



# Cross Innovation Hub



# Hamburg



City of innovation and creative industries



# Hamburg Kreativ Gesellschaft



- 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



# Innovation



New  
processes

New products  
& services

New business  
models

New content



# Creative Industries



New methods  
and forms of  
work

User  
centricity

Openness to  
new ideas

Different  
perspectives

Extends the  
concept of  
innovation



# Cross Innovation







# 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 accom-  
panying  
ideation

Stimulating  
and accom-  
panying idea  
realisation



# Framing conditions for cross innovation



Location

Legal  
framework

Duration

Format

Composition  
of participants

Building  
a setting

Common topics

Facilitating

Partner





# Pop-up Office

## PROCESS

Methodically founded interdisciplinary teams develop prototypical solutions for cross-sector challenges in the field of 'New Work'

## AMBITION

Fostering process innovation

## DURATION

3 – 4 working days

## TEAM SIZE

15 – 20 persons



‘I have taken numerous impulses, especially for radical changes of perspective and for a quick and pragmatic implementation of topics, back into my daily work.’

Ilka Hindrichs, Project Manager Corporate Strategy & Development at the Otto Group







# 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

[www.kreativgesellschaft.org](http://www.kreativgesellschaft.org)