



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.

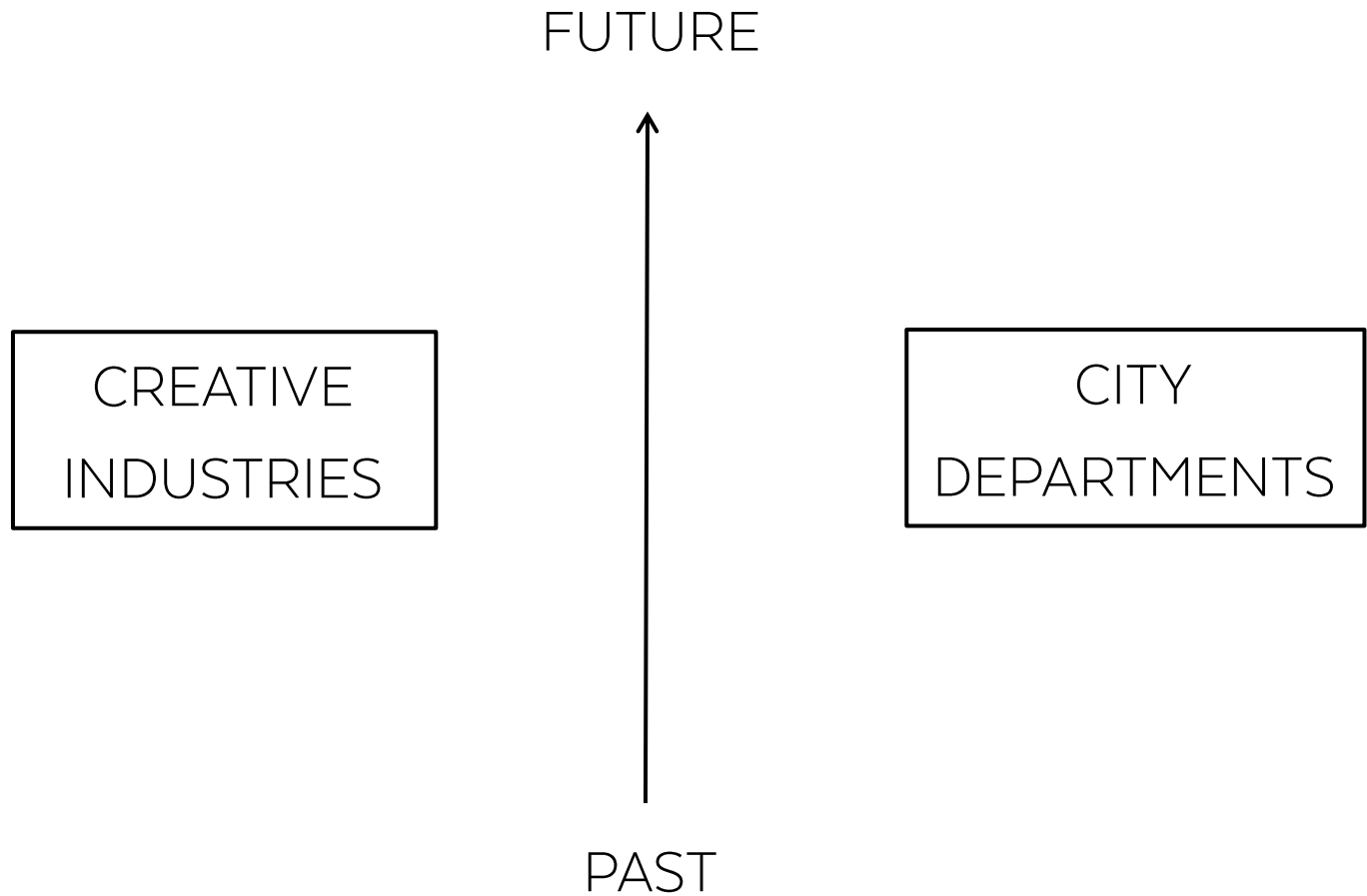
BY REALIZING THAT,  
WE WILL BE ABLE TO BE  
ACCEPTED PARTNERS.

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.

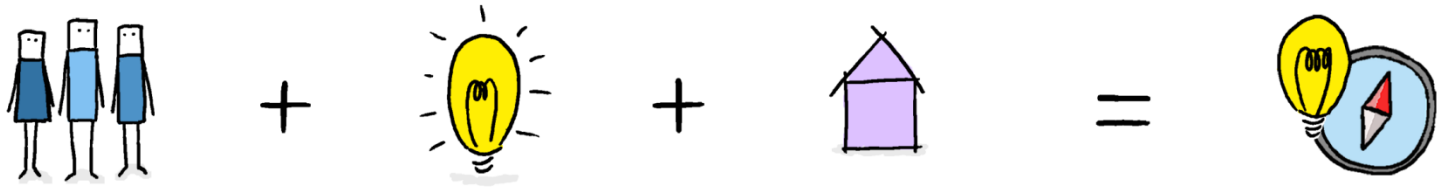
# MAP OF RELATIONS



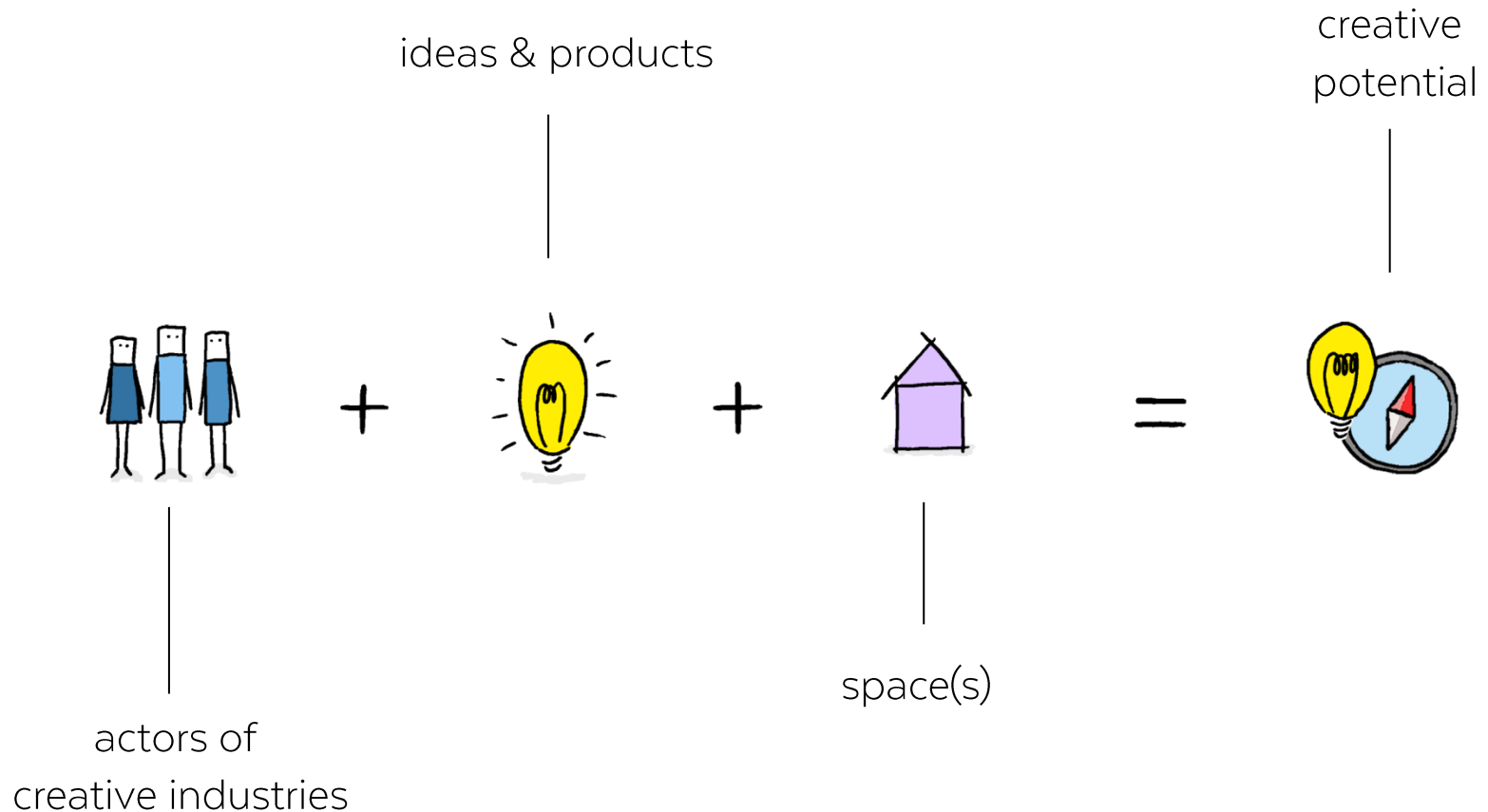
POSITION YOURSELF ON OUR  
MAP, VISUALIZING THE  
RELATION AND INTERACTION  
BETWEEN CCI AND  
MUNICIPALITY IN YOUR CITY.  
  
ACTION.



# EQUATION FOR TODAY



# EQUATION FOR TODAY



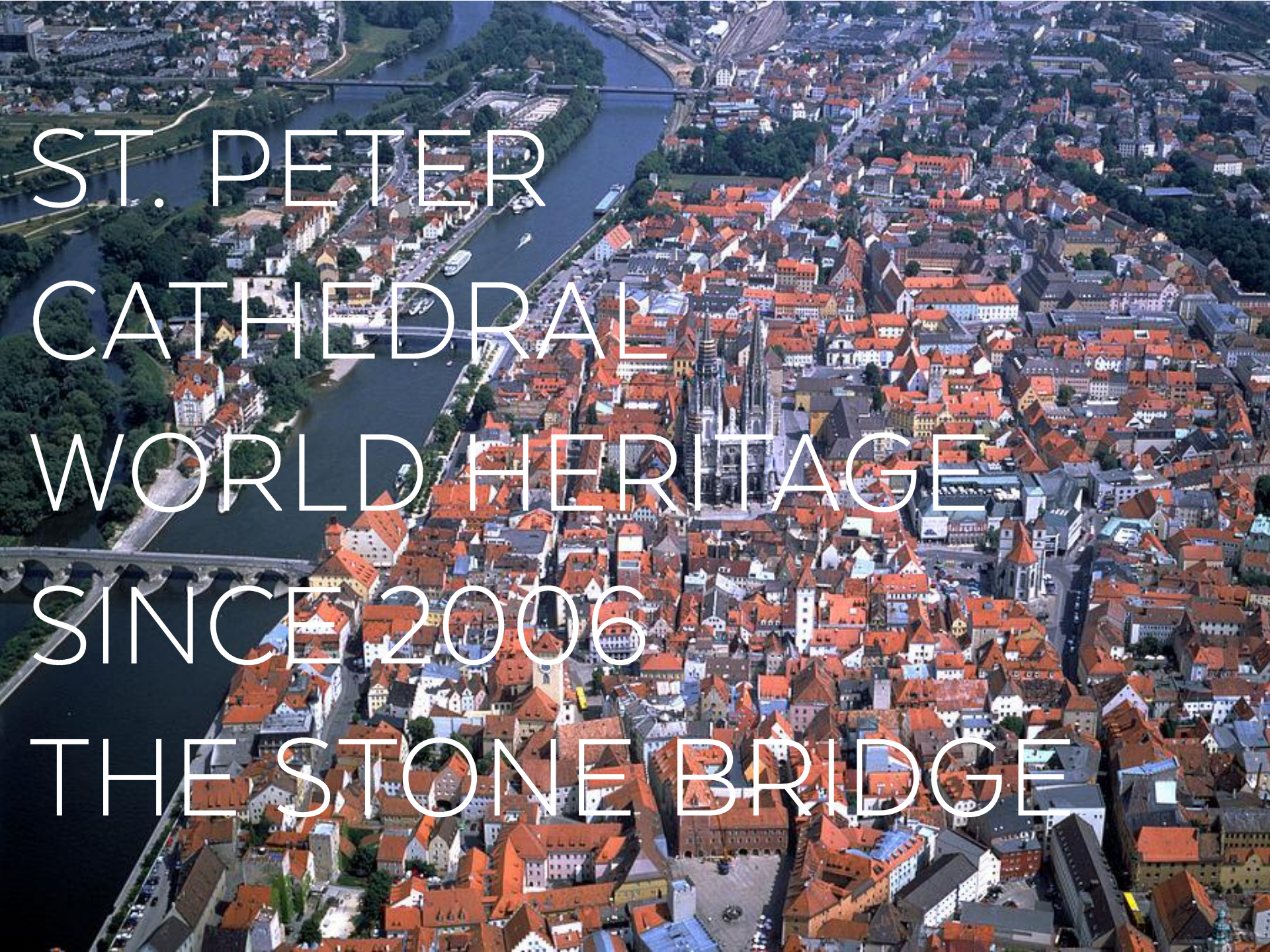
# LET ME INTRODUCE MYSELF.





