



NEWSLETTER 01 | 15

FOR NEWCOMER: INTRODUCING CCC RELOADED: CREALAB

CCC reloaded: CREALAB is contributing to a sustainable economic and societal growth in the North Sea Region. Its main goal is to support entrepreneurs and SMEs in developing innovative ideas, services and products in order to stay competitive and therefore is addressed to the Priority 1 of the NSR-Programme of the European Union. CCC reloaded: CREALAB fosters innovation in the regional industry clusters by using all forms of creativity, promotes multidisciplinary and cross-sectorial collaborations and network activities and supports entrepreneurial activities.

The project CCC reloaded: CREALAB will build up its method using the results and experiences obtained from the project Creative City Challenge (CCC). CCC implemented transnational activities using creativity as a tool towards territorial integration and the achievements of the goals set in the Gothenburg Strategy and Lisbon Agenda in order to increase the sustainability and competitiveness of the North Sea Region. Creative City Challenge reloaded: CREALAB started in October 2013 and will run until April 2015. The consortium consists of eight partners.

The Partners are:

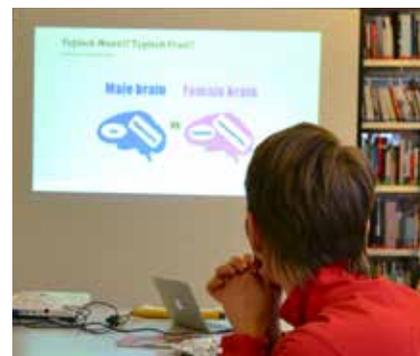
- › WFB Bremen
Economic Development Corp.
- › Gemeente Groningen
- › Hanze University Groningen
- › HOWEST University College
- › Wischmann Innovation, Copenhagen
- › Dundee and Angus College
- › TILLT
- › Delft University of Technology

SOCIAL MEDIA BOX

Stay in contact with CCC reloaded: CREALAB
 Join the discussion in our LinkedIn group:
www.linkedin.com/groups?home=&gid=3670907&trk=anet_ug_hm
 CCC reloaded on facebook
www.facebook.com/cccreloaded

PREVIEW NEWS-FLASH:

“European Cooperation at its best”



FOR NEWCOMER: PARTNERS – METHODS – STAKEHOLDERS

HOWEST University College, Kortrijk, BE

Howest Industrial Design Center is an open knowledge center and communication platform between the industry and the education, research and development programmes of the Howest University West Flanders in Belgium. The centre aims to be an authority on high & low end prototyping, lighting, creativity, sustainability, humanity and materials & connections. Every research project implements the 'research through design' philosophy. Howest IDC is one of five founding partners of Designregio Kortrijk. The synergy between industry

and education leads to a materialisation of academic research results and to open services towards companies, SMEs and independent designers. The Industrial Design Center continually aims to set up multi-disciplinary projects at the request of businesses and has state-of-the-art equipment available for use. Howest IDC has developed a variety of design methods and tools. These methods are the starting point for creativity and innovation workshops, services and consultancy. Howest developed Innowiz, a human centred creativity and inno-

vation methodology in four iterative phases. For every phase, Innowiz contains a set of specific design toolkits. Next to Innowiz, Howest developed domain-specific methodologies like Design-to-connect (materials & manufacturing), Play-it-forward (a business model canvas), a framework for prototyping guidelines and a user research strategy. www.howest.be



Hanze University Groningen, NL

The Hanze University of Applied Science in Groningen, Academy Minerva and its Centre for Applied Research and Innovation, Art & Society, Research group Popular Culture, Sustainability and Innovation focuses on sustainable design and sustainable materials for early adopting SME's. For CCC reloaded: CREALAB, the PSI research group (Hanze University) and The Gemeente Groningen works according to an explorative hands-on innovation approach. The PSI innovation process is based on a series of iterations of the flexible Processpatching approach, where fitting

methods and approaches are often loosely combined. Although Processpatching initially focused on the collaborative innovation among artists, technicians and computer scientists, its focus has broadened over the years. Other creative and scientific branches, the humanities and the end-users are all taken into account as collaborators who bring their domain-specific knowledge and methodologies or ways of working. Furthermore, PSI's research and creation process usually has a holistic nature, as opposed to the conventional reductionist and solution-focused processes.

