

How do creative industries contribute to Cross Innovation in other sectors?

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What is Cross Innovation?

The Project

Ecosystem and Smart Specialisation

How can you become involved in Cross Innovation?

What is Cross Innovation?

A Definition

By the term Cross Innovation we understand a process by which creative industries share information, collaborate and work with other sectors to generate new thinking. New products. New services. New business models. New...

The Cross Innovation Project Supported by INTERREG IVC and ERDF

Eleven partner cities:

Amsterdam

Berlin

Birmingham (LP)

Linz

Lisbon

Pilsen

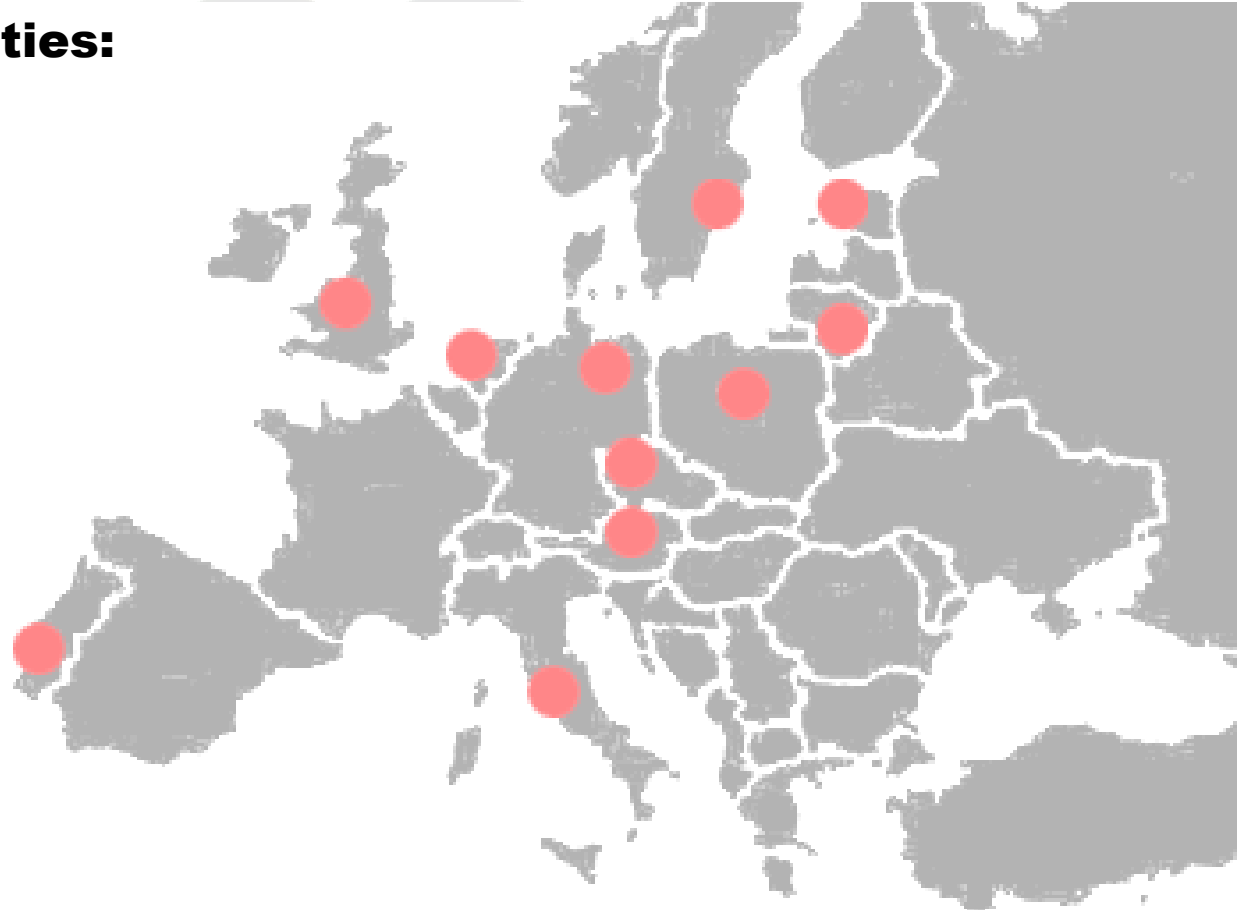
Rome

Stockholm

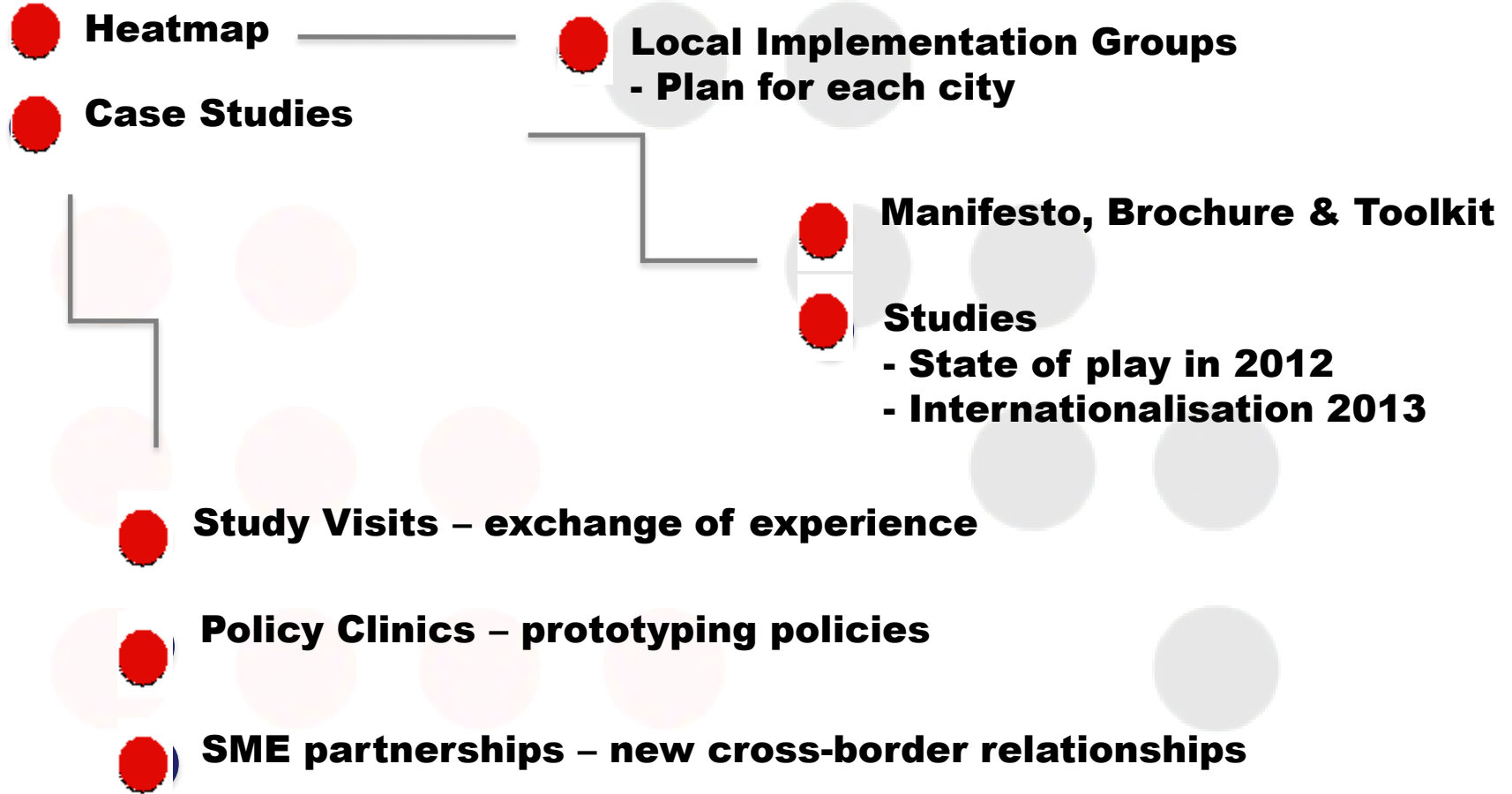
Tallinn

Vilnius

Warsaw



Project Outputs and Milestones



Ecosystem – How are Cross Innovation relationships established?

Through Universities & Research Councils via multi-disciplinary teaching and research.

Through direct collaborations between creative and non-creative organisations, big and small.

**Cross
Innovation**

Through cooperation between Public & Private organisations.

**Cross
Innovation**

Through multi-nationals via internal R&D and open innovation activities.

Through community-based initiatives with a focus on participation.

Ecosystem – What conditions are required to promote Cross Innovation?

Access to SPACES where people with different skills can meet – coworking spaces, fab labs, incubators.

