

CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

How to support crafts sector by access to finance

CreAction, Hub for Creative Industries

Jari Ratilainen | Tanja Oraviita

Vaasa University of Applied Sciences

jari.Ratilainen@vamk.fi | Tanja.oraviita@vamk.fi

12.-13. February 2020 □ Interregional Training Seminar 1 at Zoom



Euroopan unioni
Euroopan sosiaalirahasto

Vipuvoimaa
EU:lta
2014–2020

Cre

ACTION

MUOVA

taito ÖSTERBOTTEN
ÖSTERBOTTENS HANTVERK RF

creve2.0

CreAction in a Nutshell

In CreAction Hub actors from the **creative sector** find collaboration opportunities and productions which are based on real needs and look things from a different angle.

- Developed in Vaasa in 2019-2020 as part of Creve 2.0
- Creve 2.0 is a national service for creative companies at their early stage (networking, creating and increasing business, and for international activity).



Euroopan unioni
Euroopan sosiaalirahasto

Vipuvoimaa
EU:lta
2014–2020



Elinkeino-, liikenne- ja
ympäristökeskus



HUMANISTINEN
AMMATTIKORKEAKOULU



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND

taito ÖSTERBOTTEN
ÖSTERBOTTENS HANTVERK RF

A?
Aalto-yliopisto
taiteen ja suunnittelun
korkeakoulu

Centre of Excellence
in Laser Scanning Research

MUOVA

TURKU AMK
TURKU UNIVERSITY OF
APPLIED SCIENCES

HAMK
HÄMEEN AMMATTIKORKEAKOULU

The Main Challenge

- The companies on the creative sector work in clusters
- Their approach tends to be traditional and focus on obvious solutions which limits creating new opportunities, business, business models, innovation and income.
- The challenge of creating and innovating new business through clusters and looking beyond the traditional.

The Approach and Novelty Value of CreAction Hub

To bring 4 existing approaches together

- 1) Bringing different actors together
- 2) Facilitating the process – the facilitators apply design approach and innovation
- 3) Providing high quality cases and examples to help the companies look outside the box
- 4) Goal-orientation and working on real cases which have impact and value to end users

The process also aims to create transfer of value of the creative sector to the use of other sectors through recognising the value of the creative sector on other sectors, e.g. industry.

The Approach – 4 Areas

(1) Bringing different actors together

- A platform for finding synergies and opportunities for collaboration and meeting new people
- The companies present themselves at hub events
 - potential to improve the operational conditions of companies and increase the standard of the work
 - potential to introduce and create new business opportunities and innovation, and opportunities of collaboration.

(2) Facilitating the process –design approach and innovation (cocreation)

- Often hub and networking activity outcomes are not concrete
- The facilitators are professional design, business, development and other experts.
- The facilitators spar and guide companies towards a concrete goal, prepare and document the work, and open and activate discussions.

The Approach – 4 Areas

(3) Providing good quality cases and examples to help the companies looking outside the box

- Inspirational speakers are invited to speak at hub events, e.g. Moomins and commercialisation, or the design manager of Kone
- Examples aim to expand the minds of the participants for new opportunities beyond the traditional: e.g. how Nasa + origami artists = solutions for solar panels.

(4) Goal-orientation and working on real cases

- The participants are provided real cases, e.g. shopping in Vaasa
- Value to end-users
- Starting with open groups, progressing towards smaller groups working on concrete solutions to problems.
- Design approach and blurry/wicked problems.

Stakeholders - Beneficiaries

- Companies from the creative sector
- Other sectors, industries and organisations offer real cases to work on
 - e.g. Vasa Line, and Vaasa shopping
- Speakers
- End users: aiming to influence on their experience and creating value for them
- Creve project partners and stakeholders
- Financers, educational institutions, project organisations
- Producers on the cultural sector

Resources Needed

- A space for the hub
- People: participants, facilitators and others
- Fees for speakers
- Cases – offered by the externals, but also born in Hubs.
 - These need to be user-oriented which is a more novel approach on the sector

Evidence of Success (so far)

1. Companies willingly join Hub activity
2. Companies are active
3. Concrete user-oriented results as outcomes on which these companies normally would not have time to work on
4. Eye and mind opening examples
5. Solutions for the organisations' problems (who offered cases) which can create new business and process innovation

Challenges

1. Obtaining cases to work on
2. Prejudice of the other sectors towards the creative sector and its value promise, the value of the creative sector.
3. Opening the minds beyond the obvious and going beyond the 'easy' solutions

To Take Into Account

- The potential and value of the creative sector may not be clear and obvious
- Does a cluster of the creative sector exist?
- Need to open minds and bring thinking onto a new level
- This practise has the potential to influence at a concrete level on the offer provided to the end-users
- Ownership in cocreation outcomes
- Design approach and facilitation play an important role
 - design as a tool, practicality, concrete practical and useful end solutions, problem solving
- Increasing the level of innovation through mutual learning and innovation



CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

Thank you!

Website
<https://www.creve.fi>

Questions welcome

www.interregeurope.eu/craftscode