



Final event of the NDPC Project

**'CCI Cooperation and Innovation in
the Northern Dimension Countries'**

This project is funded by
the European Union



This project is implemented by
ARS Progetti and Eurecna



Agenda for today

- **11.00 – 11.15** Welcome & context of the project
- **11.15 – 11.25** Brief overview of the project activities and outputs
- **11.25 – 11.45** Presentation of the project & study findings
- **11.45 – 12.30** Q&A Session, Feedback from the participants, suggestions for further collaborations

Cross-sectoral cooperation and innovation within Creative and Cultural Industries - practices, opportunities and policies within the area of the Northern Dimension Partnership on Culture

*(Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway,
Poland, Russian Federation and Sweden)*

The project components include:

- Mapping of practices, opportunities and policies
- Case study research of cross-sectoral cooperation and innovation in the 11 countries
- 4 thematic Experts' Focus Group events
- 5 Policy Briefs
- 2 Scientific journal publications + other articles
- 2 Wrap-up events
- Publication of the project findings
- Legacy web resource (ndpccrossinno.eu)

**The study has documented
121 cross-innovation initiatives from
the 11 Northern Dimension countries**

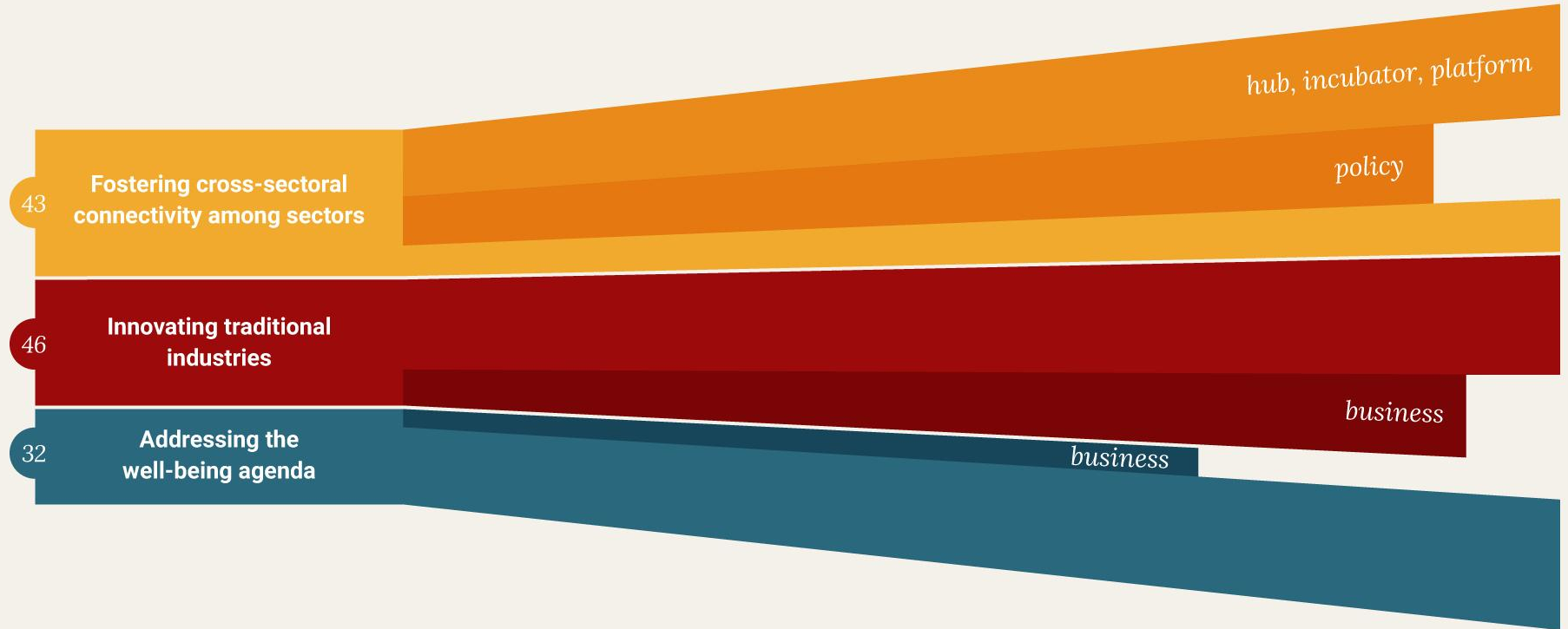
(incl. secondary sources), by country



Findings overview of the mapped region:

- high degree of CCI innovation awareness
- a variety of initiatives at different phases of development in the eleven countries
- diverse stakeholders (companies, not-for-profit entities, academic institutions, international partnerships, start-ups, consortia involving diverse stakeholders)
- very quick pace of change in which the role of CCIs is shifting; competences and professional inputs of CCI organisations are strong in all three domains
- different degrees of policy and funding support at national or local level (from high priority to recognition of achievements)

Subcategories in the 3 domains





Innovating (traditional) industries

46 cases (38% of the total) in this group that has benefited from most public support and is yielding large-scale impact at regional level too.

(e.g. EcoDesign Circle 4; EDUCRO (2019 –2022) PROTO Invention Factory, Project “CHAIR”, Ornamika)

SIX KEY CHALLENGES – SOLUTIONS:

1. Securing the interest and participation from funders, companies, public, consumers

- virtual collaboration and initial physical presence meetings
- raising awareness and special focus on establishing personal contacts with stake-holders
- the marketing activities are vital

2. Raising money for an experimental project going across sectors

- strong, broad network
- gifted, recognised professionals
- involve local authorities at an early stage
- communicate and disseminate results

3. Creative entrepreneurship and raising competences

- educational programmes and international events
- **‘perfect’ moment** for training offers to convince local businesses
- personal contacts



Innovating (traditional) industries

SIX KEY CHALLENGES – SOLUTIONS:

4. Support for experimental work processes

- cross-border collaboration and matchmaking different sectors and disciplines
- cross-sectoral innovation programme offering support
- special funds catalyse the preparatory phase of collaborative processes

5. Overcoming language barriers in learning and knowledge transfer processes.

- exchange of knowledge with the local and international communities
- networks - like-minded peers / actors

6. Scaling the initiative to its full potential & advanced technology

- interdisciplinary cooperation for solutions.
- proactively initiating potential partnerships
- a cross-innovation fund is an incentive for the micro-companies

FUTURE

SIGNIFICANCE:

Innovations in this domain transform practices that affect multiple entities - economic or public sector

