

Interreg

CENTRAL EUROPE



STIMULART

European Union
European Regional
Development Fund

TAKING
COOPERATION
FORWARD

WORKSHOP | 6th November 2019 | Vittorio Veneto

The new role of municipalities in economic development for CCI through participatory governance.

Learn about best-practice management approaches and sustainable CCI cooperations regarding networking, further education and development of urban creative places.“

STIMULART | Sebastian Knopp | Expert Promoting Creative Industries

TITEL:

PARTICIPATORY
GOVERNANCE

REALLY?

THE QUESTION IS:

HOW CAN WE USE THE
POTENTIAL OF CREATIVE
INDUSTRIES FOR OUR OWN
GOOD - LIKE ECONOMIC,
CULTURAL AND URBAN
DEVELOPMENT?

ESPECIALLY AS CREATIVE
INDUSTRIES IS AN
ECONOMIC SEGMENT,
WHICH DOES NOT LIKE TO
GET USED.

WELL, WE NEED TO START
LISTENING TO THEM TO
UNDERSTAND THE CREATIVE
INDUSTRIES.

THEN WE CAN APPRECIATE
THEIR REAL POTENTIAL.

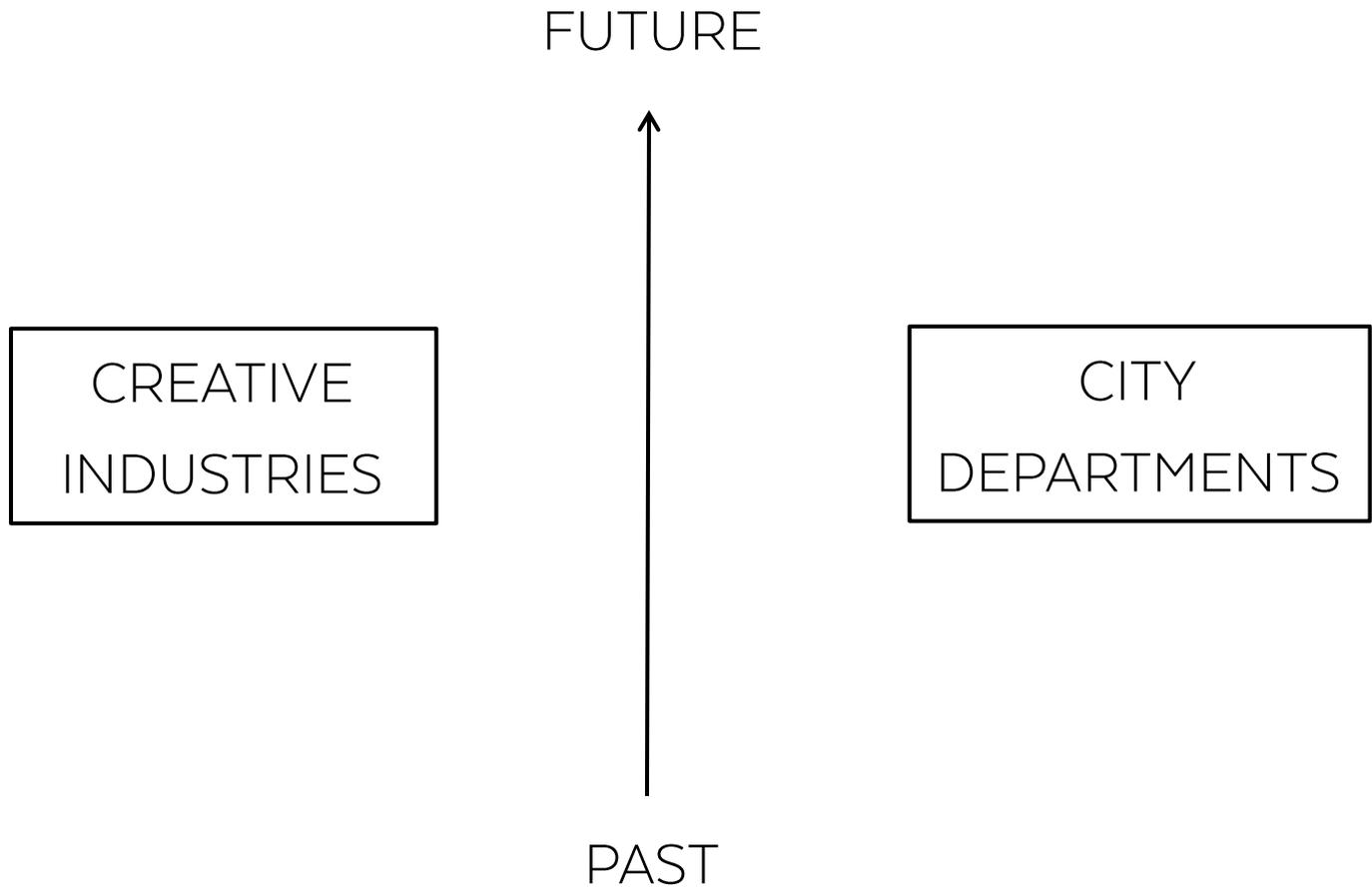
BY REALIZING THAT,
WE WILL BE ABLE TO BE
ACCEPTED PARTNERS.

AS PARTNERS, WE WILL
CREATE A WIN WIN
SITUATION TOGETHER.

LET'S START.

ON THE FLOOR YOU CAN
SEE THE **MAP OF RELATIONS**
BETWEEN MUNICIPALITIES
AND CREATIVE INDUSTRIES.

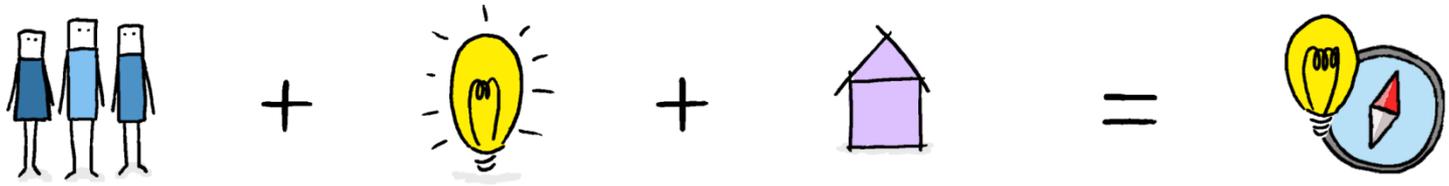
MAP OF RELATIONS



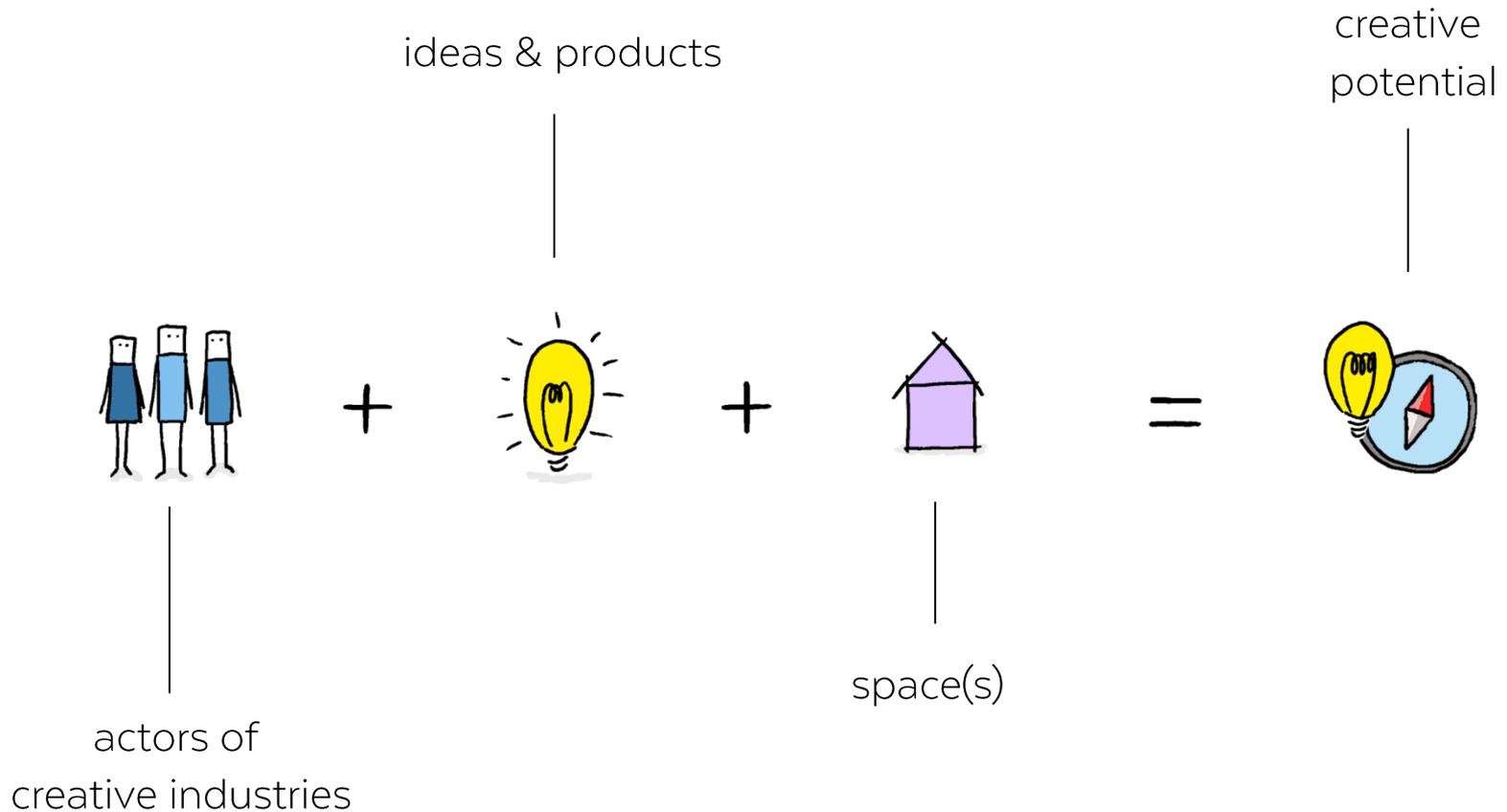
POSITION YOURSELF ON OUR
MAP, VISUALIZING THE
RELATION AND INTERACTION
BETWEEN CCI AND
MUNICIPALITY IN YOUR CITY.

ACTION.

