/or academic institutions to create a heterogeneous group. The participating stakeholders perform several creative artistic exercises in order to stimulate different perspectives about the challenge, and

throughout the process, will gradually develop a set of insights and solutions relating to the challenge. Through his/her knowledge and artistic practice, the artist takes advantage of every opportunity to influence the direction of the discussion and stimulate creative experiences.

www.tillt.se



AGENTS OF THE FUTURE – COPENHAGEN THINK TANK CCC³

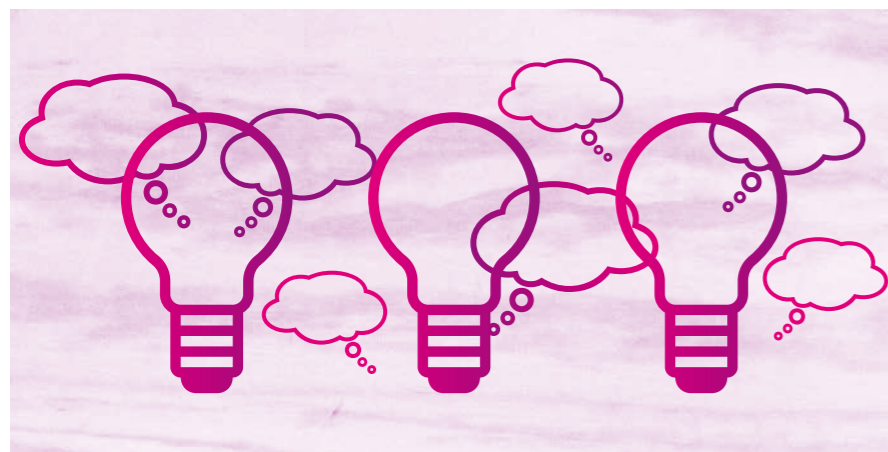


On the 26th and 27th of August, the CCC reloaded: CREALAB partners met in Holte and Birkerød, Denmark, to plan and discuss the successive project to CCC reloaded: CREALAB, titled “CCC³”, which will take place in the next Interreg Funding period. Several key features were discussed and an agenda planned for a hopefully successful application.

The focus of the application will not be on pilot projects, but rather to further develop current products and projects, including special project components focusing on the challenges due to digitalization, globalisation and demographic change.

As a priority for CCC³, following topics were summarized:

1. Strengthening partnerships
2. Implementation of Think Tanks
3. Target groups and professionalisation of Agents of Change and teachers
4. Development of a web-based universe and the development of an EU finance platform
5. Online conferences and webinars on creativity and business
6. Collection of partners’ know-how and other relevant knowledge on how to use creativity and how to be creative in businesses
7. Get prominent ambassadors to represent the project
8. Implement best practices all over Europe



WELCOME OUR NEW CCC RELOADED: CREALAB MEMBER: DELFT UNIVERSITY OF TECHNOLOGY

Delft University of Technology (DUT) is the Netherlands’ oldest and largest university of technology with about 2,500 academic staff members and 17,500 students. DUT is the only beneficiary of the new work package ‘Work of the Future’. In practice, the work package will be carried out by one entity of DUT, i.e. the department OTB of the Faculty of Architecture and the Built Environment. OTB has a track record in research of the new urban economy, in particular the role of creative, cultural and knowledge-based industries. Adequately nurtured, creativity is a key ingredient in innovation, job creation and value creation and, hence, fuels urban and regional economic development. Furthermore, it may contribute to social inclusion, cultural diversity and environmental sustainability. In

order to reap the optimal economic and societal benefits of creativity, it is key to build linkages between creative industries and other creative or ‘traditional’ businesses and knowledge institutions. These linkages tend to benefit from mutual awareness of the potentialities of new, non-traditional working situations – e.g. shift from company to project-based work, co-creation, incubation, open innovation networks and home-based work – and willingness to implement these.

Both because OTB has entered the project halfway into its term and because it is neither an urban nor regional policy maker, it has no actual CREALAB in order to develop itself. Instead, it will supply an overview of existing relevant research and exemplary cases to lay a knowledge foundation for the benefit of

other partners’ crealabs. Nevertheless, feedback of the results of these other partners’ CREALABS to both the Faculty and local and regional policy makers may yield positive side effects of OTB’s part in the project.

