



## Introducing the project »Creative City Challenge« (CCC)

It is widely known that, in order to be sustainable, innovation requires wider and transnational collaboration. The Interreg IVB (North Sea) project »Creative City Challenge« (CCC) runs from 01-09-2009 to 31-08-2012. It aims to identify, develop and test a powerful strategy through a range of instruments and methods, for the development of competitive, innovation-based urban and regional economies in the North Sea Region in order to enable it to better contribute to the objectives of the Lisbon Agenda. CCC focuses on the catalyst role of creative industries in building and strengthening the innovative capacity of these urban economies, using a transnational triple helix of government, education and business.

### The project partners are:

- HAW Hamburg (Coordination)
- WFB Wirtschaftsförderung Bremen GmbH (DE)
- Stadt Oldenburg (DE)
- Kulturetage Oldenburg GmbH (DE)
- Gemeente Groningen (NL)
- Delft University of Technology, OTB Research Institute (NL)
- Intercommunale Leiedal (BE)
- HOWEST University College (BE)
- Høje-Taastrup Municipality (DK)
- Dundee College (GB)
- Newcastle City Council (GB)
- TILLT, Västra Götaland (SE)

Disseminating the outcomes of the project will unlock a formidable potential in improving the innovative capacity and competitiveness of cities in the EU as a whole and in the North Sea Region in particular. Further details on the project can be seen at: [www.creative-city-challenge.net](http://www.creative-city-challenge.net)

### ••• Editorial •••

Welcome to the first newsletter of the project »Creative City Challenge« (CCC). This is meant to inform all interested people about the projects, its works, its activities and its achievements. You can send us a feed-back as well as your ideas by e-mail at: [ccc@ls.haw-hamburg.de](mailto:ccc@ls.haw-hamburg.de).

Enjoy your reading!



*Walter Leal*

Prof. Dr. Dr. Walter Leal and the project team

[www.creative-city-challenge.net](http://www.creative-city-challenge.net)



## Kick-off Meeting in Hamburg a Success



The CCC project team at the Kick-off Meeting

The Kick-off Meeting of the project »Creative City Challenge« was held in Hamburg on 22-23 October 2009. It was attended by nearly 30 delegates from all partner cities. During the meeting the CCC project partners discussed the work-plan and fine-tuned the project activities for the first two years.

## The traditional »Project Cake«

Keeping up the Hamburg tradition of running smooth projects, a »project cake« was cut by all partners, giving a symbolic start to the project. The »project cake« represents the joint work to be performed in the next three years, the good relations between the partners and the fact that hard work has to be complemented by fun.



The »project cake«



## CCC Partners present themselves

Since this is the first project newsletter, the partners present here a short introduction of themselves.

### DUNDEE COLLEGE



With some 25,000 learners, Dundee College is the 6th largest Scottish College of Further Education and serves the second most deprived urban area in Scotland. As such, the strategic priorities of the College focus on the needs of those living in disadvantaged areas, and who face multiple barriers to social and economic inclusion. Dundee College offers a comprehensive menu of programmes designed to meet the needs of those wishing to pursue a career in the Creative Industries. In this project, we will encourage participation by the wider community including SMEs already active in the sector. The College's vision is raising ambition, realising success, and this visionary aim is reflected in every aspect of this proposed project. A project team managed by Andrew Mackenzie is leading Work Package 3 of the Creative City Challenge Project which focuses on entrepreneurship and enterprise skills development.

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### OTB RESEARCH INSTITUTE FOR HOUSING, URBAN AND MOBILITY STUDIES



OTB is an interfaculty research institute within Delft University of Technology. The project is based at the Department of Urban and Regional Development of OTB, in which fourteen staff members carry out a wide range of both publicly and privately funded research in urban redevelopment, economy and transportation, and European spatial policy. The CCC project team consists of Dr. Arie Romein and Dr. Jan Jacob Trip. They coordinate Work Package 6 (Research-based Strategy Development), which involves the academic background of the project, targeted research, discussion as well as transnational learning and the integration of the results.

