

Cross Innovation Hub

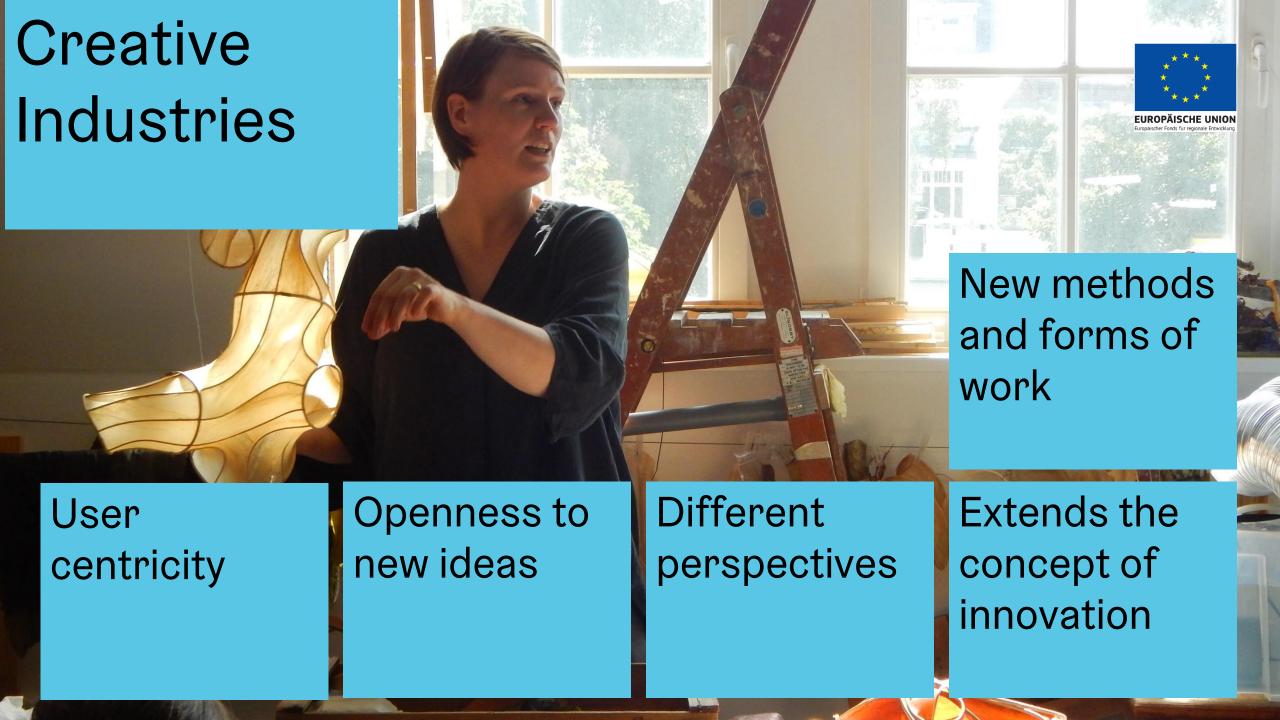


City of innovation and creative industries



- communal service institution
- legal structure: GmbH
- founded in 2010
- belonging to the Ministry for culture, arts and media
- approx. 30 employees
- fields of work: knowledge, finance, real estate, innovation





Cross Innovation



Creative Industries

Changing perspectives, approaches to solutions, process innovations, innovative business models.

