



Cross Innovation builds bridges between creative industries and other sectors.

## INVITATION

### Sign the Cross Innovation 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. 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.

#### The Cross Innovation Manifesto:

1. Things shift, and when they do, it is not in the way planned.
2. Innovation is not simply grown in a greenhouse, it evolves in an ecosystem.
3. Being specialized is good, but learning to be special is even better.
4. New frontiers need pioneers. Innovation leaders are pioneers.
5. Innovation is a strategic, future-driven activity.

If you agree with this please [sign the Cross Innovation Manifesto!](#)

[Read](#) the complete Manifesto



Newsletter from 1 augustus 2013

## JOIN US



## CONTACT

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[Download](#) The Cross Innovation Manifesto (pdf)

The Cross Innovation Manifesto is written for the Project Cross Innovation by Luca de Biase and Patrick van der Duin.

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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).

Co-funded by European Commission

This project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme.



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