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### Explore, send in and share best practices!

The Policy Guidance Tool of the European Industries Alliance (ECIA) is a fantastic way to share your knowledge and experiences on Cluster Excellence, Innovation Vouchers, Access to Finance, Demand Driven Innovation, Spillovers and Internationalization. By collecting best- and worst cases we are able to show a broad audience of policymakers and entrepreneurs what has been done in the different European regions, and how we can learn from that. Twenty one cases have already been published, but there is still room for a lot more.

*Don't tell them but show them* is the best way forward! By analyzing the policy behind all the practices, the partners in ECIA will come up with policy recommendations to strengthen the cultural and creative industries in Europe. **So please send in your policy cases and share our Policy Guidance Tool in your network!**

[Read more](#)

### Theme: Cluster Excellence

#### Projekt Zukunft



Projekt Zukunft manages the regional ICT, Media and Creative Industries Sector and its aim is to promote this sector and optimize its framework conditions. The project has an administration with long experience in IT/ CI and being enabler. Their strengths: being able to develop an appropriate context for growth, being able to focus on small and medium sized companies/ CI – Tech and being able to discuss priorities and realizing projects together with companies of the sector.

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### Theme: Vouchers

#### IWA Knock

### Policy Guidance Tool



#### Share your policy example

Please [send](#) in your favourite policy example!

### Important: ECIA Webaddress

The former ECIA webaddress via How To Grow is **not** accessible anymore.

Please use the webaddress [www.eciaplatform.eu](http://www.eciaplatform.eu) to reach and promote the ECIA website.

### CONTACT

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The Ireland West Airport's 4CNW Challenge called on Creative Suppliers to develop innovative, cost effective ways to promote the airport's tourism routes through use of the arts. While the routes through the airport reach countries with a total population of 350 million, the cost of promoting in these destinations is commercially prohibitive. Culture and technology were combined to communicate the authentic offer of the North West Region, aiming to attract new visitors from France, Germany and the US.

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## Theme: Spill-over

### Show me the Money



Creative Region Linz & Upper Austria is a non-profit cluster initiative, set up in 2011 and aiming to support the growth and economic success of the creative sector. While positioning Linz and Upper Austria as a creative location in Europe, they initiate programmes like "Co-creative region", "Show me the money" related to financial services, and "Think out loud" – managing series of workshops and conferences. Creative Region is the one-stop-shop for the creative sector.

[Read more](#)

## Theme: Access to Finance

### Ingenium Fund



The Ingenium fund model is a public-private investment fund, co-managed by public Italian authorities (regions, provinces or central governments) and the holding company ZernikeMeta Ventures. The Ingenium fund is also active in other EU countries: Slovenia and Poland. The fund invests in companies and innovative ideas that are able to exploit the intellectual capital at their disposal. It aims to encourage innovative start-up companies.

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## Theme: Demand Driven Innovation

### Jean School



The Regional Community College of Amsterdam (ROCvA) and House of Denim have successfully joined forces to set up the world's first denim program. This has led to a unique three-year technical program called Denim Developer. House of Denim en ROCvA Jean School are working together with important partners in the denim industry to deliver an important contribution to the future of the industry.

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## Theme: Internationalisation

## Hong Kong Business of Design Week



The Hong Kong Business of Design Week (BodW) is an annual week-long design event organised by the Hong Kong Design Centre. Each year, BODW forms a partnership with a different country, to bring national designers and exhibitions on national design to the conference. The partner country for 2008 was the Netherlands, where international relations agency AgentschapNL worked together on the Dutch program with different local partners, like the Amsterdam Innovation Motor in the Amsterdam area.

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## Theme: Service Innovation

### ICT Living Labs for Innovation in Policy Design



We have only recently seen examples of Living Lab adoption for policy innovation – not just innovation policy. One of such examples comes from a Convergence Region of Italy, Apulia, where the focus has been (and still is) on leveraging user driven, open innovation to give better technological responses to precise societal challenges. This flagship initiative is ongoing, but promises to become a cornerstone of the Region's future (2014-2020) Smart Specialisation Strategy.

[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](mailto:webmaster@eciaplatform.eu).



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