EQUATION FOR TODAY



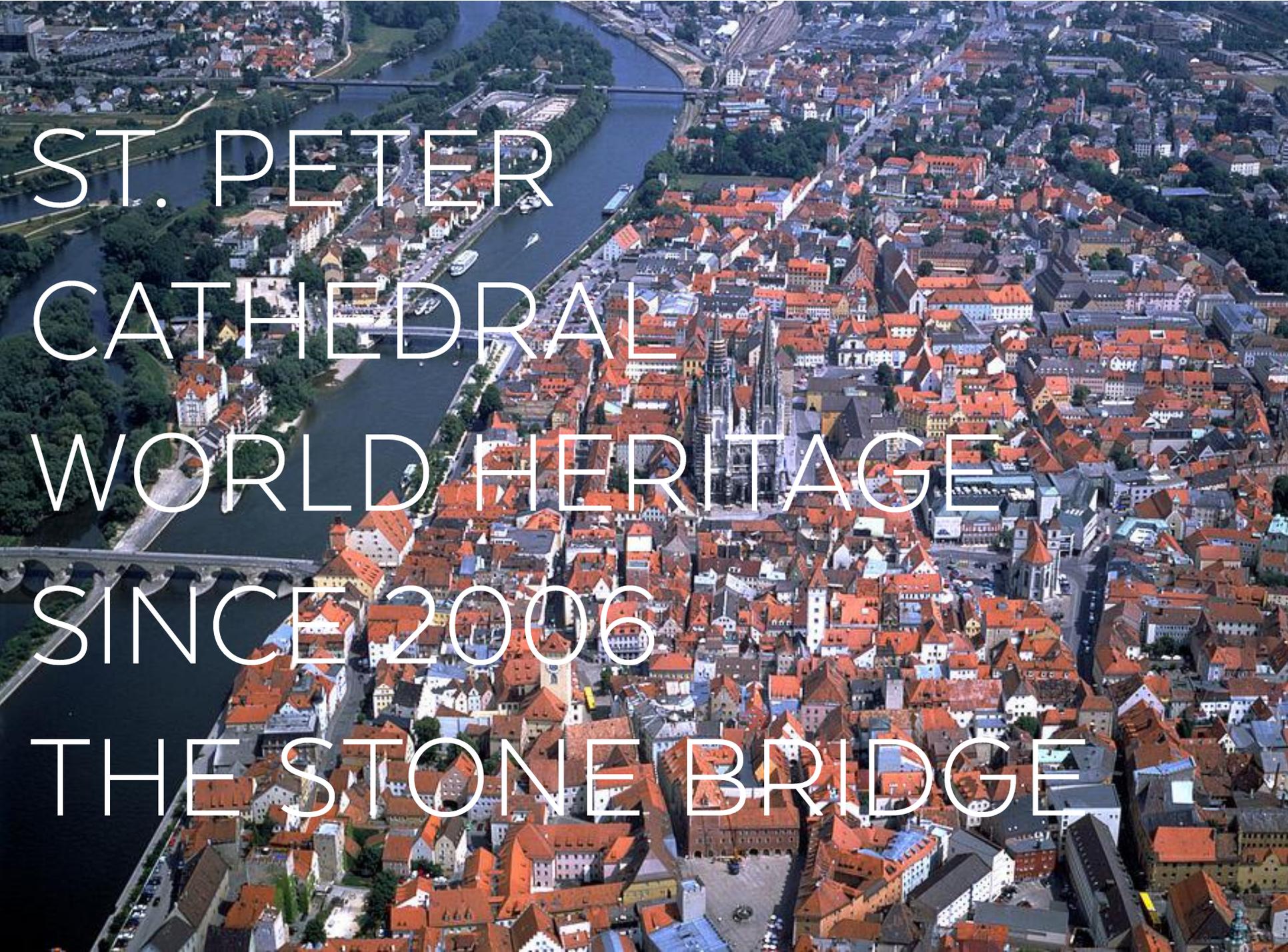
EQUATION FOR TODAY



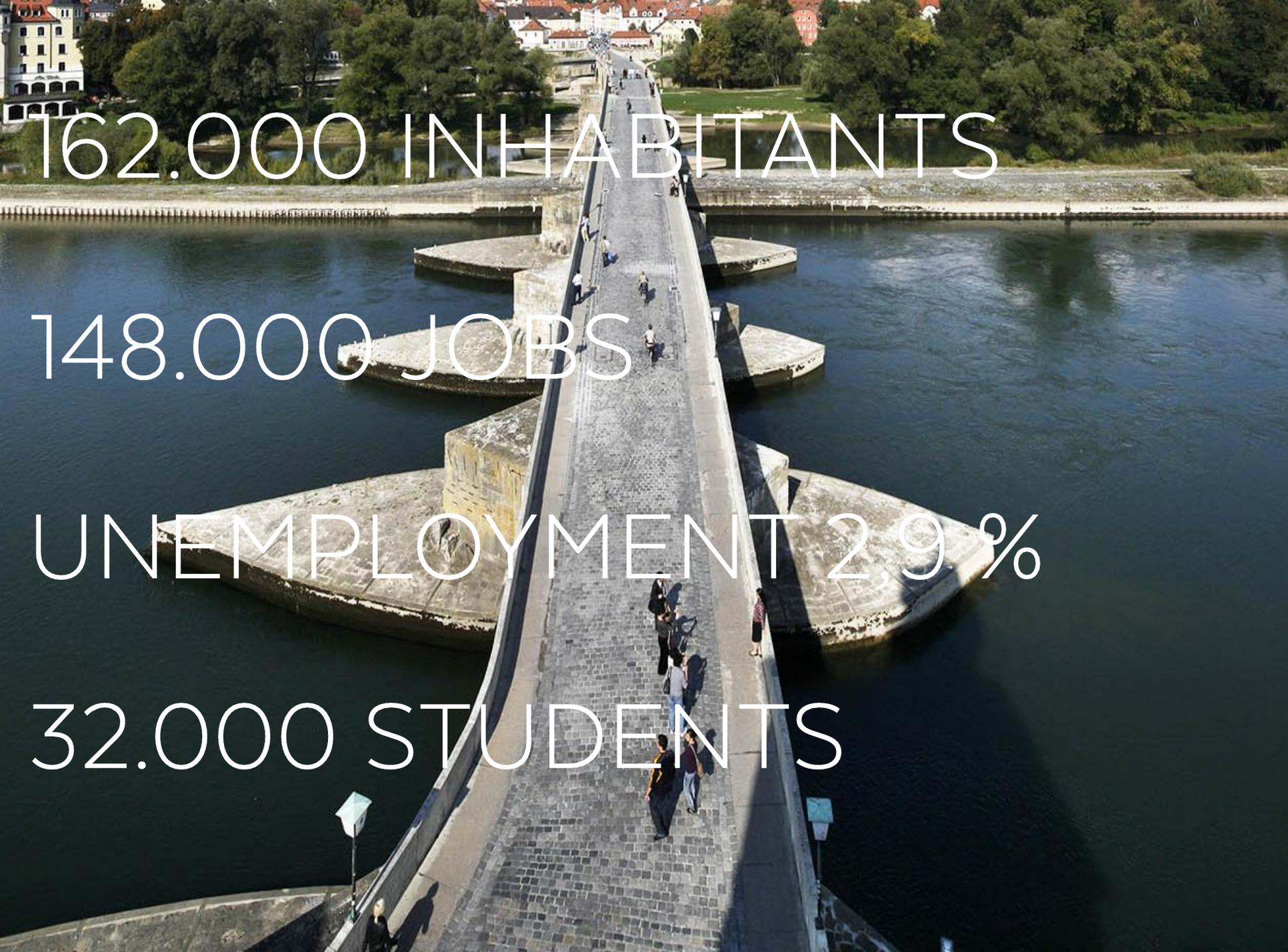
LET ME INTRODUCE MYSELF.



REGENSBURG



ST. PETER
CATHEDRAL
WORLD HERITAGE
SINCE 2006
THE STONE BRIDGE



162.000 INHABITANTS

148.000 JOBS

UNEMPLOYMENT 2,9 %

32.000 STUDENTS

Altstadt

Ostbayerische Technische Hochschule Regensburg (OTH)

Bezirkskrankenhaus

TECHBASE
REGENSBURG

TECHCAMPUS
REGENSBURG

Universität Regensburg

BIO PARK
REGENSBURG GMBH

EDUCATION AND INNOVATION

THIS
IS ME



JOB: CLUSTER MANAGER

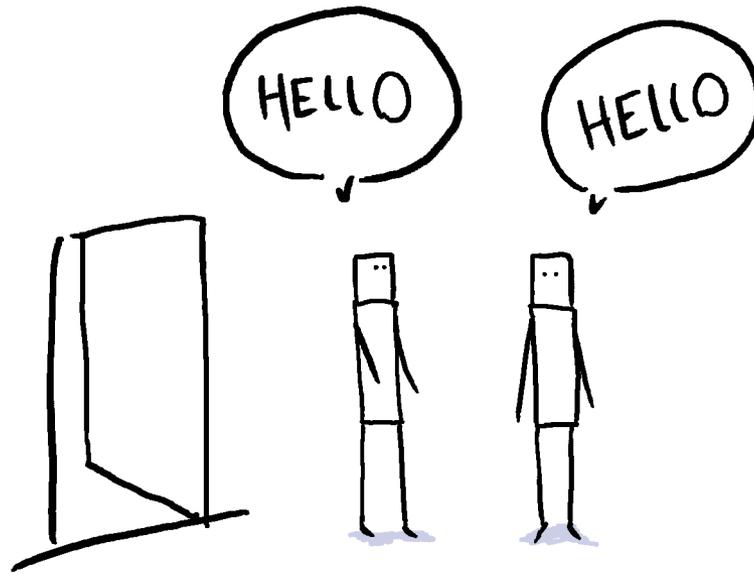
department for economic
and research affairs
city council

clustermanager for
creative industries
39 h/week
unlimited



since march 2015

JOB : CLUSTER MANAGER



ROLE : PERSON OF CONTACT

DIE KULTUR- UND KREATIV WIRTSCHAFT

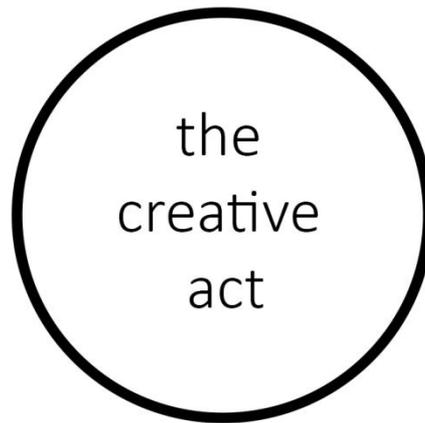
cultural and creative industries

“those creative enterprises, which are working mainly on a profit-oriented basis and are concerned with the creation, production, distribution and/or media distribution of cultural/creative products and services.”

Conference of German Economic Ministers, June 2008

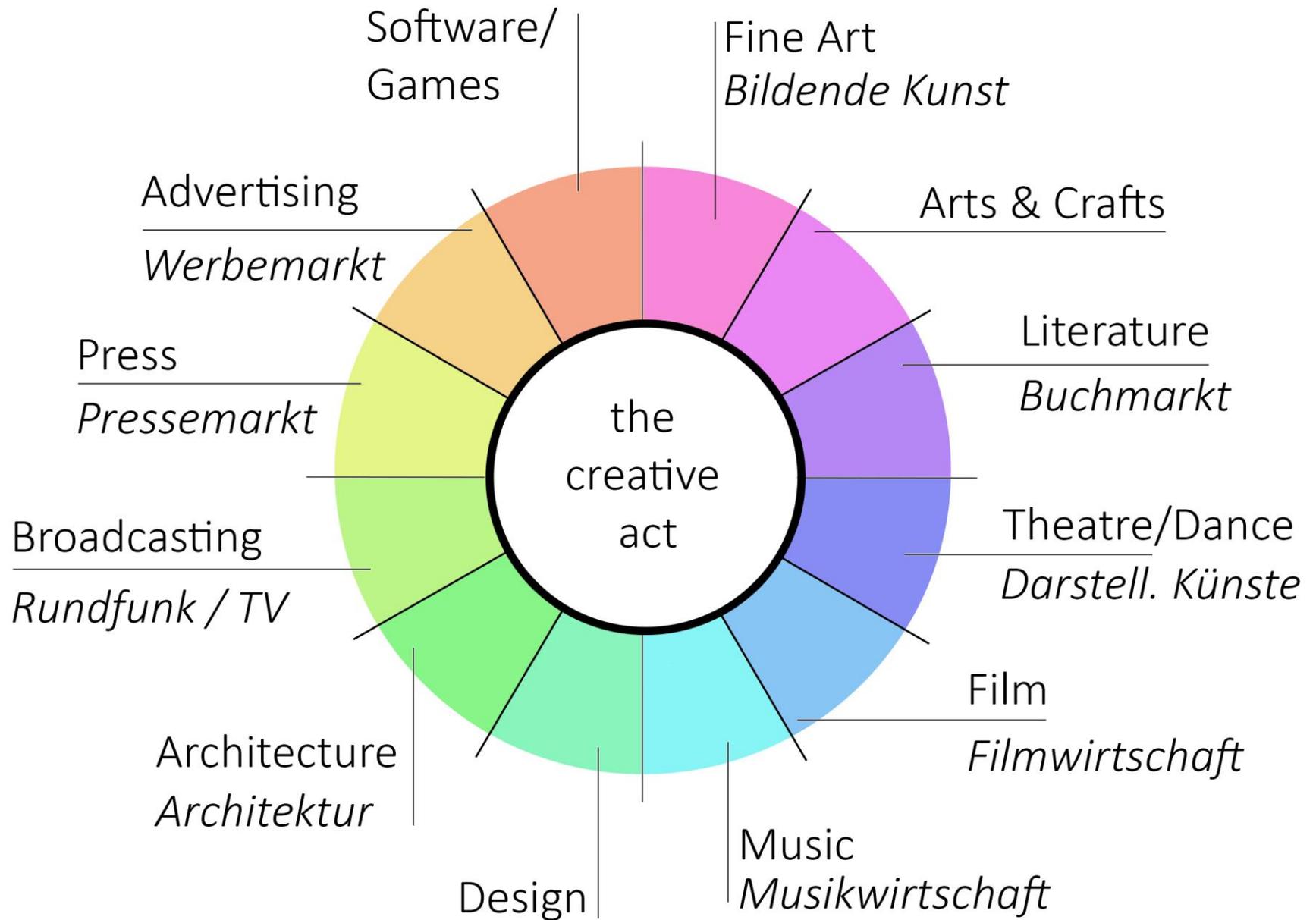
„Unter **Kultur- und Kreativwirtschaft** werden diejenigen **Kultur-** und Kreativunternehmen erfasst, welche überwiegend erwerbswirtschaftlich orientiert sind und sich mit der Schaffung, Produktion, Verteilung und/oder medialen Verbreitung von **kulturellen** und kreativen Gütern und Dienstleistungen befassen.“

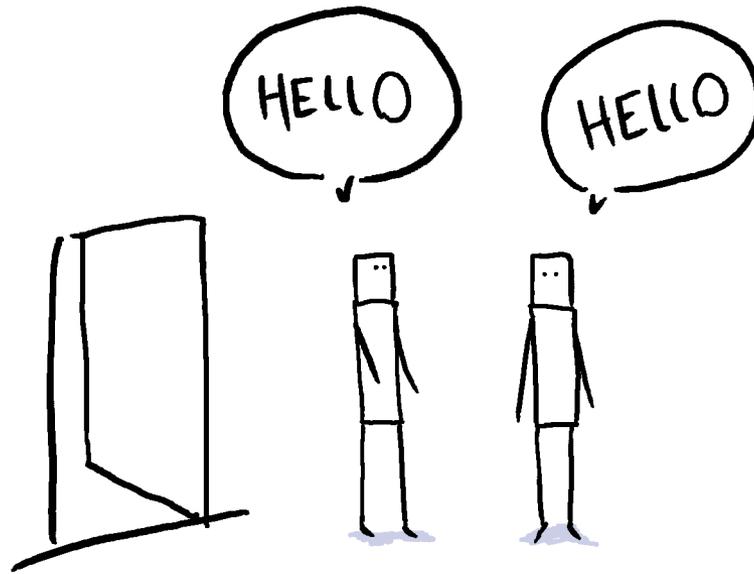
Wirtschaftsministerkonferenz, Juni 2008



DIE 12 BRANCHEN

12 subsectors of creative industries

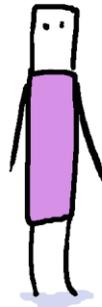
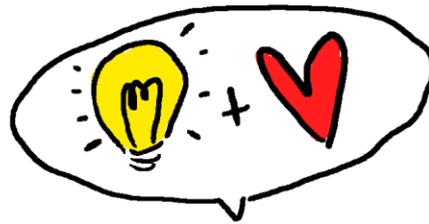




ROLE : PERSON OF CONTACT

KOMMUNIKATION

communication

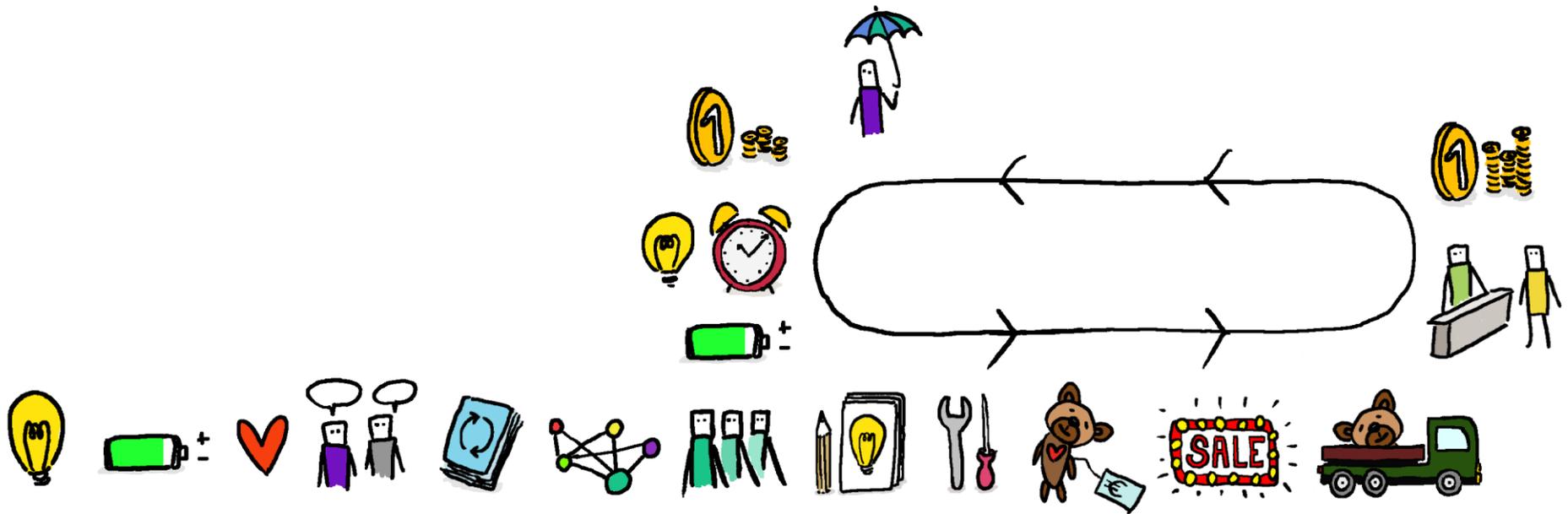


K **O** **M** **M** **U** **N** **I** **K** **A** **T** **I** **O** **N**

communication

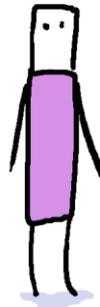
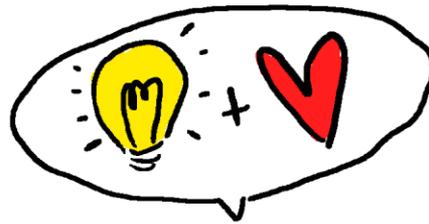
WERTSCHÖPFUNGSKETTE

value (creation) chain



ideas and passion are **essentiell**, as well as livelihood and earning profit. one is where it all starts, the creative act, the momentum of innovation and the other one is the requirement to create a sustainable job model around ones creative talent.

