

## The Cross Innovation Memorandum of Understanding

The Project „Promoting Cross-Innovation in European Cities and Regions“ ([www.cross-innovation.eu](http://www.cross-innovation.eu)) is a European Interreg IVC project exploring collaborative and user-driven industrial partnerships that occur across industrial sectors, organisational, technological and geographic boundaries. The focus of the project is on the creative and cultural industries in particular and concerns the kind of policies, practices and support measures that enable cross innovation and creative spill overs between this sector in relationship with other industries. As a result of this exploration, the project seeks to collate insights and to build resources that will aid in the further promotion of cross innovation as a means of aiding the economies and cultural circumstances of project partners. The project partners comprise eleven European cities where ideas and realities of cross innovation can be explored: Birmingham, Amsterdam, Rome, Berlin, Tallinn, Warsaw, Vilnius, Stockholm, Linz, Lisbon, and Pilsen. The objectives of the project in informing practice aim to break down compartmental or ‘silo-thinking’ that sometimes characterises relations (or their absence thereof) between departmental, sectoral and technological borders - both in industry and in policy making. Working towards the achievement of this goal, the project promotes greater collaboration between policy makers as well as the development of flexible and demand-focused support instruments.

Furthermore we aim to establish connections with other networks, initiatives and projects in order to promote the principles of Cross Innovation and come to a common Understanding of Cross Innovation and its needs. We understand Cross Innovation as the impact or creative spill over between the creative sectors or protagonists in relationship with other industries that generate innovative ideas and solutions.

### **There are four themes along which cross-innovation is being realised:**

*Smart Incentives.* This theme refers to innovative modes of finance that by design, or as a consequence, trigger cross-collaboration. For instance, these incentives might take the form of vouchers, crowd funding, and research grants or ‘in-kind’ contributions of resources.

*Culture-based Innovation.* This phenomenon refers to ways in which practices, methods and thinking characteristic of the creative and cultural industries are introduced to other industries. This might include concepts as the design thinking method being used in several surroundings nowadays to explore new ways of conceptualising.

*Brokerage.* This theme refers to services offered by agencies or event formats that facilitate connections between sectors and individual firms where none previously existed. These people or meeting forms have developed opportunities that bring together protagonists from different fields of expertise.

*Spatial Cross-Collaboration.* This theme refers to methods for supporting cross innovation in spatial terms. This might take the form of co-working spaces, incubators, Fab-Labs, science parks or formal/informal local clusters of businesses.

**We consider**

- Creativity as a driving force for structural change, economic growth and employment and a key strategic asset for improving competitiveness in the knowledge based economy
- Creative methods and practices as a relevant source for spill overs into other sectors, especially innovative and research intense industries
- Innovation often coming from combining knowledge and solutions in a new way. To innovate is to put together different points of view to reach an interdisciplinary and intercultural co-operation.
- Joined innovation processes benefiting from the output of contributors from different backgrounds.
- Innovation finds its application in new products, new services, and new systems. Therefore, an innovation process can only be successful if the involved actors learn already at the very beginning of this innovation process to understand each others languages.
- The development towards collaborative open and interdisciplinary culture and structure of work as one of the main trends in the future.

**We recognise the necessity to**

- Initiate and support stronger collaboration between Creative Industries and other industrial sectors,
- provide opportunities and spaces that bring these experts from different fields of work together
- Offer supportive funding instruments that foster cross sectoral collaboration, mainly financial support as vouchers or credits
- Open perspectives within industries and push the willingness to work together with experts from different fields of work.
- Support protagonists from the different sectors to find a common understanding and language for the innovation process.
- Support cross cluster collaboration via common events, joint competitions and further opportunities to connect.

We want to promote these needs and principles of Cross Innovation in a Europe-wide network. We hereby declare to share insights, experiences and results of our research amongst all partners. We invite further networks and initiatives to connect with the “Cross Innovation” project.

We hereby declare our interest to connect with the project “Cross Innovation”. We are interested in receiving information, insights and research results that were produced in the frame of the project as well as further information on the processes and needs of Cross Innovation. The participants of the “Cross Innovation” project declare their interest in sending speakers and/ or experts to relevant events.\*<sup>1</sup>

For .....

Cross Innovation/ Projekt Zukunft

(organisation)

Nadine Barthel

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(Name and position of the representative)

EU Project Manager

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<sup>1</sup> Signing this Memorandum of Understanding does not come along with any legal bindings.