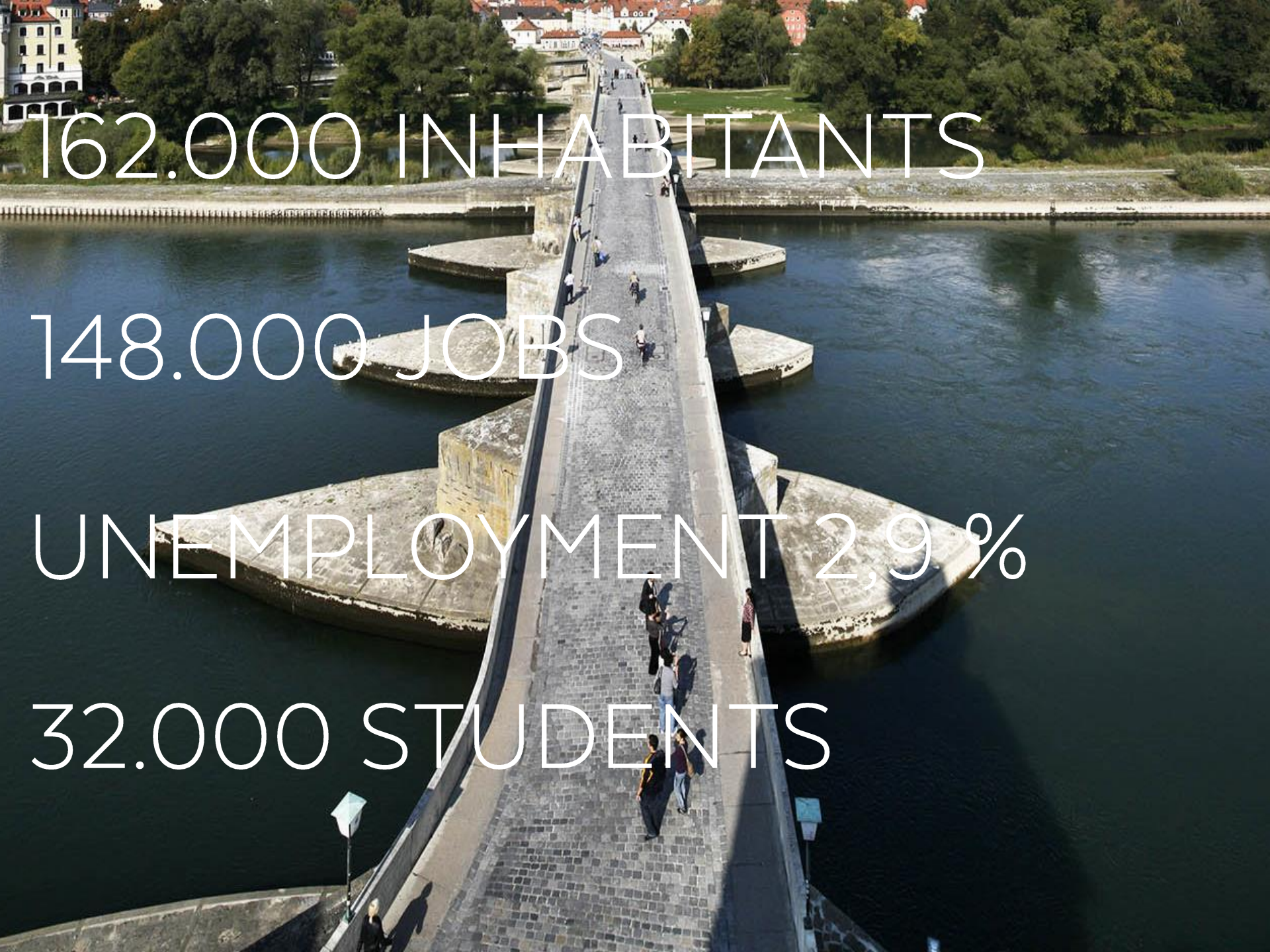
REGENSBURG





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

Universität Regensburg



EDUCATION AND  
INNOVATION



THIS  
IS ME



JOB: CLUSTER MANAGER



department for economic  
and research affairs  
city council

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clustermanager for  
creative industries

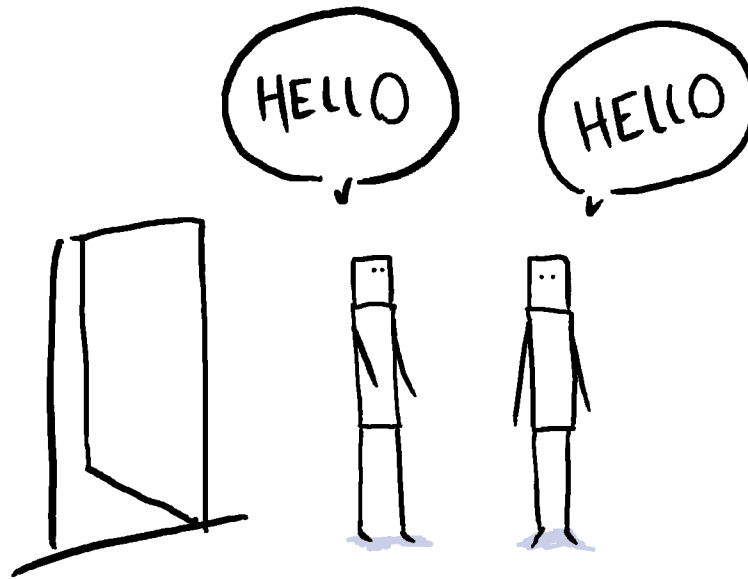
39 h/week  
unlimited



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since march 2015

**JOB: CLUSTERMANAGER**



ROLE : PERSON OF CONTACT

# DIE KULTUR- UND KREATIV WIRTSCHAFT

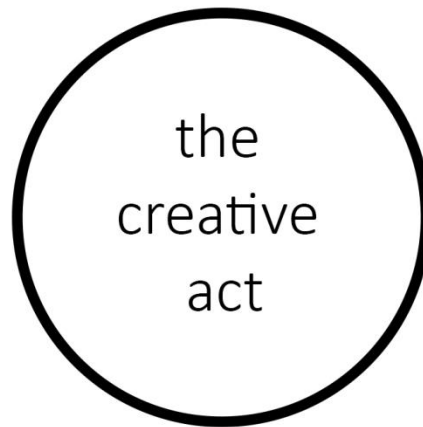
cultural and creative industries

“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

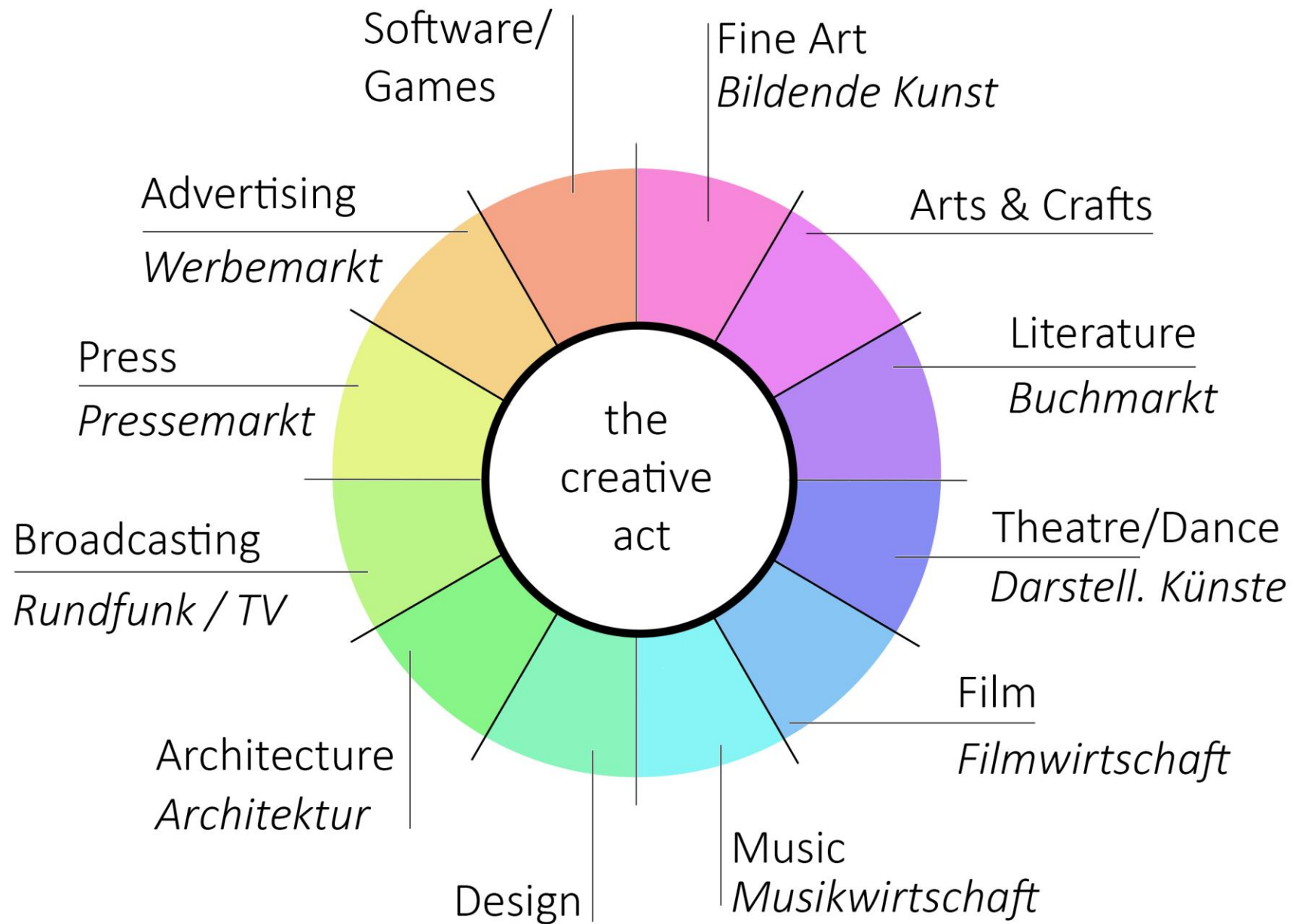
„Unter **Kultur- und Kreativwirtschaft** werden diejenigen **Kultur-** und Kreativunternehmen erfasst, welche überwiegend erwerbswirtschaftlich orientiert sind und sich mit der Schaffung, Produktion, Verteilung und/oder medialen Verbreitung von **kulturellen** und kreativen Gütern und Dienstleistungen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

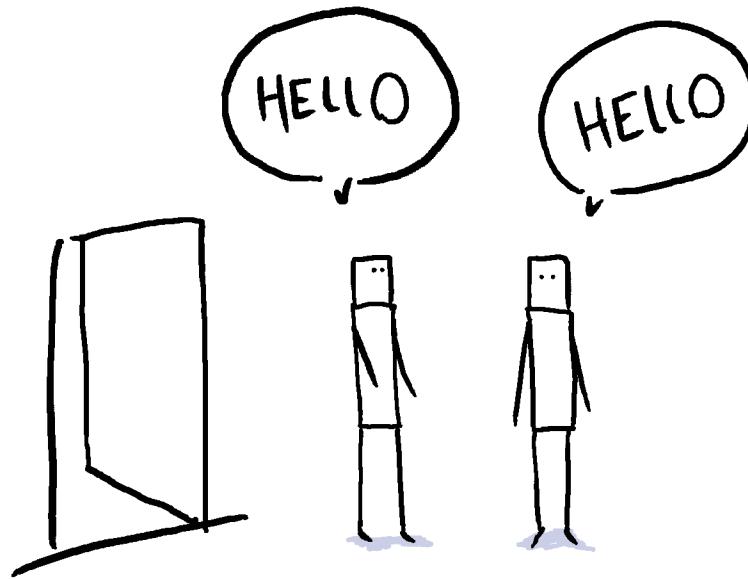
Wirtschaftsministerkonferenz, Juni 2008



# DIE 12 BRANCHEN

12 subsectors of creative industries



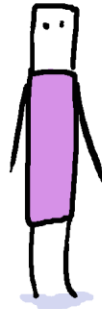
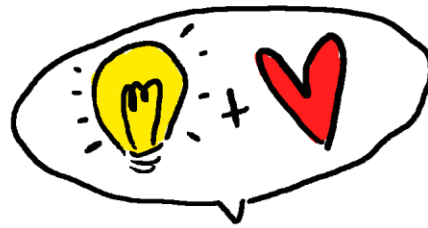