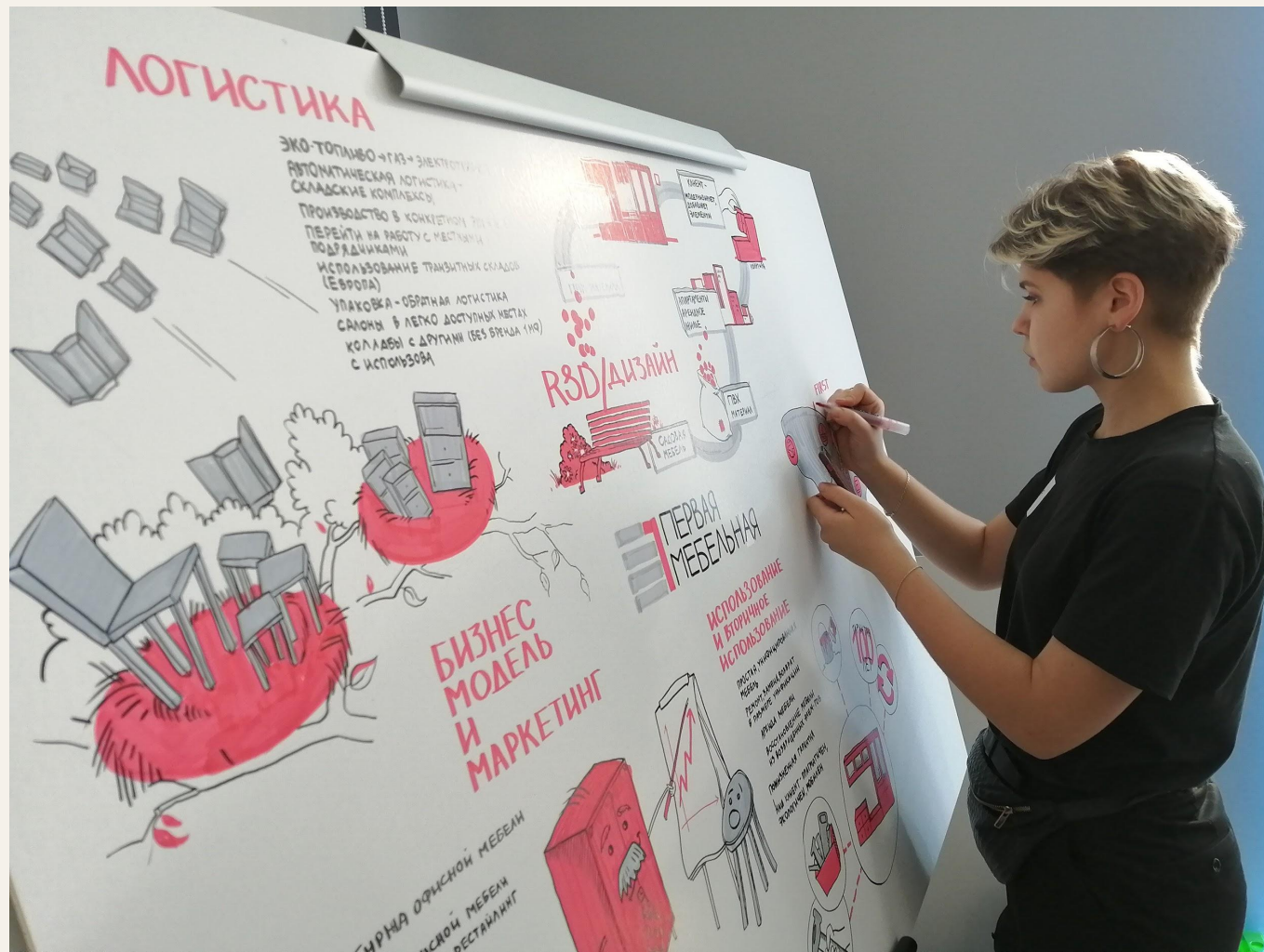


Photo by Elena Gontarenko

In the photo:
Anne Raudaskoski from Ethica Finland
during an EcoDesign Sprint in St.
Petersburg (Feb 2020)



Connectivity between CCI professionals/organisations and other sectors

43 of the cases (35% of the total) with some initiatives demonstrating decades of experience (e.g. SPOK, CREVE, Cross-innovation Hub)

