

Cross Innovation Workshop for Creatives

Open Call
09'2021

Together with **The Northern Dimension Partnership on Culture (NDPC)**, the **Cross Innovation Hub of Hamburg Kreativ Gesellschaft** offers a digital workshop in four modules for visionary creative professionals who want to learn more about the idea and potentials of Cross Innovation and the role that creatives have in it.

We are Looking for You

We are looking forward to applications from creative minds from **all submarkets** of the creative industries (i.e. design, film, advertising, software/games, architecture, literature, theatre/dance, fine arts, music, press, broadcasting) from **Northern Dimension (ND) area, which covers Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russia and Sweden**. We hope for great diversity and many different perspectives. Are you interested? Then apply [here](#) until **June 30th 2021**.

About the Programme: Cross Innovation Workshop for Creatives

In the search for new impulses for products, services, processes and business models it is increasingly worth looking beyond one's own fields of action into other industries. It is precisely the examination of the creative industries with their solution-oriented but yet result-open approaches, flexible working cultures that can open up new perspectives. The Cross Innovation Hub of Hamburg Kreativ Gesellschaft brings together companies and organisations from different industries with creative professionals in order to jointly change perspective, develop visions and create innovations! In the workshop we would like to share our experiences, conditions for success, formats and methods for Cross Innovation with you – always with a focus on the role of agents from the creative industries. Besides input, it is all about mutual learning, exchange, networking, inspiration and collaboration – going hand in hand with interactive working sessions on Zoom and Miro. The workshop shall be based on experience, our all interests and needs as best as possible.

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The programme consists of
four digital workshop modules in September 2021:

Day 1

September 14th

17:00–19:30 CET

18:00–20:30 EET

The first day is all about an intro: We get to know each other, introduce ourselves and contextualise the idea and the potentials of Cross Innovation and give space for exchange among each other.

How is something
new being created?

Day 2

September 16th

17:00–19:30 CET

18:00–20:30 EET

On the second day we would like to dive deeper into the process, considerations, formats and methods with you. It will also be about sharing and reflecting concrete cases, best practices and inspiring examples that we and you have experienced in the context of Cross Innovation.

The Cross Innovation
Process

Day 3

September 21st

17:00–19:30 CET

18:00–20:30 EET

In this module we will get into an exchange towards the (possible) roles of creatives in Cross Innovation processes (e.g. sparring partners, experts, consultants, future take-for-granted network partners) and the many precious potentials behind.

The Role of Creative
Professionals in the Cross
Innovation Process

Day 4

September 23rd

17:00 - 19:30 CET

18:00 - 20:30 EET

Besides a recap of modules 1-3 and a short excursion regarding legal framing conditions and questions, the final day should be all about translating the learned and experienced into first solutions for individual challenges (minimum viable practices), concrete takeaways and empowerment.

Starting into Practice

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Next Steps

Please apply [here](#) until **June 30th 2021** and briefly describe your motivation and professional background. We will get back to you by the beginning of July. The workshop will take place on Zoom and Miro with a maximum of 20 participants. There is a participation fee of € 80. NDPC will grant five white cards to creatives so that they can participate for free.

About the Organisers

Hamburg Kreativ Gesellschaft, a public agency owned by the Free and Hanseatic City of Hamburg, fosters Hamburg's creatives through access to space and finance as well as capacity building and innovation programs. Since 2016, the **Cross Innovation Hub**, as part of Hamburg Kreativ Gesellschaft, pioneers in the field of cross-sector collaboration with the creative industries. It is the Cross Innovation Hub's role to connect companies and individuals from seemingly unrelated sectors in order to identify and leverage innovation opportunities. The diverse programs, ranging from one-day workshops to think tanks and long-term collaborations, are aimed at inspiring a change of perspective, innovative business practices, new processes, products or business models between different stakeholders. Learning from the visionary creatives in the creative industries, highlighting their innovation capability and making collaboration processes effective is their key mission.

The Northern Dimension Partnership on Culture (NDPC) is a governmental initiative which brings together national authorities, practitioners from cultural and creative industries (CCI) and experts. It works towards a stronger, more competitive and more resilient CCI sector that contributes significantly to the sustainable development of the Northern Dimension region (Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, the Russian Federation and Sweden).

NDPC implements project activities to strengthen the CCI sector. It offers networking and professional development opportunities to creative professionals and provides valuable insights for policy development to national authorities