ROLE : PERSON OF CONTACT



# KOMMUNIKATION

communication

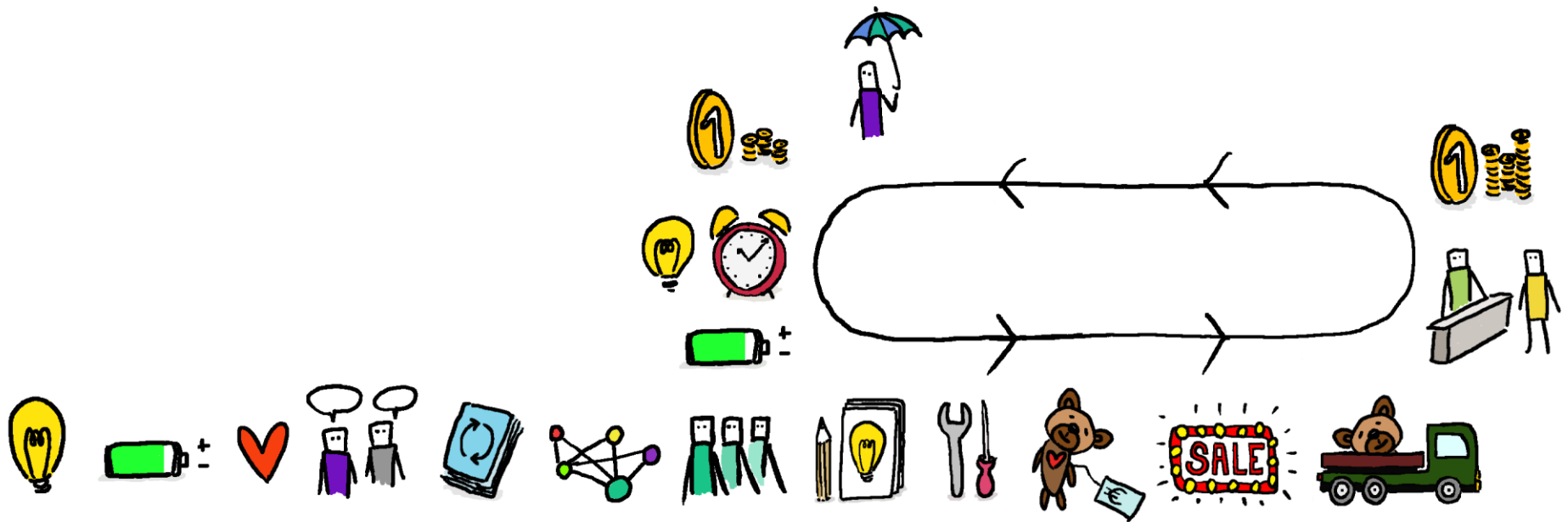


KOMMUNIKATION

communication

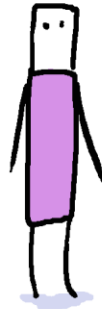
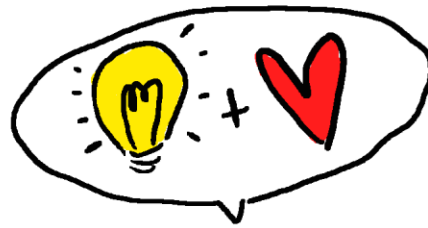
# WERTSCHÖPFUNGSKETTE

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



KOMMUNIKATION

communication

THEY TALK ABOUT THE  
SAME THING  
BUT THEY HAVE DIFFERENT  
LANGUAGES

# AND A DIFFERENT DEFINITION OF SUCCESS





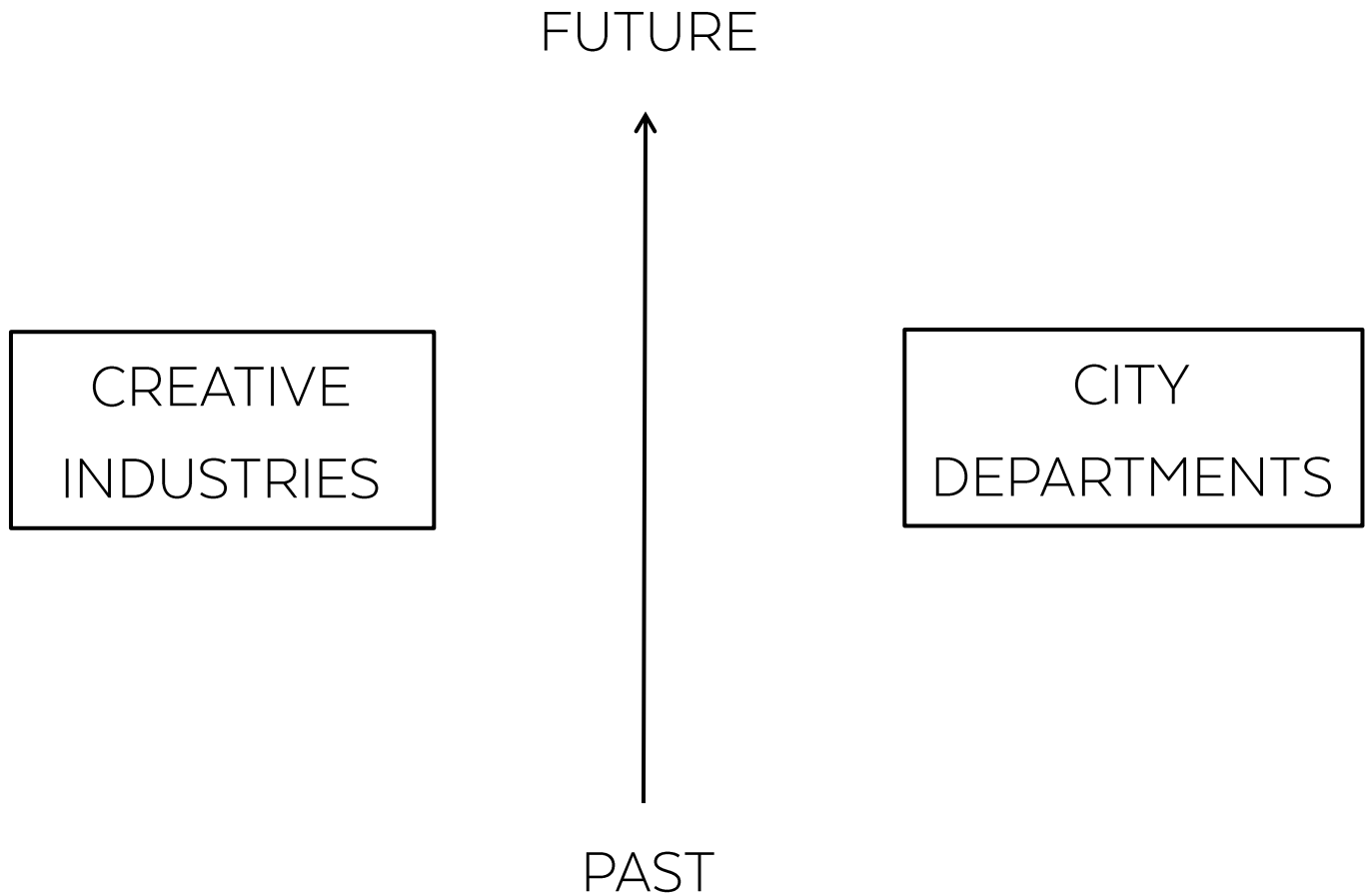
SO WE NEED TO  
TRANSLATE  
TO BOTH SIDES

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  
DESICION MAKERS.



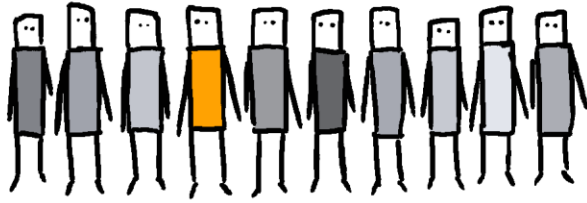
# HOW?

IT IS EASY,

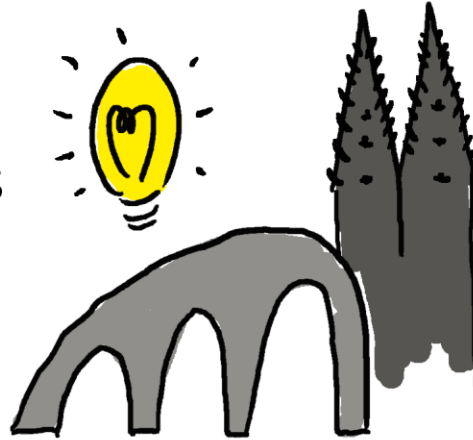
BRING UP THE NUMBERS.

# STUDY

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



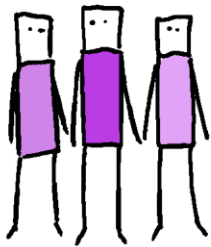
every 10th company  
(a total of 688 companies  
in creative industries)



cultural and creative  
industries in Regensburg



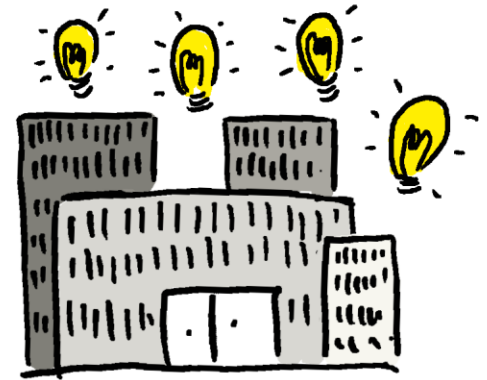
clients in industry  
and commerce



more than  
4.000 employees



revenue: 427 Mio.

