

CCC RELOADED: CREALAB DUNDEE AND ANGUS COLLEGE

Dundee and Angus College (D&A) was formed in 2013 from the merger of 2 previously successful Scottish further education colleges (Dundee College and Angus College) as part of a Scottish Government reform and re-organisation programme. Employing approximately 1,000 staff and serving 16,669 learners, most provision is through full-time VET courses for learners ages 16 and upwards in a wide range of subject. Working closely with its partners, the college aims to provide Dundee and Angus with the skills and services required to develop and grow the local economy.

As a partner in the Creative Cities Challenge reloaded, Dundee and Angus College brought together its partners in education, industry and local government to form to true triple helix approach to the project.

Through the CCC reloaded: Crealab project, the college has delivered a number of projects including Social MedED and Dundee Heritage Trust.

Social MedED provided a series of online webinars addressing a range of social media topics for entrepreneurs such as branding, advertising and media campaign planning. Dundee Heritage Trust was a variety of development projects designing and creating interior design solutions and interactive media products for their new £2m High Mills Open Gallery.

Find more: www.dundeeandangus.ac.uk

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www.creative-city-challenge.net

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creative city challenge
reloaded: **CREALAB**

DUNDEE AND ANGUS COLLEGE

WP 3: DESCRIPTION OF PARTNERS AND THEIR METHODS APPLIED IN CREALABS

Creative City Challenge reloaded was a collaboration of 7 different partners.

The **WFB Bremen Economic Development Agency** fosters innovation by facilitating innovation workshops (CREALABS) for participants from different parts of the economy. In half day long workshops, 5–12 participants are working together with an expert to find a solution to a relevant question of their businesses. The aim is to develop a specific actionable plan for the enterprises.

Hanze University Groningen used a divergent approach which was holistic in nature and providing many viewpoints to generate as many possible innovative solutions as possible using collaborative innovation between artists, entrepreneurs, scientists and end users.

Innowiz, a four phase human centred creativity and innovation methodology was used by **HOWEST University College** in intensive workshops to offer participants creative opportunity exploration and also possibilities for cross-pollination between different companies and participants.

In Denmark, **Wischmann Innovation** used existing partners whom they recognise as bridge-builders between different sectors of society alongside the Kunstgrebs Innovation Model as well as Otto Scharmer and Theory U's approach to immersion and sensation to deliver their workshops. By revealing participants to deliberate obstructions and cross-pollination, they looked to unleash the creativity and innovation ability within each individual.

Dundee and Angus College used their wide network of existing contacts act as a focal point for local projects and ideas thereby enabling the identification of cross collaboration project opportunities and specific entrepreneurial knowledge and activity. The creation of networks of informal collaboration using Project Central assists in making existing informal collaboration more transparent to interested parties with the skills and bandwidth availability.

The recent GameJam within the college brought together creative entrepreneurs from the fields of art, design, computing and digital media with industrial partners.

In Gothenburg, **TILLT** utilised a 24/48 hour Innovation Lab involving up to twenty stakeholders from one or more different companies, public bodies and academic institutions to create a heterogeneous group. Each lab addressed one development issue, challenge or opportunity that was relevant to the industry sector or to society as a whole. To ensure that innovation is given a chance to flourish, each participant was handpicked to create an open minded group who were interested in working with radical methods. Labs used a three step process covering pre-design, setup/arrangement and implementation.