This is closely connected to the recent shift from instrumental, work-related technology innovation to innovation for personal experience and the experience industry. www.hanze.nl/eng



Wischmann Innovation, Copenhagen, DK

Wischmann Innovation is a consultancy providing strategic development, analysis and advisory service, training & education and event & teambuilding activities. Wischmann Innovation has been working with creative ways to perform business-based processes - primarily online. That means that there is a developed method of how users are guided on joint webinars, while they are learning about the theory and the practical tools - which they themselves can use afterwards. The method can help to disseminate creative work techniques and secure method insight and understanding across the organizations." The company works

on releasing the full potential for artists, public authorities or private companies. Its mission is to make sure, that all sectors of society benefit from art and creativity. The main method of WI in the CCC reloaded: CREALAB project is the Kunstgrebs Innovation Model (KU-model). Participants of a KU-model based innovation process undergo eight different rooms in their creative process. Each room has a special purpose in the process of developing and realising ideas. For example, the Free-Room is to liberate the participants from their "Downloads" (what we "used" to do), their prejudices about each other and their own blocks to

creativity. The KU model is based on the arts special sensuality and the way artists relate aesthetically, unconventionally and surprisingly to creative processes. The artistic methods used and the artists' use of colour, sound, movement, etc., stimulates the activities of the rooms. With the Best Collaboration Award 2013-winning Kunstgrebs Innovation Model, WI creates an artistic dimension in the processes - it supports and stimulates the process and hence the result. www.winnovation.dk



Gemeente Groningen, NL

Groningen is the major city of the North of the Netherlands. The young city has a high potential for unlocking creativity and for knowledge-based innovation in SME's as well as for start-ups. Groningen City Council acts as a facilitator for CCC reloaded: CREALAB. It will 'host' the project, manage the budget and manage the process of the different steps in the project (exploration, preparation and performance, monitoring, evaluation and follow up) and ensure that

all material for reviewing is gathered. Together with the partner Hanzehogeschool, the City of Groningen will appoint a project organisation that is responsible for guidance of the project in Groningen. Groningen will contribute to transnational dissemination through visits to and from Groningen, intensify cross-sectoral engagement by addressing and involving stakeholders from all actor groups, ensure transnationality by consequently requesting input and

advice from the partner cities for transnational meetings and by making essential information available in English. Horizontal and vertical participation will be ensured by involving relevant partners from the beginning.

www.gemeente.groningen.nl



Delft University of Technology Delft, the Netherlands

Delft University of Technology (TU Delft) is the largest university of technology in the Netherlands. Besides science and engineering, it teaches creative disciplines such as architecture and industrial design. Within the Faculty of Architecture and the Built Environment of TU Delft, the department of OTB specializes in multidisciplinary and problem-oriented research on planning, housing, transport and the built environment. Staff members have extensive research

experience in European and transnational projects on regional and urban development and planning, creative economy and policy transfer. Within CCC reloaded: CREALAB, TU Delft leads Work Package 6 on 'Work of the Future'. This entails studies on the effects of e.g. flexible working relations, changed skills requirements and non-traditional working environments on workers and entrepreneurs in the creative industries. In addition, TU Delft

organizes an expert meeting on the labour market perspective of creative graduates.

www.otb.tudelft.nl



Dundee and Angus College, GB

Dundee College will collaborate in devising methods and platforms of communication that enable effective cross-sectorial collaboration across social, cultural and transnational boundaries. They will hold innovation workshops that test these methods and platforms in facilitating constructive, transnational, collaboration between these groups and SMEs to find industry applicable solutions to providing

economic growth. They will also test the viability and sustainability and the solutions and strategies arrived at and assess their contribution to economic SME growth and development. They will collaborate in establishing and participating in a transnational network to broaden collaborative engagement and transfer best practice across the NSR region. Stakeholders of these methods come from educational, industrial and

public sectors and include Dundee City Council, local Universities (Abertay University and Dundee University) and local SME's.