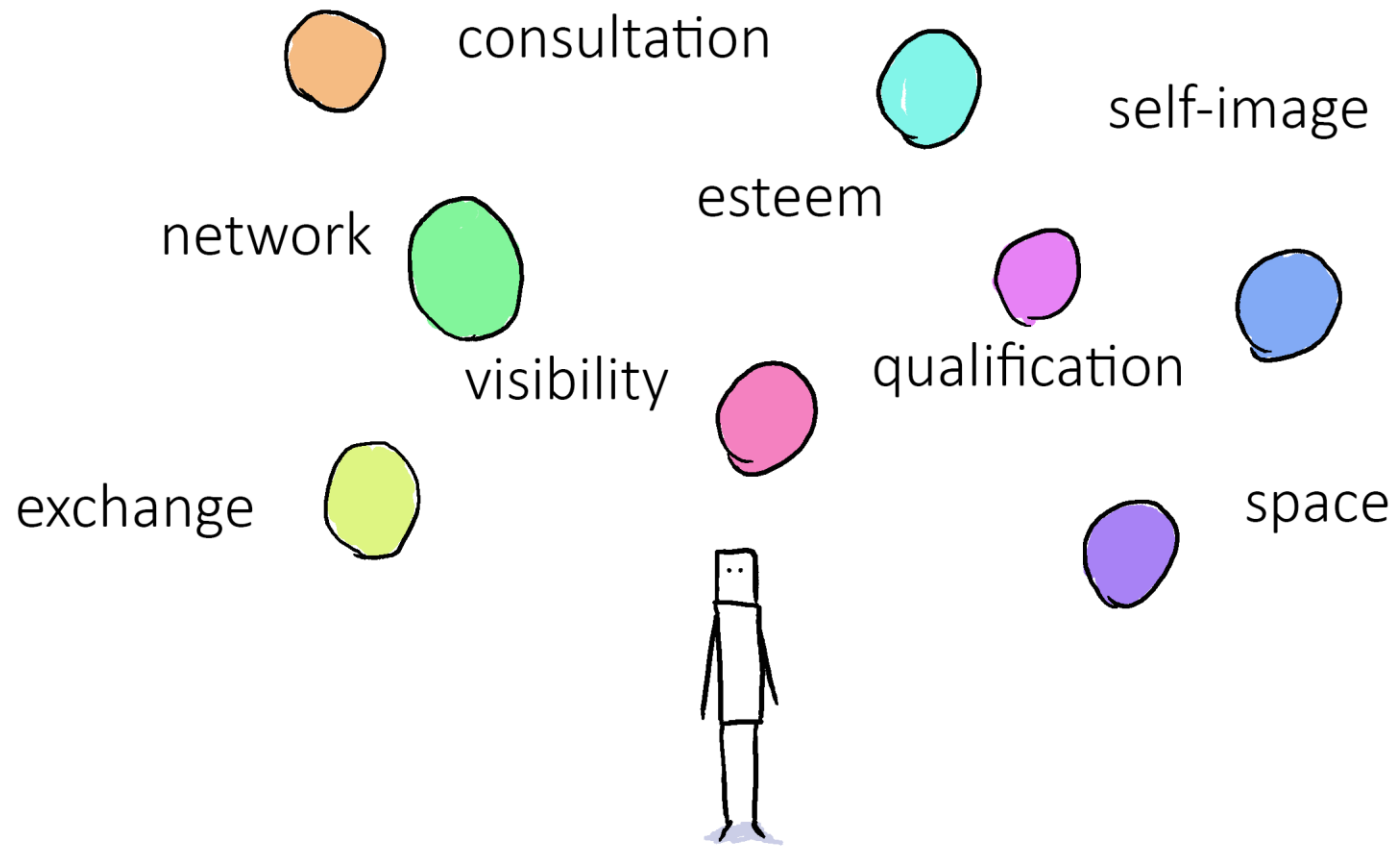


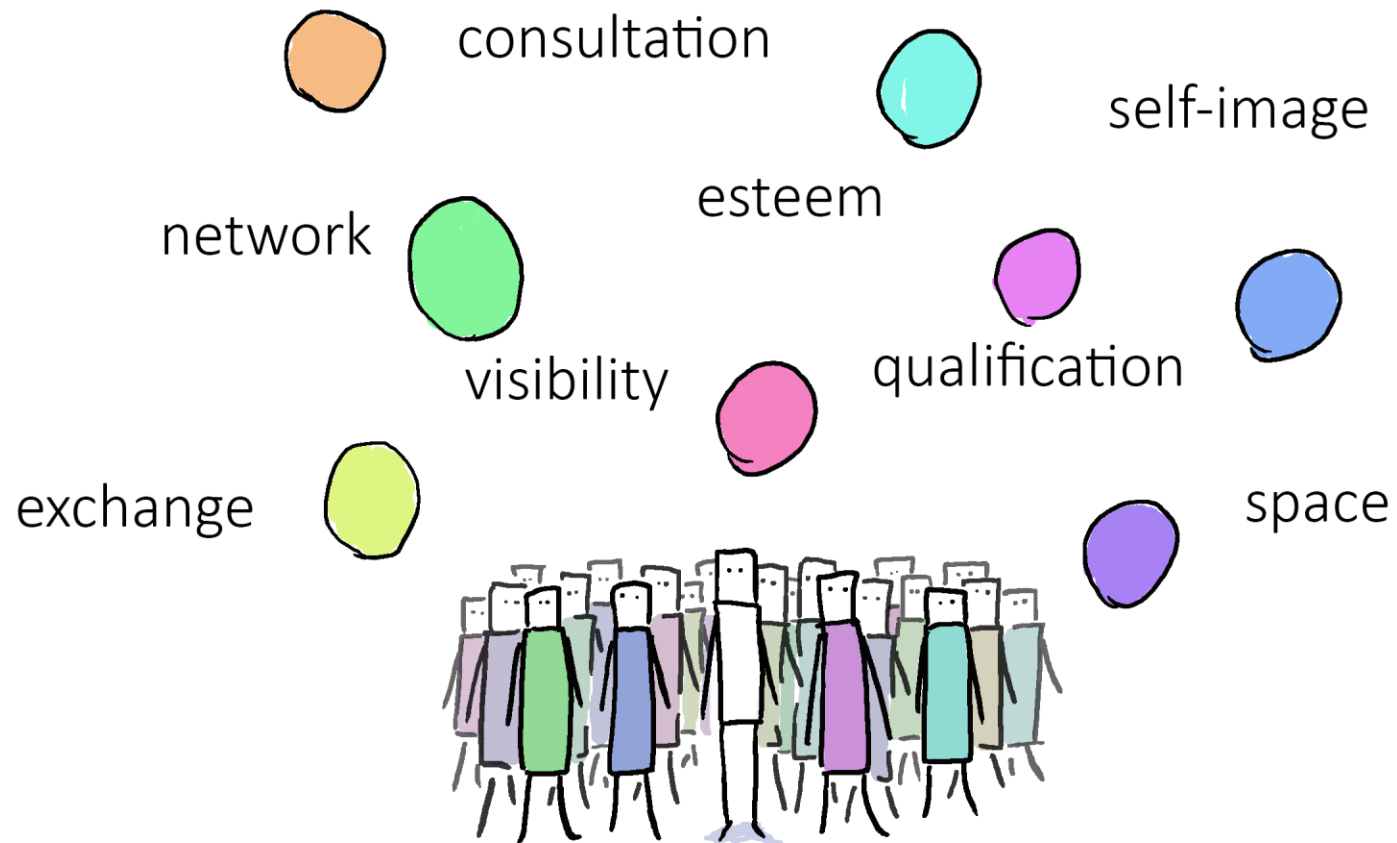
education, research  
and schooling

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.

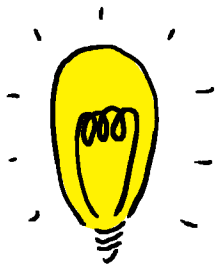
# HOW?

IT IS EASY,

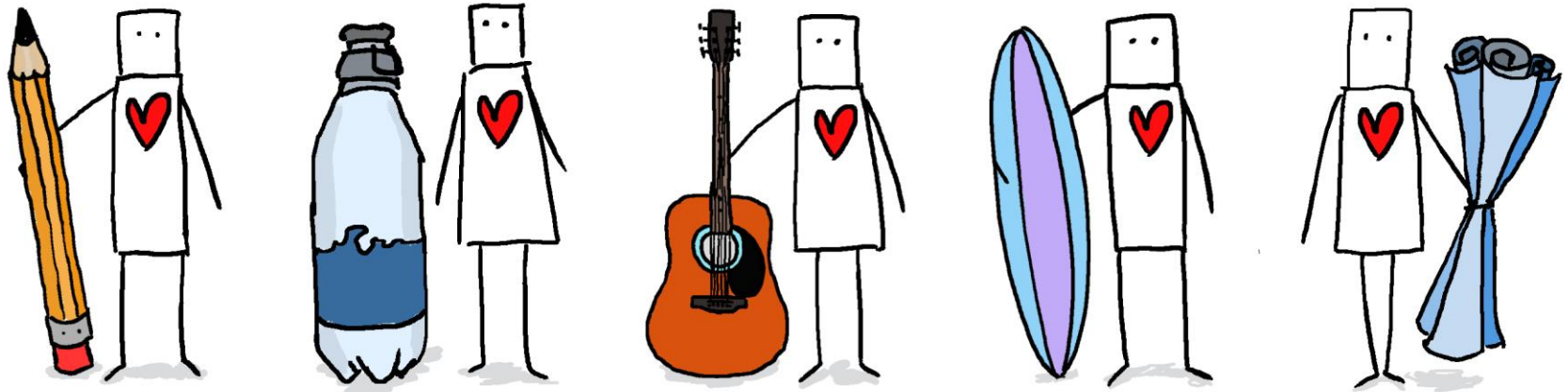
YOU JUST NEED TO  
UNDERSTAND THEM.



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

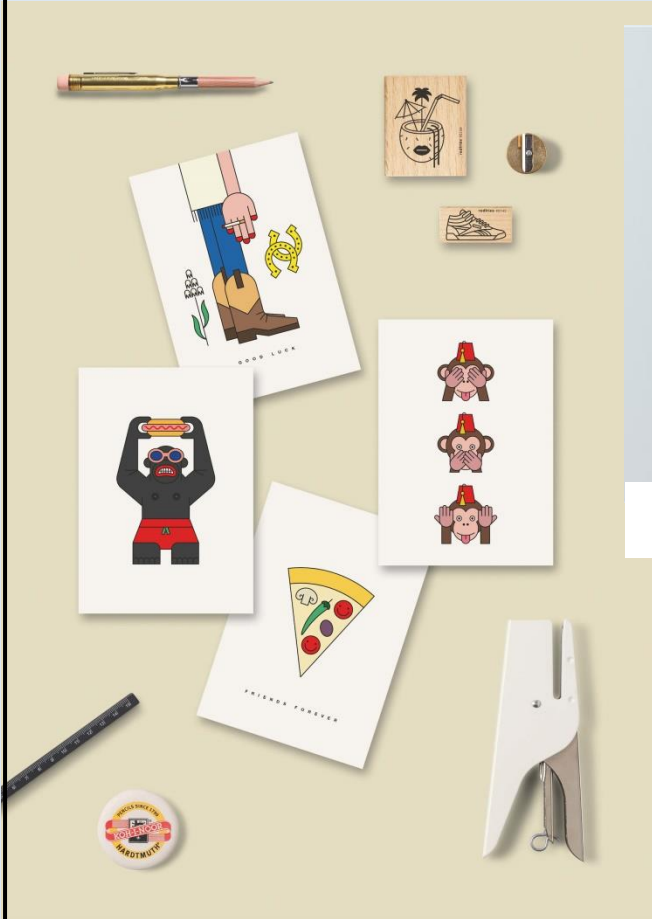


STIMULART I Workshop 6th November | Promoting Creative Industries

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 I Workshop 6th November | Promoting Creative Industries

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

# SAY HELLO TO

MARINA, 24 | FROM REGENSBURG



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



COMMUNICATION DESIGN

STIMULART I Workshop 6th November | Promoting Creative Industries

Quelle/Source: Marina Almannstatter, 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.



# 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



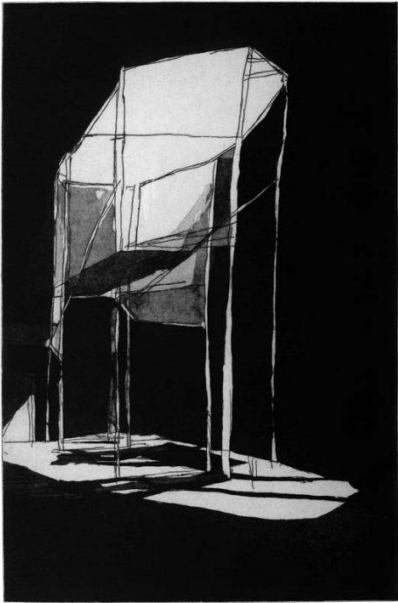
STIMULART I Workshop 6th November | Promoting Creative Industries

Quelle/Source: thannleder on facebook and homepage:

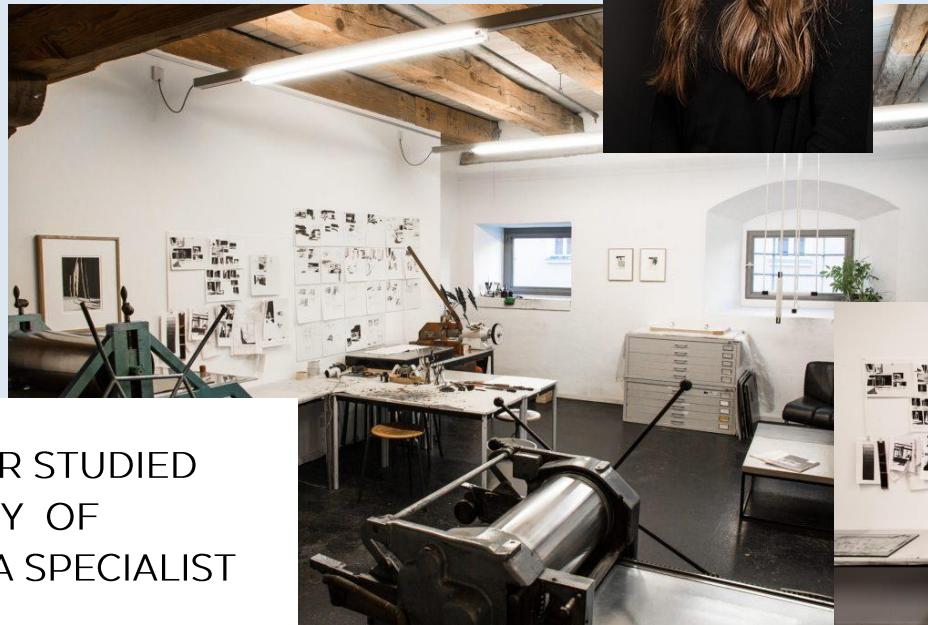


# SAY HELLO TO

CHRISTINA, 30 | FROM REGENSBURG



ARTS



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

STIMULART I 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](http://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 I 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](http://www.freitag.ch)

