

## WELCOME TO PROJECT CROSS INNOVATION!

### Let us introduce ourselves...



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.

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## MANIFESTO



### The Cross-Innovation Manifesto

Policy is not about deciding what is best for us: it is about helping us finding our way to freedom and happiness. Thus, for policy-makers to be inspired on how to deal with the changing demands society puts on innovation, we need new principles that are based on experience.

1. Shift happens. And when it happens it is not the way planned.
2. Innovation is not grown in a greenhouse, but it evolves in an ecosystem.
3. Being specialized is good, but being special is even better.
4. Boundaries need defense. New frontiers need pioneers.
5. A vision is not an obsession: it is a synthesis to be realized by action.

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## INDREK IBRUS



### About Innovation in Culture

How is something new in culture born? Is 'innovation' simply a neo-liberal catchword, which subordinates culture to the rules of the economic 'field' as can be inferred from some of the discussions on the creative industries at least here in Estonia. Indrek Ibrus, a media expert and lecturer at Tallinn University Baltic Film and Media School, gives his view in his article "About Innovation in Culture" issued on 12th of September 2012 in the Estonian cultural newspaper Sirp. Download the article and read further.

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## CALL FOR DESIGNERS



### Create a new (food) concept or product

Grandma's Design: Revisiting Europe's Baking Heritage brings together grandmas and designers in the increasingly popular discipline of Food Design. The project aims not only to preserve the baking traditions across Europe, but also to revitalise them. The soul of the grandmother's recipe and story will be passed on and renewed through a contemporary design product.

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## ARTICLE



### Supporting innovation in Warsaw

The City of Warsaw carries out a series of activities aimed at supporting the creation of innovation, entrepreneurship and creative industries. In 2012, Warsaw has adopted two documents, which define the creative sector as one of their main focus area for the support activities and add give strategic framework to the actions that have been realized by the City so far.

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## ARTICLE



### Designed in Berlin: The gas station of our future

Formfjord creates a charging station for electric cars. The Berlin based start up company ubitricity has been developing – together with leading partners from the energy industries – an innovative solution, which enables a comprehensive setup of loading-infrastructures for electronic vehicles – price efficiently and future oriented.

## JOIN US



## AGENDA



### November 2012

- 16 - [Open Day LX-Factory](#) (Lisbon)
- 17 - [TEDxYouth@Tallinn](#) (Tallinn)
- 21 - [Creative Mixer #5 Warsaw](#) (Warsaw)
- 26/27 - [13th European Forum on Eco-Innovation](#) (Lisbon)
- 26/27 - [Generator Conference 2012](#) (Gävle, Sweden)
- 27 - [B2B meetings for eco-innovation in the water sector](#) (Lisbon)
- 28/30 - [Eurobest: The European Festival of Creativity](#) (Lisbon)

## WIN YOUR NAME IN CHOCOLATE LETTERS!



The festive season is approaching rapidly! In the Netherlands this means that people are getting ready for the traditional celebration of 'Sinterklaas' on December 5th. According to old tradition, Dutch people will give their family, friends or loved ones the initials of their names in chocolate. According to true Sinterklaas spirit we are going to give you the opportunity to win your (first) name in chocolate letters! A very delicious cross innovation.

## GOOD PRACTICE



Polpharma, a Polish pharmaceutical giant, is a cooperation of a pharmaceutical company with designers. In 2011 Polpharma was regarded as the most innovative Polish company by Institute of Economic Studies of the Polish Science Academy. Learn more: why is the project needed? Why is it innovative? What advantages has it created?

## Q&A



Several Portuguese universities have opened the academic year 2012/13 with a range of new postgrad degrees in the field of innovation and creativity.

## CONTACT

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## ARTICLE



### Online branding through Google Earth

Online geo web tools such as Google Earth have become increasingly popular among a large, world-wide audience. Based on such geo web tools in combination with traditional Geographic Information systems, ICT company iNovmapping produces innovative online geo experiences, thereby creating a whole new range of online branding and promotion opportunities for its clients.

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## INTERVIEW



### Benjamin Brandt, founder and CEO nextsocial.de

After graduating in business studies and media studies, I co-founded and built with TalentRun, Germany's first online karaoke video community. At nextsocial I am responsible for managing product development and operations.

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## INTERVIEW



### Catarina Portas and the innovative project A Vida Portuguesa

In 2007 former journalist Catarina Portas opened a shop in Lisbon that focused solely on traditional, Portuguese brands. A Vida Portuguesa was born. In her enterprise, Portas highlights the quality of locally manufactured products. She believes that it these traditional, local products reveal the story of a people's identity.

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## STUDY VISIT



### Cross innovation from an Amsterdam perspective

To explore cross innovation examples and practices the Project Cross Innovation is organising five study visits. Amsterdam, Berlin, Linz, Tallinn and Rome have invited the partners to events and visits in their cities. At 17 and 18 September the participants came together in Amsterdam and experienced -lively during the PICNIC'12 festival – cross innovation from an Amsterdam perspective.

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## STUDY VISIT



### Tallinn introduces some good examples of Cross Innovation

Within the framework of the Cross Innovation project, European experts from various fields of the creative economy visited Tallinn from 20 to 22 September 2012. This time, the visitors were from Amsterdam, Lisbon and Pilsen, a small town in the Czech Republic that, together with the Belgian city of Mons, will bear the title of European Capital of Culture in 2015.

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## STUDY VISIT



### Creativity, Innovation and Clusters in Berlin

Creativity, innovations and network activities defined two days of study visit programme filled with panel discussions, workshops and showcases, organised by Project Future in the frame of the Berlin Music Week.

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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](mailto:webmaster@cross-innovation.eu).

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