

# CCC RELOADED: CREALAB

## CITY OF GRONINGEN

The **City of Groningen** and the Popular Culture, Sustainability & Innovation (PSI) research group of the **Hanze University of Applied Sciences** jointly participate in CCC Reloaded: CREALAB, directed towards the creative industry. Its aim is to foster that sector, as well as to enhance its performance as a catalyst for innovation in cross-overs with other sectors.

Groningen as knowledge hub established platforms for the dissemination of innovation strategies, in concerted action with PSI the research group of Hanze University. With this, the quadruple helix that stimulates innovation in the region has been strengthened. The aim of an iterative process is to develop a transferrable roadmap towards regional and transnational implementation. CREALAB promotes entrepreneurship and transnational thinking among students and teachers alike.

The city has strategically enabled the House of Design (HoD) regional (and transnationally operating) platform to organize CREALAB workshops on regional value chains of biobased materials, and on 3-D printing, for example.

HoD connects players across the wider northern region, for the dissemination of knowledge about innovation strategies and for faster learning, directed toward SMEs and the self-employed in particular. Students and startups also benefit.

In CREALAB the City of Groningen leads Workpackage 4: 'Regional and Transnational Implementation'. This encompasses the regional and transnational aspects of platforms/events, compiles relevant needs and challenges, and as well as the results of workshops that develop applicable strategies and solutions for industry.

**Find more:** [www.cityoftalent.nl](http://www.cityoftalent.nl);  
[www.hanze.nl/kunstensamenleving](http://www.hanze.nl/kunstensamenleving)

**Contact:** City of Groningen:  
[maria.blom@groningen.nl](mailto:maria.blom@groningen.nl);  
[gerard.tolner@groningen.nl](mailto:gerard.tolner@groningen.nl)  
Hanze University of Applied Sciences:  
Menno Conner [m.h.l.conner@pl.hanze.nl](mailto:m.h.l.conner@pl.hanze.nl);  
Anne Nigten [a.m.m.nigten@pl.hanze.nl](mailto:a.m.m.nigten@pl.hanze.nl)

## www.creative-city-challenge.net



# CITY OF GRONINGEN

## WP 4: LESSONS LEARNT – NEEDS OF THE INDUSTRY AND MAIN FINDINGS FROM CREALABS

The CREALAB approach contributes to developing applicable strategies and solutions for industry in the workshops, to identifying needs and challenges, and to establishing regional/transnational platforms for collaboration. In fact that is the scope and ambition of the CREALAB approach. New contacts that emerge from organizing workshops and events can be built upon for networking purposes. Existing contacts will be strengthened and can acquire a new dimension, such as a transnational one. In WP6, Delft University concluded that comparing possibilities for transnational learning and implementation would require 'dual contextualization', which is beyond our scope. Therefore we highlight the inspiring and promising good practices that have been identified in CREALAB. In WP4 we check which regional and transnational implementation aspects can be attributed to CREALAB workshops and activities.

**Establishing platforms for effective collaboration** All CREALAB workshops and events, organized in the participating regions have been active and have been proven to be useful platforms for exchange of knowledge and experience. Many activities have been regional or transnational in terms of type and/or attendance. The City of Groningen faces a specific challenge with regard to regional implementation. The North-Netherlands as a region is a mixture of diverse stakeholders and interests. CREALAB turned out to be the ideal opportunity to raise regional awareness about the potential of the creative industries and their needs. The result is a roadmap drawn up by the independent regional socio-economic council. This

approach includes: establishing a taskforce, setting up an EU-oriented regional council for the creative industries, showcasing cross-overs for innovation, holding transnational pressure-cooker sessions. In the North, the music-related creative industry can act as a distinctive catalyst for innovation. Gothenburg even implemented Baltic-wide collaboration with Kaliningrad.

**Identifying needs and challenges** Needs and challenges were also identified through the survey monkey evaluation in WP2 and the interviews (see videozone). Traditionally innovation is about incremental improvements and is of the push type. CREALAB has the potential to grow as more market-driven (pull) force because of the (transnational) quadruple helix approach.

**Cross-sectorial innovation workshops for applicable strategies and solutions for industry** A lesson learned is that CREALAB workshops are the ideal service for very small enterprises to benefit from interdisciplinary settings (they borrow size). A remarkable platform for collaborative learning is in-campus learning with a game enterprise branch in Dundee. Some amazing products emerged from the workshops:

- bathroom mirror showing you also the back of your head (HOWEST)
- guitar: bioplastic + 3-D printed + crowd-designed = world's first !