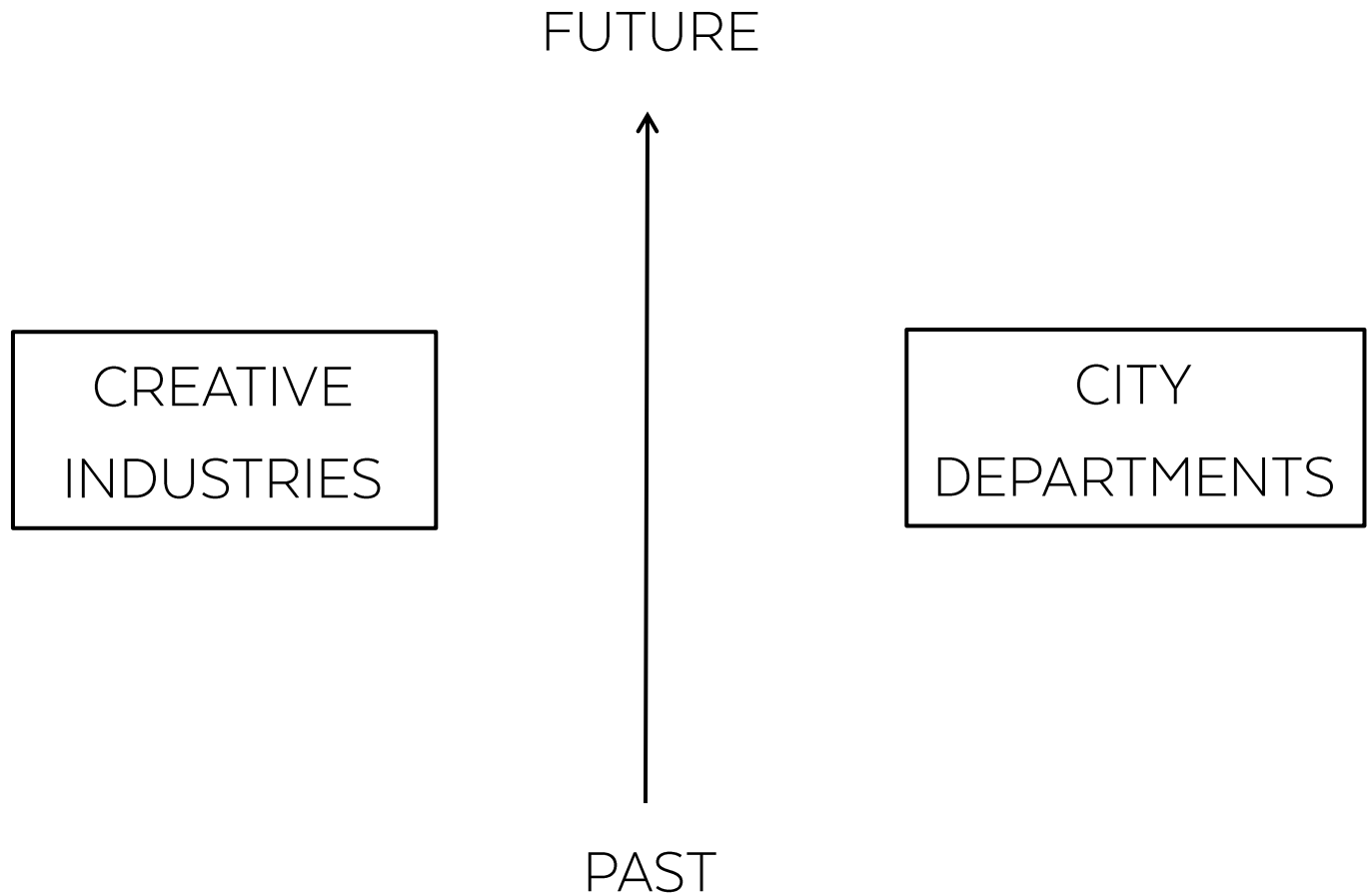
NAME THREE CREATIVES,  
THAT ARE DOERS AND  
COULD BE PARTNERS IN  
CRIME FOR YOUR  
TASK TO SUPPORT CCI.  
  
ACTION.

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

ARE THEY INTERMEDIATES?

ACTION.

# MAP OF RELATIONS

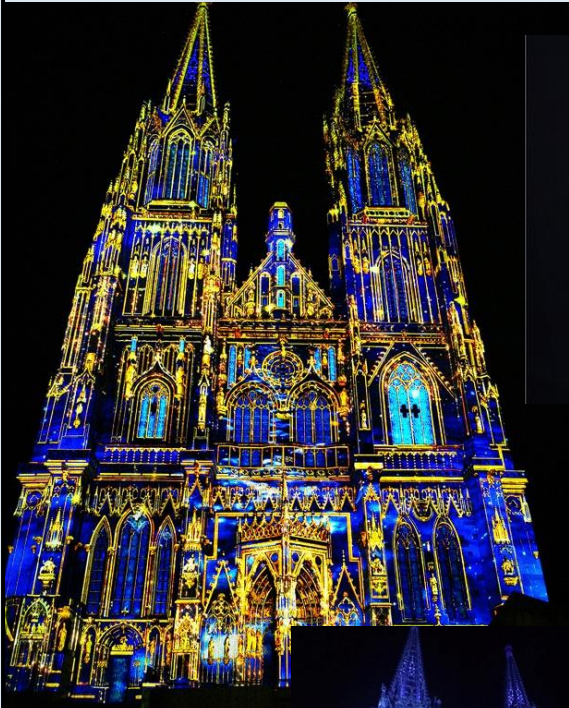


REGARDING THE TRADITION  
AND IDENTITY OF YOUR CITY,  
CREATIVE INDUSTRIES CAN  
ALSO OFFER SOLUTIONS TO  
EDUCATE AND TELL YOUR  
CITY'S STORY.



# 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](http://www.spectaculaires.fr), [mittelbayerische.de](http://mittelbayerische.de), [stadtregensburg.maximilianweinzierl.blogspot.com](http://stadtregensburg.maximilianweinzierl.blogspot.com)

# TRADITION & HERITAGE

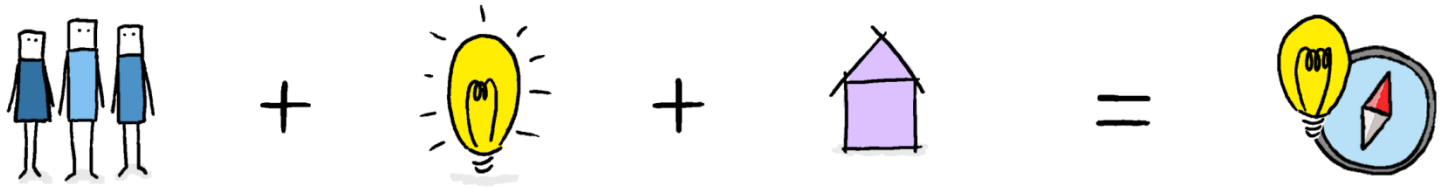
## REGENSBURG



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

# BREAK

# EQUATION FOR TODAY





the ideas to creative products

PEOPLE ALWAYS ASK:  
  
WHERE IS THE LINE BETWEEN  
NON-PROFIT AND  
CREATIVE INDUSTRIES?

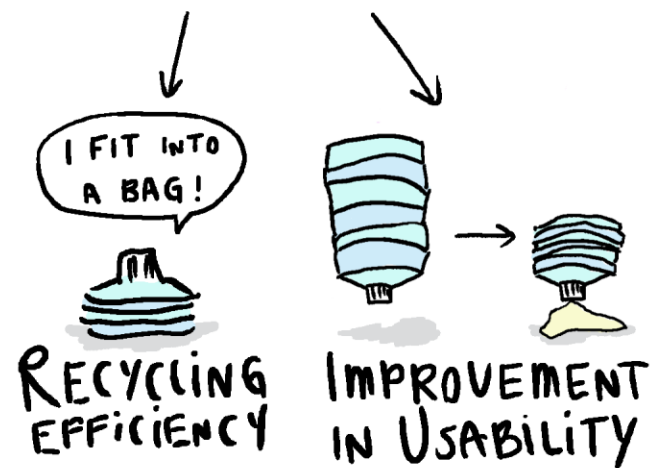
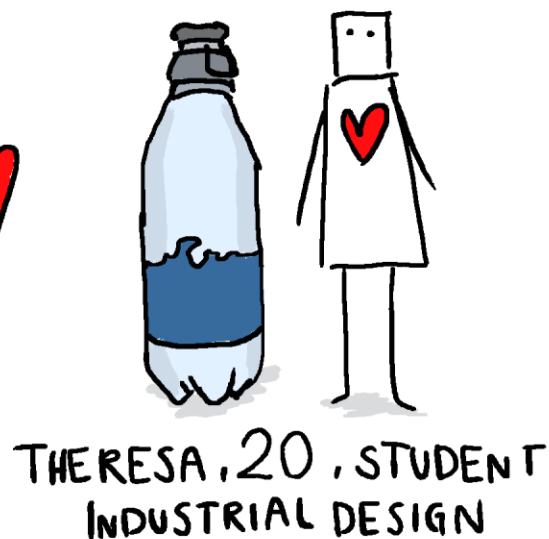
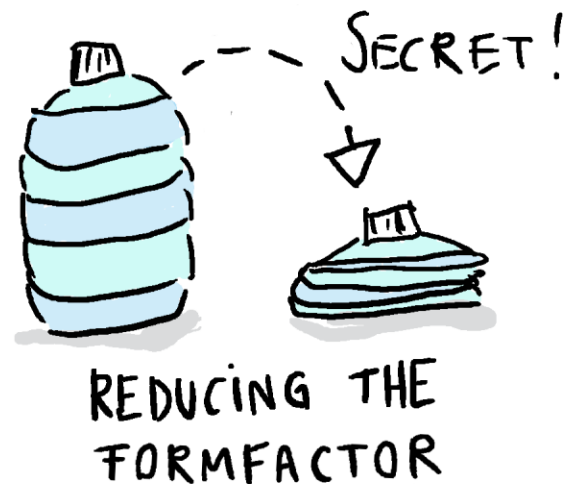
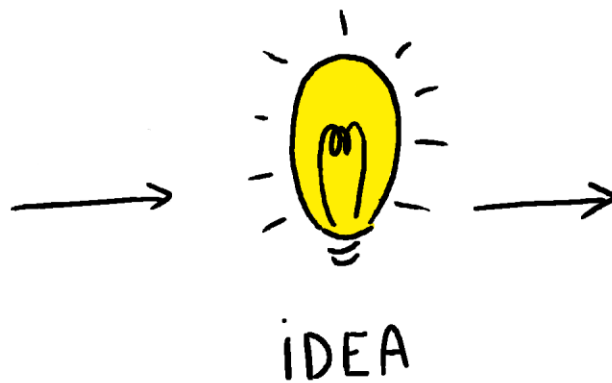
IT ISN'T CLEAR.

YOU KNOW WHY?

BECAUSE THEY LOVE WHAT  
THEY DO.

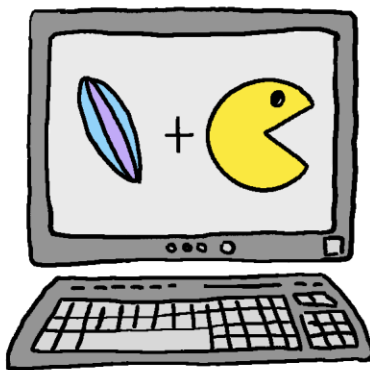
LET'S HAVE A LOOK AT  
SOME IDEAS AND HOW THEY  
DEVELOPED FROM PASSION  
TO BUSINESS.



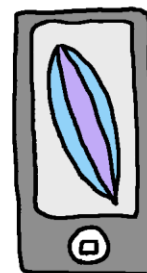
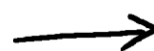




IDEA



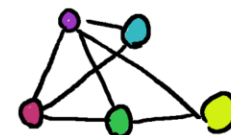
SURFING GAME



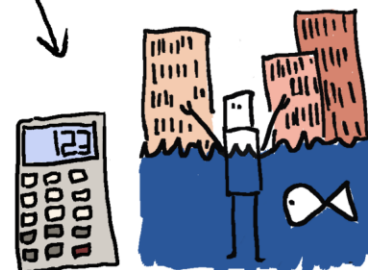
H<sub>2</sub>O



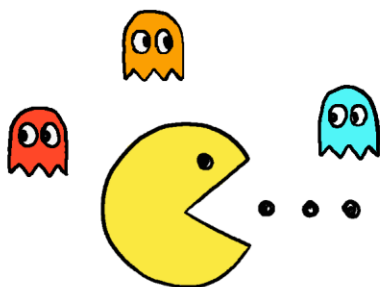
CONTEST



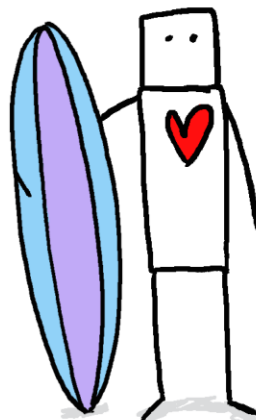
NETWORK



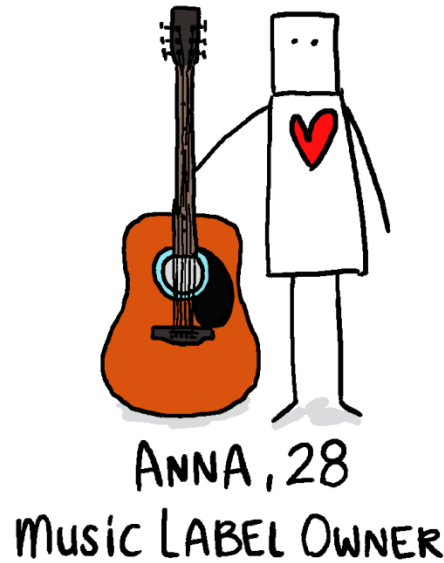
CALCULATING THE  
DANGER OF FLOODS



PC-GAMES

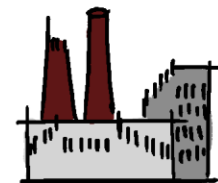


JONAS, 25, STUDENT  
MEDIA INFORMATICS





IDEA



IDEAS FOR  
EMPTY SPACES



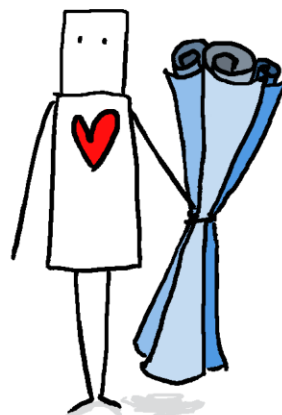
FUTURE



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]