www.dundeeandangus.ac.uk



TILLT, Gothenburg, SE

TILLT has 13 years of experience in creating cross-fertilization of skills between two worlds: arts and organisations. TILLT's main method will be to hold Innovation Labs. The objective of these is to strengthen industrial competitiveness and develop innovation, through disseminating the understanding of the value of integrating artistic skills in business, and how artistic competence can be a strategic tool for developing creativity and innovation in other indus-

tries. Each lab will address future issues and opportunities that are relevant to an entire industry, sector or society at large. Led by the explorative vision of an artist, each Innovation Lab involves about 15-20 stakeholders from different companies, public bodies and/or academic institutions to create a heterogeneous group. The participating stakeholders perform several creative artistic exercises in order to stimulate different perspectives about the challenge, and

throughout the process, will gradually develop a set of insights and solutions relating to the challenge. Through his/her knowledge and artistic practice, the artist takes advantage of every opportunity to influence the direction of the discussion and stimulate creative experiences.

www.tillt.se



FOR NEWCOMER: PARTNERS – METHODS – STAKEHOLDERS

**WFB Bremen
Economic Development Corp., GER**

The WFB Bremen Economic Development Corp. (WFB) implements the support instruments for businesses on behalf of the Free Hanseatic City of Bremen. Furthermore, the WFB aims at providing businesses in Bremen with an optimal environment for entrepreneurial success as well as sustainable growth. One key aim is to strengthen small and medium-sized enterprises. The WFB supports the regional government in defining innovation strategies and their implementation in close contact with

all relevant stakeholders. The WFB also created the BRENNEREI next generation lab. The goal of the BRENNEREI next generation lab is to strengthen collaborations between traditional businesses and creative young professionals. It offers scholarships that students from all creative courses can apply for. The scholarships focus not only on design but also extend to marketing, architecture, digital media, IT and other related fields. In the BRENNEREI next generation lab regular innovation workshops

also take place. The aim of the innovation workshops is to develop a specific actionable plan for the businesses. Thus far, innovation workshops have been held to explore issues concerning social media, brand development, marketing, internationalisation and many others.

www.wfb-bremen.de
www.brennerei-lab.de



“IT WAS COOL – AND WE HAD IMMEDIATE RESULTS FROM THE PROCESS” – TILLT WORKSHOP WITH LOCAL ARTISTS IN KALININGRAD



On 12 December 2014, TILLT held a workshop with local artists in Kaliningrad. The challenge was to bring artists and business representatives together in groups and to work together creatively on finding project ideas for the city of Kaliningrad in which art and business can cooperate and mutually benefit from that cooperation. Three mixed groups of artists and entrepreneurs were formed for the warm-up and to implement a Disney model creative process throughout the morning. The workshop that followed focused on the creation of group dynamics for the

participants (with warm-up, icebreaking, social bonding), plus emotional engagement with each other and with the topics. This was achieved by managing and stimulating a group creative process in order to develop a goal, in particular by applying the Disney model (unconventional planning); guiding the generation of ideas, combining insights, ‘tuning up’ ideas. Human resource empowerment and ‘valorisation’ of each individual and within the group were also essential keystones, as was providing a social/conceptual ‘interspace’ where artists and businesses can enter dialogue directly,

without prejudice and with a common language, in personal terms (people meeting each other) and economic terms (representatives from different industries/professions). Some of the wildest project ideas and results: stamp lipstick; temporary tattoo for employee identification; rock opera on roofs of Soviet buildings; governor inauguration in a Zeppelin (unfulfilled political promise), children’s colouring/drawing book about the industry (automotive or engineering).

CCC RELOADED: CREALAB FINAL CONFERENCE: “THE ENDING IS ONLY THE BEGINNING. SO: WHAT’S NEXT?”