OTB has been involved in several EU-funded projects in the field of creative and urban economy, first and foremost Creative City Challenge (Interreg IVB NSR) and InCompass (Interreg IVC). Its contribution to CCC reloaded: CREALAB builds partly on the results of these projects.

www.tudelft.nl



CCC RELOADED: CREALAB PRESENTATION AT HANSEATIC DAY 2014 IN LÜBECK (GERMANY):

Workshop of the Chamber of Industry and Commerce Lübeck:

“Creative industries as an innovation driver for Hanseatic cities”

How can businesses of creative industries adequately be promoted? What significance does this booming industry have for structural change in the economy, innovation and economic growth of a location? These questions were to be asked during the creative workshop of the Chamber of Industry and Commerce Lübeck with best-practice examples from Bremen, Groningen, Schwerin and Lübeck. Individual experiences of businesses from the creative industries were opposed by the findings in the field of business development and provided an excellent opportunity for discussion.

With this initiative, the Chamber of Industry and Commerce Lübeck wanted to make the HANSA come alive – not only thanks to its history, which still fascinates today but also with red-hot

topics relevant to the Hanseatic League of modern times. The workshop took place within the framework of the programme Hanseatic Day 2014. 400,000 visitors attended the Hanseatic programme, including the announcements for the Economic Forum with the creative industries issue. Some 50 attendees actively participated in the discussion on creative industries as a catalyst for innovation within the CREALAB good practice.

Video recording made by the Chamber of Industry and Commerce (in German): https://www.youtube.com/watch?v=DqJuggz_8pY



creative city challenge
reloaded: CREALAB



European Union



The European Regional Development Fund



European Union



The European Regional Development Fund



creative city challenge
reloaded: CREALAB

WISCHMANN INNOVATION PRESENTS: ONLINE TRAINING WITH WEBINARS

Change and innovative thinking are of crucial importance in the current business environment. As a result, Wischmann Innovation has now developed an online training in a form of webinars, to build on this issue. The virtual course has now been launched in a pilot version and focuses on idea development and innovation shaping in businesses, with a point of departure in unison of KU-model and Business Model Canvas.

The online training is hands on, yet the participants can join from anywhere in the world, whether being in an office, on a business trip or simply travelling. The international twist, cross-culture-field presence and participant range of experience add a rich bouquet to the course's group dynamics. The training process consists of five web-based modules. Participants attend a webinar and then follow-up their case and deepen their knowledge by doing homework that is to be

prepared for each session. To ensure quality and actual project development, each case is given time for a free personal coaching by the Wischmann Innovation senior consultants. The feedback from the first two webinars demonstrates that we have created a clear and ambiguous structure of our educational approach. The positive experience and high demand meant an opening of a second parallel course on the 13th of August to add 30 more people to this training. The new training group consists of representatives from 20 diverse companies, working on 20 different projects. All participants are actively engaged in the process and we are experiencing full attendance. It is a very promising methodology that seems to help new products and new vacancies develop all by themselves. In between the sessions, there is also the opportunity to book additional individual/case coaching, both online and in person.

In order to look into how CCC³ could be further advanced and set in action in 2015/2016, Wischmann Innovation facilitated a workshop for all CCC³ partners on the 26th – 27th of August in Birkerød, Denmark. The process was facilitated by Niller Wischmann, and was directed towards higher economic profitability of European businesses and creating more jobs. There was also curiosity about how the digital world could support the objective.

www.winnovation.dk

“SOCIAL MEDIA FOR ENTERPRISE” AT DUNDEE AND ANGUS COLLEGE

In January – March 2014 Dundee and Angus College ran a series of online workshops covering a variety of topics in Social Media for Enterprises. Creative entrepreneurs were able to join the online workshops from anywhere as long as they had access to a PC or mobile device with Internet access. The system used to deliver the online workshops was Adobe Connect, a web-based conferencing system. Feedback from participants was positive and included comments on the ease of access, flexibility of delivery and the provision of relevant up-to-date content. Access to the webinars was via links to an Adobe Connect session. Webinars were also recorded which meant that anyone missing any of the workshops could view them at a later stage.

Topics delivered included Mobile Development for E-Commerce, Search Engine Optimisation, Social Media Content Development and Internet Security and Privacy. Participants were able to communicate with the presenter and each other by means of a chat facility. Sessions were approximately 45 minutes with a 15 minute question and answer session at the end. Due to the popularity of the online webinars it is now planned to continue with this model of collaboration and dissemination of information in 2014/15 with a series of current enterprise related themes. Dates and topics are yet to be confirmed but will be posted on the CCC reloaded website.

