

COOPERATION BETWEEN CCI AND AVM BOOSTING INNOVATION IN CENTRAL EUROPE



POLICY RECOMMENDATION COCO4CCI



#COCO4CCI

Introduction

This publication on policy recommendations aims to be a guide and reference to create a favorable environment and ecosystem for cross-sectoral collaborations.

Based on the learnings from the Interreg Central Europe project Culture and Creative Industries Cooperation Collider (COCO4CCI) a roadmap and several tools were tested and implemented to support and strengthen the collaboration between Culture and Creative Industry (CCI) and advanced manufacturing (AVM).

To bring these two worlds together and learn about their needs, COCO4CCI designed and followed a holistic approach:

1. **Groundwork and research:** Levels of readiness, potential and expected impact were explored. Technology, communications and services were identified to engage AVMs and CCIs and gain their interest for cross-sectoral collaborations.
2. **Collaboration Collider:** A campaign was developed to raise awareness of how industry thinks and acts. Based on the concept of the "WHOLEBRAINER" several activities were developed:
 - Awareness raising activities
 - Training tools for CCIs to better understand the technology, trends, and mindset of manufacturers
 - Match-making tools to initiate joint projects between CCIs and advanced manufacturers

INFO BOX!

COCO4CCI:

12 partner organisations from 6 countries worked together in tandems of “classic” business support organisations and CCI hubs to create a transnational network of regional support structures that facilitate cross-sectoral collaborations between CCI and AVM.



Cross-sectoral Collaborations with CCI

Creative industries use diverse, creative and flexible methods and skills for their activities and play a key role in structural change in Europe. They contribute to the transition from traditional industries to a knowledge economy. Whilst the benefits of cross-sectoral collaboration are well recognized among the academic community and in the business support organizations, the support structures still need to be adapted and CCI as well as cross-sectoral collaborations explicitly added to regional/national policy strategies. These policy recommendations are aimed at national, regional and local policy makers, traditional support organizations, as well as the support infrastructure of the CCI sector.

BENEFICIAL ECOSYSTEM FOR CCI

As a rule of thumb, well-developed national, regional and local business support infrastructures are only targeted at “traditional” industries. Action is needed to open up traditional business support ecosystems to CCI, in order to promote and support the sector.

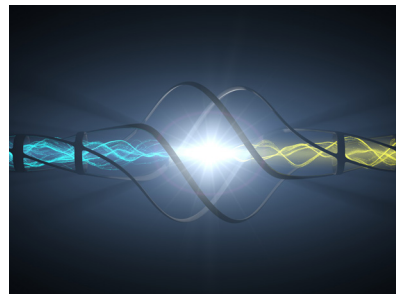
RECOMMENDED ACTIONS:

- ACTION 1 Provide an ecosystem which supports Creative and Cultural Industries, as well as cross-innovation
- ACTION 2 Support for new business models and co-creation
- ACTION 3 Encourage business support infrastructure to promote Creative and Cultural Industries by showcasing their impact and potential for digitalization, sustainability and resilience, as well as new business and organizational models
- ACTION 4 Lobbying to raise awareness of cross-sectoral collaborations

INFO BOX!

Collaboration Collider:

When particles in an accelerator collide, the result will be greater than the sum of each part. COCO4CCI follows the same idea by colliding disparate industries.



INTEGRATION OF CROSS-SECTORAL SUPPORT INFRASTRUCTURES

Existing support structures for Cultural and Creative Industries are often provided solely by the cultural sector. These support structures generally lack linkages with other industry sectors and don't support cross-sectoral collaborations. New support structures need to address and integrate collaborations between traditional and creative industries.

RECOMMENDED ACTIONS

- ACTION 1** Support a network for intermediaries and business support organizations
- ACTION 2** Support and facilitate cross-sectoral networking activities: exchange of know-how, concepts and support structures between business support organizations for cultural and creative industries and traditional industries
- ACTION 3** Provide funding for business support organizations and intermediaries which support and facilitate cross-innovation processes and prototyping
- ACTION 4** Encourage collaboration between policy makers for culture and economics

INFO BOX!

WHOLEBRAINER APPROACH:

The right side of the brain represents emotions and creativity (CCI). The left side of the brain represents data-based, technical and analytical thinking (traditional industries). Bringing both sides together will result in rethinking, reevaluating and redesigning existing processes and products. This will lead to innovation through looking at products, processes or challenges from a different angle and ensure a holistic approach.

The WHOLEBRAINER concept prepares left- and right-brainers for a successful collaboration and creates awareness to different modes of operating.



IMPLEMENTATION OF INCENTIVES

Voucher schemes are a popular business support instrument, reducing the financial risk of implementing new approaches (e.g. cross-sectoral collaborations) and innovations. This kind of short-term incentive will have a long-term impact in terms of innovation potential and competitiveness.

RECOMMENDED ACTIONS

- ACTION 1 Implement financial incentives, specifically for cross-sectoral collaboration with culture and creative industries
- ACTION 2 Open up existing voucher systems for cross-sectoral collaborations and CCI sector

IMPLEMENTATION OF CROSS-SECTORAL STRATEGIES

Recognizing the contribution of CCI for the economic and social growth in Central Europe is a necessary step to encourage cross-sectoral collaborations. The first formal step should be to develop a shared vision and strategies which highlight the innovation potential through CCI.

When developing local or national CCI strategies, refer to the Operational Programme for the Implementation of European Cohesion Policy 2021-2027, priority axes: Dynamic and competitive entrepreneurship for green economic growth, investment priorities: Promoting entrepreneurship, in particular by facilitating the exploitation of new ideas in the economy and promoting the creation of new business.

RECOMMENDED ACTIONS

- ACTION 1 Include cross-sectoral collaborations
- ACTION 2 Take account of CCI development beyond national borders
- ACTION 3 Split the ownership of this policy among CCI and business representatives

INFO BOX!

More than 30 collaboration projects between CCI and AVM were facilitated by the COCO4CCI network ranging from. Learn more on our success stories.

Success stories



SPECIFICATIONS OF CCI TARGETED STRATEGIES

The recognition of different CCI fields vary greatly. While some are well established and positioned on the market, other segments lack behind. The implementation of sector-specific strategic documents can trigger public investment to lesser recognized CCI sectors. Based on different analysis public institutions should trigger financial programs/investments directed at challenges CCI sectors face.

RECOMMENDED ACTIONS

- ACTION 1 Integrate culture and creative industries on institutional levels and define responsibilities to implement the strategic goals directed towards CCI
- ACTION 2 Implement benchmarks to assess relationships and dependencies within the CCI sector
- ACTION 3 Evaluation through predefined KPIs and success stories

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Cross-collaborations

Cross collaboration between CCIs and AVMs means planning a new or significantly improved product, service or entire ecosystem.

For a cross-sectoral collaboration to succeed, it is important to have an open mindset and be willing to step out of familiar paths.



EVALUATION ON CULTURAL AND CREATIVE INDUSTRIES

In order to assess the CCI impact on the economy, statistical data (e.g. employment, production, added value) need to be collected and evaluated. This data needs to be collected in a uniform manner (e.g. nomenclature, industrial sector, type of business) to enable transnational comparisons.

RECOMMENDED ACTIONS

- ACTION 1 Research on cultural and creative industries focusing on their contribution and impact on economic growth (regional/national/transnational)
- ACTION 2 Assessment of CCI impact through non-economic and qualitative factors (e.g. impact on well-being and quality of life, social inclusion, innovation)
- ACTION 3 Adapt and improve policies based on the collected data
- ACTION 4 Adapt and improve general support measures based on collected data

INFO BOX!

Curious?

We have more information, data, facts, good practices and experiences to share with you! Read more on the potential of cross-sectoral collaboration in our strategy document.

Strategy document



Learn more about our activities and results on our website.

COCO4CCI website



CREATIVITY DRIVES INNOVATION

WWW.INTERREG-CENTRAL.EU/COCO4CCI

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