**Final Conference in Bremen
12th of March 2015**

Alte Schnapsfabrik/Karton
Am Deich 86, 28199 Bremen

In the last 18 months, eight institutions from six countries developed and implemented multidisciplinary and cross-sectorial methods using creativity and collaboration to stimulate innovation within industry, science, society and politics. The aim was at mapping and initiating new innovation processes with a direct view to product and service development. The conference not only highlights the results of the project CCC reloaded: CREALAB but gives the audience an idea, what we need to consider, when dealing with the challenges of *Work of the Future*. So: What’s next?



The programme

10.25 – 10.55	Facing the Present Keynote by Florian Pfeffer, one/one studios Amsterdam: To Do – Challenging Design in a changing world	13.20 – 13.50	Facing the Future Lecture by Thomas Le Blanc and Klaudia Seibel, Phantastische Bibliothek on Work of the Future
10.55 – 11.10	Questions & Answers/Interaction	13.50 – 14.10	Questions & Answers/Interaction
11.10 – 11.30	Facing the Past Presentation by Arie Romein and Jan Jacob Trip, Delft University of Technology	14.10 – 16.00	Creating the Future Workshop of the Future by Ellen De Vos, Wouter Doornaert and Ralph Nafzger using the INNOWIZ method
11.30 – 11.45	Questions & Answers/Interaction	16.00 – 16.20	Coffee Break and Harvesting by our Audience and Master of Interaction Willem Stortelder
11.45 – 12.05	Presentation by Ellen De Vos and Ronald Bastiaens, HOWEST Industrial Design Centre Out-comes of a two years evaluation of CREALAB workshops	Date	12th March 2015, 10:00 am – 4:00 pm (Doors open 9:30 am)
12.05 – 12.20	Questions & Answers/Interaction	Location	Alte Schnapsfabrik / Karton, Am Deich 86, D-28199 Bremen
12.20 – 13.20	Lunch	Please register	by 4 March at: www.creative-city-challenge.net/bremen2015

TERRIER STUDIOS FOUNDED AT DUNDEE AND ANGUS COLLEGE

A brand new games studio, Terrier Studios, has been opened in Dundee. Dundee and Angus College has provided Terrier Studios with office space on the campus and access to their creative entrepreneurs to both encourage and support the gaming industry in Scotland. With the support of Dundee & Angus College and their creative entrepreneurs, Terrier Studios already have three games on the drawing board and one in pre-production. The studio promises it will create original intellectual property across a suite of casual games, covering a variety of genres and platforms.

Terrier Studios is all about fun, colourful and accessible games. Their first two titles will follow the ad-supported model, which means they are free to the customer. However, the various games are not going to be limited to just one business model. Instead, a specific model is chosen for each title. Quality content with a high level of polish, delivered in the optimum manner, is the name of the game.

Eight creative entrepreneurs at Dundee and Angus College have currently jumped to the head of the queue and landed prestigious jobs before finishing their studies, without actually having to leave the college building. They have been recruited by Terrier Studios, which has just gazumped its rivals in the recruitment stakes by working from an office inside the college. The unusual move is a further boon to Dundee's reputation as the heart of the UK's digital gaming industry.

Closing the gap between graduation and employment

The opening is a bid to forge closer links between academia and industry and means the looming gap between graduation and employment has been bridged for the top students at the institution. In an eight-year partnership between the college and the company, Terrier Studios will operate a branch of its business from the heart of the Gardyne campus, Dundee.



It guarantees creative entrepreneurs placements with hands-on experience in app/games design and development. It is a fantastic opportunity for creative entrepreneurs of different levels and disciplines to get together in a real work environment – without leaving the college premises. Terrier Studios has also committed to work with staff to help enhance and develop their own curriculum and will offer talks to the wider department about entrepreneurial skills and working within the creative industries.

Eight creative entrepreneurs have already been recruited to work with the company and will all be involved in a range of projects undertaken by Terrier Studios over the next 18 months. They

will undertake six-hour placements per week and attend two brainstorming ideas sessions per week.