Other economic sectors



Cross Innovation Hub

What? Developing conditions for success in cooperation

between the creative industries and other sectors

How? Development of new collaboration formats

Who? 12 persons

When? 2016 – 2021, possible consolidation

Funded by European Regional Development Fund (ERDF) + cooperation partners

Development of a new cross innovation process by an intermediary



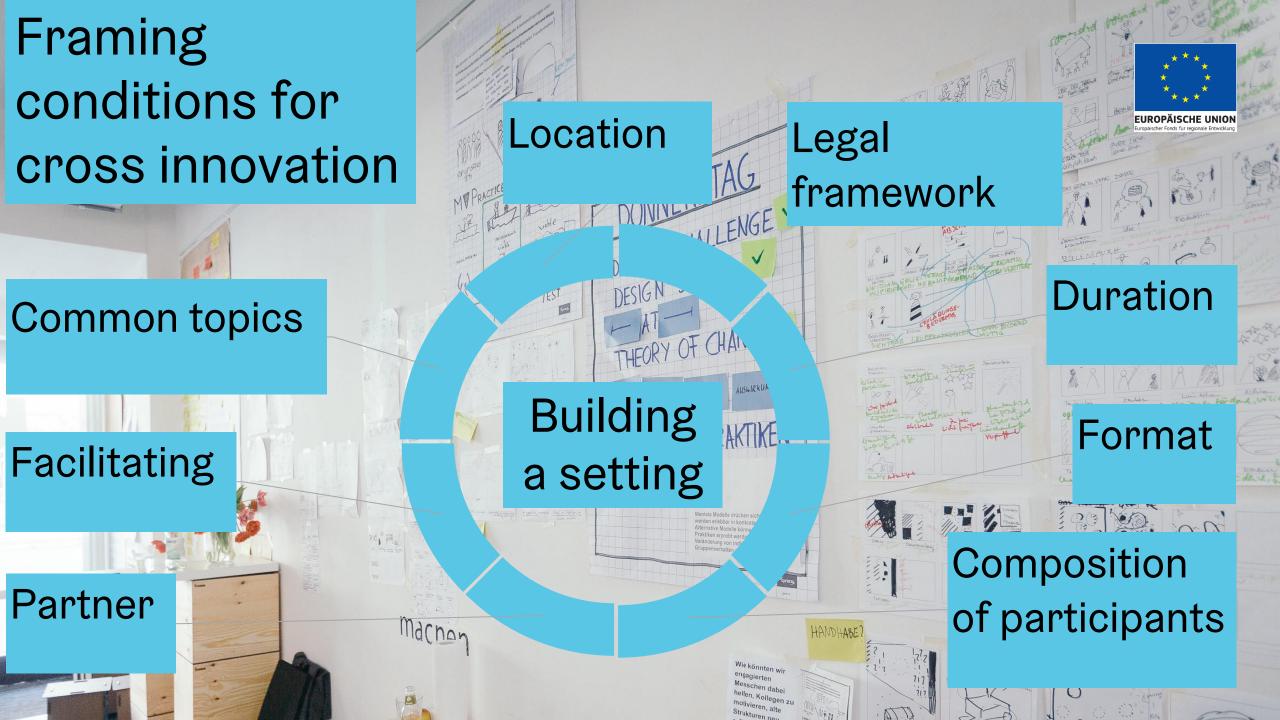
Planning a setting for the

cooperation of industries

Building trust between different participants

Stimulating and accompanying ideation

Stimulating and accompanying idea realisation





Pop-up Office

PROCESS Methodically founded interdisciplinary teams develop prototypical

solutions for cross-sector challenges in the field of 'New Work'

Fostering process innovation

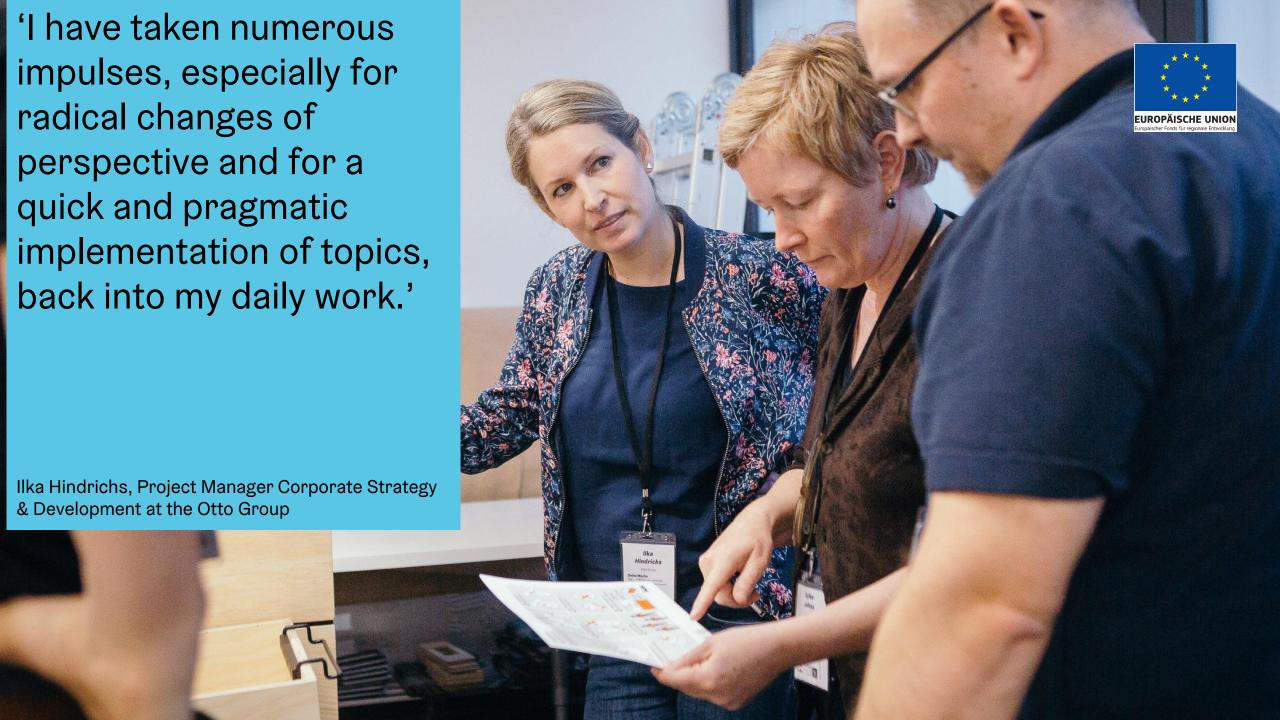
3 – 4 working days

15 - 20 persons

AMBITION

DURATION

TEAM SIZE





Cross Innovation Lab

PROCESS On a workshop, prototyping and exhibition area, creative professionals and

industry partners are working at eye level to develop new solutions for the industry

AMBITION Fostering product innovation

DURATION 3 months

TEAM SIZE appr. 20 creative professionals, 6-8 industry partners

'Creative professionals are often rebels who have built up a broad knowledge base in very different professional positions. We need personalities who can think in a networked way, bring together different experiences and weave them into new solutions.'



Mirko Bass, Business Developer at Cisco Systems

Accelerating Innovation

Within four workshops plastics manufacturer Rehau developed a resource-saving transport box for temperature-critical medicines.





Cross Innovation Class

PROCESS Students from different universities and study fields (e.g. design, smart

technology, audio) jointly develop new solutions for the practical challenges of the

companies.

AMBITION Fostering product innovation

DURATION 1 semester (appr. 4 months)

TEAM SIZE students from 3-6 universities (different disciplines), 3-4 companies

A student team developed an intelligent drinking cup, which documents the drinking behavior of senior citizens. With the help of a weight sensor it is supposed to remind of sufficient and regular drinking via LED light.

Cross Innovation Class, Team 'Tito'





Thank you

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