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Latest news: Thematic papers & Closing Conference

As the ECIA Closing Conference approaches, preparations are in full swing. This newsletter brings you up to speed with the latest news, save-the-dates and publications.



We are happy to present you the first concrete outcome of the ECIA platform: **5 thematic papers** on the subjects spillovers & cross-innovation, demand driven innovation, internationalisation, access to finance and innovation vouchers.

The consortium partners have finalized their research in which you can find policy advice, best practices and other results. These thematic papers will be used as input for the final report with recommendations, which is expected to be presented at the ECIA Closing Conference in November.

Save the date!

Please save the date for our Closing Conference. This will take place on 27-28 November 2014, in Amsterdam (the Netherlands). Further details on the programme and application will be available soon.

Thematic Papers

Cross-Innovation

By: *Samoa Nantes*



To develop adapted cross-sectoral policies we have to move from « silo thinking » to integrated approaches - mixing culture, economy, local and urban development - and match them with the needs of creative industries. Next policies cannot be based on a supposed evaluation of current policies. Indeed, there is no cross-sectoral policy but experimentations taking place at local level. [...] Policy could act at both levels: allowing good

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EVENTS



EBC Congress 2014

Date: 25-27 June 2014
Location: Lleida, Spain

Cluster 2020 Innovation Lab

Date: 9 July 2014
Location: Birmingham, UK

Switch On European Creative Capacity Building Workshop

Date: 19-20 September 2014
Location: Ravenna, Italy

Creative Business Cup Finals 2014

Date: 17-19 November 2014
Location: Copenhagen, Denmark

Cluster 2020 Final Conference

Date: 25 November 2014
Location: Munich, Germany

ECIA Closing Conference

Date: 27-28 November 2014
Location: Amsterdam, Netherlands

PUBLICATION

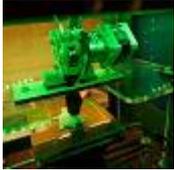
Best Incubation Practises

conditions, adapted infrastructures to stimulate the unexpected. In other words: create the good conditions for geographical and cognitive proximity.

[Read more](#)

Demand Driven Innovation

By: *the City of Tampere*



Demand- and user-driven innovation policy includes new perspectives, activities and target groups that supplement and broaden the current innovation policy in a significant manner. Demand orientation places a particular emphasis on the macro perspective, i.e. promoting the innovativeness of markets, while taking advantage of, and steering market demand in a way that encourages innovation. The aim is to improve market conditions so that the introduction and diffusion of innovations is as efficient as possible.

[Read more](#)

Internationalisation

By: *Samoa Nantes*



Globalisation means that the natural or local environment is constantly transforming and growing which brings greater opportunities and challenges in the form of a greater competition and shorter product life-cycle. [...] The process of engaging with the export and international potential of the CCIs is simultaneously galvanised and challenged by globalisation and digitisation, by a speeding up of external economic forces and

fast-evolving consumption and communication habits that disregard slower policy and planning timeframes, by shifting patterns in the economic realities of so-called developed, developing and transitional markets worldwide.

[Read more](#)

Access to finance

By: *Catalan Institute for the Cultural Companies, Barcelona*



This report sums up the work done by the ECIA's working group on Access to Finance, coordinated by ICEC. In order to facilitate the access to finance of European Cultural and Creative Industries (CCIs) under the current framework, key challenges & recommendations have been identified to guide policy initiatives on this subject. These are some of the *debate fields*: new trends, internationalization, matching public and private funding, raising

CCI investment and more.

[Read more](#)

Innovation Vouchers



The report's main goal is to explore best incubation practices aimed at supporting the Creative and Digital Industries, trying to understand how and to what extent incubators address creative and digital businesses differently.

[Read the report here](#)

POLICY GUIDANCE TOOL

Share your policy example



Read all about 'Projekt Zukunft' (Project Future), the case from Germany manages the regional ICT, Media and Creative Industries Sector and aims to promote this sector and optimize its framework conditions.

Also, please [send in your favourite policy example!](#)

PUBLICATION

Coworking as a tool



CoWallonia is a partner in the Creative Districts project, and aims to let creative and traditional industries work together through coworking spaces, 'a place to work, share and meet for entrepreneurs, starters and freelancers'.