For more information: <http://www.terrierstudios.com/partners.html>



HUGE RESPONSE TO CREALAB WORKSHOP ON 3D PRINTING OF A BIOPLASTIC GUITAR

At this year's Eurosonic Noorderslag, the famous European Music Platform, where 345 acts performed to an audience of 41,200 music lovers in 50 different venues in the city of Groningen, the first 3D-printed bio plastic guitar was produced. Together with Marleen Andela, Rikkers Gitaarbouw and Fablab Groningen, House of Design Netherlands took up the challenge to live 3D print an electric guitar with bioplastic on normal 3D printers.

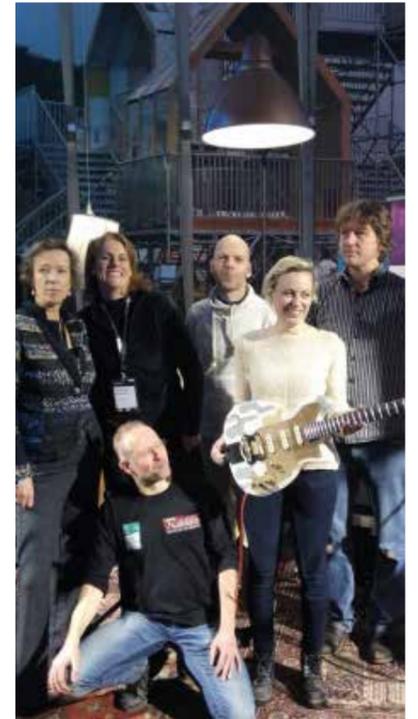
From the beginning it was going to be close whether or not the final goal would be achieved, because it was an experiment. It was wonderful to see that a lot of help was offered and how many people were genuinely interested in the process. All the pieces for the guitar were eventually printed and put together in time, and the guitar was ready to auction. The final result was fantastic and met with great enthusiasm. The guitar was then put up for auction and went

for the tidy sum of 1000 Euros to Simon Tijsma, who works for the province of Fryslân. The auction proceeds will go to De Rijdende Popschool, an initiative on wheels that is committed to giving music lessons in villages where there are few music facilities. After the auction, a jam session followed, including none other than Jett Rebel who tested our guitar and attracted many visitors.

Video of rising popstar Jett Rebel playing the freshly printed guitar: <https://www.youtube.com/watch?v=jv-OEvWk6rM>

The workshop also symbolised successful regional impact, not only in the northern Netherlands, but also in northern Germany. The workshop was also reported in the official aftermovie of ESNS15.

https://www.youtube.com/watch?v=OVdzdadF_E&feature=youtu.be



THE VALUE OF WASTE – WORKSHOP AND LECTURE

Special guest speaker Anouk Zeeuw van der Laan, a graduate of TU Delft (Industrial Design Engineering), hosted a workshop and gave a lecture about 'The Value of Waste' at Minerva Art Academy in Groningen (The Netherlands) on 16 February 2015.

Anouk Zeeuw van der Laan was invited by the Art & Sustainability research group (Art & Society Research Centre, Hanze University of Applied Sciences) as part of the European CCC Reloaded CREALAB programme. Both the lecture and the workshop were based on Zeeuw van der Laan's groundbreaking research into the use of coffee waste as fertile soil and as a design material. The focus of her research is on the technical and the experiential properties of waste material. She embraces the imperfections of waste materials as aesthetic features, which create not only economic oppor-

tunities for the upcoming bio-composites industry, but social opportunities as well: e.g. rich and sustainable relationships with the user.

Anouk Zeeuw van der Laan shared the outcome of her research in a practical, hands-on workshop where participants were encouraged to put her design principles into practice. The workshop focused on a range of possibilities for innovative design with waste materials.

After the workshop, Anouk Zeeuw van der Laan gave a lecture explaining the theoretical background to her research, and sharing her views on new design opportunities for waste materials in the context of current cultural and economic developments. The lecture could also be attended without workshop participation.