IF WE LOOK AT OUR DIALOGUE AGAIN



K **O** **M** **M** **U** **N** **I** **K** **A** **T** **I** **O** **N**

communication

THEY TALK ABOUT THE
SAME THING
BUT THEY HAVE DIFFERENT
LANGUAGES

AND A DIFFERENT DEFINITION OF SUCCESS



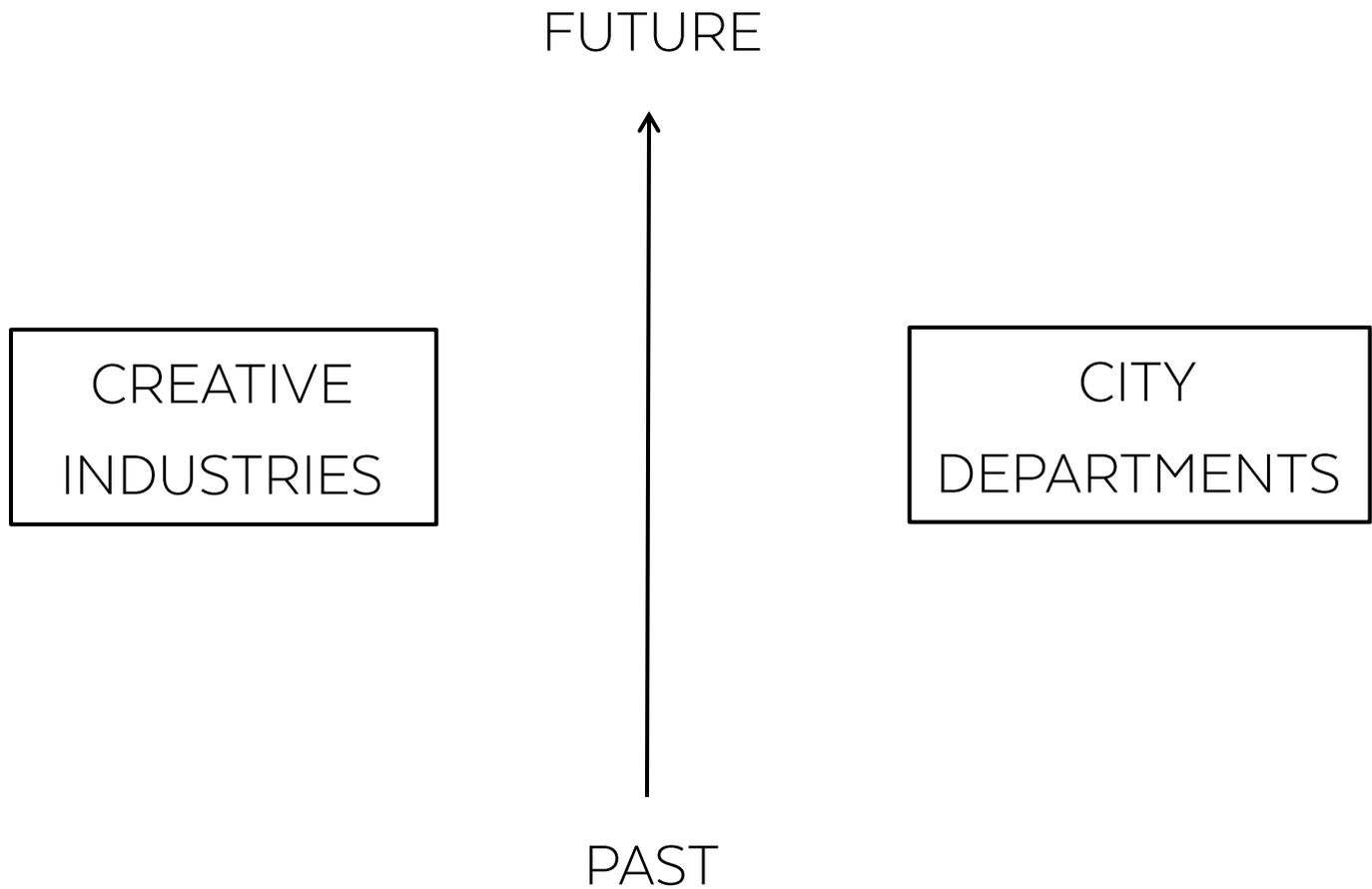
SO WE NEED TO
TRANSLATE
TO BOTH SIDES

POSITION YOURSELF AGAIN
ON OUR MAP.

KEEP IN MIND, THAT WE NEED
TO TRANSLATE BETWEEN CCI
AND THE MUNICIPALITY.

ACTION.

MAP OF RELATIONS



IF YOU WANT TO USE
CREATIVE POTENTIAL FOR
ECONOMIC, CULTURAL
AND URBAN DEVELOPMENT,

YOU NEED TWO THINGS:

YOU NEED,

DOERS, MAKERS,
AND CREATORS.

AND YOU NEED,
TO CONVINCE POLITICIANS,
MAJORS, DECISION MAKERS,
AS WELL AS
CULTURAL AND ECONOMIC
STAKEHOLDERS.

LET'S START WITH
DECISION MAKERS.

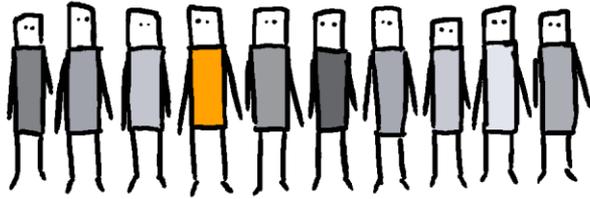
HOW?

IT IS EASY,

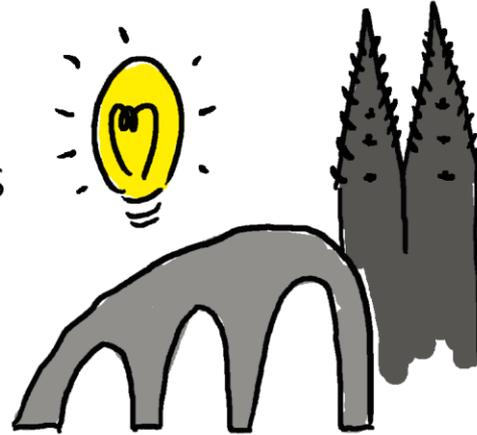
BRING UP THE NUMBERS.

STUDY

economic study on creative
industries in Regensburg
to evaluate potential in 2014



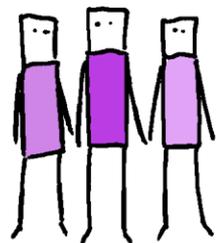
every 10th company
(a total of 688 companies
in creative industries)



cultural and creative
industries in Regensburg



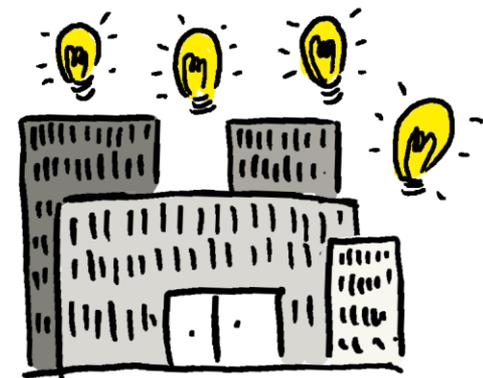
clients in industry
and commerce



more than
4.000 employees



revenue: 427 Mio.

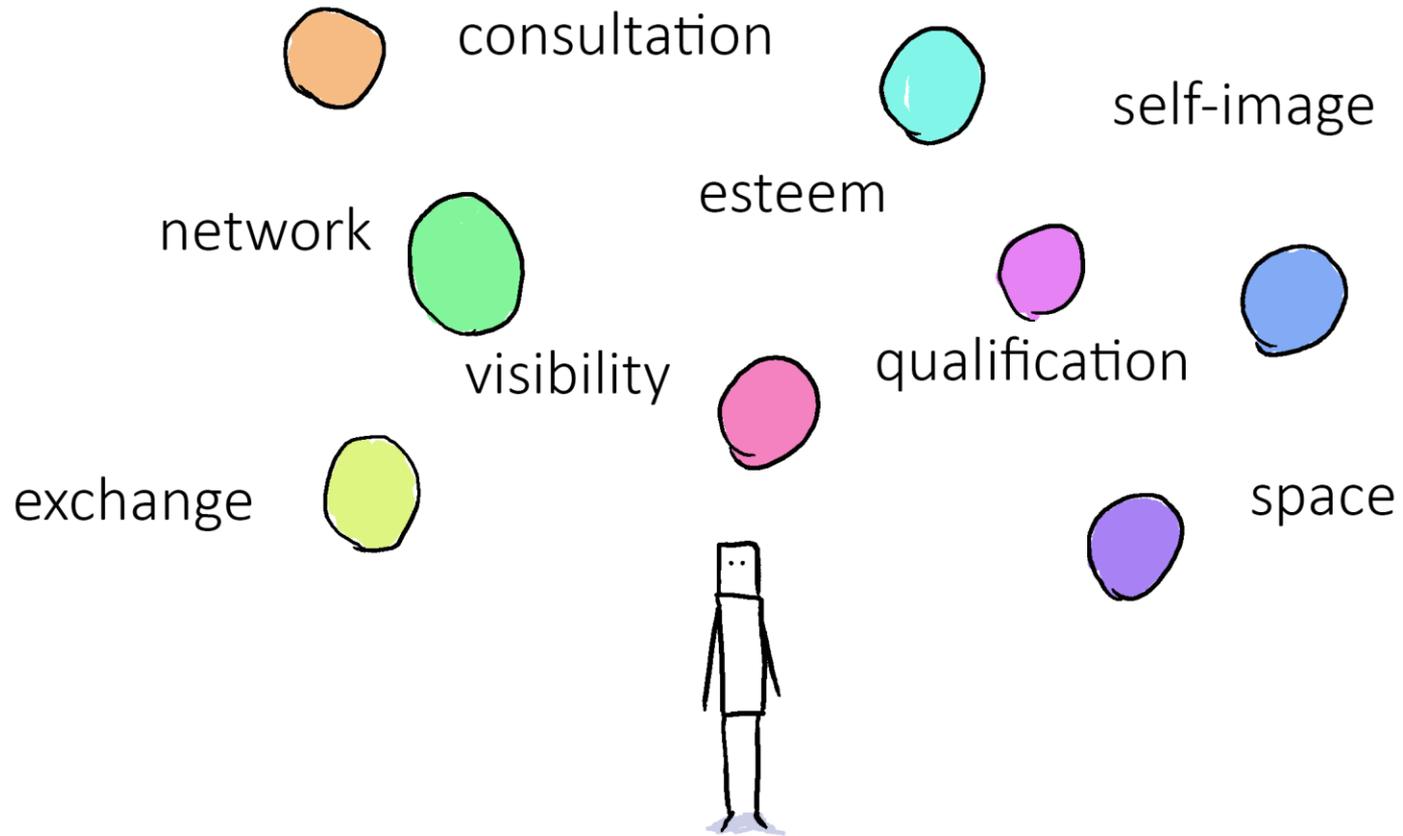


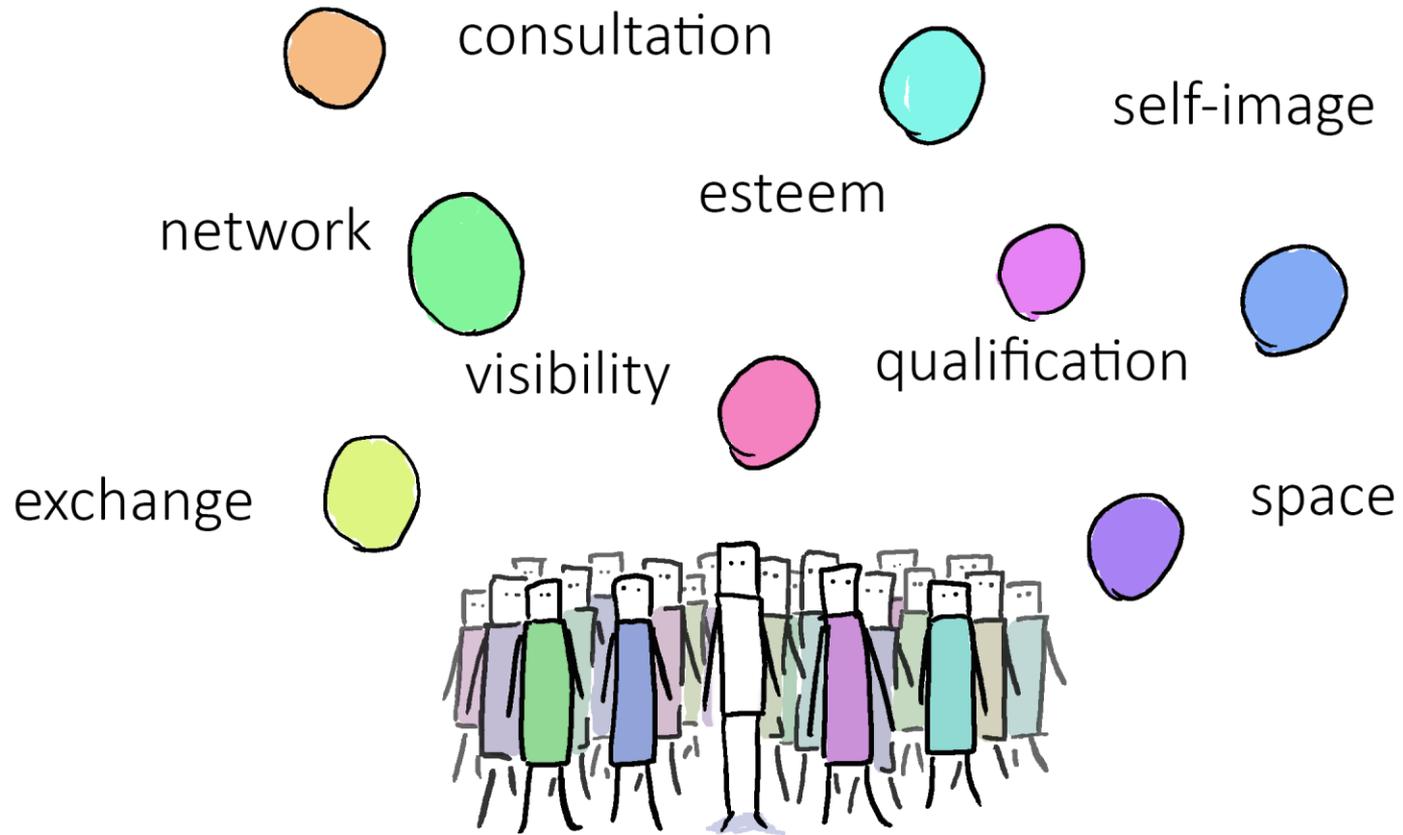
education, research
and schooling

INNOVATION
TECHNOLOGY
FUTURE MARKET
ATTRACTIVENESS FOR
SPECIALIST STAFF
ECONOMIC GROWTH
TOURISM

HANDLUNGSFELDER

study recommends certain
tasks and fields of action





MORE ABOUT THESE
FIELDS OF ACTION LATER.