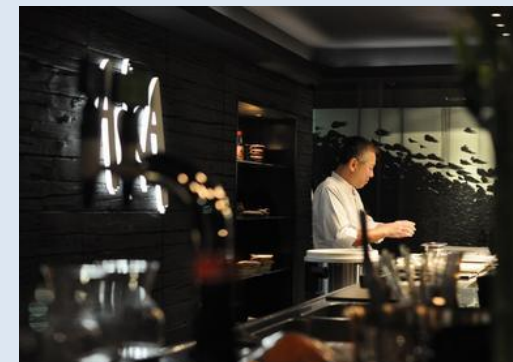


reddot award 2015  
winner

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



ADVERTISING AGENCY



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 I 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

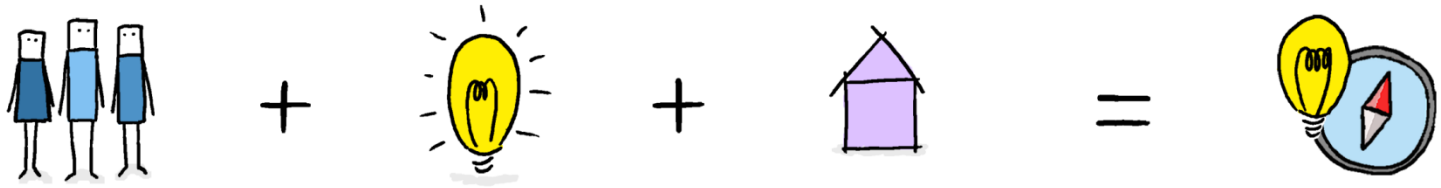
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Quelle/Source: [www.klein-laut.de](http://www.klein-laut.de)



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

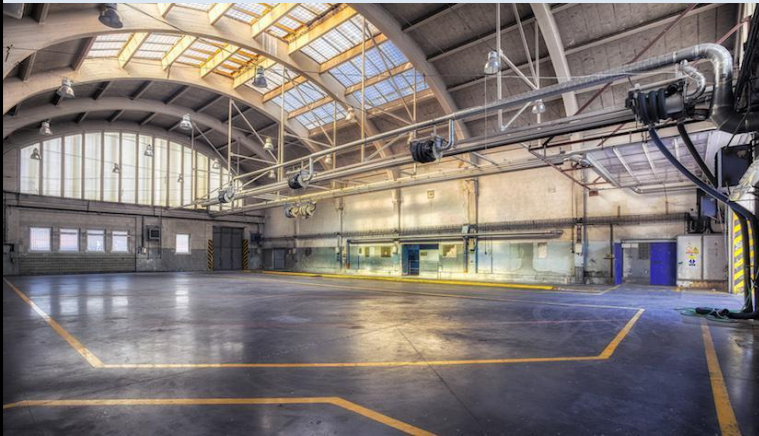


STIMULART | Workshop 6th November | Promoting Creative Industries

Quelle/Source: Stadt Regensburg

# LOST PLACES

PILSEN



STIMULART I 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

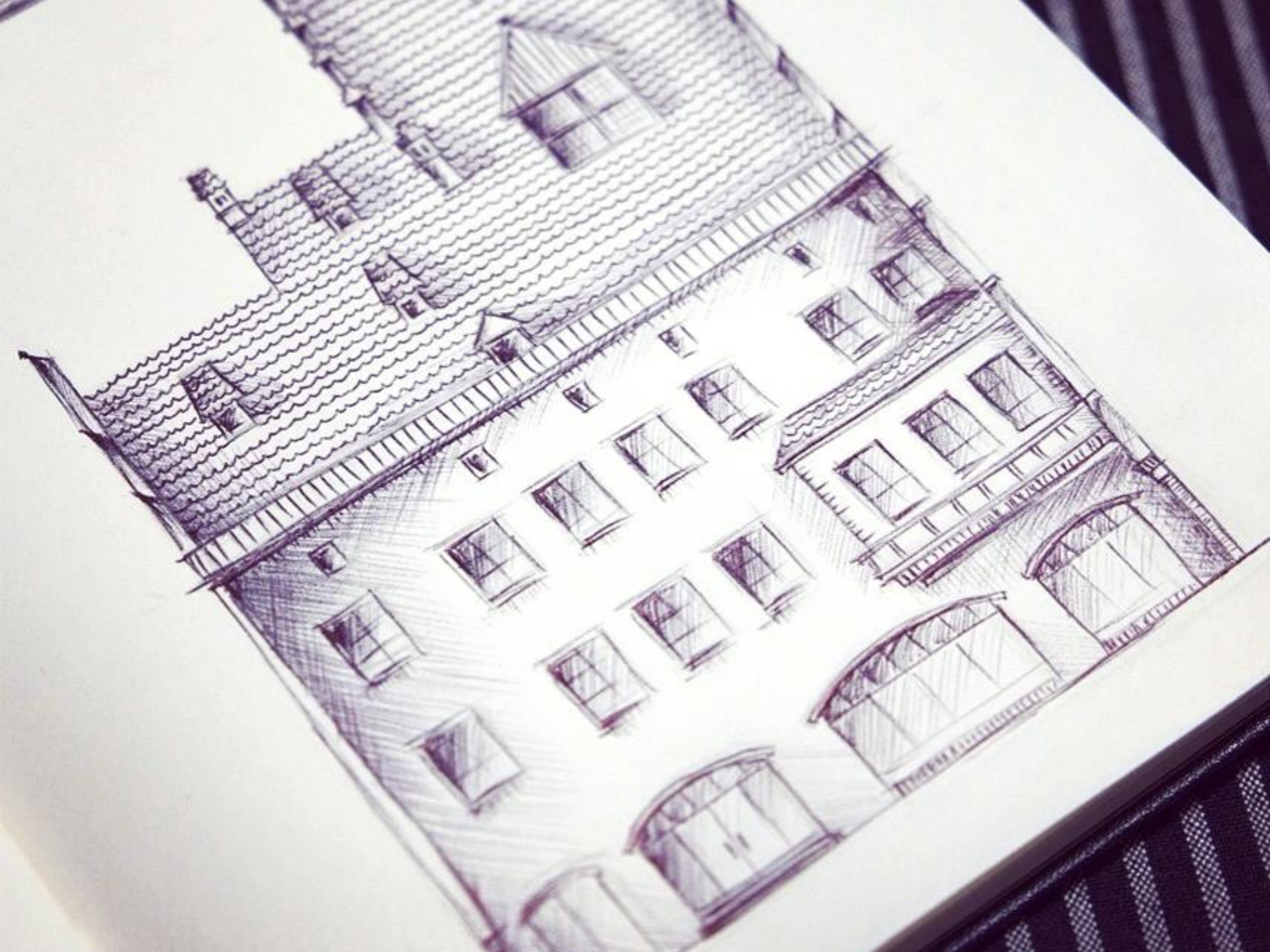


WHERE?

IN THE MIDDLE OF  
WORLD HERITAGE











DEGGINGER





PHASE 0  
TEMPORARY

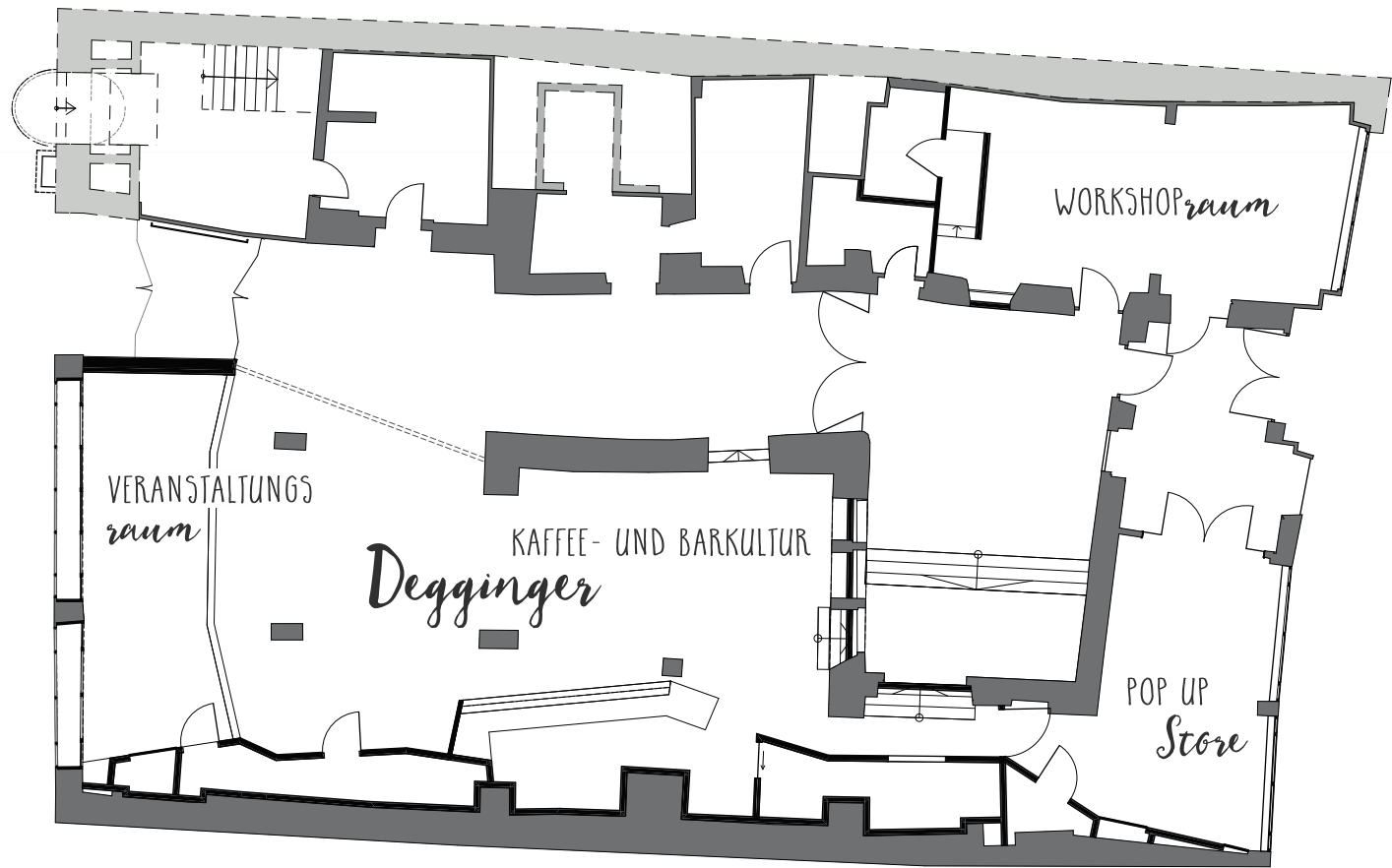
JULY 2015





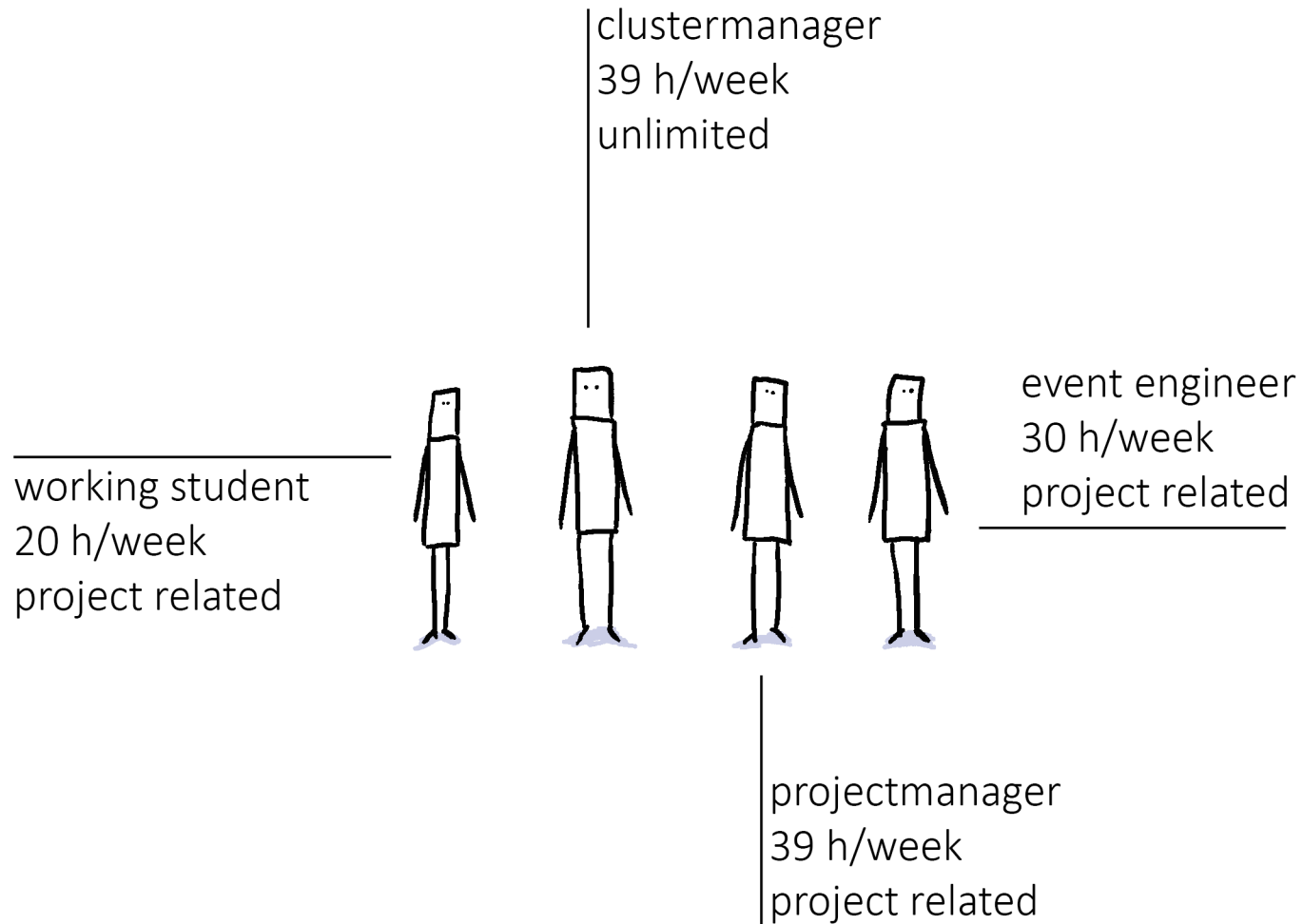
# PARTICIPATION





---

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  
TONGUE RAY  
MOSCOW MULE  
DARK & STORMY  
APPLE MINT JULES

COME TOGETHER





# LECTURES





# DISCUSSIONS

berlinberlinski.