CCC RELOADED: CREALAB NEWS-FLASH

CREALAB and TILLT at European Creative Hubs Forum in Lisbon

In January 2015, the European Creative Hubs Forum (ECHF) was held in Lisbon. It was the first dedicated forum for Creative Hub Managers from across the EU and beyond. It aimed to support creative businesses and develop creative hubs. The first day of the ECHF explored infrastructures, business models and ser-

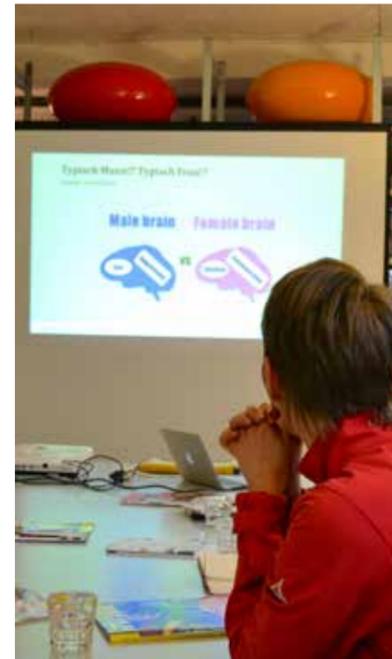
vices provided by Creative Hubs. What are some of the different Hub models? What training and professional development is available for Creative Hub Managers? How can tech or cross-innovation support all the businesses in a Creative Hub? Tiago Prata from TILLT took part in the discussion on 'The currency of artists in organisations'. He presented an example of best practices in the form of

Creative Clash, a European Cooperative Society. Creative Clash is a not-for-profit organisation whose mission is to foster and boost the role of art in society, by supporting the producers of Artistic Interventions in organisations as well as the trainers for artists willing to contribute to Artistic Interventions.



CREALAB "Women – a market power, but how to address them?"

Women are a key target group for many consumer products, yet there is little discussion of their market power. While there is nothing remarkable about that, many companies do struggle to address women's needs properly. The innovation workshop held in February at BRENNEREI next generation lab introduced the participants to the values and linguistic worlds of women. Each target group – be it female graduates, managers or freelancers – has to be addressed differently. The workshop focused on the differences in images, language, typography and design for advertising or public relations. The participants – men and women – gathered new insights and were sensitised to the differences in gender-adequate communication.



CREALAB "Trademark protection for creative entrepreneurs"

In November 2014, BRENNEREI next generation lab held an innovation workshop on trademark protection, copyright infringement, creative commons licences and the difficulties of protecting creative work on the Internet. The workshop was given by two professional lawyers specialised in trademark and copyright law. Their main focus was on creating awareness for the rights of third parties across media and responding to infringements of one's own intellectual property.

Material Matters Innovation Forum a huge success

About 60 participants from a broad range of backgrounds attended the Material Matters Innovation Forum held in Bremen in November 2014. The speakers came from many different fields of materials science, so the presentations were also wide-ranging. Some of the fascinating topics included: What do mussels do on non-stick pans? How can rhubarb be light, stiff and impact-resistant at once? Interest was not confined to research on biological materials, however – there were also lectures on Origami, nanoparticles, 3D printing, new adhesives and much more besides.



creative city challenge
reloaded: CREALAB



European Union



The European Regional Development Fund



European Union



The European Regional Development Fund



creative city challenge
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CALENDAR

26 February 2015

Enterprise @ D&A

Launch of an enterprise programme to encourage, advise and support creative entrepreneurs of the future
Dundee, Scotland

12 March 2015

Bremen Final Conference

Final Conference
CCC reloaded: CREALAB
Bremen, Germany
www.creative-city-challenge.net/en/bremen2015.html

23 March, 2015

Expert meeting

'Work of the Future: the labour market position of creative graduates'
Delft University of Technology
& Polis Platform for Urbanism and Landscape Architecture

26 – 27 March, 2015

D&A Gamejam

A two-day event for budding game and app designers
Dundee, Scotland
<http://www.gamejam.org.uk>

27 March 2015

Symposium 'Being Political'

How can artists and designers shape the public domain through art and design?
Groningen, The Netherlands
<http://www.hanze.nl/image-in-context>

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IMPRINT

The WFB Bremen Economic Development Corp. (WFB Wirtschaftsförderung Bremen GmbH) and its subsidiary, the Bremen Bank for Economic Expansion (Bremer Aufbau-Bank GmbH), is the state of Bremen's central service provider for regional and business development.

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