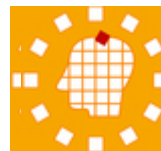


From Cable Factory to Custard Factory – Experience exchanges between creative cities

ECLO Istanbul 13th May 2010

Steve Harding and Nina Lakeberg



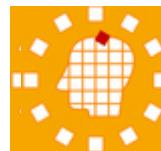
What we're going to do...

... tell you about the two Interreg projects we're working on (intro)

... talk about some learning techniques

... outline key trends so far

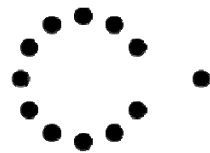
... do a "policy cafe" with you



Two Interreg projects

Two examples of current strategic projects in support of the CIs in the City Region

Creative Metropolises



CREATIVE
METROPOLES



ECCE Innovation



INTERREG IVB

Creative Metropolises

Interreg IVC Project, led by Riga, www.creativemetropolises.eu

Public Policies and Instruments in Support of Creative Industries –
experience exchange of good practice

11 Cities – Amsterdam, Barcelona, Berlin, Birmingham/Wolverhampton,
Helsinki, Oslo, Stockholm, Tallinn, Vilnius and Warsaw

5 Policy areas:

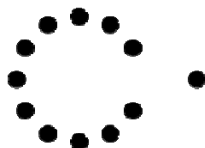
Architecture of public support

Business capacity and internationalisation

Space for the CIs

Funding Schemes

Demand for the outputs of the CIs



CREATIVE
METROPOLES



ECCE Innovation

Interreg IVB Project, led by Nantes, www.ecce-innovation.eu

Economic Clusters of Culture and Creative Enterprise in the Innovation process

8 Cities – Aachen, Birmingham, Cardiff, Doncaster, Dublin, Eindhoven, Nantes, Stuttgart, also involving CIDA and KEA.

Key Objectives:

Foster innovation capacity of CI's to access new markets

Help develop new markets across cities

Develop policy expertise in stakeholders

Support cities in this new economic paradigm

Help cities attract and retain talent



INTERREG IVB

Creative Metropolises – learning techniques

Independent Portfolio workers (Handy)

Cross disciplinary- digital entrepreneurs (Leadbetter)

Participating in SME “Blender” events led by Helsinki – CI firms in the partnership spending an intensive day together looking at trends and working on new business ideas



Blender, Helsinki



ECCE Innovation – learning techniques

Transfer Agent role – how to better connect CI firms with the City/Region and the HEIs – Triple Helix

Establish Transfer Agent at the SME level and at the level of interaction with the city/region (Facilitators – reflecting on business processes – Schein)

Bring “established” companies into the meeting spaces of new economy companies for interactions



Panel of experts, Nantes



INTERREG IVB

Key trends so far from the projects

- Many learning opportunities between "established" and "new/emerging" CI cities
- All cities encourage districts which are "creative" and have distinctive cultural assets for their citizens (Florida)
- Specialist staff to work with Creative Industries is a common feature – in ECCEi development of the role of Transfer Agent



Biscuit Factory, Nantes

Key trends....

- Networks are seen as key - companies, government, universities (Castells)
- New growth models emerging - small rather than large firms networking together
- Identify the key areas in your knowledge economy (EU 2020 Strategy)
- Where are your Creative Factories?



Moseley Exchange, Birmingham

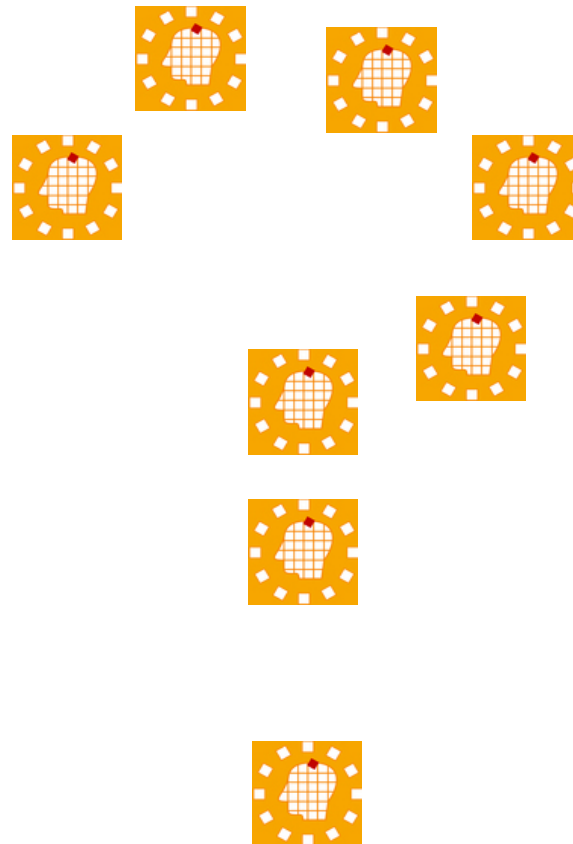
Learning points – creative cities talking to each other

- ✧ Make meetings as participative as possible
- ✧ Recognising differences in where we are on the journey to a creative city
- ✧ Involve people who want to share and want to make change happen
- ✧ Involve companies in the policy agenda
- ✧ Where are the creative leaders?
- ✧ Focus discussions on key conferences and cultural events in the cities
- ✧ Visits to make tacit knowledge explicit – how it really works!
- ✧ What are the “trends” in our cities?