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### TILLT



TILLT is regionally commissioned by the Cultural Affairs Committee of the Region of Västra Götaland in Sweden, to develop a venue where culture and the working life may fruitfully converge. The organisation exists since 1973. This work has been carried out under the trusteeship of a board constituted by representatives of the Regional Trade Union, the Confederation of Swedish Enterprises and representatives of the cultural sector (the Göteborg Opera, theatres, museums, etc.) The chairmanship is now held by the confederation of Swedish enterprises. TILLT has a long experience in developing methods for the flow of competence between the traditional industry sector and the cultural, creative sector, and how to communicate this competence to the traditional sector. Persons involved in the project are Roger Sarjanen and Pia Areblad.

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### CITY OF OLDENBURG



The university city of Oldenburg with almost 160,000 inhabitants is the economic, scientific and cultural centre of the northwest part of Germany. The city of Oldenburg follows the motto: »Technology, Talents and Tolerance« with an emphasis on international co-operation. Oldenburg is the German »City of Science 2009« and under the motto »Übermorgenstadt« (city of the day after tomorrow) a lot of projects are running, dealing with creative subjects in science, economy, culture and education. In the project »Creative City Challenge« Oldenburg aims to promote the network »Medienfelder«, an active information forum of media and IT with 140 enterprises and institutions in the region of Oldenburg spreading new media developments. A second emphasis lies on activities in a quarter of Oldenburg, the »Bahnhofsviertel« (main station quarter), where numerous cultural institutions, craftsmen and media enterprises deliver the best conditions to develop a lively creative zone in Oldenburg.

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### KULTURETAGE



The Kulturetage is a social-cultural, non-profit organisation, which exists since 1986 in the area between the main station, the harbour and the city of Oldenburg. As being an open house for everyone with no regard to social class, age or nationality, it offers a variety of theatre, concerts, literature and culture of any possible type. Annually, around 100 concerts and theatre productions as well as numerous readings, 200 film evenings, cabaret shows and parties take place, guaranteeing exciting entertainment but also critical discussions dealing with questions of art and contemporary issues. In the course of time the Kulturetage has not only firmly established itself as an event location, but also as an important part of socio-culture in Oldenburg, presenting the Oldenburg »Kultursommer« with more than 80 events for an audience of 80,000 and making it the biggest cultural festival and outdoor event in the northwest of Germany. Accordingly it is a communication centre claiming to encourage the visitors' creative activity for socio-cultural projects. This also happens within the scope of the youth club of the Kulturetage, the work with handicapped persons and people of any possible target group. In the course of the »Creative City Challenge« the initiative »Bahnhofsviertel-Projekt« will be undertaken. The local project team consists of the Kulturetage, the Medienbüro and the local broadcaster Oldenburg one.

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### INTERMUNICIPAL ASSOCIATION LEIEDAL NPO DESIGNREGIO KORTRIJK



The intermunicipal association Leiedal is a partnership of 13 municipalities which contributes to the socio-economic and spatial development of the Kortrijk region. In the framework of CCC, Leiedal will support the region in its ambition to strengthen creativity & the design culture in the regional economy. Within CCC, Leiedal will bring together a broad network of public, private & education partners around the concept of the »Designfactory«, which must become a key location for design businesses and initiatives in the region. Through the »ugly spots« pilot, ugly places will be selected and linked to a team of architects, designers and/or artists. This experiment will showcase the exemplary role of the public sector in the field of creative economy.

The NPO Designregio Kortrijk is a joint venture between public & private partners in the Kortrijk region. Its mission is to market the latter as a region that regards design as a lever for development. Both on the Flemish and the cross-border level, Designregio Kortrijk wants to be a trendsetter and ensure that the design culture is embraced in the industrial activity of the region, its educational infrastructure and the public sector. In the framework of CCC, Designregio will demonstrate its Buda Libre-format, a one-night creative networking event.