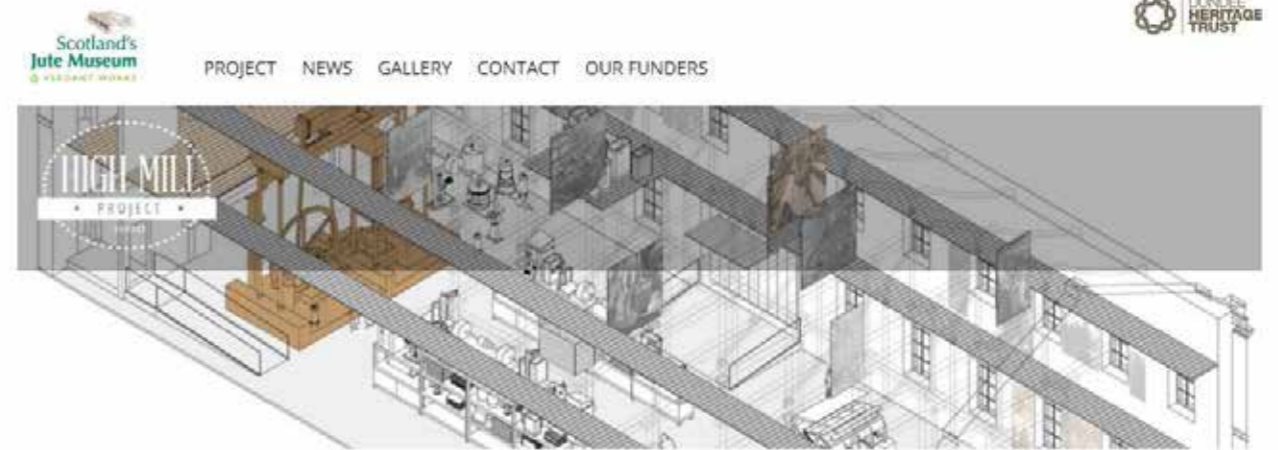


CREATIVE ENTREPRENEURS LAUNCH HIGH MILL WEBSITE

A team of creative entrepreneurs from Dundee & Angus College saw a six month effort come to fruition in May 2014 with the launch of a website to publicise the High Mill Open Gallery Project at the city's Verdant Works Museum. The website, www.highmill-project.com is unique as was developed primarily with mobile users in mind – tourists and holiday-makers who consult their phones and tablets rather than sit at a desk-top computer.

The creative entrepreneurs have been working in partnership with Dundee Heritage Trust since last October and have produced a website which aims to show progress on the High Mill Open Gallery development – a £2.9million project which will encompass the restoration of the remaining derelict

buildings on the Verdant Works site and almost double the size of the museum. As well as offering users the chance to see progress made on this exciting project, there it also offers the chance for people to donate to the High Mill Gallery fund. Another unusual aspect of the site is that once it's up and running it will be maintained by Dundee Heritage Trust staff – not the development team as is usually the case in website development projects. The creative entrepreneurs involved in the project built a website which incorporated client-friendly maintenance of the site and provided training to Dundee Heritage staff so that they are able to maintain the site themselves in future.



CCC RELOADED: CREALAB NEWS-FLASH

Innovation Forum "Material Matters"

The Innovation Forum "Material Matters" at the BRENNEREI in Bremen which took place on November 21st aimed to highlight and showcase inspiring, unique and innovative examples of material appliances from Germany, Belgium, the Netherlands and Scotland. Around 60 people listened to the lectures. Steven Ney, Jacobs University Bremen, guided the audience through four entertaining hours. Various disciplines

were invited not only to network, but to learn from and to collaborate with each other in order to develop new ideas, products and services.

This Innovation Forum "Material Matters" addressed stakeholders from the air- and aerospace industry, from maritime industries, logistics, wind energy, science and research institutions, as well as designers from different fields and the public. Afterwards, a get-together for talks, drinks and finger food took place.

The experts:

- › Kristina Wißling, Germany
- › Frederik de Wilde, Belgium
- › Aart van Bezooen, Netherlands/Germany
- › Christopher Smith Alexander, UK
- › Prof. Dr. Horst-Erich Rikeit, Germany
- › Katharina Haag, Germany



Biobased Economy workshop Groningen. Regional Value Chains: the Pigment Case

In a round-table discussion, all stakeholders from all links in the value chain from pigment cultivation to application in final products were invited on October 6th in Groningen – from farmer to retailer and from producer to government – to investigate these opportunities and hopefully steer this idea toward substantiation.

Eileen Blackmore from House of Design and Tjeerd Veenhoven from HuisVeen-dam acted as moderators in this discussion. Their professional fields have given them much experience in bringing interested parties together and in setting up value chains to highlight new materials and techniques. The ultimate aim is to discover and/or devise new applications, to share expertise and transfer knowledge.

