

Creative City Challenge Partner Meeting Gothenburg 2010

Representatives from all of the 13 CCC partner organisations got together for the third time for a meeting organised by the Swedish partner TILLT in Gothenburg on board the 'Marienholm' on 5th - 7th May 2010.



For the three days the 30 participants exchanged information about the progress of various project activities; all aimed at strengthening creativity and innovation in their regions. The lively presentations, following discussions and informal conversations also generated new stimulus for further work.

The CCC project was also positively received by the chairman of the Swedish Sub-

committee of the Interreg IVB North Sea Programme, Ms. Vivi-Ann Nilsson. She attended the transnational seminar »Building Support and Infrastructure to Creativity and Innovation« on the final day of the meeting and revealed to the proud participants that the project had been accepted unanimously at the time of its application. The next project meeting will take place in Kortrijk, Belgium on 20th - 22nd October 2010.

Project activity Hoeje-Taastrup Municipality

By contrast to other CCC partners the Hoeje-Taastrup municipality is not analysing the creative companies but the traditional industry in order to identify how these companies are using creativity and innovation as well as connections to creative companies as an important factor for growth.

The activity aims to verify or deny the hypothesis that creative entrepreneurs have a lack of business skills and traditional industry entrepreneurs have a lack of creative skills. However, if the different sectors are brought together, it will make way for innovation and growth.

By promoting creativity in the concrete industry Høje-Taastrup municipality is creating a basis for an international, innovative and creative cluster for concrete. This is done by bringing public authorities and technical scientific research and educational environments together with small and medium-sized companies in the traditional concrete industry and linking them with artists, designers, architects and town planners to create new, innovative ways of using concrete. A number of innovation checks on the traditional companies have now been completed, and preliminary results in form of possible future scenarios have been elaborated and discussed with the Expert Group.

In a workshop (May 2010) a number of possible future scenarios for the future development

in the concrete sector have been discussed and investigated. The purpose is to clarify how the participating companies can use creativity and innovation in their future growth and development. The workshop also aims to bring together different sectors, creative ones, as well as organisations involved in the concrete industry.

Later the project will investigate how the municipality can support a creative use of concrete in urban development planning.

As part of the Creative City Challenge project Hoeje-Taastrup municipality has developed a branding framework in a unique process involving about 140 managers and employees in describing the content of the Hoeje-Taastrup brand. Together with the study by Annet Jantien Smit: »Branding creative places«, the framework defines the platform for branding Hoeje-Taastrup as the place for creative concrete and the management of a concrete cluster. The report points to the importance of involving local stakeholders in the innovative process, i.e. the triple helix of municipality, education and business.



By awarding the **5 best collaborations** through an international jury Creative City Challenge aims to highlight successful partnerships between the creative and the traditional industries in order to encourage companies to intensify cooperation and collaboration. A best practice collaboration will be elected each year from 2010 to 2012.

Seize the opportunity: applying for the **BEST COLLABORATION AWARD 2010** promotes your own company in an international playground! www.creative-city-challenge.net

Street Stars – Bringing the Community Together

Since January 2010, Newcastle City Council has been working with Street Stars – a project based at the Ouseburn Trust.

Street Stars are a strong and dedicated team of volunteers, with a high level of local knowledge and are interested in supporting the growth and development of the Ouseburn Valley, which is a strong creative cluster, and the surrounding areas. Victoria Smyth, the Street Stars Coordinator, has led a team of volunteers developing their skills and confidence, and then supporting them to carry out engagement, empowerment and networking activities. Based on Lime Street in the Ouseburn Valley, Street Stars is right at the heart of Newcastle's Creative Hub.

Our main activities are:

- Organising get-togethers of local businesses and communities
- Hosting forums
- Publicising local events
- Acting as a local information point

- Helping businesses network
- Providing volunteering opportunities

Early conversations with local businesses showed that, although they worked in a creative cluster environment, there was still a huge need for networking opportunities. To meet this need Street Stars run monthly business breakfasts, which provide an informal networking environment, for businesses to meet their neighbours and discuss new partnerships. Since starting in February, 50 local businesses have been represented at our Breakfasts. Local businesses have commented »The Street Stars team members are connecting us with people we didn't know before because they have their finger on the pulse much more than we do.« Street Stars support local businesses in bringing their



issues before decision-makers and increasing opportunities for dialogue.

»Bringing all these people in one room has saved me weeks of effort. Street Stars gives me a direct link to the area.« – Local Authority Officer.

Street Stars is now part of the vocabulary used in the Ouseburn Valley, it is associated with quality networking and opportunities for getting your voice heard. Through Creative Cities Challenge, Street Stars will be able to open up new opportunities for sharing and networking between Newcastle and creative clusters working in European partner regions.

