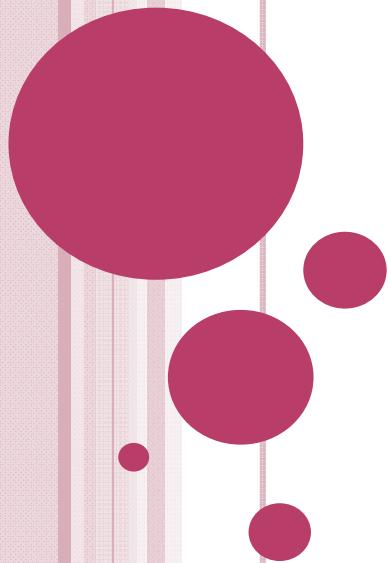




EUROPEAN INTEREST GROUP ON CREATIVITY AND INNOVATION E.V.



Workshop on Creative Clusters
Creative CH

Valentina Grillea

why EICI?



Lost

Lack





EU & Regional Policies Agenda

Why EICI is different?

Clusters need “Communities”



„CLUSTERS“

Agglomeration & Competitiveness



Cluster Mapping



Business Networks

Figures, Macroeconomics and
Statistics

„COMMUNITIES“

Trust, Learning, Change



Cluster Matching

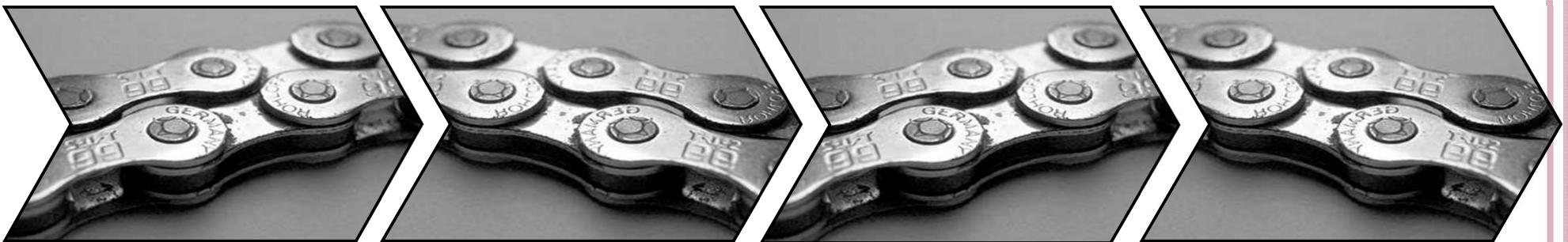


Social Networks



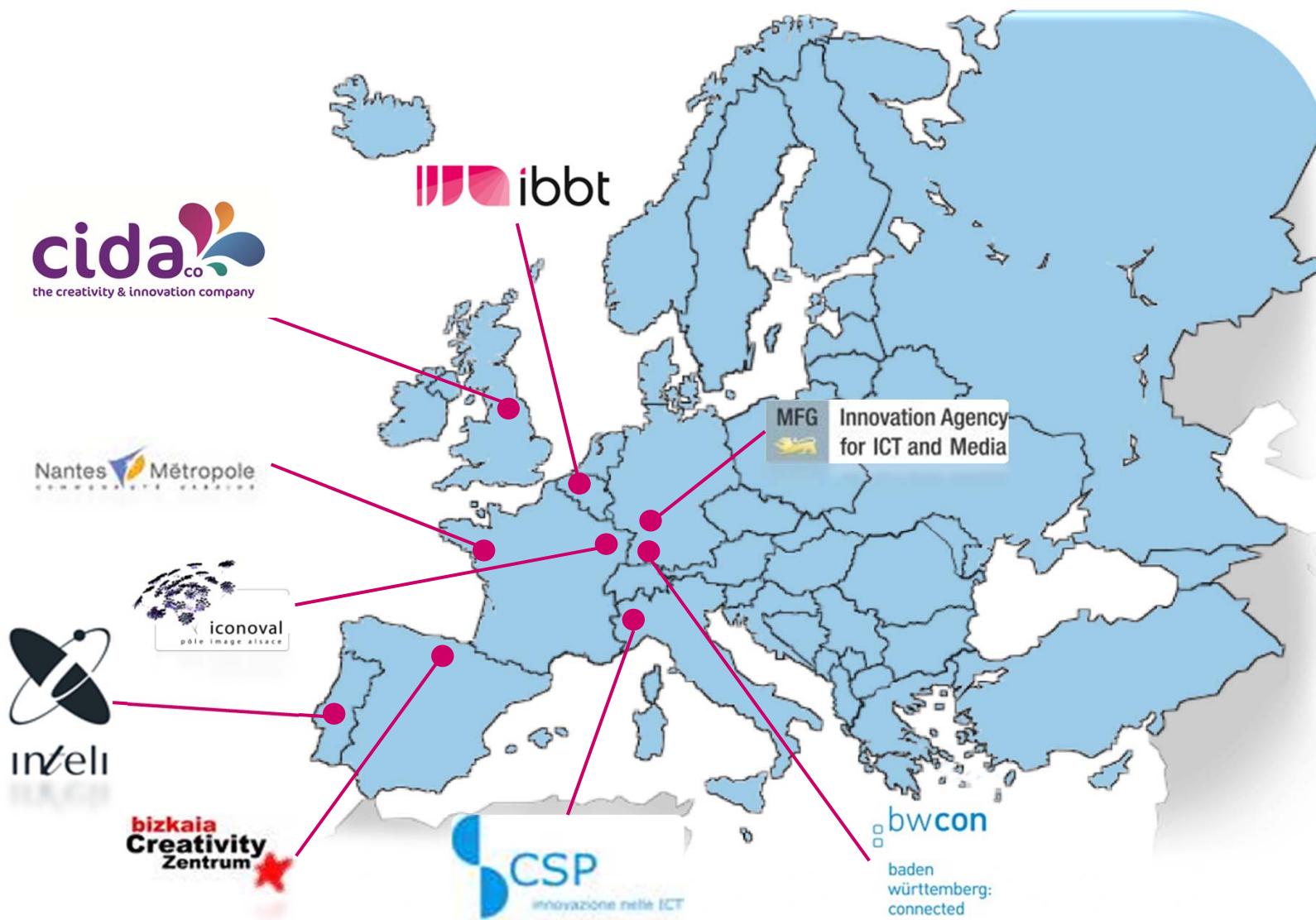
Relationships, Trust
and Collaboration

RELATIONSHIPS KNOWLEDGE COLLABORATION BOTTOM-UP



- meet
- know
- trust
- exchange
- learn
- facilitate
- cooperate
- match
- share
- stimulate
- promote
- improve

who are EICI's members ?



What does EICI do?



Innovation pitches

- Entrepreneurship
- Commercialization
- Internationalization

Project development

- Implementation of new projects and innovative idea
- Joint Knowledge on local best practices

Dissemination

- Projects results
- International relationship
- Events promotion



...



the creativity & innovation company



baden
württemberg:
connected



EICI AS NETWORK MODEL

- **SUPPORT**=> internationalization of local actors (e.g regional agencies or clusters)
- **CONNECT**=> people and SMEs in Europe
- **ACCESS**=> to high quality contacts and experts
- **DISSEMINATE**=> members activites in other markets/countries
- **PARTICIPATE**=> in jointly projects
- **CREATE** => strong relationship
- **FACILITATE** => European and extra European players





HEIDELBERG INNOVATION FORUM





thank you!!

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