WORKSHOPS





# DESIGN THINKING





# EXPERIMENTS





# BRAINSTORMINGS





# CONCERTS



[illegible]



MAKE THE PROCESS  
VISIBLE



# MAKE PRODUCTION VISIBLE







MAKE CREATIVE  
PRODUCTS VISIBLE

**POP-UP  
STORE**

*FASHION &  
ACCESSOIRES  
AUS REGENSBURG*

TEMPORARY  
POPUP STORES





B2C EXPERIENCE  
FOR STUDENTS



# EVALUATE THE



# MARKET POTENTIAL





DISCUSS IDEAS  
WITH THE PUBLIC





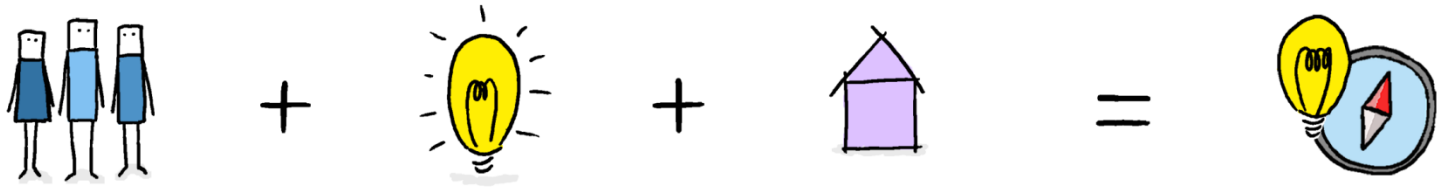
ENTERTAIN AND

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.

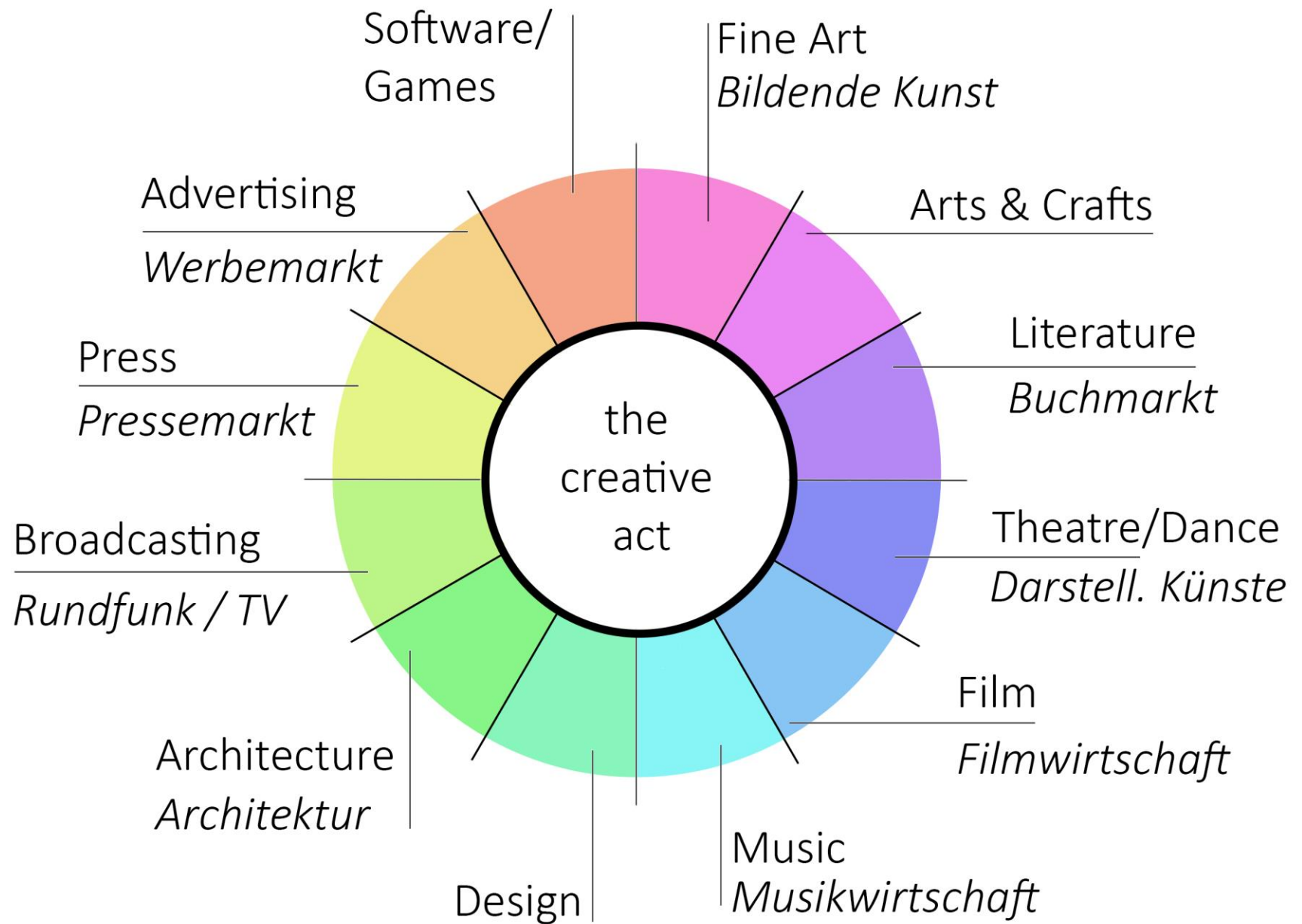
IN 2017 THE NETWORK  
FORMED A LOBBY  
ORGANISATION.

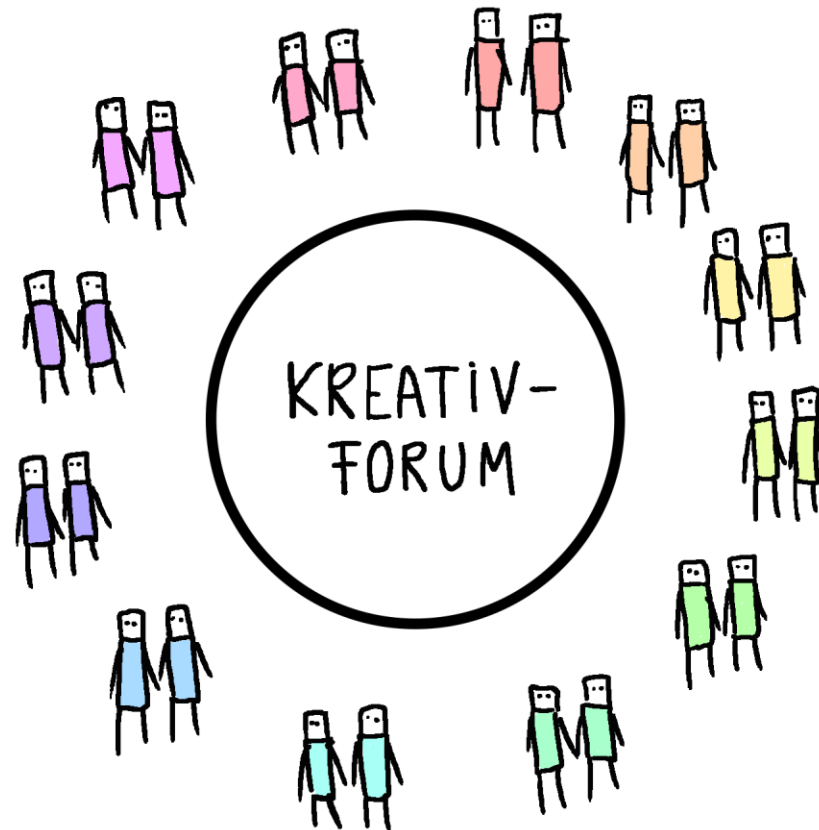
IT IS AN IMPORTANT  
STRATEGIC PARTNER FOR  
THE MUNICIPALITY.

# DER CLUSTER

the creative industries cluster







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







12 subsectors



24 persons  
of contact

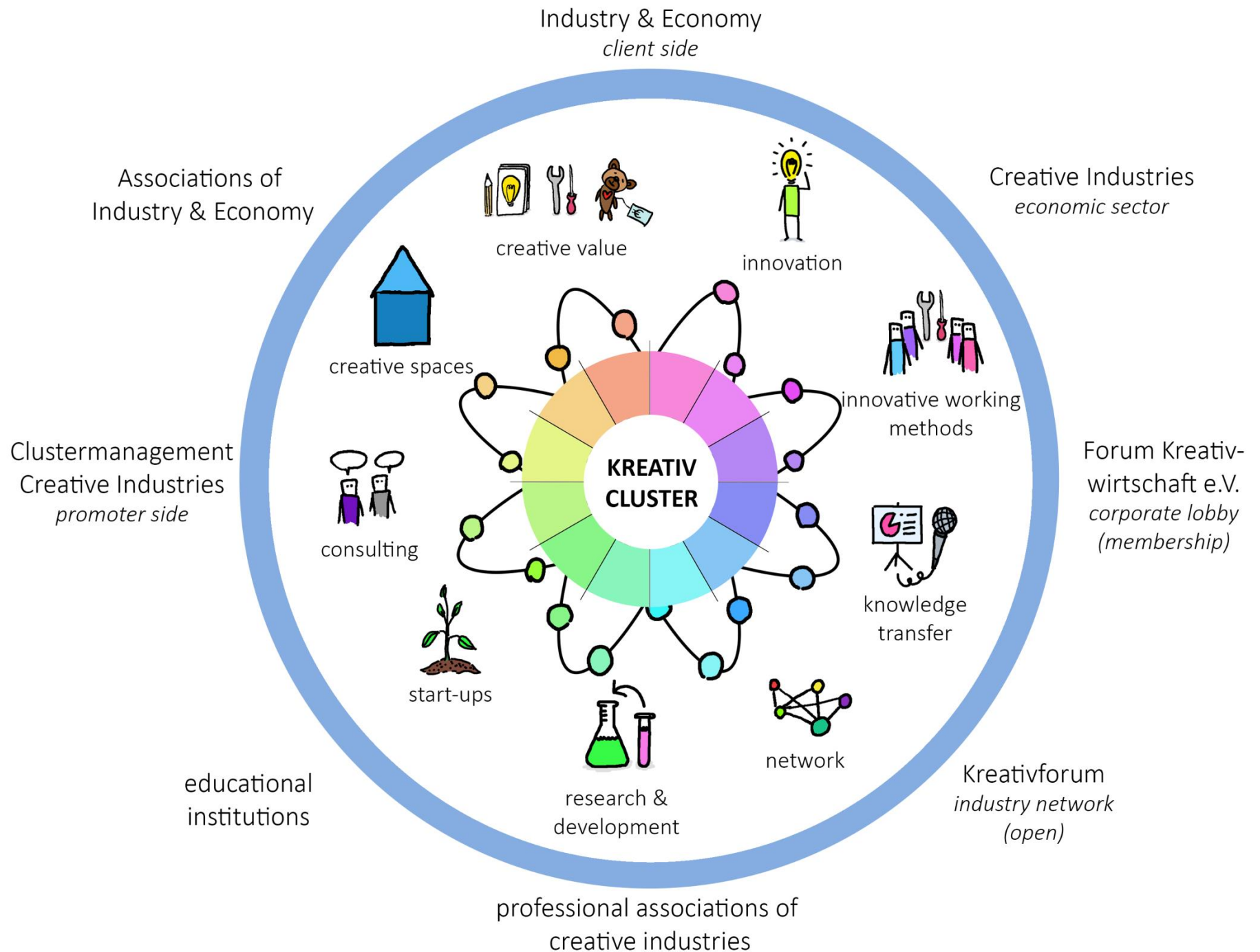


# KREATIVFORUM ANNUAL MEETING WITH CITY OFFICIALS

A large group of people, including city officials and forum members, are seated around a large, light-colored U-shaped conference table in a formal meeting room. The room has high ceilings with exposed wooden beams and modern lighting fixtures. A large screen at the front of the room displays a presentation slide. The participants are engaged in discussion, with some looking towards the screen and others looking at each other. The atmosphere appears professional and collaborative.