International App Development Conference in Dundee

Date: 8th - 10th November 2010 / Venue: Dundee, Scotland

Background

App development for mobile devices has grown at a rate of 140% each year since 2007 and is expected to grow by 68% per year until 2013 and have a combined annual worth of €11.6 billion, making the app development market one of the most important but competitive areas of the creative industries. But how many companies are fully prepared to make the most of this area of dynamic growth?

Event

Dundee City has been a recognised centre of excellence in the digital entertainment industry for many years, with games like Grand

Theft Auto, Lemmings and now new releases such as Crackdown 2 and the highly anticipated APB having all been developed there. As part of the Interreg funded Creative City Challenge project, Dundee College, along with key project and other industry partners, are now planning a 3-day International App Development Conference to be held in Dundee, Scotland, in November 2010. The conference aims to bring together the very best in professional app development from around the North Sea Region to take part in this key knowledge transfer event between established professionals and newcomers to the app development business.

Guests from following sectors are welcome:

- Established app developers
- Start up SMEs
- Existing companies wishing move in to this exciting area of development
- Students studying digital design and programming courses

To register an interest, offer to contribute, suggest topics for content or for any other enquiries, please contact: Andrew Mackenzie, Project Manager Creative Industries, Dundee College, a.mackenzie@dundeecollege.ac.uk

www.creative-city-challenge.net

Budalibre

Every artist or other creative spirit has a folder somewhere with ideas which, for whatever reason, were never carried out: too expensive, too simple, too complex, too similar to something already done ...

These »leftovers« usually die a lonely, dusty death, unless someone comes up with the idea to collect these ideas and sell them in a unique public sale of brilliant ideas. That is exactly what Sarah Vanhee did! She collected many ideas from artists

and creative heads, from which she selected the 20 best. These were put up for sale at Buda Libre XL, the great public sale of unrealised but brilliant ideas at Quinze & Milan, the studio of top designer Arne Quinze in Kortrijk.

It was an extremely fine, varied and entertaining evening that fluctuated between an auction and a theatre. Sarah was assisted by a professional auctioneer. Many visitors went home with a golden idea!

www.budalibre.be



CCC Workshop: From the Creative Idea to the Strategic Concept – A Great Success

On 26th May 2010, as part of the European SME week, HAW Hamburg (Hamburg University of Applied Sciences) presented a workshop entitled »From the Creative Idea to the Strategic Concept«. It was delivered in cooperation with Hamburger Arbeit (»Hamburg Work«) and the Bergedorf Borough Office.

The motivation for the event was research results that indicated that many small-scale creative enterprises have a deficit of strategic and organisational skills, and HAW Hamburg has now set out to equip these enterprises with the missing »soft skills«. Nowadays, mastering the technical skills is not enough to succeed in the creative industries. As well as these skills and knowledge, the small-scale creative entrepreneur has to have self-

organisational, marketing skills and negotiating skills. It is no longer enough to simply deliver a good quality product or service if it cannot be offered to the right customer at an appropriate price. The workshop organised by HAW Hamburg was aimed at supporting these small-scale, creative enterprises in just these areas. More than 40 people – including graphic designers, film producers, and illustrators – took part in the workshop. The feedback was



positive. The participants praised the workshop and asked for more events of this type. As a result, further training courses will certainly be offered to creative entrepreneurs in the future.

Ugly spots project launched in the Kortrijk region

The logo of the »ugly spots« project stands for the story of the Ugly Duckling



On 29 April, Leiedal and the municipalities of the Kortrijk region launched the »ugly spots« project in cooperation with Designregio Kortrijk. This means that 11 municipalities simultaneously started a unique initiative, the purpose of which is to have local municipalities, designers and creative students join forces to achieve a challenging goal: to creatively transform ugly spots – untidy, neglected or unfinished patches of public space – into attractive areas. The first proposals are expected in the spring of 2011.

See also: www.lelijkeplekjes.be (in Dutch)

Local governments x designers

After the launch of the project the municipalities have two months to look for an ugly spot on their territory which is in need of some creative intervention. During an international workshop, which will take place in Kortrijk in the autumn of 2010, a designer, architect or artist will be assigned to each ugly spot. He or she will create a design in consultation with the municipal authorities, which should eventually result in the creation by the municipal services of an unusual, creative area.

Local governments x students

Several municipalities will also take advantage of the »ugly spots« project to consult local residents and associations. From 29 April until 30 June, the latter can use the municipality's official website to point out ugly spots in their neighbourhood. Each municipality will select another two ugly spots from the results of this referendum and will link them to creative students from various disciplines

(art, architecture, urban development ...) who will be given the opportunity to unleash their creativity and will in this way be a source of inspiration for the municipal authorities. The proposals of both designers and students will be compiled in a publication in spring 2011 with a view to raising the awareness of other authorities in the North Sea Region with regard to the added value of creativity in public space.