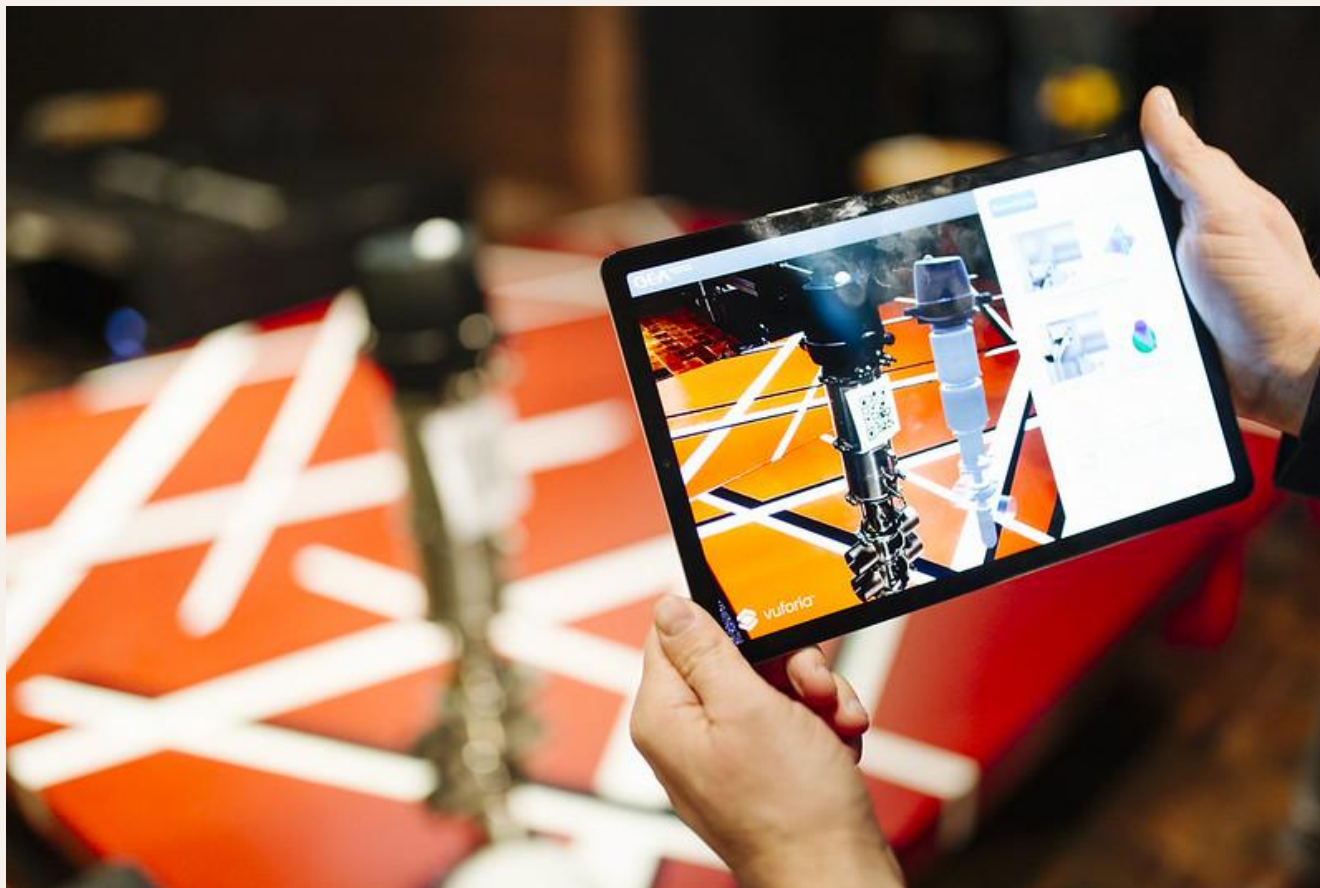
THREE CHALLENGES – SOLUTIONS:

1. The effort to obtain initial funding for developing 'something that has no record of success yet'
 - ...
2. First cross-sectoral activities with customers and clients and raising the competencies of the team
 - ...
3. Initial phase of innovation value chain (from idea development to first prototype) high risk
 - **mediator competences and methods**
 - programmes for business awareness of cross-innovation collaboration
 - support for the mediator long-term

FUTURE

- business value chain innovation
- recent policies stimulate this domain
- virtual platforms for connectivity
- local to national, national to international scaling of initiative

SIGNIFICANCE:



*Photo by Laura Mueller courtesy
of the "Cross Innovation Hub"*

In the photo:
Cross Innovation Lab 2019, GEA
digital valve twin AR prototype
for easier maintenance.



Innovation related to the well-being agenda

32 of the mapped 121 cases, (26% of the total), fall in this domain (e.g. The Culture Adaptations (2018- 2021), The Well-being Residency Network, Urb Cultural Planning (2019 -2021), start-ups Lovia Endel...)

