

Cross Innovation builds bridges between creative industries and other sectors.

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Happy summer, innovators!

A lot of exciting Cross Innovation activities are coming up. In this newsletter you can find the latest news, best practices, upcoming events and special announcements.



Sign the Manifesto!

“Policy is not about dictating what is best for us; it should help us find our way to better modes of being, encouraging discovery, freedom and happiness.”
Please read and sign the Cross Innovation Manifesto, and help us spread our message! [Read it here](#) and/or [sign it here](#).

Save the date: Final Conference 16 & 17 October
Project Lead Partner, Birmingham (UK), is very pleased to announce that it will be hosting the Cross Innovation Final Conference on Thursday 16th & Friday 17th October 2014.

Including a **Blender Event** and presentations from leading thinkers, the Conference will be an opportunity for the partnership to share research, experiences and results from the last 3 years, showing how the creative industries can collaborate with other growth sectors to generate innovations.

A **key focus** over the two days will be the development of new ideas and projects, through cooperation and experimentation. With an emphasis on participation, the event will also stimulate minds and provide the chance to establish fresh networks.

Including contributions from all partner cities, it will be the perfect occasion to engage with the **European cross innovation landscape**, so please save the date and keep checking our website for updates.

We look forward to seeing you in Birmingham!

Newsletter from 7 augustus 2014

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EVENTS

Upcoming:



26 August
International Create Challenge 2014

28 September
Maker Faire Rome 2014

22 October
ClusteriX Final Conference

23 – 25 October
ECF Idea Camp 2014

5 – 8 November
Eurocities 2014: Energising cities

24 – 26 November
Coworking Europe 2014

Feasibility Study on SME Internationalisation



A feasibility study for Cross Innovation on the internationalisation of SMEs was released by Berlin partners Multiplicities-Berlin and Belius GmbH. The study embodies an empirical analysis that maps internationalisation prospects for different sectors. Read on for a short summary and download the full article below.

[» Read more](#)

ARTICLE

ESEL custom bike wins Best Creative Industrial Idea 2014



Out of about 50 applications, ESEL won the first prize in the Edison 2014 contest that awards great creative industrial ideas. The custom bicycle project won over 18.000 euros for the custom-made personal product they deliver. The second prize went to Taste//Maker, Music.Lab.Linz, and the third prize was awarded to INTERACTION – Social Board Gaming.

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INTERVIEW

Michele Trimarchi on Cross-Innovation



Michele Trimarchi talks cross-innovation, creativity and policy-making in Italy from the perspective of his academic expertise. He is Full Professor in Economic Analysis of Law and Science of Finance at the University of Catanzaro “Magna Graecia”; but also Adjunct Professor in Cultural Economics, University of Bologna, “Alma Mater Studiorum”.

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ARTICLE

Lisbon wins title ‘European Entrepreneurial Region 2015’



The Portuguese capital Lisbon received on 25 June in Brussels the European Entrepreneurial Region (EER) 2015 label, awarding the best regional strategies aimed at fostering entrepreneurship and promoting innovation among small and medium enterprises.

“Lisbon is the first city that received the EER award. Its strategy outstandingly connects existing projects aimed at promoting

entrepreneurship and innovation,” President Valcárcel pointed out.

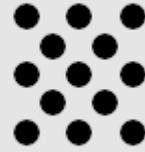
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BEST PRACTICE

Austrian creative SME going international through cooperation



BlindMaps, an Austrian creative SME, is going international through cooperation with the Ars Electronica Futurelab. The SME was being awarded in the category ‘the next idea’ of the Prix Ars Electronica 2014, an Art and Technology Grant. BlindMaps enables visually handicapped people to become mobile in an



The Matchmaker is specially designed to find and learn more about SMEs that are part of the Cross Innovation project, and to make cross-sectoral collaboration easier. Filter by city, sector or even future sectors that companies would like to collaborate with, and [find your match!](#)

MANIFESTO



Policy makers have to face the changing economic and cultural demands of society, with innovation critical to success. Here we present five principles that we hope will provide inspiration to those seeking to encourage new thinking.

[Read on](#) and [sign](#) the manifesto!

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independent way in an unknown urban environment. Attached to the Pris is a grant of €7.500 and the opportunity to further develop the prototype.

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ARTICLE

Tech-suit wins Creative Business Cup in the Netherlands



On Friday, June 13th the national winner of the Creative Business Cup in the Netherlands was chosen. Borre Akkersdijk with his BB.Suit is elected as the national winner. He gets the chance to compete for the title Winner of the Creative Business Cup 2014 in Copenhagen. The BB.Suit is the first step in the creation of a new platform that creates interaction between the user, bystanders and

the web.

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BEST PRACTICE

Special Map shows coworking spaces in Berlin



A new map on the website of the German state initiative Project Future shows all coworking spaces in Berlin. The map is available under the tab "Location information" of the Project's website at www.berlin.de/projektzukunft. The list is continuously maintained and enhanced, so it is always up-to-date. New coworking spaces can also be included on the map.

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ARTICLE

Today, Maria Montessori would have used digital



"Tabula Fabula" is a project developed by Labnormal in Rome. The objective is to re-launch the Montessori approach through multimedia: an environment in which a child can express its creativity. Apps are developed to transpose and expand the material by means of the creativity of Montessori-approach experts and graphic designers. The first launched App called "The Cosmic

Tale" tells an interactive story allowing children to understand man's position in the universe.

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REPORT

Interregional workshop for cross-collaboration in Tallinn



Tallinn hosted an interregional workshop for representatives of 10 European countries on 14th of May 2014. The goal was to discuss the opportunities and ways for cross-collaboration between creative industries and traditional growth sectors. The international seminar of the Cross-Innovation Project took place at the MEKTORY Innovation and Business Centre, which is also a platform for cross-sector synergy. Read along for a summary of the event.

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ARTICLE

Collaboration with local university is strength Italian incubator



The collaboration with the University is one of the strenghts of Navacchio, the incubator based near Pisa, Tuscany, says Maria teresa Cometto. In her article you can find four stories of startups that were incubated by Navacchio: Pitom, Casalife, Kickstarter and Gruppo Scienza Machinale (GSM). Innovative startups looking for space may try and find a place at the Polo Tecnologico di Navacchio in Cascina, near Pisa, Tuscany.

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REPORT

Cross-Innovation Magazine: Berlin 2014



On the 24th of March 2014, a 100 businesses came together in Berlin during the Cross Innovation event, and shared their thoughts on a number of issues. They were asked to mix ideas, thoughts and their understanding between sectors. A way in which new ideas and collaborations could be created. Read the online report in this custom madeInstant Magazine.

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© Copyright 2012 Cross Innovation. The Project Cross Innovation promotes collaborative and user-driven innovation that happens across sectoral, organisational, technological and geographic boundaries. Its focus rests on policies and support measures that enable cross innovation and creative spillovers between creative sectors and other industries. The partnership consists of 11 metropolitan hotspots that have the potential to put cross innovation on the top of local and regional policy agendas across Europe: Birmingham, Amsterdam, Rome, Berlin, Tallinn, Warsaw, Vilnius, Stockholm, Linz, Lisbon, and Pilsen.

Colofon

The Cross Innovation newsletter informs you about current Cross Innovation events and projects in Europe. Tips for the newsletter? Mail de webmaster@cross-innovation.eu.

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