Pilot project

The »ugly spots« project is realised within the framework of work package 5 »creative clusters«, which focuses on the question how governments can contribute to furthering creativity. Through the »ugly spots« project the region wants to examine in what way local authorities can stimulate creativity by means of creative interventions in public space. Another purpose of the project is to experiment with new forms of cooperation and cross-fertilisation between authorities, creative designers, students and local residents.

SWOT Analysis of the Creative Sector in Hamburg

The Department of Design, Media and Information (DMI) of the HAW Hamburg is analysing the difficulties of students who finish their education and are searching for employment opportunities. In the focus of the analysis are graduates who studied in the department of design and illustration of the HAW Hamburg.

First, questionnaires are developed which will be sent out to more than 600 former students. These questionnaires will enable the DMI to find out which barriers exist that make it harder for graduates to find the first promising workplace. After identifying potential problems, education concepts can be optimised to promote the successful start into working life.

In addition, the HAW Hamburg made a local analysis where the problems of creative entrepreneurs were analysed, including problems with resources and/or skills etc. This analysis contributes to the knowledge generation of the whole CCC project. The conclusion was that a significant part of the interviewees have scarce resources which prevented them from further development by improving their skills. Furthermore, the results indicate that most of the companies interviewed have good creative skills but a lack of entrepreneurial skills.

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Creative City Challenge Calendar

11th - 18th July 2010

**Groningen Summer School 2010
(Groningen, The Netherlands)**

Create a Fiction Film in 7 Days

18th - 25th July 2010

**Groningen Summer School 2010
(Groningen, The Netherlands)**

Music, Animation & Visuals

Groningen Summer School is the perfect place for those who would like to increase their experience and skills in film, video, animation or music making.

Contact: g.tolner@roez.groningen.nl

23rd June 2010

**Symposium on Temporary Use of Space
(Groningen, The Netherlands)**

Central idea of the symposium is that temporary uses could be a new strategy in urban planning, especially in this time of economic crisis.

www.toekomstvanheteven.nl

Contact: j.berends@roez.groningen.nl

6th - 10th September 2010

**Summer School: Creative Prototyping
Skills Training (Kortrijk, Belgium)**

Prototyping is the shorthand of design! Industrial Design Center I Howest is organising a 5-day hands-on training week for graduates and those about to graduate who have a passion for creation, co-creation and materialisation of ideas.

www.industrialdesigncenter.be

Contact: becky.verthe@howest.be

20th - 22nd October 2010

**CCC Partner Meeting and Transnational
Seminar (Kortrijk, Belgium)**

The conference aims to discuss the project progress and develop further plans for the support of the creative industry. The seminar focuses on the impact of space on creativity, and how cities/companies can use space in order to stimulate creativity.

Contact: griet.noe@leiedal.be

8th - 10th November 2010

**International App Development Conference
(Dundee, Scotland)**

The conference aims to bring together the very best in professional app development from around the North Sea Region to take part in this key knowledge transfer event between established professionals and newcomers to the app development business.

Contact: a.mackenzie@dundeecollege.ac.uk

17th November 2010

**Workshop within the initiative »Innovation
Life Sciences« (Hamburg, Germany)**

Topic »Multiple Sclerosis«

Contact: maren.adler@ls.haw-hamburg.de

www.creative-city-challenge.net

Partners

Hamburg University of Applied Sciences (Lead Partner, DE)

WFB Bremen Economic Development (DE)

City of Oldenburg (DE)

Kulturetage Oldenburg GmbH (DE)

Municipality of Groningen (NL)

Delft University of Technology, OTB Research Institute (NL)

Intermunicipal Association Leiedal (BE)

DESIGNREGIO Kortrijk (BE)

HOWEST University College (BE)

Hoeje-Taastrup Municipality (DK)

Dundee College (UK)

Newcastle City Council (UK)

TILLT, Västra Götaland (SE)

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Hamburg University of Applied Sciences

 WFB Bremen Economic
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Opening up perspectives

 Wirtschaftsförderung
STADT OLDENBURG

 kultur
George

 Gemeente
Groningen

 TU Delft
Delft University of
Technology

 Leiedal

 designregio kortrijk

 howest
The regional university of applied sciences

 INDUSTRIAL
DESIGN
CENTER

 Hoeje-Taastrup
Kommune

 Dundee
College

 Newcastle
City Council

 TIJTT

The Interreg IVB
North Sea Region
Programme



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