FIVE CHALLENGES – SOLUTIONS:

1. Professionals of different sectors need to enter into dialogue
2. Practices 'between' sectoral policies
 - curricula and professionalisation platforms ...
3. Funding for well-being innovation and finding artists with dual competence.
4. Get everyone (community and micro companies, the local authorities) onboard and committed
5. Sustainability of the cross-sectoral output ...

FUTURE SIGNIFICANCE:

Address challenges which are key to innovation practices that most societies and economies will attempt to address in the coming years – health, well-being at individual and social level, economic resilience with involvement of the local community and ecosystem.

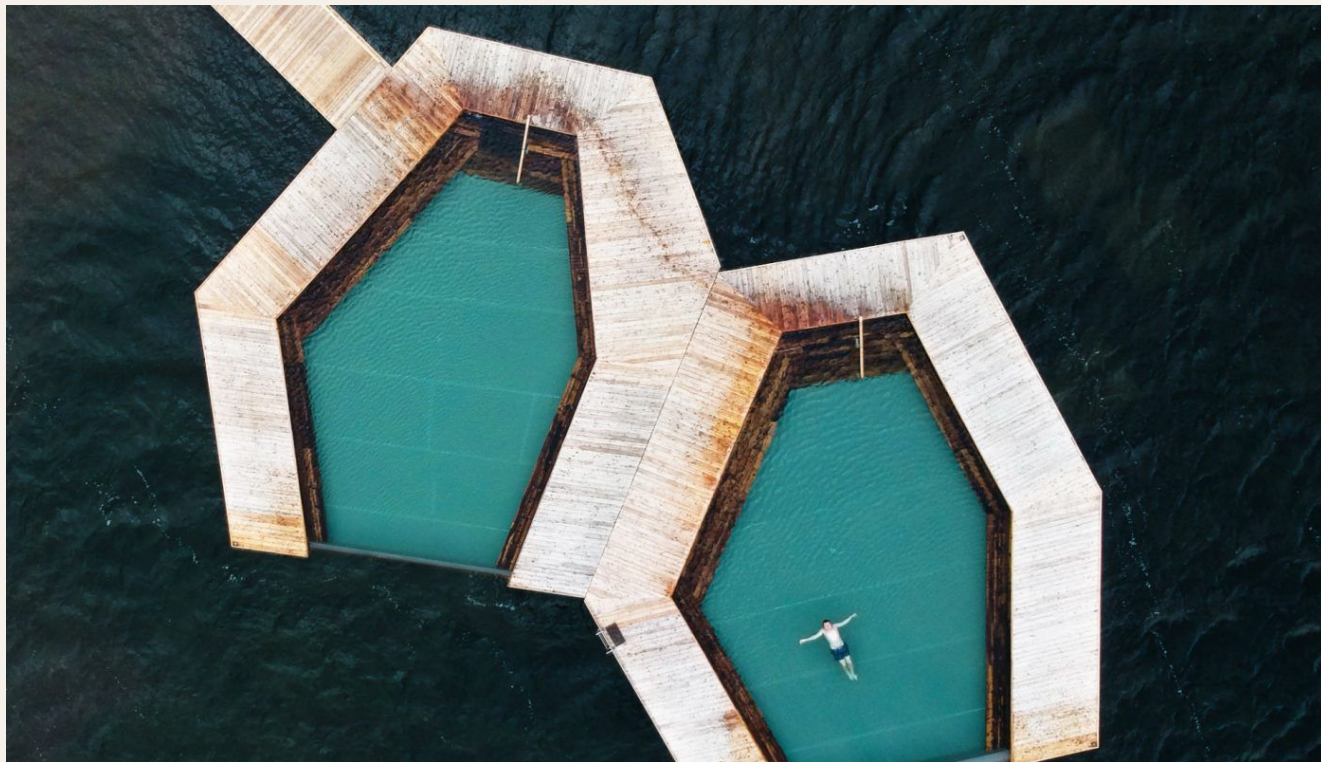
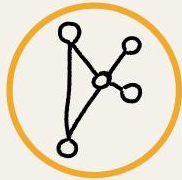