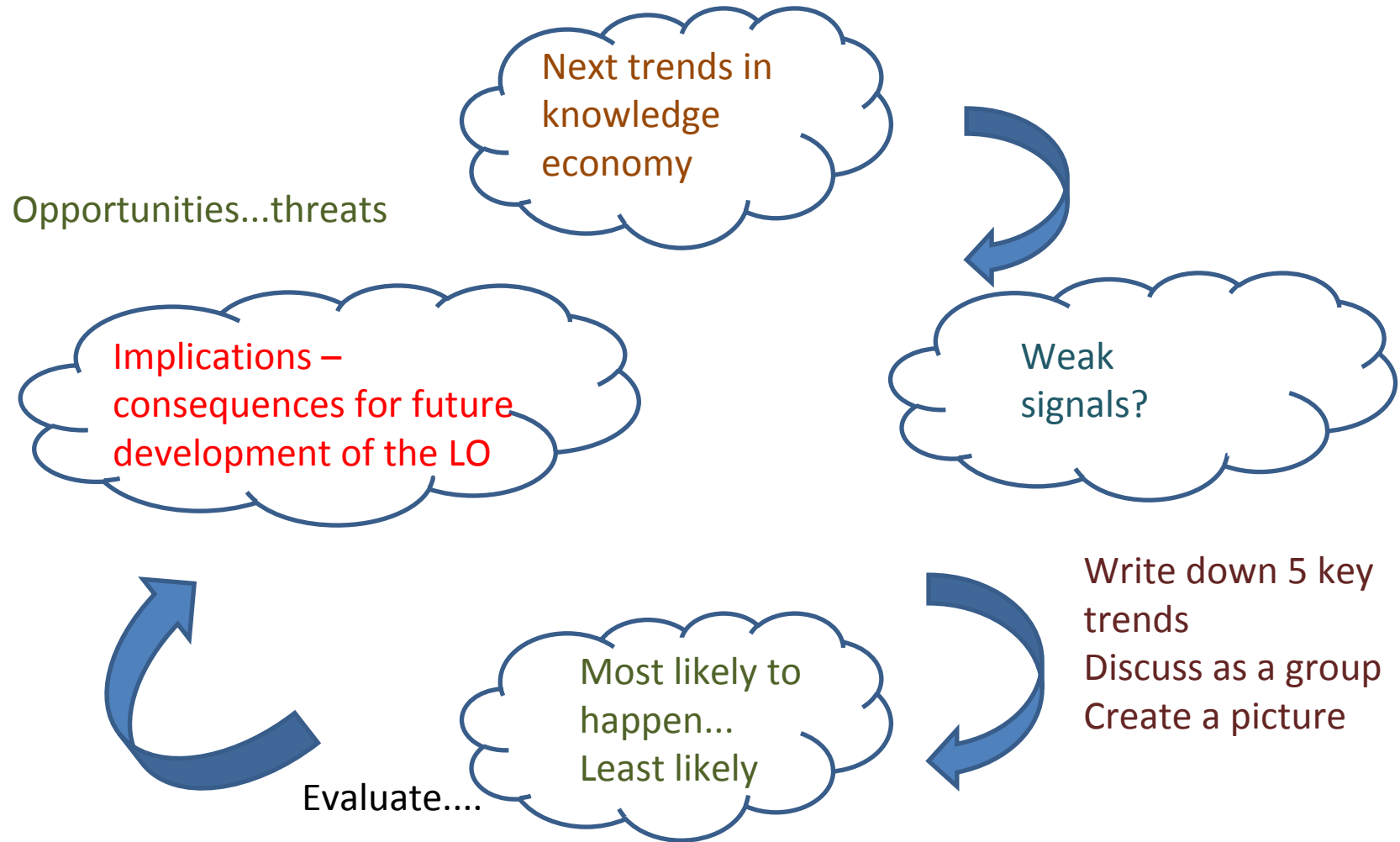
Policy Café

What does this look like for the Knowledge economy?

Future trends and “weak signals” ...



Policy Café



Thank you!

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