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GRONINGEN



Groningen is the major city of the northern Netherlands and is an important urban centre in this part of the European Union. With its population of over 185.000, a wider metropolitan area of some 450.000, and with over 50.000 students at its universities, this young Dutch city aims to build on the capacity of truly being a City of Talent. Several »triple helix« partners joined forces in the strategic Groningen Agreement 2.0. The Department for Urban Planning and Economic Affairs (RO/EZ) in conjunction with other partners, is developing plans for the Creative Cluster Ebbingekwartier. Work Package 5 on Creative Clusters focuses on a better understanding of clusters and (spatial) factors involved and their role as catalysts for innovation. A core team for CCC at the Policy Development Unit of this Department currently consists of Gerard Tolner and Jeroen Berends.

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HØJE-TAASTRUP KOMMUNE



Høje-Taastrup municipality covers an area of 78 square kilometers and consists of three towns with train stations and 14 original villages. Høje-Taastrup municipality is situated 20 kilometers west of Copenhagen. Approximately 46,000 people live in Høje-Taastrup Community. Whether you live or work in Høje-Taastrup the municipality has a lot to offer. Excellent traffic connections, nearby forests, beaches and open land. Our CCC project is based on concrete. During history several concrete industries have been situated in Høje-Taastrup, and the aim of the project is to create links between creative enterprises and traditional concrete companies to increase knowledge and innovation capacity. The project will bring together entrepreneurs, creative businesses and SMEs within the construction sector and create new opportunities and capabilities. The local project team currently consists of the following persons: Dorte Færregaard Jensen, Rune Bæklund Fløe, Birgitte Ståde and Lars Dyreborg-Gunslev.

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WFB WIRTSCHAFTSFÖRDERUNG BREMEN GMBH



The WFB Bremen is the central service-providing body for business and regional development in Bremen. The CCC project is managed by WFB's department for innovation. The department is responsible for the implementation of regional innovation actions. Creative industries have in this regard emerged to one of the central fields of activity. The Bremen project team consists of Robert Blatter, Andrea Kuhfuß, Kai Stührenberg and Oliver Richter.

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HOWEST



HOWEST University College is partner in the Ghent-University Association. This Association has around 60,000 students, which is the equivalent to 30% of the total students undertaking higher education in Flanders. The research groups of HOWEST University College have a clear focus on the industry. The commitment to joining education with the creation of knowledge provides a fertile setting for research that has spawned a host of innovation breakthroughs in applications. Industrial Design Center spans the research groups with a specific focus on traditional, rapid and virtual prototyping, lighting technology, design methodology and creativity, sustainable product design and user-centered design. Industrial Design Center developed **INNOWIZ**, a 4-step-method for making creative processes transparent and tangible. Besides, the **INNOWIZ** database of creativity techniques is freely accessible via the web (open source), it is interactive and evolves continuously. It offers both analogous and advanced interactive Web 2.0 tools. Creativity techniques stimulate creative thinking in individuals and in groups. HOWEST University College is mainly involved in Work package 3 (entrepreneurship and skills development) and Work Package 4 (networks, dialogue and business cooperation) of the »Creative City Challenge« project. The team is composed by Becky Verthé and Pieter Michiels.

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NEWCASTLE



Newcastle is a medium sized authority, but one of the smaller of the UK's core cities, and is the most northerly in England. It has a population of approximately 270,000 people, and is the regional capital of the north east. Over the past 20 years Newcastle has seen a resurgence in its economy especially in the creative and cultural sectors, and within this it has close links with its neighbouring authority to promote the sectors. The city wants to deliver its »Culture 10 programme«. It has developed a small but thriving cultural sector in Ouseburn and with Gateshead the riverside has been developed as a key cultural attraction. Persons involved in the project are Dale Bolland, Andrew Rothwell and Karen A. Brown.