Photo courtesy of Design Nation
Sweden

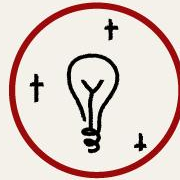
The destination design of Austurland
project 2014-2018

Innovation impact per domain

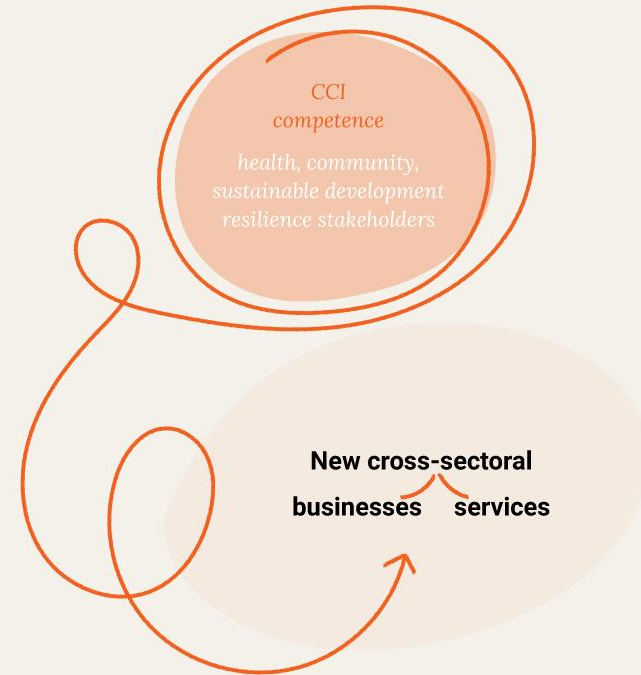
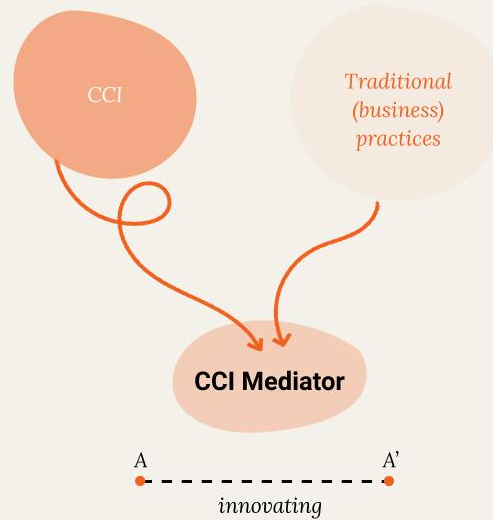
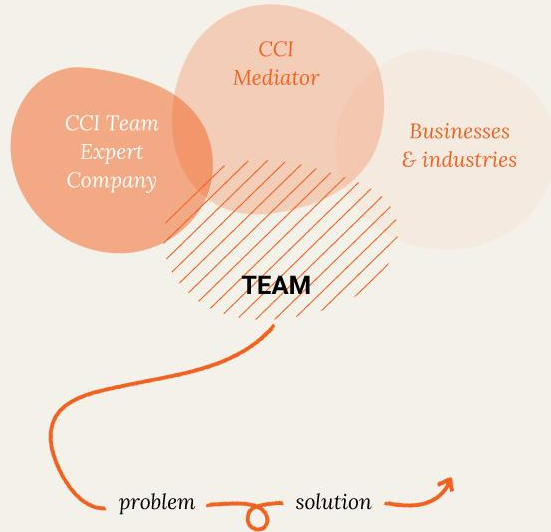
Connectivity