Access to BROKERS („cross-cluster managers“ ??) who can link and understand the requirements of different sectors.

Access to FINANCE which enables organisations to risk finding solutions from outside their usual networks.

An understanding of how CULTURE and CREATIVE PRACTICES can promote joint understanding and deliver new thinking.



**Moseley Exchange
co-working space**

Ecosystem – Smart Specialisation 1

European Trends:

Design, Mobile Media and Gaming are the creative sectors most likely to work with other sectors.

Environment, Healthcare and Manufacturing are the growth sectors most likely to work with creative sectors.

Cross Innovation is running a pilot project to link creative SMEs with SMEs from other sectors, across country boundaries (Sept 2013 – April 2014).

Ecosystem – Smart Specialisation 2

Focus on developing a city's sectoral strengths but promote reasons for different sectors to meet, e.g. through challenge events, interdisciplinary conferences, solving city-wide problems or establishing creative procurement procedures.

Focus on providing access to spaces, brokers and finance.

Focus on promoting cultural understanding.

How can you become involved in the Cross Innovation project?

Watch our video, read our brochure, sign our manifesto... [...\\..\CROSS INNOVATION\CP2 Communication\Main Cross innovation v9.mp4](#)

Participate in our internationalisation scheme.

Comment on our Local Implementation Plans.

Visit our website.

Work with us to develop new partnerships.

THANK YOU!

www.cross-innovation.eu

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