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HAW HAMBURG



The Hamburg University of Applied Sciences (HAW Hamburg), with over 12,000 students, is the second largest university in Hamburg and the main provider of engineering education in the city. The project is based at the Research and Transfer Centre »Application of Life Sciences« where the emphasis lies on innovation, which works closely with the Faculty of Design, Media and Information in respect of the media and the creative sector in general. In addition to the co-ordination of Work Package 1 (Management) and 2 (Communication) HAW Hamburg co-ordinates a Consortium in Hamburg which involves the Chamber of Trade, the Ministry of Urban Development and Environment as well as the Ministry of Culture, which take part in various project activities. A project team composed by Professor Walter Leal, Dr. Maren Adler, Kathrin Rath and Marta Schulz ensures that the project is delivered.

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## Award to CCC Project



The CCC project has been chosen as a pilot project in the context of the European Year of Creativity and Innovation (EYCI). Thanks to its integrative approach and the emphasis it gives to both creativity and innovation, the project provides a concrete contribution towards meeting the goals listed at the Lisbon and Gothenburg Summits.

Information on the EYCI can be seen at:  
[http://create2009.europa.eu/about\\_the\\_year.html](http://create2009.europa.eu/about_the_year.html)

## EU-Swedish Presidency: CCC Partner TILLT presents the Project



The EU-Swedish Presidency comes to an end in December 2009. As part of the preparations for the end of the EU-Swedish Presidency, the closing conference of the European Year of Creativity and Innovation will be held in Stockholm on the 16th to 17th December 2009. CCC partner TILLT will attend the final conference and will disseminate information about the project.

Details on the closing conference can be seen at:  
[www.vinnova.se/In-English/eupresidency/Official-conferences/Slutkonferens-temaaret-forkreativitet-och-innovation/](http://www.vinnova.se/In-English/eupresidency/Official-conferences/Slutkonferens-temaaret-forkreativitet-och-innovation/)

## CCC present at Innovation Conference

The CCC project was present at the »Creative Industries and Creative Communities Conference 2009«, held on the 11th November 2009 in Stoke-on-Trent, UK.

The aim of the conference was to discuss innovation in a wide range of creative sectors, including ceramics, art, media, film, music and the performing arts. The conference brought together various groups with an interest in promoting and growing creative industries and communities, including academics, businesses, policy managers, planners, local authorities, other public sector organisations and creative workers.

By means of presentations made by Andrew Mackenzie from Dundee and the Delft Team represented by Arie Romein, the project was presented to participants along with some of the on-going works in Delft.

Details can be seen at: [www.staffs.ac.uk/schools/sciences/geography/links/IESR/conference\\_Nov09.shtml](http://www.staffs.ac.uk/schools/sciences/geography/links/IESR/conference_Nov09.shtml)



## European Year of Creativity and Innovation: a good Year!

As the European Year of Creativity and Innovation draws to a close, it seems appropriate to make an overall analysis of its achievements and successes. This remarkable year, characterised by broad participation and wide and transnational collaboration, has bridged a gap by identifying and disseminating a range of projects and events on the one hand, but also many instruments and methods on the other hand. All of them were aimed to show what European countries are doing in order to allow Europe to meet the challenges of the Lisbon Agenda and the catalyst role of creative industries in building and strengthening the innovative capacity of local economies, using a transnational triple helix of government, education and business. A good year is coming to an end and it is hoped that more such years will follow, in the context of which creativity and innovation receive the emphasis and support they deserve.



Further details on the EYCI can be seen at:  
<http://www.efc.be/EUAdvocacy/Pages/2009EuropeanYearonCreativityandInnovation.aspx>

### ••• Agenda •••

27th to 29th January 2010

CCC Project Meeting  
 Gröningen, Netherlands

November 2010

Annual Conference  
 Kortrijk, Belgium

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