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### Policy Guidance Tool: read the new cases



In the recently published Policy Guidance Tool ECIA shares knowledge on policies for the creative and cultural industries. On six themes, Cluster Excellence, Innovation Vouchers, Access to Finance, Demand Driven Innovation, Spill-overs (or cross-sectoral innovation) and Internationalisation, the partners in ECIA are analyzing the policy behind the best and worst practices in Europe in order to come up with policy recommendations for

Next Practices. Already seventeen cases have been published. Grab the opportunity and promote your favourite policy example!

[Read more](#)

### 4CNW Directory is Live



The Creative Directory is now live! Profiling over 180 Creative Suppliers from Ireland North West, Northern Ireland and Scotland you can browse the Directory by location, creative service or company name.

[Read more](#)

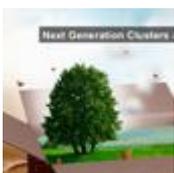
### The Wisdom of Coworking



Community, togetherness, sharing, borrowing instead of buying and open source. Society is looking for new ways of being and this is typified by the growth of coworking. But what makes one centre better than another? What are the keys to being loved by your members? Network organisation Gate Garching, from Cluster 2020, have visited fifteen leading coworking centres in Helsinki, Paris and London to find out.

[Read more](#)

### Cluster 2020 Presentations: Growth, Data & Support



Cluster 2020 has published a series of presentations on topics such as business support, the benefits of information and the latest growth opportunities for a Creative Business. View the presentations [here](#)!



### EVENTS



[VIII Design Night Festival: Seeking Design Boundaries](#)

Date: 26-29 September 2013  
Location: Various locations in Tallinn, Estonia

[International Meeting for promoters of the Creative and Music Industries](#)

Date: 27 September 2013  
Location: Hamburg, Germany

[Cambridge Service Week 2013](#)

Date: 1 October 2013  
Location: The University of Cambridge, England

[ECCL presents: free Webinar hosted by Creative Coach Klaus Haasis](#)

Date: 1 October 2013  
Location: [Webinar](#)

[Blend Web Mix 2013](#)

Date: 1-2 October 2013  
Location: Lyon Convention Centre, Lyon, France

### JOIN US



[Five Easy Steps to Communicate ECIA and Yourself Online](#)

Rasmus Wiinstedt Tscherring, chairman of the ECIA Policy Learning Platform, explains in five easy steps how to effectively

[Read more](#)

## How Creative Businesses can use DATA to their Advantage



Cluster 2020 has been helping creative businesses gain a competitive advantage through the use of data, or 'information' as some participants preferred to call it. It is commonplace to talk about the value of 'big data' and 'open data', but in this project we're beginning to prove that virtually all businesses can benefit from data that is focused on their needs.

[Read more](#)

## Eurotransmedia: ahead of the transmedia revolution



The EUROTRANSMEDIA project, funded by the EU's FP7 Regions of Knowledge programme and kicked-off on 20 September 2013, will deal with the 'transmedia-related economy' all along its value chain. Transmedia is the key to providing content for today's 'always connected' society as its growth will impact tomorrow's technological developments and job

opportunities.

[Read more](#)

## Network of Creative Living Labs launched in Lisbon



Five organisations of the South Western Europe have joined forces to launch an innovative project called 'Crealab – Network of Creative Living Labs in the SUDOE Area'. The initiative was officially presented on 17 September in Lisbon, Portugal.

[Read more](#)

## Cross-sectoral cooperation between ANDATA & Spry Flash



ANDATA has developed a new and innovative approach for an "intelligent" traffic control with a massive use of artificial intelligence technologies. ANDATA's approach to solving traffic control offers a process with underlying software tools and methods for active requirements management for "intelligent" traffic solutions. Within the VINCI project new ways of an easily understandable presentation of the project were developed, so

that this complex technology is now accessible also to non-experts and potential customers. Read the interview by Christina Koch.

[Read more](#)

## Meet KreaNord Investors: a platform for investments

promote ECIA online. Help us to create more likes, shares and friends and to disseminate our knowledge on better policies and business support for creative industries in Europe!

## INTERVIEW



### Dr. Büscher on establishing ESIC

In this interview the rationale behind the establishing of European Service Innovation Centre (ESIC) is revealed and Reinhard Büscher, the former Head of the 'Clusters and Support for SME's' Unit at DG Enterprise & Industry, tells what benefits he is anticipating from the model demonstrator approach. Read the interview.