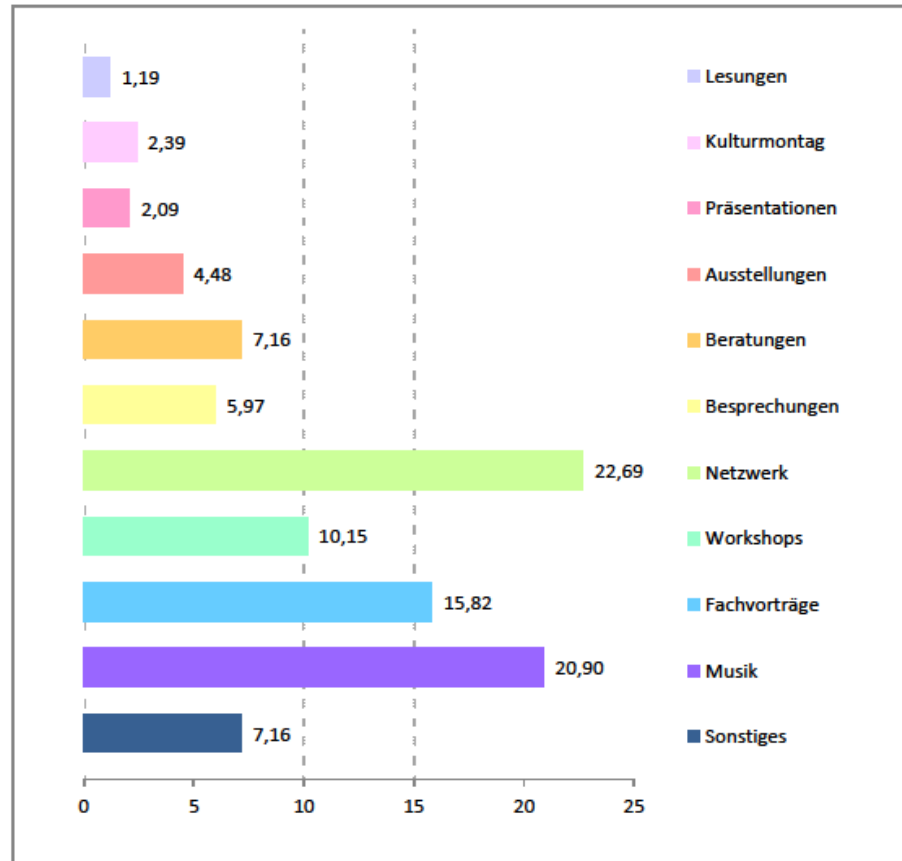
KARE-Gebäude:  
...ung für Kultur und Kreativwirtschaft und Vorstellung

- Kreative Veranstaltung: ...ive Me...
- Wichtige ...en: ...que ... durch ...
- Veranstaltung ...
- Ausstellung ...
- ...
- Organisation durch ...



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

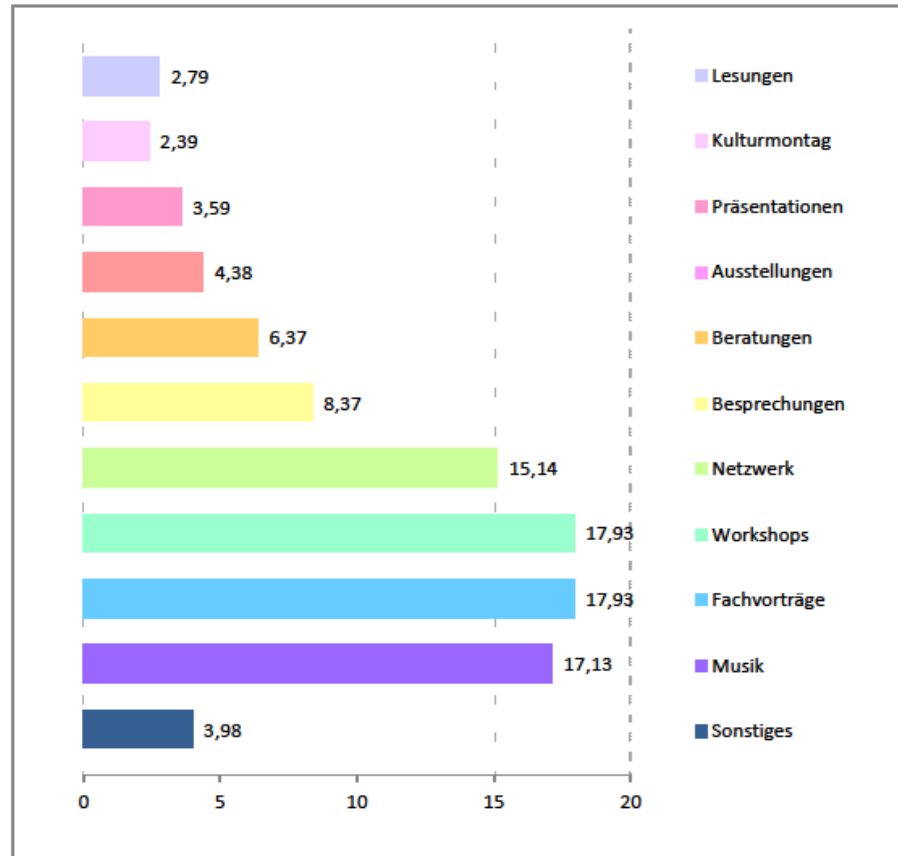
April to December 2016 (% of categories)



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 C  
KOSTENLOSER WORKSHOPS  
18:00: 3D-ZEICHNEN  
3D Character & Creature  
Design - Einführung  
ZBrush für Character  
Modeling

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 &  
Wissensarbeiterinnen  
in IT-Branche



Suche nach einer, die sich  
mit digitaler Marketing  
beschäftigt, um mich  
zu unterstützen.

Suche nach einer, die sich  
mit digitaler Marketing  
beschäftigt, um mich  
zu unterstützen.

TYPO-  
und /oder  
Webdesigner  
binary

INTERESSANTE  
VORSTÄUFE WERBUNG,  
DIE NUR FÜR ZUG  
KREATIVBÜRO NUR  
ANGEBOTEN KOMMEN!

Suche nach einer, die sich  
mit digitaler Marketing  
beschäftigt, um mich  
zu unterstützen.

Suche nach einer, die sich  
mit digitaler Marketing  
beschäftigt, um mich  
zu unterstützen.

Die nächste Dreh im  
Marketing, um ein  
Start-Up zu erstellen  
kann ich auch dich  
→ suchst du die  
mich? suchst du die

Suche nach einer, die sich  
mit digitaler Marketing  
beschäftigt, um mich  
zu unterstützen.

FOTOGRAFIE  
Portraits &  
Reportagen  
katharinafroh.de

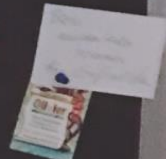
Websites  
&  
Apps  
binary



Private Foto-  
Galerien, aber nicht  
nur für dich, die  
auch für dich, die

Suche nach einer, die sich  
mit digitaler Marketing  
beschäftigt, um mich  
zu unterstützen.

Suche nach einer, die sich  
mit digitaler Marketing  
beschäftigt, um mich  
zu unterstützen.



# SEARCH AND OFFER

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

ACTION.



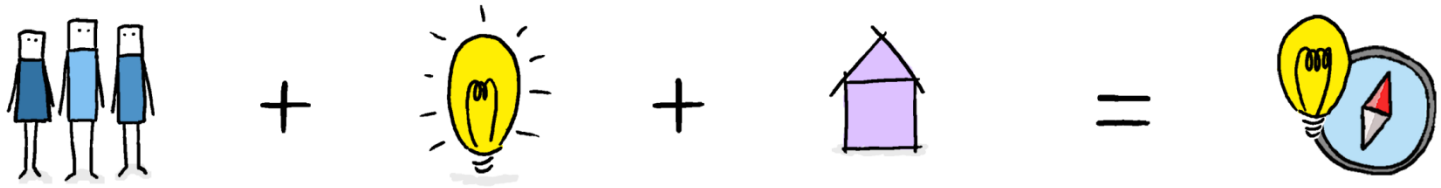


STAKEHOLDERS

CREATE A  
STAKEHOLDER MAP  
OF YOUR OWN CITY.  
  
ACTION.

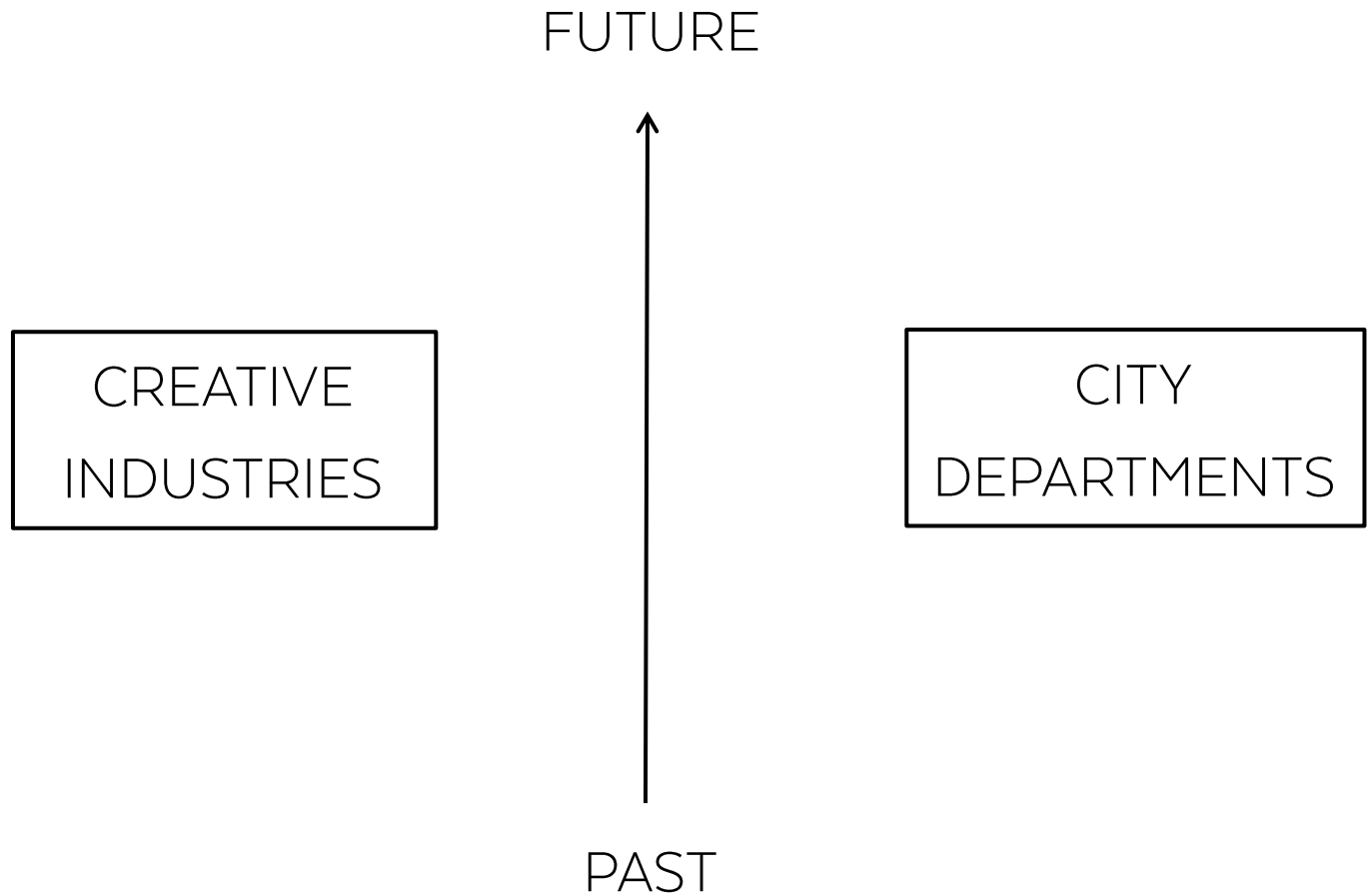
IN THE END:

BE OPEN  
TO FAIL  
MASSIVELY





# MAP OF RELATIONS



education

arts & culture  
(non-commercial)



tradition





THANK YOU



# THE END