Crossovers – creative industries and other growth sectors

The heatmap provides a snapshot of current activity in the 11 cross innovation cities, on a scale from 0 to 6. It shows crossovers between creative industry sectors and other growth sectors. The hot spots demonstrate which sectors have shared information and collaborated, the hotter the colour, the more likely the relationship is to be found across our partnership.

The project partners comprise 11 European cities where ideas and realities of cross innovation can be explored: Amsterdam, Berlin, Birmingham, Linz, Lisbon, Pilsen, Rome, Stockholm, Tallinn, Vilnius and Warsaw. In considering cross innovations, each city has a role to play in promoting good practices and contributing to local, regional and European policy agendas.

Want to know more about this project? go to www.cross-innovation.eu
What is our approach to Cross Innovation?

The objective of the project is to improve innovation policy by breaking down compartments or “silo thinking” between sectors, technologies and departments, both in industry and the public sector. We achieve this by identifying how knowledge from the creative sector can benefit other growth sectors, driving new products, services and ideas. A programme of Study Visits, Policy Clinics and Action Plans, enables project partners to circulate good thinking and contribute to a collection of best practices, shown on our website.

“By the term cross innovation we understand a process by which creative industries share information, collaborate and work with other growth sectors to promote new thinking”

The project works along four sub-themes:

1. **Smart Innovations** - selling edge financial models that enable cross innovation
2. **Culture-Based Innovation** - schemes that unlock new ideas into businesses and the public sector by introducing artistic and creative practices
3. **Brokerage** - services that build bridges between sectors by connecting cross innovation models with beneficiaries
4. **Spatial Cross Collaborations** - places that enable cross innovation for sector or location spaces, institutions, fell labs, science parks and local clusters

Game-play used to improve airport efficiency

Are you up for the challenge? Air Cargo Netherlands, The Dutch Customs and Arterfin KLM Cargo have launched a serious game “Smartgate, The Game,” designed to train staff in how to use the Smartgate cargo service. The serious game is a tool to improve the efficiency of exports moving through Customs and Security at Schiphol Airport, by earning ‘airpoints’ and fewer physical checks.

The game is described as serious because it simulates real situations and processes, giving players an insight into the logistics and benefit of using the services of Smartgate Cargo. During the game, the player must move goods via the air transportation system, here the real life terms come through to the airline as extra flights to be eventually shipped. Smartgate Cargo is a free browser-based game and can be played by anyone. For further information visit: www.smartgate.nl

The Stockholm School of Entrepreneurship (SSES) is a not-for-profit collaboration between Stockholm’s top five academic institutions: KTH, University of Stockholm and Kungliga Tekniska.His is designed to take best practice initiatives from each organisation and create a world-leading academic facility for applied entrepreneurship education.

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Thinking, working and studying entrepreneurship has contributed to the success of graduate entrepreneurs. Students can participate in a tailor-made models and techniques to form a holistic view of their ideas and business plans. They are encouraged to map relationships, share knowledge and view problems from different perspectives, inclusive collaborative innovation, leading to a culture based on joint learning and continual improvement.

For further information visit: www.care.se

Finding the perfect creative space

Situated in the remote Vëdrai District of Poland, Beepart’s experimental art centre made of discarded saw mill structures, stone for insulation. It provides cultural and artistic spaces, inspiration for community businesses and exhibitions areas. The centre is run by five permanent volunteers and receives further support for larger events such as the Beepart’s international light installation festival.

Beepart fosters cross innovation by serving as a meeting point for community members, artists, guests and experts to collaborate on experimental ideas that could help improve the social and cultural environment in areas where such infrastructures is lacking. It is common that within urban parts of post-socialist cities, there are limited opportunities to engage with creative innovation projects.

For further information visit: www.beepart.nl

Financial incentives to innovate

The Province of Rome promotes cross innovation through projects where scientific organizations and entrepreneurs can engage with creative ideas, including design practice. “Technological Promotions for Innovation” is a new tool allowing financial instrument supporting such activities in micro, small and medium-sized enterprises, allowing the transformation of innovation tools into new products and processes. Of particular note is the use of digital design in industrial and cultural heritage, with biotechnology, agronomy, social services and environment sustainability also important.

The project funds one-year contracts for young researchers in innovation to lead projects with selected companies, with Offices Innovation (the technology transfer office of the Provincial) responsible for matching and mentoring. Offices Innovation also provides guidance on project financing and access to venture capital.

For further information visit: www.officinainnovazione.it

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The role of the creative economy as a provider of growth for the wider economy can be more effective through interdisciplinary collaboration, which opens perspectives both for business renewal and development of a region.

Jaanus Vahesalu, Baltic Card Innovative Fund

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