OK.

WHAT ELSE DID WE NEED?

AH, RIGHT - WE NEED,
DOERS, MAKERS,
AND CREATORS.

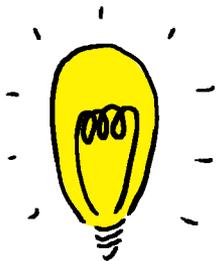
HOW?

IT IS EASY,

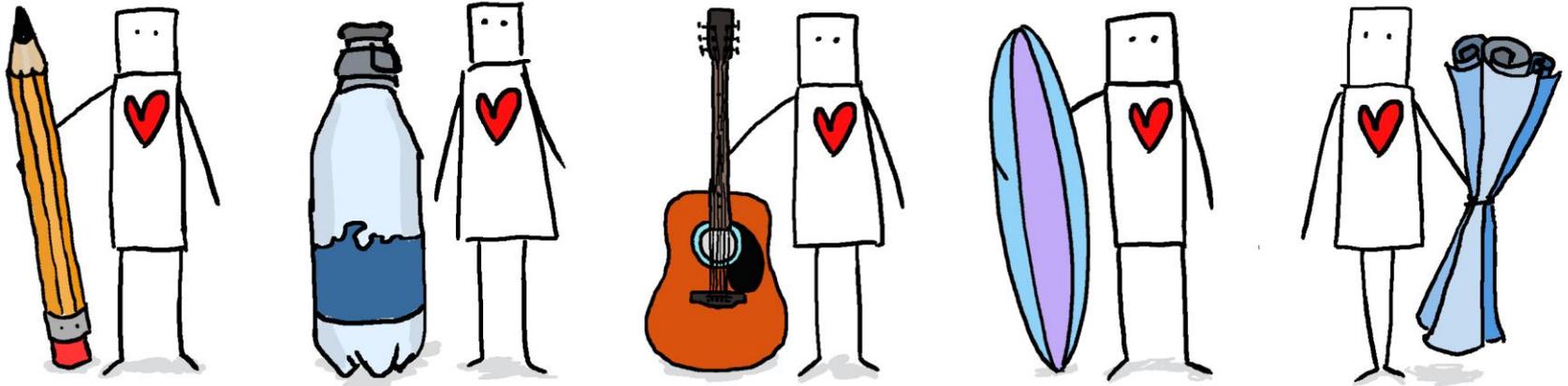
YOU JUST NEED TO
UNDERSTAND THEM.



actors in the cultural and
creative industries



solo self-employed
low income
heterogeneous



STILL DON'T UNDERSTAND
THEM?

WELL,

JUST TALK TO YOUR LOCAL
CREATIVE INDUSTRIES.

SAY HELLO TO



STIMULART I Workshop 6th November | Promoting Creative Industries

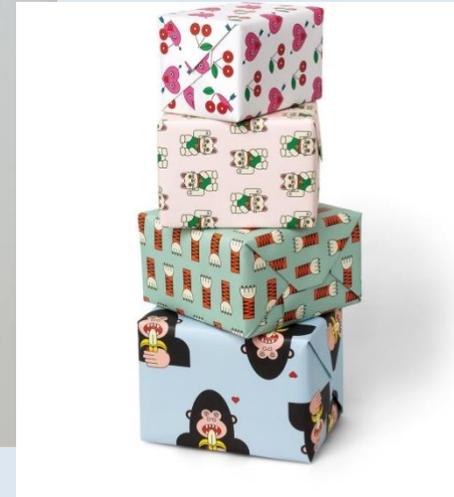
Quelle/Source: what the kiosk on facebook:

SAY HELLO TO

REDFRIES, DESIGNLABLE | FROM REGENSBURG



ILLUSTRATIVE DESIGN



POSTCARDS, PINS, STICKERS,
PAPER, PRINTS, SHIRTS, BAGS

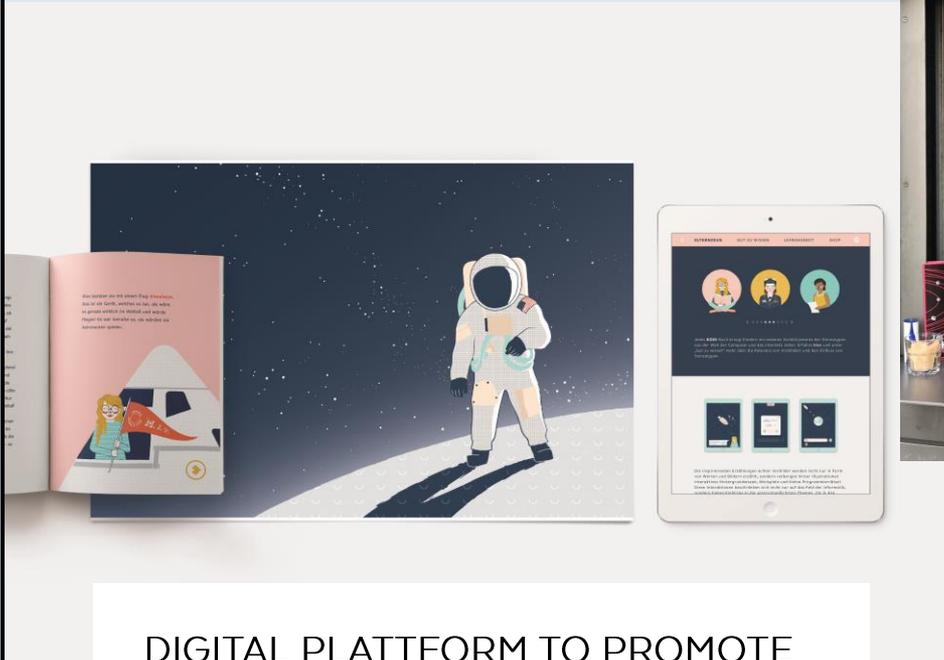
SELLING WORLDWIDE

STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: redfries on facebook, redfries.com:

SAY HELLO TO

MARINA, 24 | FROM REGENSBURG



COMMUNICATION DESIGN

DIGITAL PLATTFORM TO PROMOTE
IT-EDUCATION AND SKILLS TO KIDS
OUT OF UNDERREPRESENTED
MILIEUS IN THE IT-WORLD

STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: Marina Almannstätter, what the kiosk, :

SAY HELLO TO

ULRICH AND DANIELA, 59 | FROM REGENSBURG



BOOK SHOP



BEING AWARDED AS ONE OF GERMANY'S BEST BOOK SHOPS – FAMILY DOMBROWSKY CONTINUES WITH VARIOUS CULTURAL EVENTS LIKE CONCERTS, NEXT TO SELLING BOOKS IN THEIR SHOP.



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: www.dombrolit.de

SAY HELLO TO

JONAS & CHRISTOPH, 30, 31 | FROM REGENSBURG



THANN LEDER GOT AWARDED WITH THE CREATIVE PILOTS AWARD IN BERLIN IN 2018. THEY ARE A NEW GENERATION OF CRAFTSMAN WORKING WITH ORGANIC LEATHER.



CRAFTS & SHOP

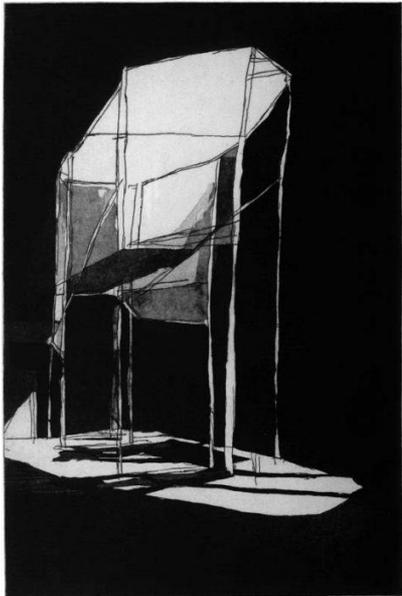


STIMULART | Workshop 6th November | Promoting Creative Industries

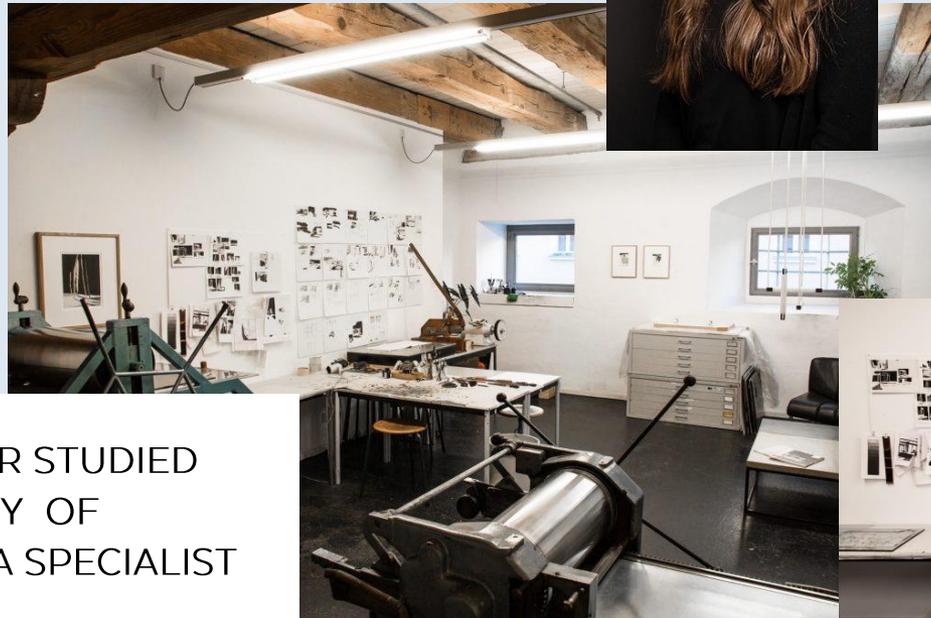
Quelle/Source: thannleder on facebook and homepage:

SAY HELLO TO

CHRISTINA, 30 | FROM REGENSBURG



ARTS



CHRISTINA KIRCHINGER STUDIED ART AT THE UNIVERSITY OF REGENSBURG AND IS A SPECIALIST IN PRINTED GRAPHICS.

STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: homepage of christina kirchinger:

SAY HELLO TO

ALEXA, 36 | FROM REGENSBURG



POTTERY & SHOP



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: homepage of hantwerk

SAY HELLO TO

LOCAL GIRL BOSS | FROM REGENSBURG



BUSINESS NETWORK



A BUSINESS NETWORK FOR LOCAL SELF-EMPLOYED WOMEN. A LOT OF ACTIVITIES: PR, WORKSHOPS, FAIRS



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: www.localgirlboss.de

SAY HELLO TO

CONSTANZE, 22 | FROM REGENSBURG



HAND-LETTERING

BESIDE LIVE-LETTERINGS FOR SHOP OPENINGS AND EVENTS, WORKSHOPS AND VARIOUS PRODUCTS - CONSTANZE FOUNDED A NETWORK OF OTHER LETTERING ARTISTS.



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: „letter Dir einen“ on facebook:

SAY HELLO TO

TANJA, KATHRIN & TANJA | FROM REGENSBURG



DILLY DALLY IS AN ANNUAL MARKET IN NOVEMBER FOR LOCAL AND INTERNATIONAL LABELS. ABOUT 7.000 VISITORS IN TWO DAYS.

ART & DESIGN MARKET



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: dillydally.events, whytes.co, idowa.de:

SAY HELLO TO

FREITAG BROS | FROM SWITZERLAND



FASHION DESIGN



FOUNDED IN 1993 IN ZURICH
FREITAG HAD A UNIQUE
SELLING POINT - BEING FAR
AHEAD - TODAY SOLD IN 350
STORES & 31 MIO. IN REVENUE



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: www.freitag.ch

NAME THREE CREATIVES,
THAT ARE DOERS AND
COULD BE PARTNERS IN
CRIME FOR YOUR
TASK TO SUPPORT CCI.