Lunch seminar Elderly Care with TILLT

Population ageing has many implications, one of it being the growing sector of elderly care. On Mai 22nd TILLT held a "Lunch seminar" discussing industry challenges and possibilities for the Swedish growing sector of elderly care, in connection with the input/results from the CREALAB workshop "elderly care" in November 2013. Erik Lundin, an artist who regularly cooperates with TILLT, and Monika Berglund, director of Tre Stiftelser, a leading organisation working in the sector, presented their experience of cooperation and discussed the future of the sector, the human and social contexts of the industry and possibilities of cooperation with artists or the creative sector. Participants were a group of about 40 stakeholders from the sector.



BRENNEREI honored national winner at the European enterprise promotion awards

On October 2nd BRENNEREI next generation lab was honored national winner at the European Enterprise Promotion Awards at SME Assembly in Naples. Additionally, in the category "Investing in entrepreneurial skills" it was runner-up on European level. Since 2006, the European Enterprise Promotion Awards have rewarded excellence in promoting entrepreneurship and small businesses at a national, regional and local level. Two German projects made it to the European finale, where 32 projects competed in six different categories. "We are happy to get this international recognition", says Hans Georg Tschupke from the Innovation department at the WFB Economic Development Corp. in Bremen, "the high potential of the BRENNEREI is noticed in Europe. We're thankful for the achievements of the team, the scholars, our partners and clients – a huge success for Bremen."



CALENDAR

October 2014 – January 2015

Public exhibition of 3D textile and digital design work carried out by creative entrepreneurs from Computing and Creative Media

Verdant Works Museum, Dundee
www.rrsdiscovery.com/index.php?pageID=130

November 5 – November 6 2014

Creativity World Forum Flanders

Kortrijk Belgium
www.flandersdc.be/en/creativity-world-forum

November 21 2014, 14 pm – 18 pm

Innovation Forum “Material Matters”

Alte Schnapsfabrik, Raum 2,
Am Deich 86, 28195 Bremen
www.brenneri-lab.de

November 26 2014, 14 pm - 18 pm

Innovation Workshop “Design Protection”

BRENNEREI next generation lab,
Osterstr. 28/29, 28199 Bremen
www.brenneri-lab.de

January 14 – January 17 2015

Eurosonic/EBBA/EPIC – includes Innovation Conference and Fair

Groningen, Netherlands
<http://www.eurosonic-noorderslag.nl/en/conference/epic/>

March 11 – March 13 2015

Bremen Final Conference / Partner Meeting

Bremen, Germany

CONTACT DETAILS

WFB Wirtschaftsförderung
Bremen GmbH
Andrea Kuhfuss, Jesús Zepeda
Langenstraße 2-4
28195 Bremen

Andrea.kuhfuss@wfb-bremen.de,
T +49 421 69 69 899 12
Jesus.Zepeda-Juarez@wfb-bremen.de,
T +49 421 96 00 334
www.wfb-bremen.de

IMPRINT

The WFB Bremen Economic Development Corp. (WFB Wirtschaftsförderung Bremen GmbH) and its subsidiary, the Bremen Bank for Economic Expansion (Bremer Aufbau-Bank GmbH), is the state of Bremen's central service provider for regional and business development.

The WFB Bremen Economic Development Corp. is domiciled in Bremen and is registered in the Commercial Register at the Bremen District Court under no. HRB 3354.

VAT ID number: DE114413816

WFB Bremen Economic Development Corp.

Kontorhaus am Markt
Langenstraße 2-4
(Entrance: Stintbrücke 1)
D-28195 Bremen
Tel.: +49 421 / 96 00 - 10
Fax: +49 421 / 96 00 - 810
mail@wfb-bremen.de

The following have power of representation: Andreas Heyer (CEO), Michael Göbel, Hans Peter Schneider, Dr. Klaus Sondergeld

Board of Directors:

- › Andreas Heyer (CEO)
- › Michael Göbel
- › Hans Peter Schneider
- › Dr. Klaus Sondergeld

The Bremen Bank for Economic Expansion is domiciled in Bremen and is registered in the Commercial Register at the Bremen District Court under no. HRB 7971.

Bremer Aufbau-Bank GmbH
Kontorhaus am Markt
Langenstraße 2-4
(Entrance: Stintbrücke 1)
D-28195 Bremen
Tel.: +49 421 / 96 00 - 40
Fax: +49 421 / 96 00 - 840
mail@bab-bremen.de

The following have power of representation: Jörn-Michael Gauss, Ralf Stapp

Directors:

- › Jörn-Michael Gauss

- › Ralf Stapp

Editor: Wfb Bremen Economic Development Corp., Jann Raveling
Translation: Lara Goldsworthy
Design: Saskia Burghardt,
followthechicken.com