Innovating industries



Well-being



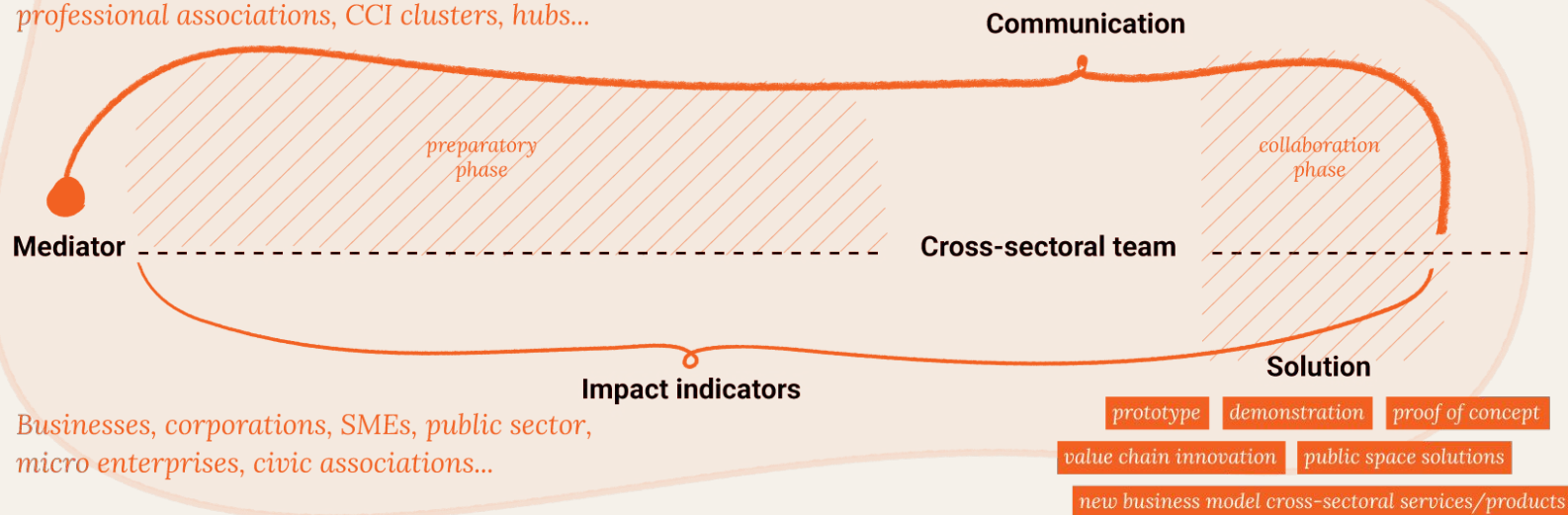
Seven trends for policy consideration:

1. Connectivity as a key for the preparatory phase of cross-innovation teamwork
2. Knowledge-sharing on CCI's as mediators/initiators of cross-innovation
3. Multilevel approaches to innovation risks - shared among diverse partners
4. Broader definition of CCI innovation and its impact ('soft' innovation)
5. Attention to long-term assessment of impact and tracking results
6. Broader vision of sustainable development goals (SDG)
7. Legal frameworks and CCI's involvement cross-sectoral innovation

Cross-sectoral innovation process

CCI Ecosystem

CCI companies, professionals, academia,
professional associations, CCI clusters, hubs...



Businesses, corporations, SMEs, public sector,
micro enterprises, civic associations...

COLLABORATION & INNOVATION

CCIS IN THE NORTHERN DIMENSION COUNTRIES

LEARN MORE

STUDY

The analytical study 'Collaboration and Innovation' provides the basis for defining the potential for CCI cross-sectoral innovation in the Northern Dimension countries. It focuses

<https://ndpccrossinno.eu/>

Q&A session

Feedback

Suggestions

on EasyRetro



Questions

- **1:** Questions about the project and study
- **2:** Ideas, comments inspired by the project and study
- **3:** Cross innovation: ideas for NDPC interventions
- **4:** Suggestions for channels to share the study
- **5:** Let's stay in touch!

Go to EasyRetro:

ej.uz/ndpcretro

5 minutes for your first impressions

Project team

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