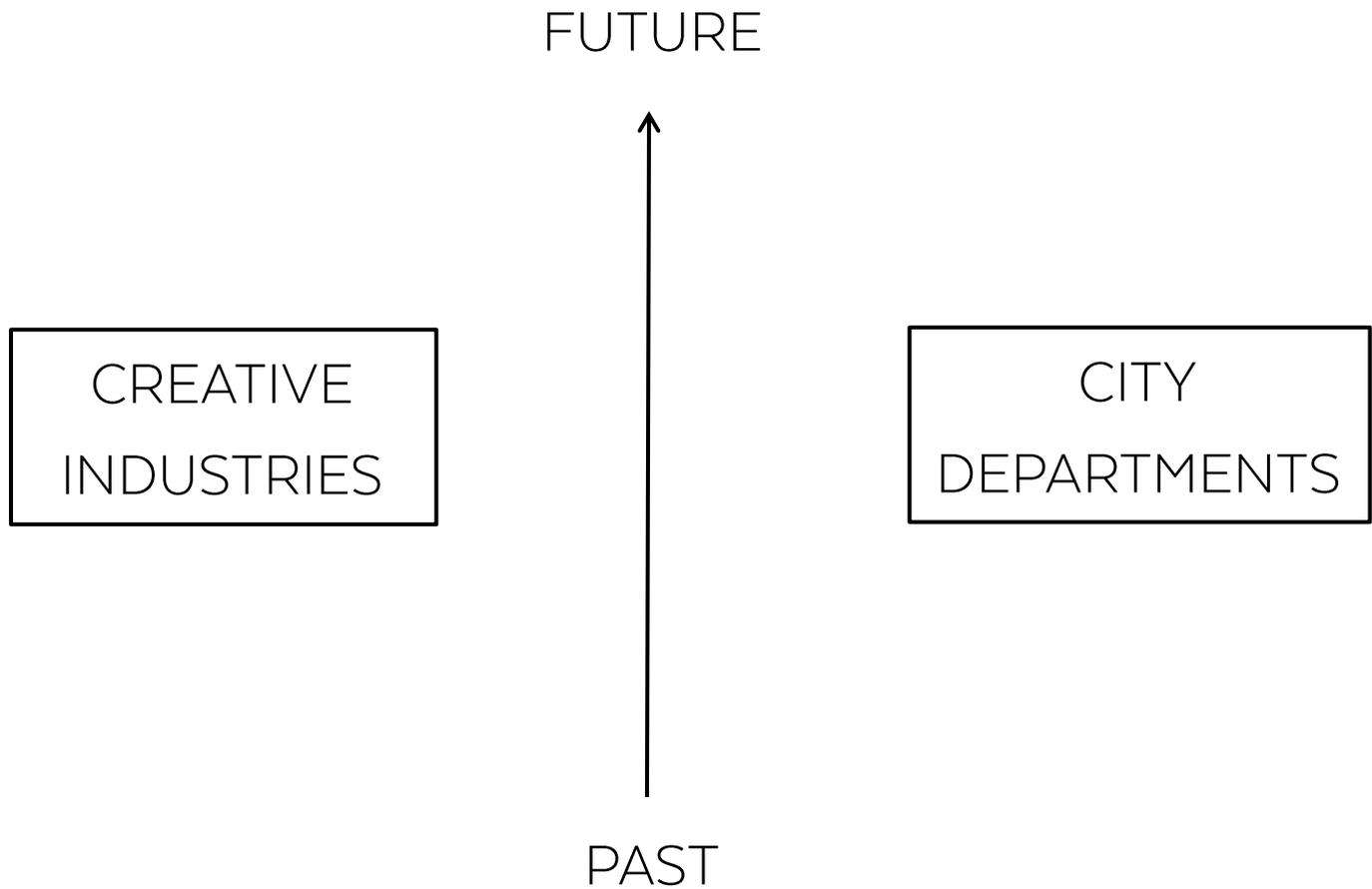
ACTION.

WHICH POSITION ON OUR
MAP WOULD YOU CHOOSE
FOR THEM AND WHY?

ARE THEY INTERMEDIATES?

ACTION.

MAP OF RELATIONS



REGARDING THE TRADITION
AND IDENTITY OF YOUR CITY,
CREATIVE INDUSTRIES CAN
ALSO OFFER SOLUTIONS TO
EDUCATE AND TELL YOUR
CITY'S STORY.

SAY HELLO TO

SPECTACULAIRES | FROM FRANCE



VISUAL MAPPING



IN 2019 THE ILLUMINATION OF ST. PETER BROUGHT 50.000 PEOPLE TO THE CATHEDRAL IN 6 DAYS. THE SHOW LASTED 15 MINUTES, WENT VIRAL ON SOCIAL MEDIA AND COSTED 300.000 €.



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: www.spectaculaires.fr, mittelbayerische.de, stadtregensburg.com, maximilianweinzierl.blogspot.com

TRADITION & HERITAGE

REGENSBURG



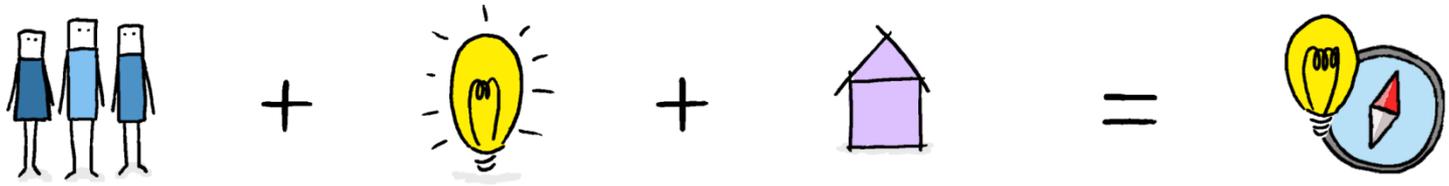
IN 2016, REGENSBURG CELEBRATED THE TENTH ANNIVERSARY OF BECOMING UNESCO WORLD HERITAGE. BY DIGITALISING AN OLD CHURCH, A VR EXPERIENCE FOR KIDS WAS CREATED.

STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: Stadt Regensburg

BREAK

EQUATION FOR TODAY





the ideas to creative products

PEOPLE ALWAYS ASK:

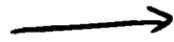
WHERE IS THE LINE BETWEEN
NON-PROFIT AND
CREATIVE INDUSTRIES?

IT ISN'T CLEAR.

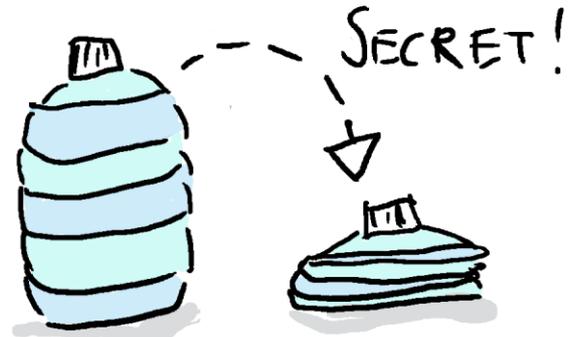
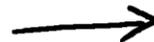
YOU KNOW WHY?

BECAUSE THEY LOVE WHAT
THEY DO.

LET'S HAVE A LOOK AT
SOME IDEAS AND HOW THEY
DEVELOPED FROM PASSION
TO BUSINESS.



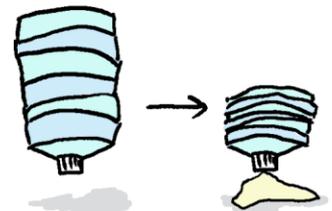
IDEA



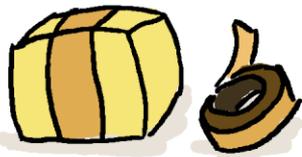
REDUCING THE FORMFACTOR



RECYCLING EFFICIENCY



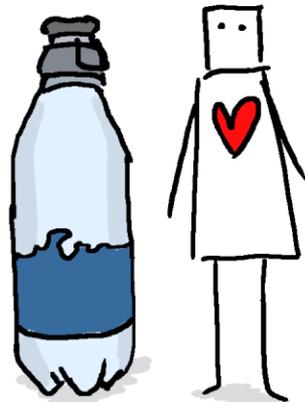
IMPROVEMENT IN USABILITY



PACKAGING



BOTTLE DESIGNS



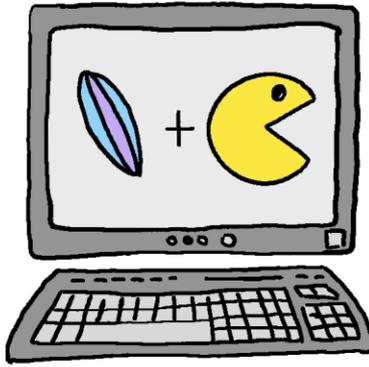
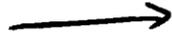
THERESA, 20, STUDENT INDUSTRIAL DESIGN



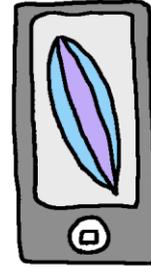
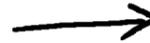
JOB OFFER



IDEA



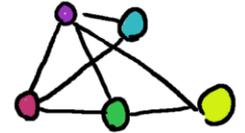
SURFING · GAME



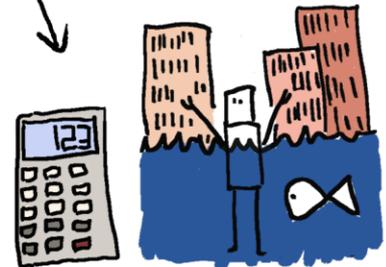
H₂O



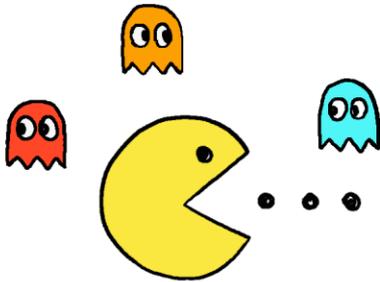
CONTEST



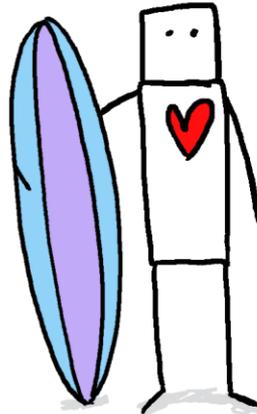
NETWORK



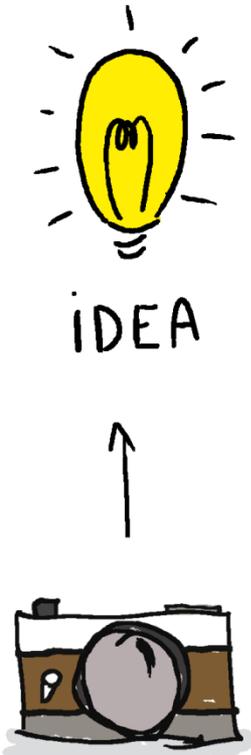
CALCULATING THE DANGER OF FLOODS



PC - GAMES



JONAS, 25, STUDENT
MEDIA INFORMATICS

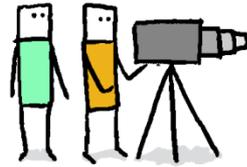


IDEA

VIDEOS



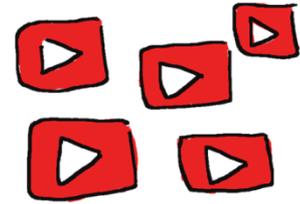
MUSIC



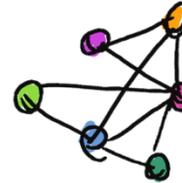
LOCAL
FILM
INDUSTRY



LOCAL
MUSIC
INDUSTRY



VIDEO CHANNEL
+ LIVE SESSIONS



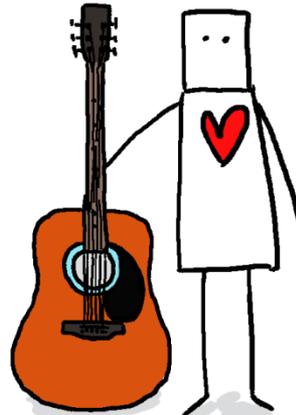
BUSINESS
NETWORK



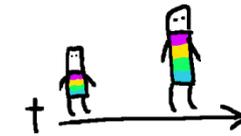
GETTING
PRO



PUBLICITY



ANNA, 28
MUSIC LABEL OWNER



FUTURE
PERSPECTIVE



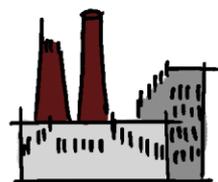
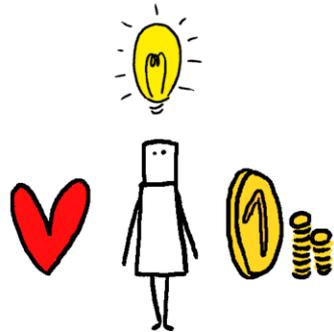
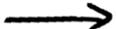
MARKETING
BASICS



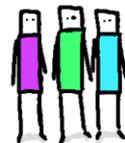
IDENTITY



IDEA



IDEAS FOR
EMPTY SPACES



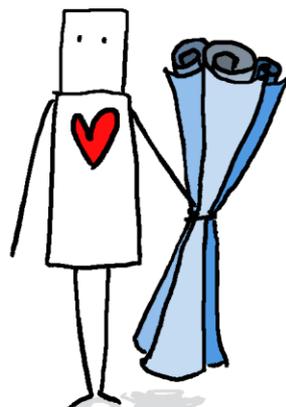
FUTURE



CITIES



STUDENTS



SABINE, 52
ARCHITECTURE &
INTERIOUR DESIGN

AND THEN
THERE IS FLORIAN.

A STORY ABOUT A SMALL
SPACE WITH A BIG IMPACT.

SAY HELLO TO

FLORIAN, 30 | FROM REGENSBURG

[klein·laut]



ADVERTISING AGENCY



reddot award 2015
winner

SPECIALIZED IN STRATEGY
AND CONCEPTS - FOR THE
ANALOG AND DIGITAL
COMMUNICATION OF BARS,
RESTAURANTS AND MORE



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: Florian Hammerich, klein-laut.de, Michael Krug, Berli Berlinski, klein.laut on facebook

SAY HELLO TO

FLORIAN, 30 | FROM REGENSBURG



ADVERTISING AGENCY

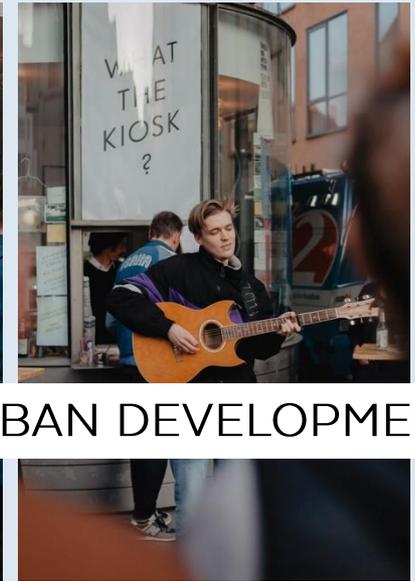


STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: Rainer Wendl, klein-laut.de

SAY HELLO TO

A SOLUTION | WHAT THE KIOSK | FROM REGENSBURG



URBAN DEVELOPMENT



WHAT THE KIOSK IS A PLACE TO BE, AN EVENT-SPACE AND AN AUTHENTIC WINDOW TO CREATIVE PRODUCTS AS WELL AS A NETWORKING OPPORTUNITY

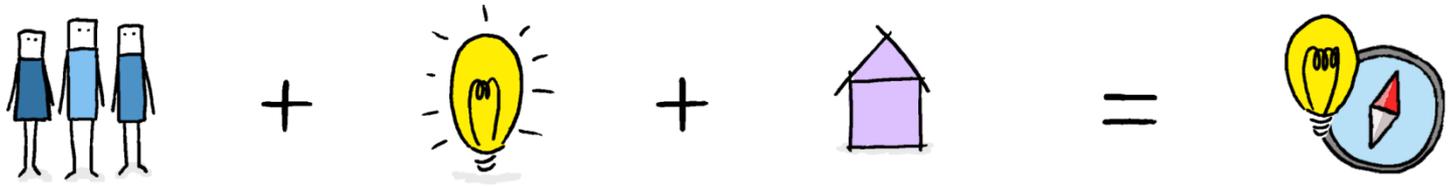
STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: www.klein-laut.de

WHAT COULD BE
NON PLACES AND
NON SPACES IN YOUR
OWN CITY? NAME TWO.

ACTION.

EQUATION FOR TODAY





space for creative industries

EMPTY SPACES

SOMEWHERE



STIMULART I Workshop 6th November | Promoting Creative Industries

Quelle/Source: Hendrik Schmidt/dpa, tagesspiegel.de

INSPIRING SPACES

REGENSBURG



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: Stadt Regensburg

LOST PLACES

PILSEN



STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: pilsen2015.cz, depo 2015

CREATIVE PLACES

PILSEN



STIMULART I Workshop 6th November | Promoting Creative Industries

Quelle/Source: depo2015.cz, depo 2015



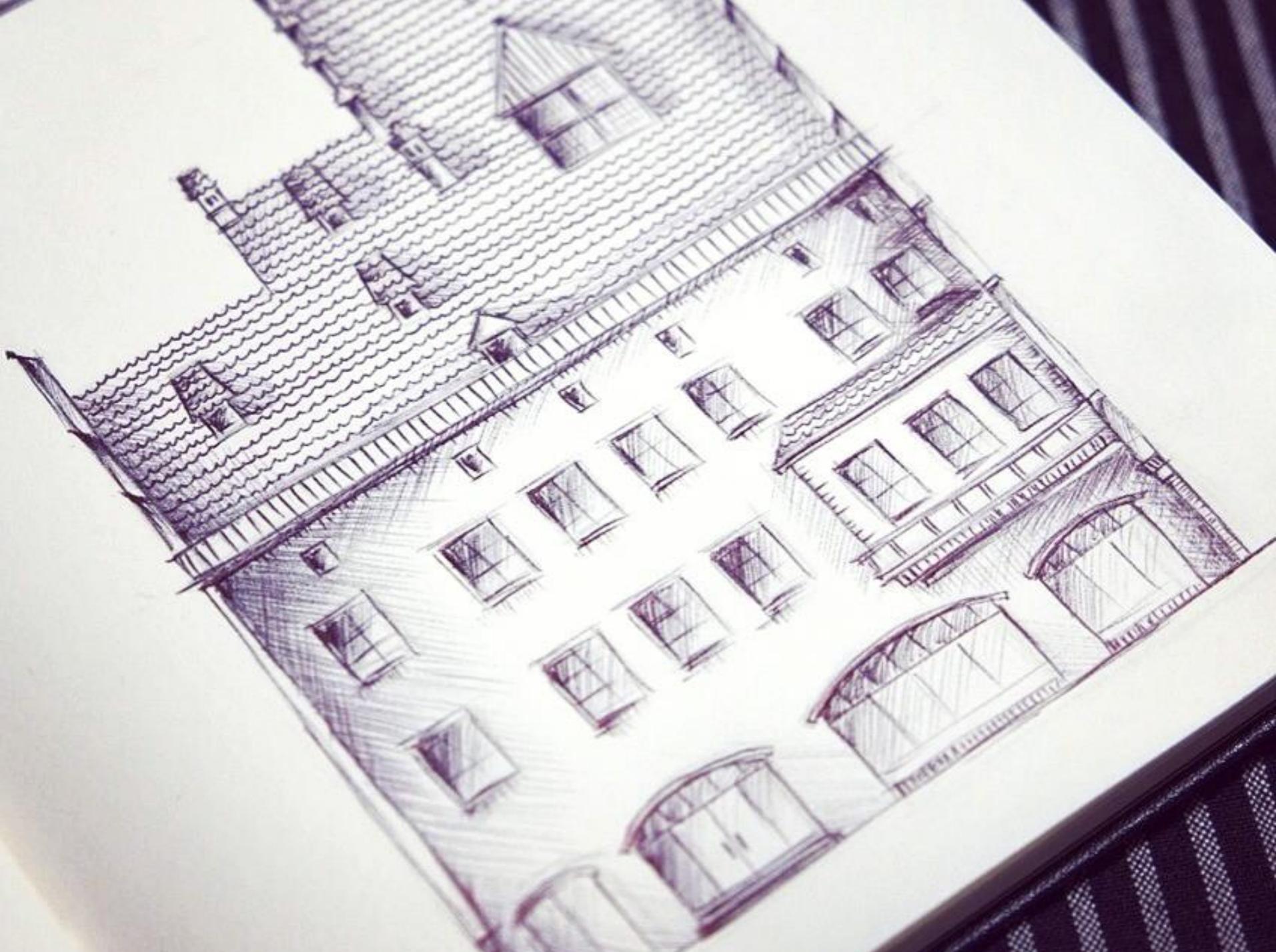
?

REGENSBURG

WHERE?

IN THE MIDDLE OF
WORLD HERITAGE







DEGGINGER



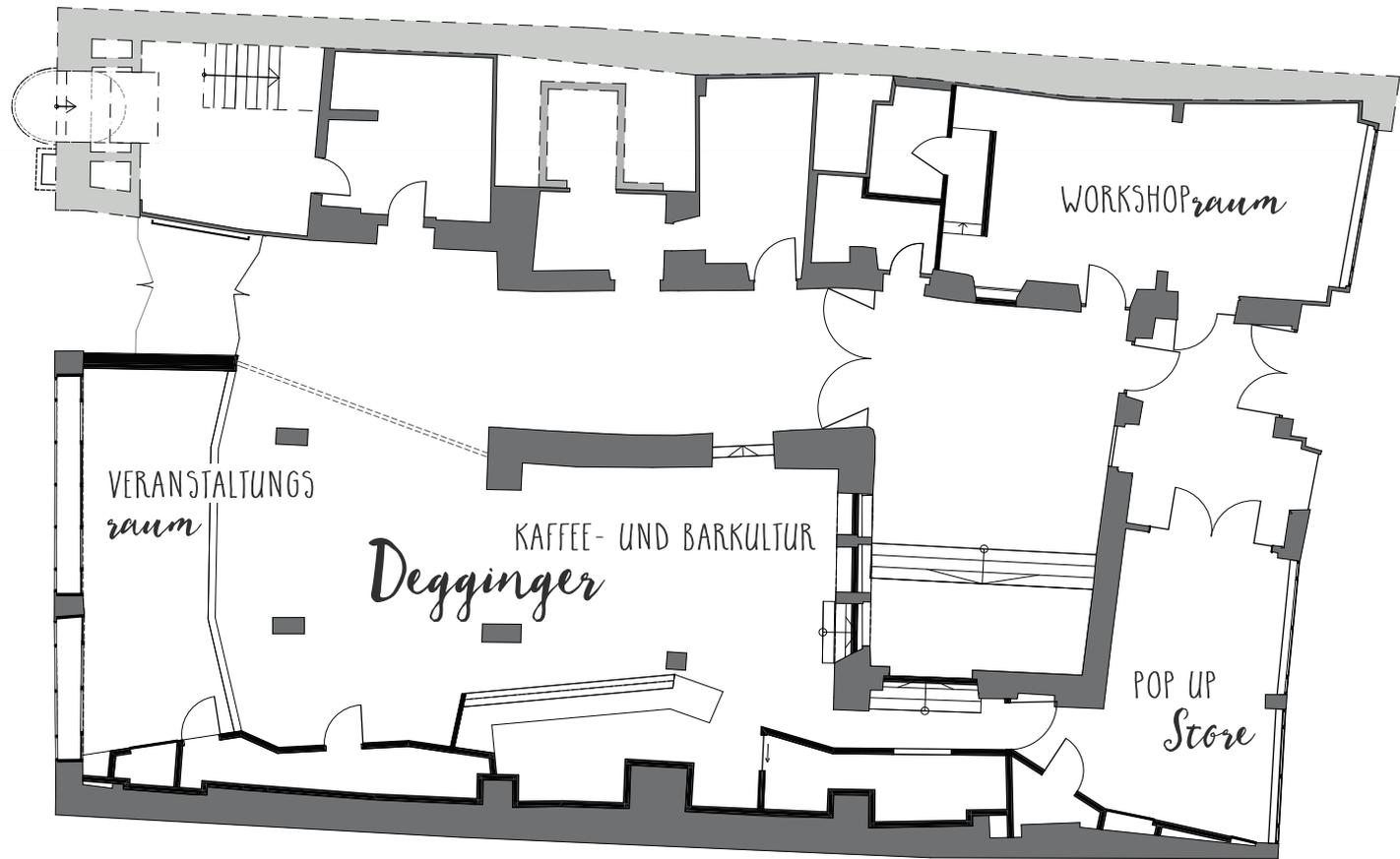
PHASE 0
TEMPORARY

JULY 2015

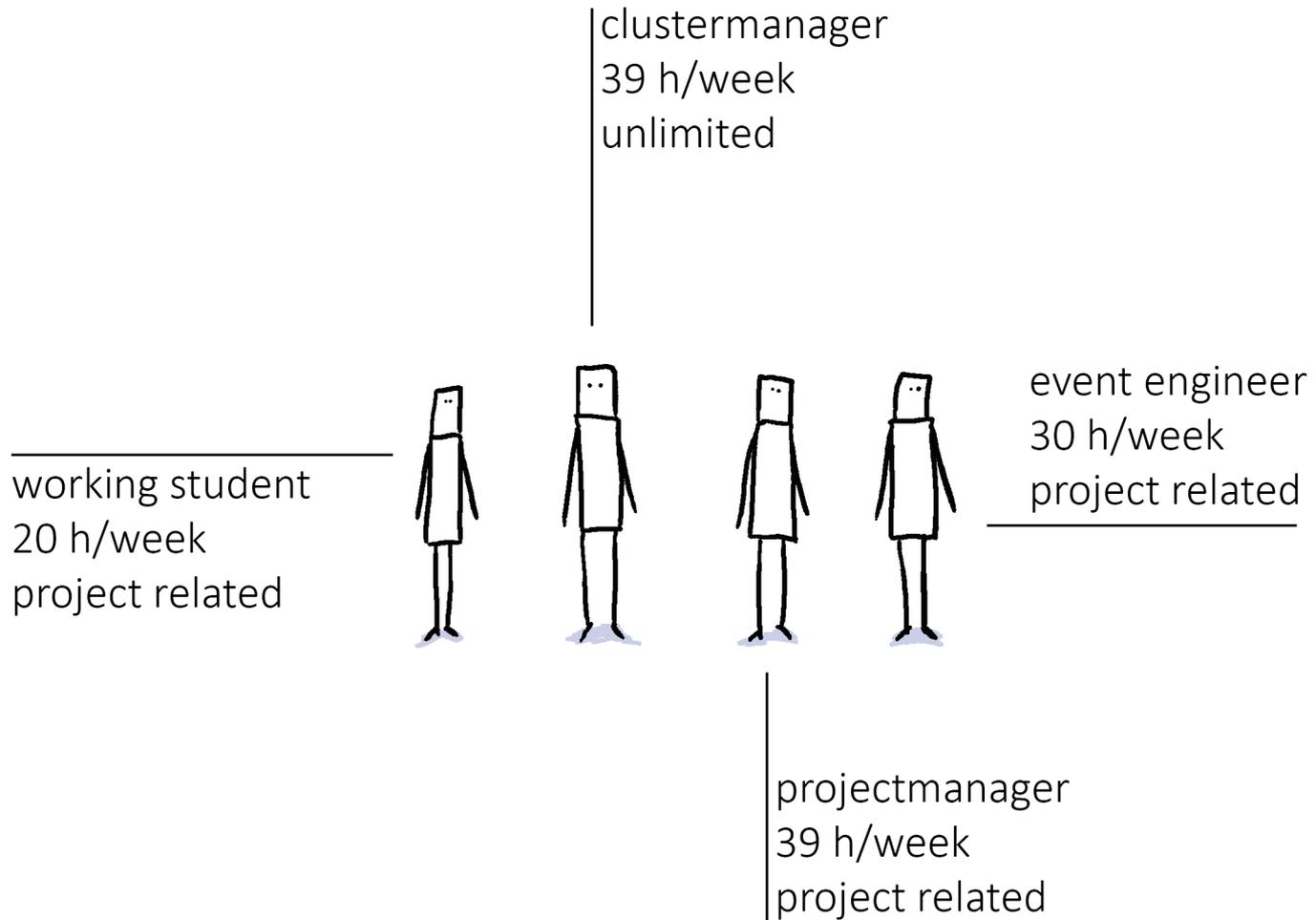


PARTICIPATION





FORUM. NETZWERK. BÜHNE. TREFFPUNKT. PLATTFORM. MULTIPLIKATOR. LABOR. VISION.
DAS *Degginger*. Ein Raum der Kultur- und Kreativwirtschaft Regensburg.



TRADITION AS FERTILE SOIL FOR CREATIVE POTENTIAL



CREATIVE SPACE IN HISTORIC BUILDING

THE PROGRAM OF
DEGGINGER IS SHAPED FOR
AND BY THE CREATIVE
INDUSTRIES AS WELL AS
THE NON-PROFIT
CULTURAL SECTOR:



DRINKS
TINKLEBRAY
MOSCOW MILE \$5
DARK & STORMY \$5
APPLE MINE \$12

COME TOGETHER



LECTURES



DISCUSSIONS



WORKSHOPS



EXPERIMENTS



BRAINSTORMINGS



berliberlinski

CONCERTS



EXHIBITIONS



MAKE THE PROCESS
VISIBLE

MAKE PRODUCTION VISIBLE





MAKE CREATIVE
PRODUCTS VISIBLE

**POP-UP
STORE**

*FASHION &
ACCESSOIRES
AUS REGENSBURG*

TEMPORARY

POP UP STORES

> 'EAS
+
RIENDS



DESIGN

B2C EXPERIENCE
FOR STUDENTS

EVALUATE THE



MARKET POTENTIAL



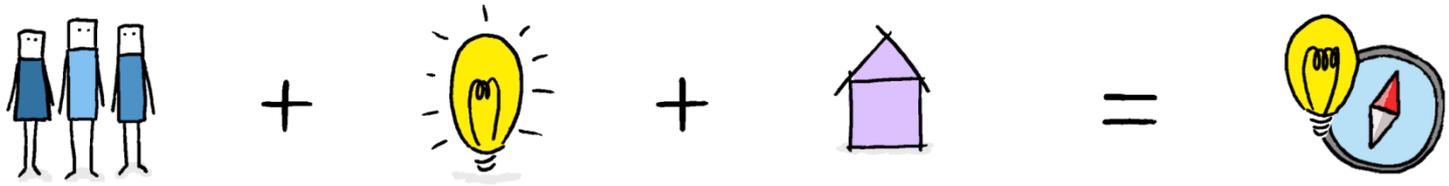
DISCUSS IDEAS WITH THE PUBLIC

ENTERTAIN AND

TALK ABOUT
BUSINESS



EQUATION FOR TODAY



BREAK

A LITTLE FORAY IN NETWORKING.

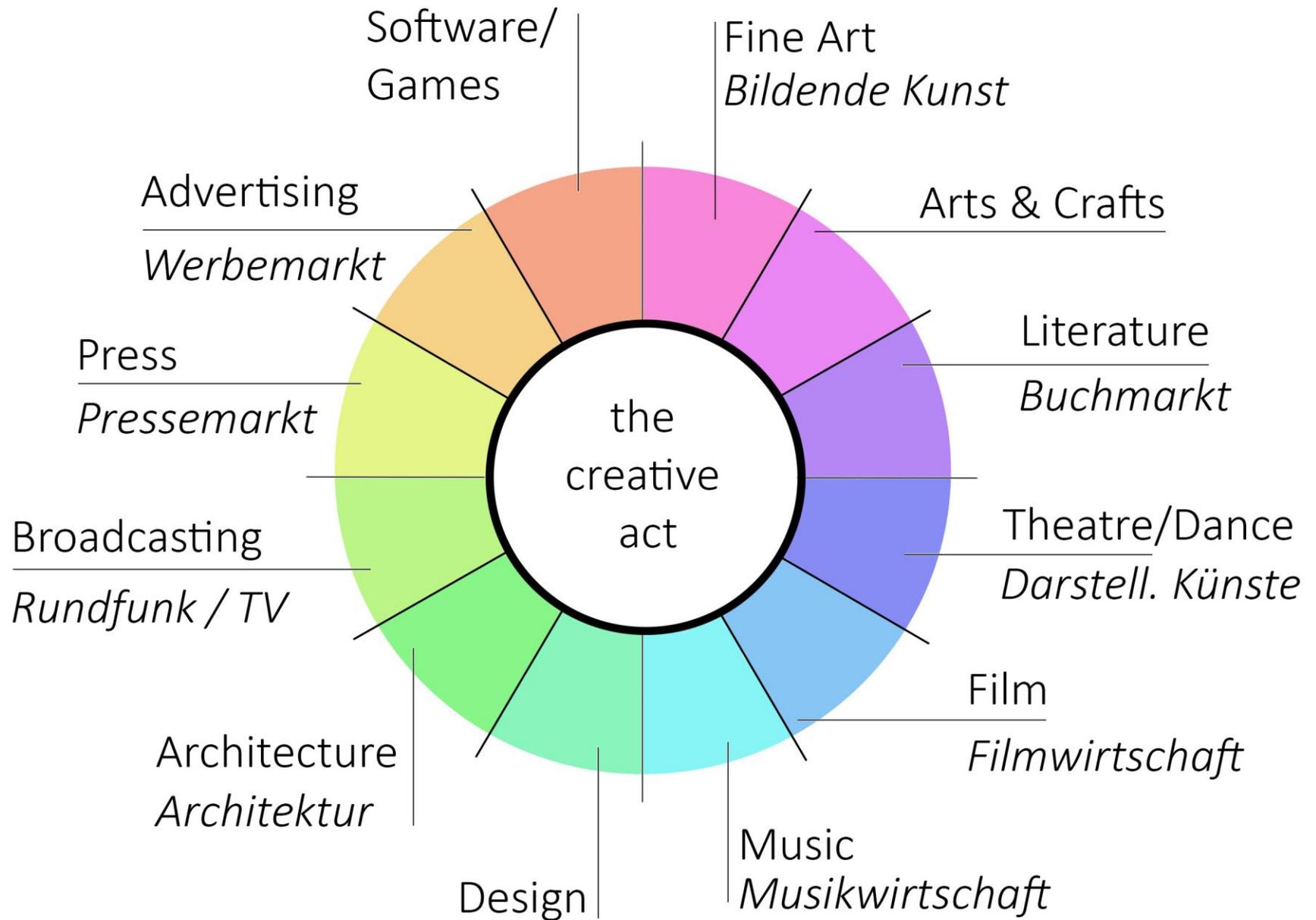
IN 2014 AN AGILE NETWORK
FOR CREATIVE INDUSTRIES
WAS FOUNDED WITH 24
PERSONS OF CONTACT FOR
THE 12 SUBSECTORS.

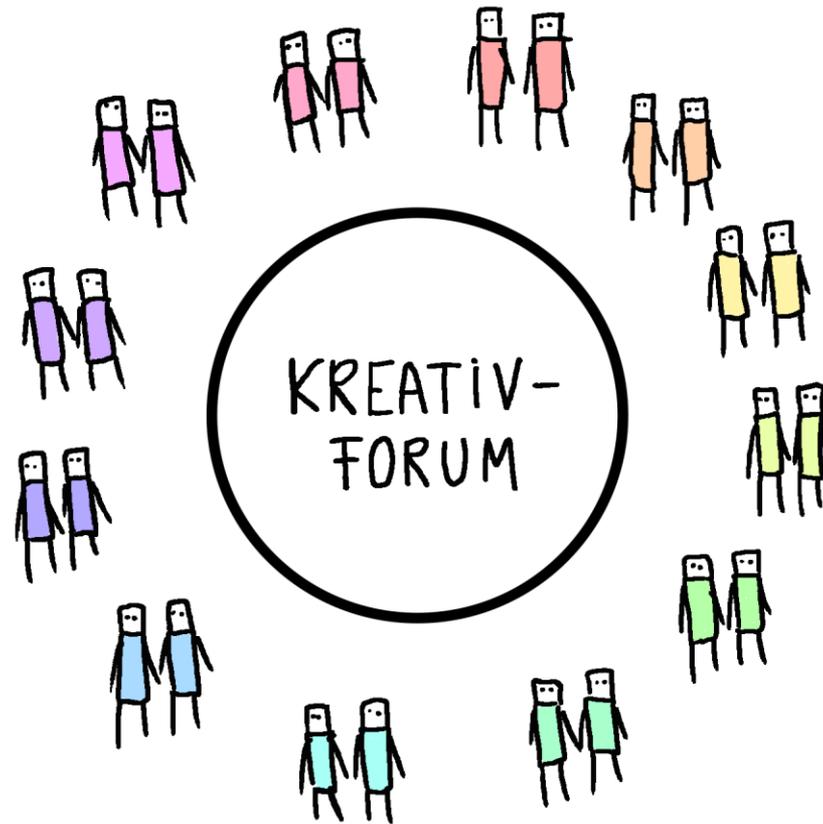
IN 2017 THE NETWORK
FORMED A LOBBY
ORGANISATION.

IT IS AN IMPORTANT
STRATEGIC PARTNER FOR
THE MUNICIPALITY.

DER CLUSTER

the creative industries cluster





24 representatives for 12 subsectors.
potential for a lobby organisation.



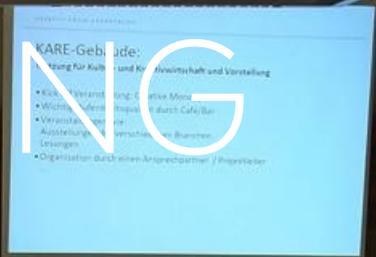


12 subsectors



24 persons
of contact

KREATIVFORUM ANNUAL MEETING WITH CITY OFFICIALS



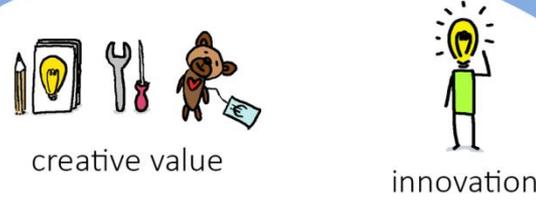
KARE-Gebäude:
...ung für Kultur und Kreativität und Vorstellung

- Kreative Verantwortung: Creative Monday
- Wichtige Themen: Topical, Robert Gahleitner
- Veranstaltungsorte: ...
- Ausstellungen, Veranstaltungen, ...
- Lösungen: ...
- Organisation durch einen Ansprechpartner / Projektleiter

Industry & Economy
client side

Creative Industries
economic sector

Associations of
Industry & Economy



creative value

innovation



creative spaces



innovative working
methods

Clustermanagement
Creative Industries
promoter side



consulting

Forum Kreativ-
wirtschaft e.V.
*corporate lobby
(membership)*



knowledge
transfer



start-ups

educational
institutions



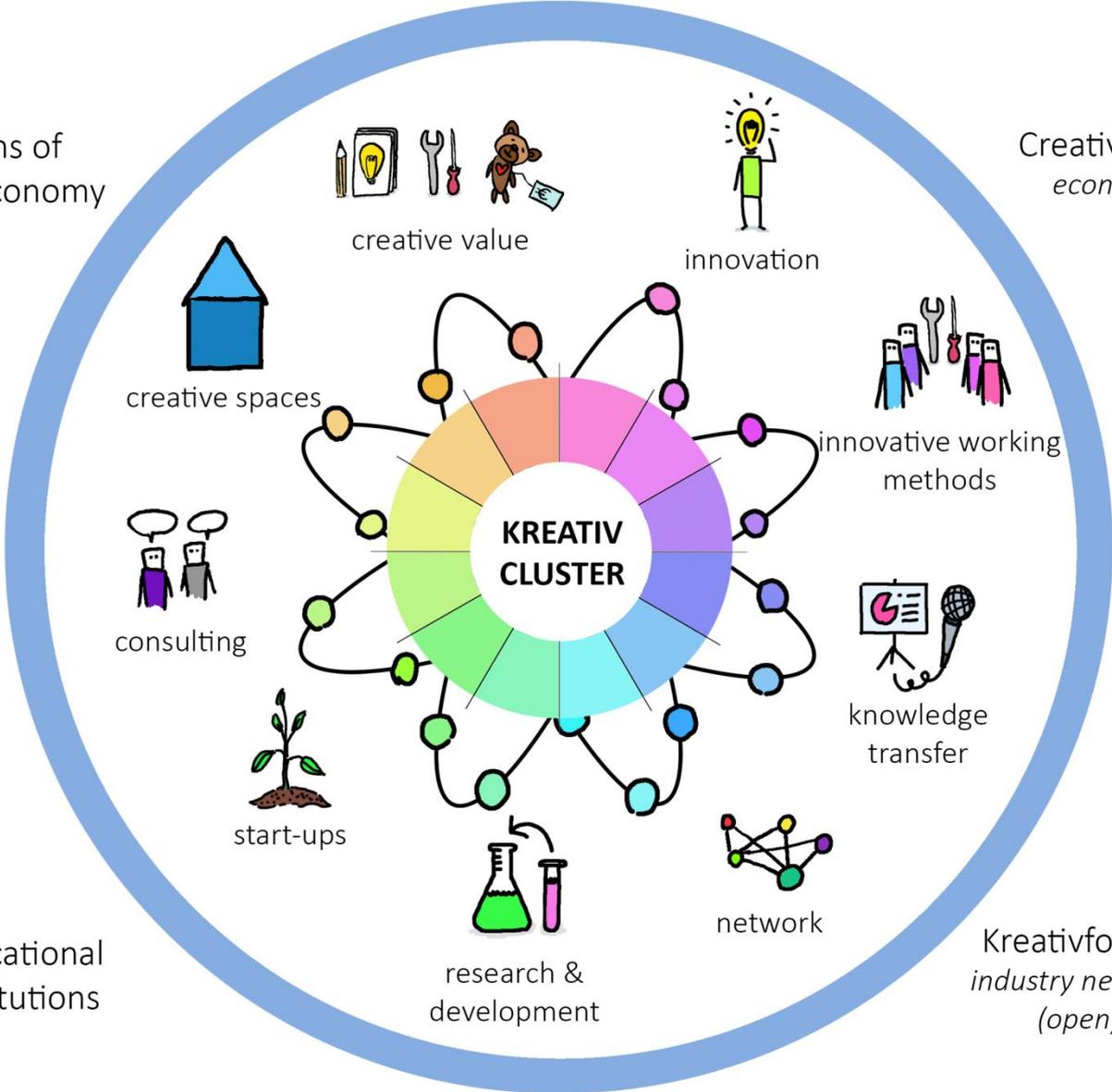
research &
development



network

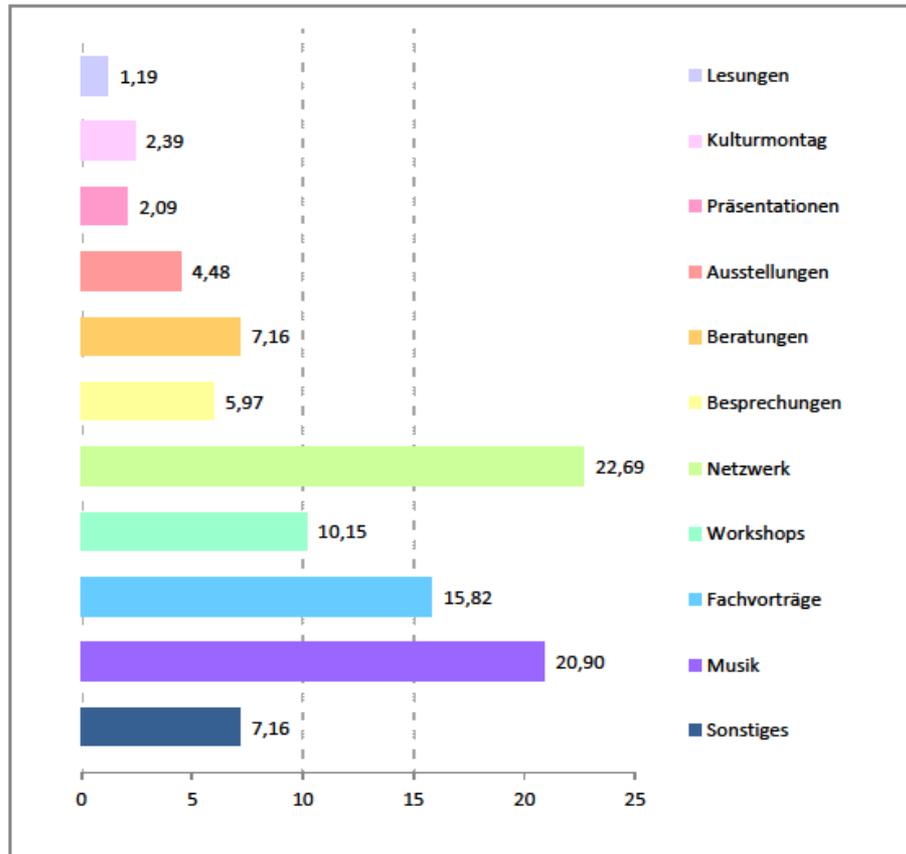
Kreativforum
*industry network
(open)*

professional associations of
creative industries



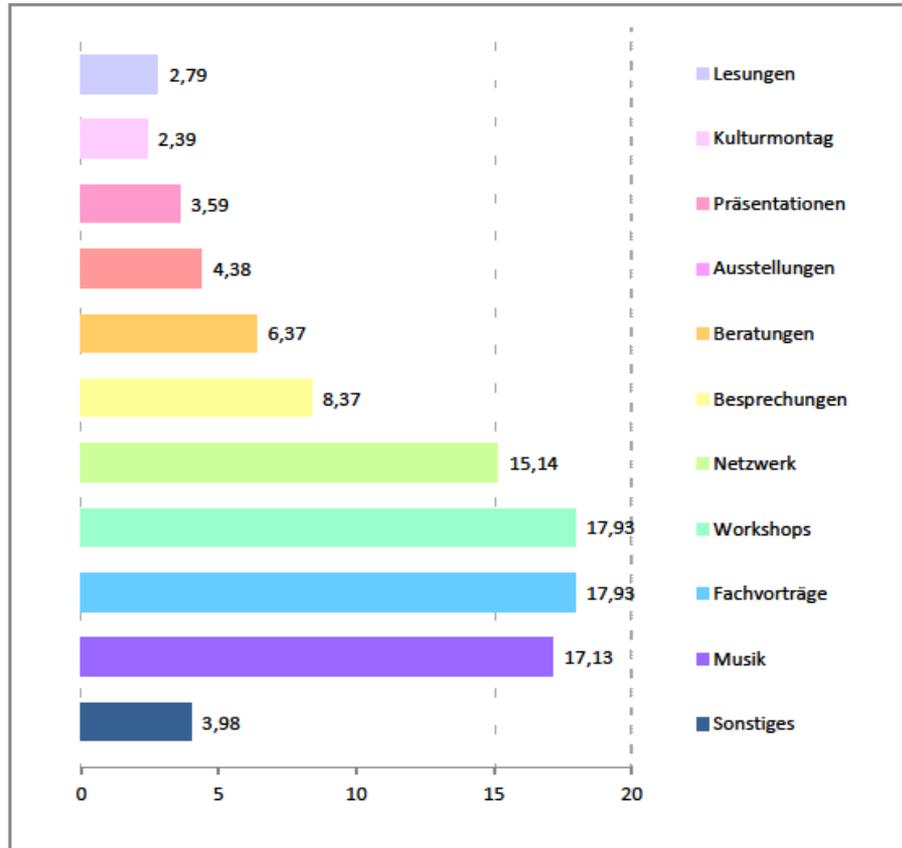
OUR UNDERSTANDING OF
BRINGING PEOPLE
TOGETHER **CHANGED**
FROM NETWORKING EVENTS
TO CONTENT RELATED
WORKSHOPS AND LECTURES.

April to December 2016 (% of categories)



all together: 335 offers, events, bookings

January to July 2017 (% of categories)



all together: 251 offers, events, bookings

I like
you
very
much!

GETTING MORE
PROFESSIONAL

samstag | april 0
KOSTENLOSER WORKSH
THEME: BUSINESS WORKSH
3D Character & Crea
Design - Einführung
ZBrush für Character

NAME THREE WORKSHOP
TOPICS, THAT YOU THINK
COULD BE INTERESTING
FOR CREATIVES AS A GROUP.

ACTION.

IF YOU DON'T KNOW ABOUT
A POTENTIAL COMMUNITY,
YOU CAN'T SUPPORT IT OR
BRING IT TOGETHER.

KEEP YOUR EYES OPEN.

EXPLORE NEW COMMUNITIES



WHAT COULD BE THREE
COMMUNITIES OF CREATIVE
INDUSTRIES IN YOUR
OWN CITY? WHICH POTENTIAL
COULD THEY HAVE?

ACTION.

NETWORKING IS ACTIVATING.

HOW WOULD YOU ACTIVATE
THESE COMMUNITIES?

ACTION.



MONTHLY MEET UPS



GET TO KNOW
CREATIVE PEOPLE



CREATIVE MEETS INDUSTRY

SUCHE

BIETE

Grafik-designer / Fotograf

Sponsoring für Netzwerke für Gründerinnen & Wissenschaftlerinnen in IT-Branche

INTERESSANTE VORLESUNGEN WERKSTÄTTE, DIE NUR FÜR DICH KREATIVITÄT UND NEUE ANSATZEN KOMMEN!

du bist nicht die einzige

Die meisten Dich im Marketing für ein Start-Up zu erfüllen können
Ich suche Dich
→ thisisgiggle.de
→ multimediajobs.de

TYPOZ- und Poster Wettbewerb
binary

Private Ferien, Gemeinsamkeit, zum Geburtstag

PHOTOGRAPHE
Portraits + Reportagen
katharinaforberg.de

Websites & Apps
binary

SUMMER GIGANTS

SEARCH AND OFFER

CREATE AN AGENDA FOR A
NETWORKING EVENT
IN YOUR OWN CITY.

ACTION.



STAKEHOLDERS

CREATE A
STAKEHOLDER MAP
OF YOUR OWN CITY.

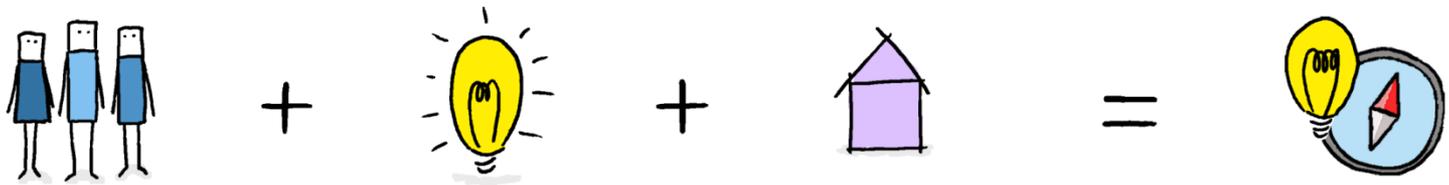
ACTION.

IN THE END:

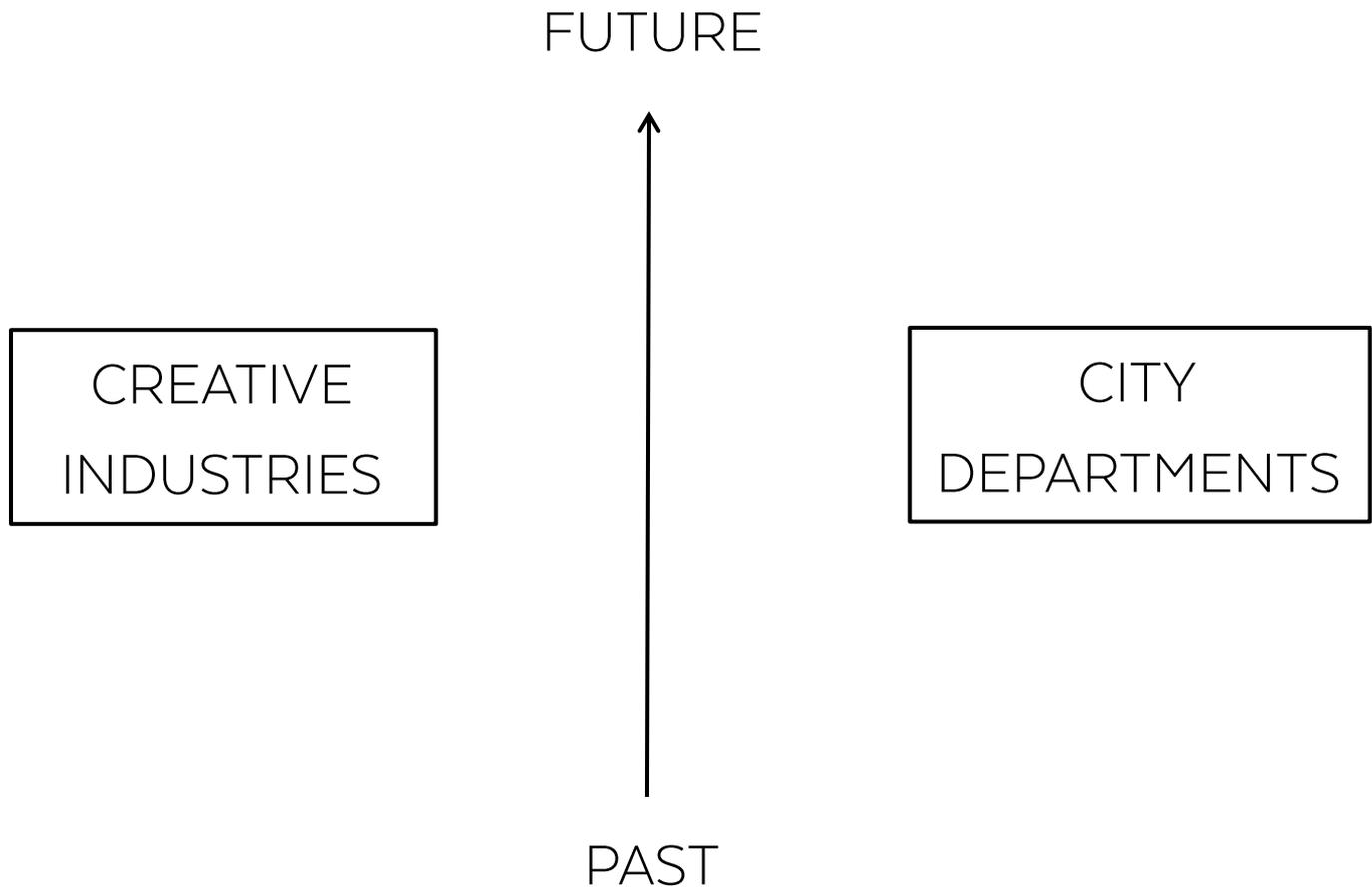
BE OPEN

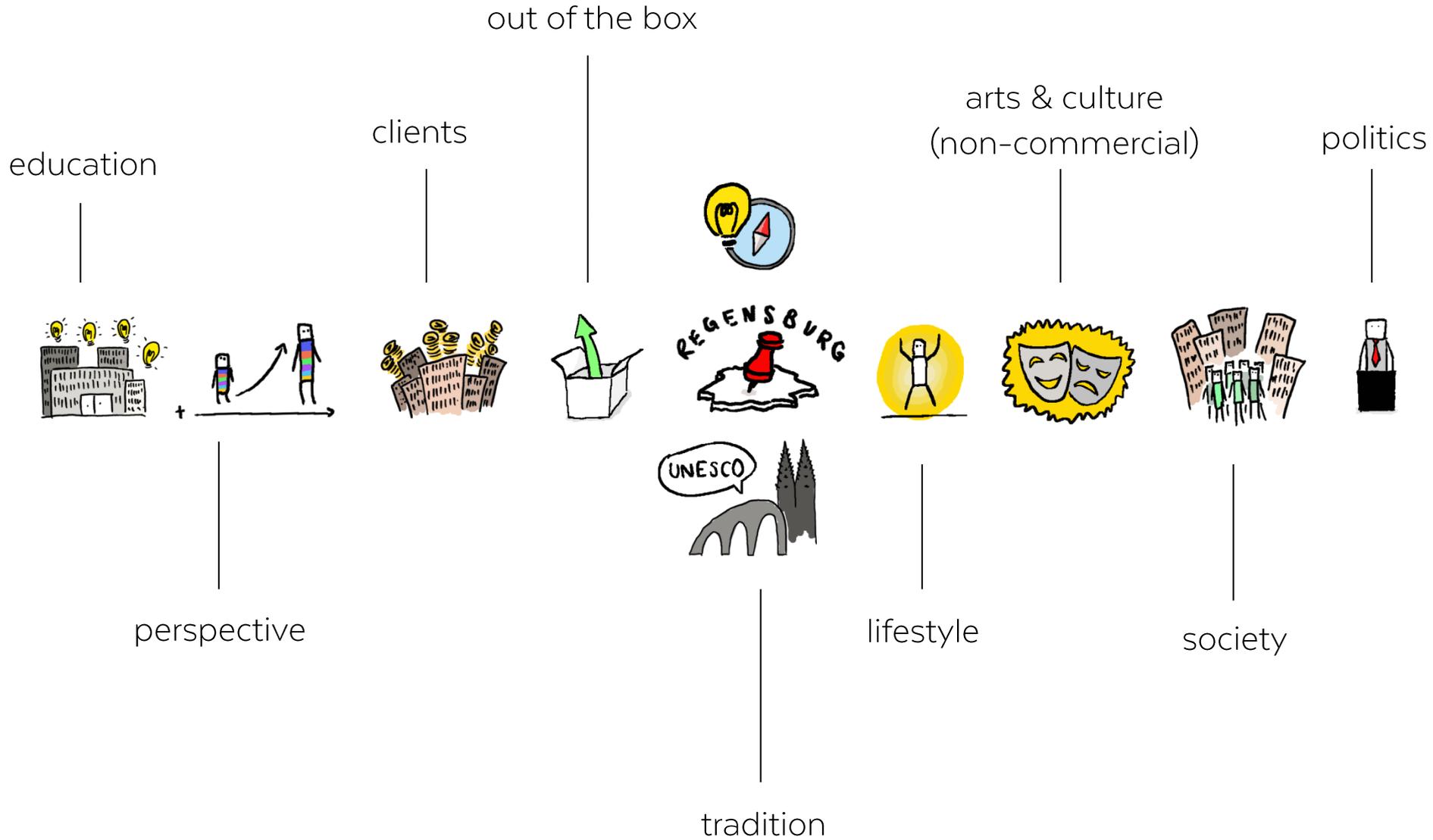
TO FAIL

MASSIVELY



MAP OF RELATIONS







THANK YOU

THE END