[Read the report here](#)

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By: Province of Milan



Innovation vouchers can be a brilliant instrument to promote cross-innovation between CCIIs and the other industries. However, they work best when they are part of a coherent set of policies. In this report you will find useful information on what innovation vouchers are and which are their benefits. Some interesting cases will be described and based on an extensive research key policy recommendations will be shared.

[Read more](#)

News

European Cultural Foundation call: shaping public space



The European Cultural Foundation (ECF) calls for daring innovative ideas! Central point is cross-sectoral collaboration to redefine and shape 'public space', and is part of the ECF current strategic focus on "Connecting Culture, Communities and Democracy". Eventually, 50 selected ideas will be presented at Idea Camp on 23-25 October in Marseille. After that, 25 ideas will be selected to receive R&D grants up to €10K. The deadline for application is 15 July.

[Read more](#)

European Creative Districts celebrates first anniversary



The Wallonia European Creative District (WECD) is based on a strong political initiative launched in 2010, Creative Wallonia, aiming at galvanizing the economy through technological innovation and non technological creativity. WECD celebrates its first anniversary and shares their latest news in June 2014: study results, the WECD Launch in Namur, collaboration with ECIA, and so on. Read the full newsupdate to learn more about the WECD activities and results.

[Read more](#)

ECCL launches Cluster Manager coaching group



In collaboration with Cluster 2020, ECCL launches an event on July 2nd that evolves around Cluster Management and coaches cluster managers through the greatest challenges that are to come. This kick-off meeting of the Cluster Manager Coaching group will be organized in the seat of the ECCL Lead Partner, MFG Baden-Württemberg, and will focus on interactive storytelling among peers, sharing best or worst practices, discussing problems and exchanging advices.

[Read more](#)

ECCL meets future creative managers



On the 20th of May 2014 the StartupArt Conference took place, a part of the Startup Art series that is organized in the framework of the European Creative Cluster Lab. Students and graduates of Art Schools, who are thinking about starting their own business or have an idea for businesses in the creative sector, were invited to participate in meetings and workshops. The conference

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touched specific topics throughout dynamic presentations on the establishment and functioning of startups.

[Read more](#)

PLP Meeting in Tampere summarized



During the ECIA Policy Learning Platform meeting in Tampere (17-18 June 2014), an open seminar on public policies enhancing CCI's was arranged. All the ECIA members participated in the seminar together with some other key persons from Finland. Even the Christmas spirit was lifted during the seminar! Read the summary of the meeting, written by seminar chair Tuija Mannila.

[Read more](#)

State of the Innovation Union 2010-2014



The European Commission released a document where the first outcomes of long-term strategy 'the Innovation Union'. The foundation of ECIA is mentioned as a part of this strategy and is mentioned as one of the success factors: "Across its nine projects, the Alliance has so far reportedly already mobilized €45.8 million directly or indirectly for the creative industries on top of the €6.75 million EU support for the initiative".

[Read more](#)

Closing the gap between investors and the creative industry



The FAME workshops held in Copenhagen and Heidelberg have raised awareness of several challenges such as a lack of allocated funds for the Creative Industries or a lack of business skills among creative entrepreneurs based on first-hand experiences. In this publication, the gap between investors and creative business entrepreneurs is being discussed.

[Read more](#)

(c) 2012 The European Creative Industries Alliance (ECIA) is an integrated policy initiative that combines policy learning with 8 concrete actions on innovation vouchers, better access to finance and cluster excellence & cooperation. It is an open platform that brings together policy-makers and business support practitioners from 28 partner organisations and 12 countries. Its overall aim is to shape a community in Europe that actively supports creative industries as a driver for competitiveness, job creation and structural change by developing and testing better policies and tools for creative industries. The Amsterdam Innovation Motor is responsible of the ECIA Policy Learning Platform (ECIAP) and the communication related to ECIA.

Colofon

The ECIA bi-monthly newsletter informs you about current events and projects in the creative industry in Europe and provides information such as Vouchers, Access to Finance, Clusters and the ECIAP. Tips for the newsletter? Mail webmaster@eciaplatform.eu.



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