## IN THE SPOTLIGHT



[New at the Policy Learning Platform webpage](#)  
[Demand Driven Innovation](#)  
[Spill-overs](#)  
[Internationalisation](#)  
[Service Innovation](#)

## HALL OF FAME



### Joost Heinsius

Curious and always on a quest to find quality in culture and cultural entrepreneurship. That's Joost Heinsius summarized. Currently he holds the position of Manager Knowledge & Innovation at Cultuur-Ondernemen/Culture-Entrepreneurship. This Dutch organization supports and



KreaNord Investors is a new Nordic platform for investments, matchmaking and business development in the creative industries. KreaNord Investors aims to enhance access to venture capital for creative companies in the Nordic region and to raise awareness about the new investment opportunities in the emerging creative industries.

[Read more](#)

### First newsletter by European Service Innovation Centre



The first issue of the European Service Innovation Centre (ESIC) newsletter has now been published. This first edition of the newsletter provides a general overview of the rationale and background of the foundation of ESIC. It also gives insights on the European Service Innovation Scoreboard that aims at capturing and demonstrating the dynamics and impact of service innovation.

[Read more](#)

### ECCL examines future tools of business collaboration



Is the telephone conference still the first choice when it comes to handling considerable physical distance? Which opportunities provide the internet and new technologies? What influence does the increasing mobility have on collaboration? These are questions that were discussed at the creative camp on July 17th, 2013 in Mannheim, organized by the innovation agency MFG Baden-Württemberg in cooperation with the regional network of creative businesses Baden-Württemberg connected.

[Read more](#)

### Presentations of the Policy Learning Platform in Barcelona



The capital of Catalonia was the vibrant centre of the ECIA Policy Learning Platform meeting on June 5th and 6th, 2013. The conference focused on Access to Finance. Watch the presentations.

[Read more](#)

## PARTICIPATE

### Please fill out: Experience Economy as an Emerging Industry



In 2012, the European Commission Communication highlighted the importance of reinforcing cross-sectoral linkages for facilitating entrepreneurship and economic growth. It pointed to the need of establishing multi-disciplinary environments where businesses from different industries can meet in order to foster spill-overs. In this context, it has now announced the launch of a public consultation on the European 'Experience Economy'.

Please fill out the questionnaire.

[Read more](#)

stimulates cultural entrepreneurs by giving financial advice and facilitating knowledge transfers. Last year, Heinsius co-published a book on the TAFI project: Training Artists for Innovation. Is it possible to train artists for innovation? Are artists innovative by nature? Find out in the book!

## PUBLICATIONS



### Cities supporting inclusive entrepreneurship

In their latest publication 'Cities supporting inclusive entrepreneurship', EUROCITIES shares examples of actions being taken by European cities to support entrepreneurship in general and specific groups in particular. EUROCITIES showcases support schemes for groups of people who may not normally consider starting up their own business, or who face significant barriers to getting their ideas off the ground.

## PUBLICATIONS



### European cities and cultural mobility: trends and support actions

The report 'European cities and cultural mobility: trends and support actions' analyses the policies and actions implemented by large European cities to support the mobility of artists and cultural professionals. This study is based on the results of a survey completed by 24 cities in 15 European countries. The study was carried out by On the Move in response to a request from Nantes as chair of the EUROCITIES working group on the mobility of artists.

## Get Involved: the Creative Business Cup 2013



The Creative Business Cup is the world championship for creative entrepreneurs. Every participating country will send the national winner to international finals. The international Creative Business Cup finals 2013 will take place in Copenhagen November 18th-20th.

[Read more](#)

## Enter now: EU Prize for Women Innovators



After a successful first edition in 2011, the European Commission has launched the second edition of the EU Prize for Women Innovators to reward three women who have achieved outstanding innovations and brought them to market.

[Read more](#)

## Call for Tender for a 'Creative Agency'



ECIA is looking for a 'Creative Agency' to assist in composing the final report of ECIA - PLP. Please read the Call for Tender. The deadline for submitting the tender documents is set to Friday, 4 October 2013, 17:00 hrs. You are cordially invited to submit your bid!

[Read more](#)

## Tender opportunity for Creative Industry Business Advisors



Coventry University Enterprises are tendering for an experienced business advisor. They should have a proven track record with digital and creative businesses and will be required to take 10 businesses through 'Creative Accelerator', our experimental business support tool. All businesses involved will be based in the West Midlands, Great Britain.

[Read more](#)

## PUBLICATIONS



### 5th Austrian CI report: Creative Industries as a Regional Factor

Creativ wirtschaft austria has recently released its fifth Creative Industries Report, which focuses on the role of the creative industries as a regional factor.

## CONTACT

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(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@eciapplatform.eu](mailto:webmaster@eciapplatform.eu).



### Co-funded by European Commission

This initiative is supported by the European Commission's Directorate-General for Enterprise and Industry and financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises.