

EXPOSÉ VekselWirk 2.0



 HEINRICH BÖLL STIFTUNG
SCHLESWIG-HOLSTEIN

 anschar
campus

 CORO
Co-lab Kowebå
Nye møder, nye muligheder

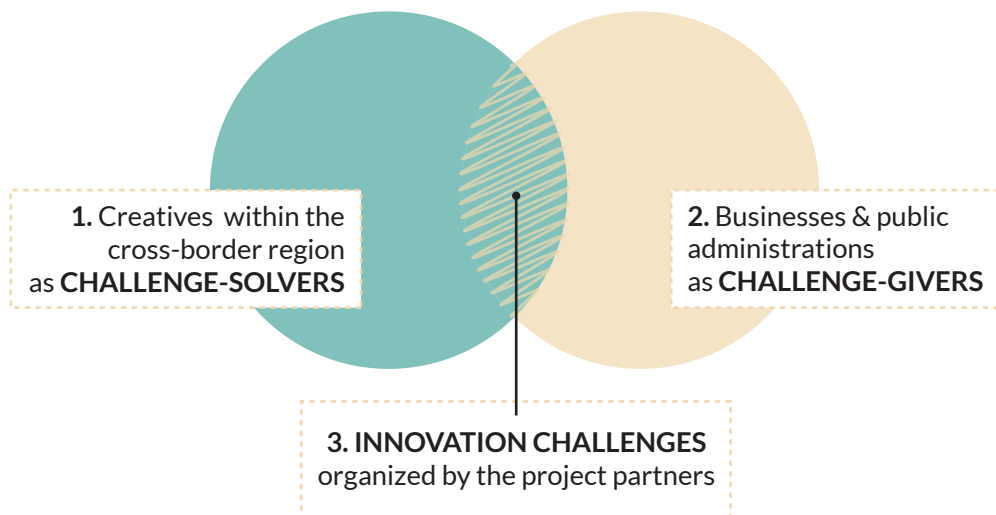
 TZL
TECHNIKZENTRUM LÜBECK

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 BUSINESS KOLDING

 Interreg
Deutschland - Danmark  EUROPEAN UNION

Within our network projekt „VekselWirk 2.0 Pre-Phase“ we took the preparatory measures for the development of a cross-border **Creative Innovation Lab**. It will be an organization that forms the interface between **creative people (1)** and **clients (2)**, such as cities or companies. The Creative Innovation Lab brings together a **diverse group of co-creators** – not only a diversity of demographics but also disciplines, backgrounds and experience levels – and equips them with the relevant skills and mindsets to generate **purpose-driven products and services**. The aim is to **collaboratively find solutions** to relevant ecologically and socio-economic issues in our cross-border-region whilst **empowering creatives and their business** to take the next step. We want to do this by offering **Innovation Challenges (3)**.



1. CREATIVES AS CHALLENGE-SOLVERS

The creative and cultural industries (CCI) have been proven of having **high problem-solving skills** and a **strong innovation orientation**. Professionals of the CCI are driving innovation for other industries and contributing to increase the competitiveness of the economy as a whole (source: <https://bit.ly/3GWIDMJ>). That is why VekselWirk 2.0 is highly focused on **building up a cross-border community** of professionals from the CCI, which we call „Creatives“, to develop innovative solutions for companies and public administrations. The creative community is open for innovative start-ups and students that wish to work in the creative and cultural industries or become an entrepreneur.

A) How we started to gather contacts to make our communities visible

We set up a simple website to **collect the contacts of the creative people** within the communities of the participating partner organizations. Our goal for the upcoming project is to **build up a digital platform and grow the cross-border creative community**. It will be accessible for everyone in the target group to sign-up and enable networking with each other. The digital platform will further be the communication channel to promote challenges and build up teams of challenge-solvers. A **dummy-version of the platform** has been developed in the network project.



B) How we identified the needs of the creatives to bring them a value with our offers

We hosted **2 CoCreationSessions** to which we invited creatives who signed up on the emerging cross-border network. With 24 participants from the border region, we checked whether our ideas for a cross-border innovation lab resonates with the needs of the creative people. In our 1st CoCreation Session we figured out the most important aspects to motivate them. According to our research, the main added value for creative people is an **international network, collaboration and financial reward**. A big motivation for them is also **the contribution to the greater good**.

We have had very good experiences with **actively involving the creative community** in concept development in order to develop constructive offers for this target group. Building on the concept of the CoCreationSession, we would like to establish a Creative Counsel in the follow-up project who will constantly ensure the quality of our offers from the creative point of view.

2. BUSINESSES & PUBLIC ADMINISTRATIONS AS CHALLENGE-GIVERS

A) How we got an idea of the main challenges within the crossborder region

We tried to find the main challenges for the cross-border region. We started our research process by interviewing regional development organizations to pin down the important industries or departments and most relevant topics. Moreover, several studies on innovation and sustainability have been reviewed.

The results within the cross-border region revealed that in **public administrations** there is a need for **Innovation Capacities** internally and specific needs in **Urban Development and Digitilization (Smart City)**. **Businesses** in the **retail, food, maritime, energy and creative industries** have been identified as potential challenge givers.

B) How we found potential challenge-givers as networkpartners

In order to win challenger-givers for our upcoming project, we have developed an one-pager that shows the benefits for challengergivers. The main values are:

- **Realizable, innovative solutions for central challenges**
- **Promotion of the reputation as a future-oriented institution**
- **Access to an international network of qualified professionals from the creative industries & innovative start-ups**

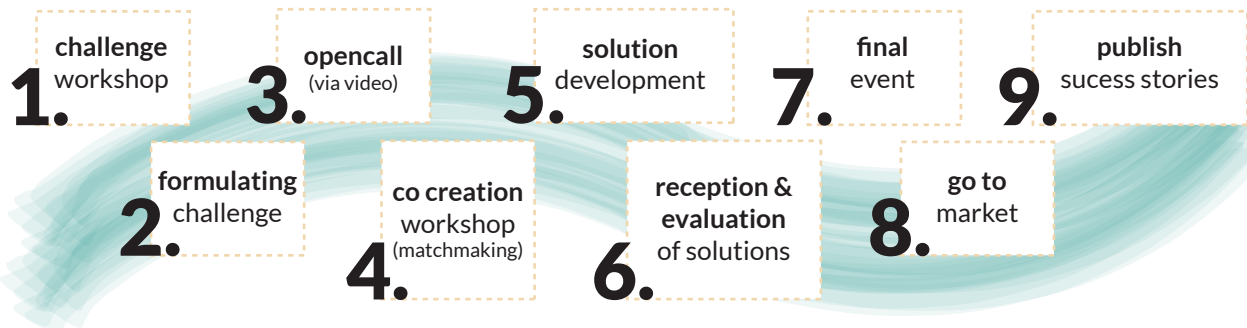
We could win a total amount of **10 potential challenge-givers** for our upcoming project. They are willing to bring in their concrete challenge once the first round of innovation challenges can start in 2023. Some examples of challenge-givers are: Roskilde Festival, Sourzing – Customized Retail & Packaging Solutions, MDT – specialists in lightweight construction, City of Kiel and easyfood – innovative quality bakery products.



3. INNOVATION CHALLENGES

A) How we designed our own challenge process

With great expertise of our partner **Coro-Lab** and further guidance from experts in the field, we developed an **Innovation process for VekselWirk 2.0**.



A challenge begins with the **development of a clearly defined question** by the participating challenge giver (e.g. „How can we do without single-use packaging material in the future?“), which is then communicated to our creative community **via a video**. A larger **kick-off event** should then enable interested creative people to get an in-depth **presentation of the challenge question** and an **initial exchange of ideas**. In addition, **the matchmaking** between creative people and the challenge givers, as well as among the creative people themselves, takes place there. The resulting teams **work on solutions for the given challenge**. To ensure qualified solutions, **question-and-answer opportunities** with challenge-givers are also ensured during the process.

At the end of the challenge process, the challenge-givers choose **the best solutions**, which are presented at a **big closing event**. The event will be open to the public and will be widely promoted through the partners' channels. This is where the potential business partners (challenge givers as clients and creative people) come together and discuss the possibilities of **implementing the solution**. The aim here is to promote **value-adding cooperation between creative people and challenge givers** so that solutions can be implemented in a sustainable manner.

MAIN GOALS

- *Enabling interdisciplinary & international collaborations to find solutions for complex issues for businesses & public administrations within the cross-border region*
- *Activating the innovative potential of the creative community within the cross-border region*
- *Supporting the professionalization of the creatives & enabling them new job opportunities*
- *Building up a strong network of collaborators and heighten the visibility of creative & innovative industries within the cross-border region*

ABOUT US

We are a network of innovation hubs & creative centers that have built up a joint community in the German-Danish border region as part of our predecessor project VekselWirk. In the planned follow-up project, we would like to use the transformative potential of this community to jointly promote innovation in our region.