

# EUROPEAN INTEREST GROUP ON CREATIVITY AND INNOVATION E.V.

Workshop on Creative Clusters  
Creative CH

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# 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



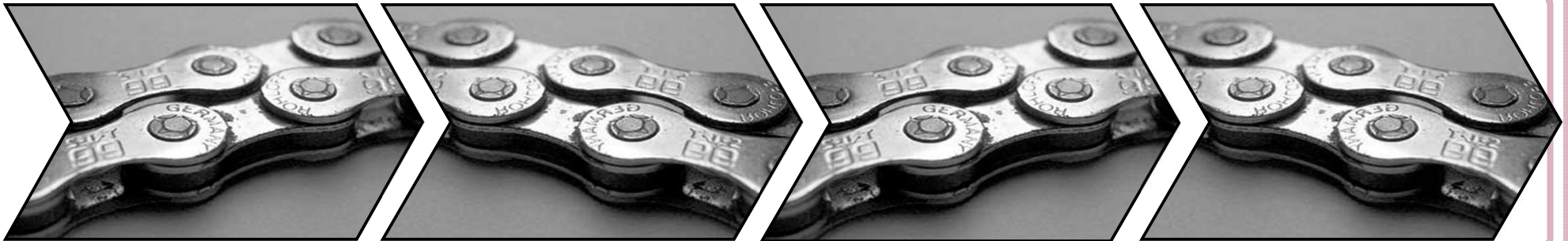
**Relationships, Trust and Collaboration**

## RELATIONSHIPS

## KNOWLEDGE

## COLLABORATION

## BOTTOM-UP



- meet
- know
- trust

- exchange
- learn
- facilitate

- cooperate
- match
- share

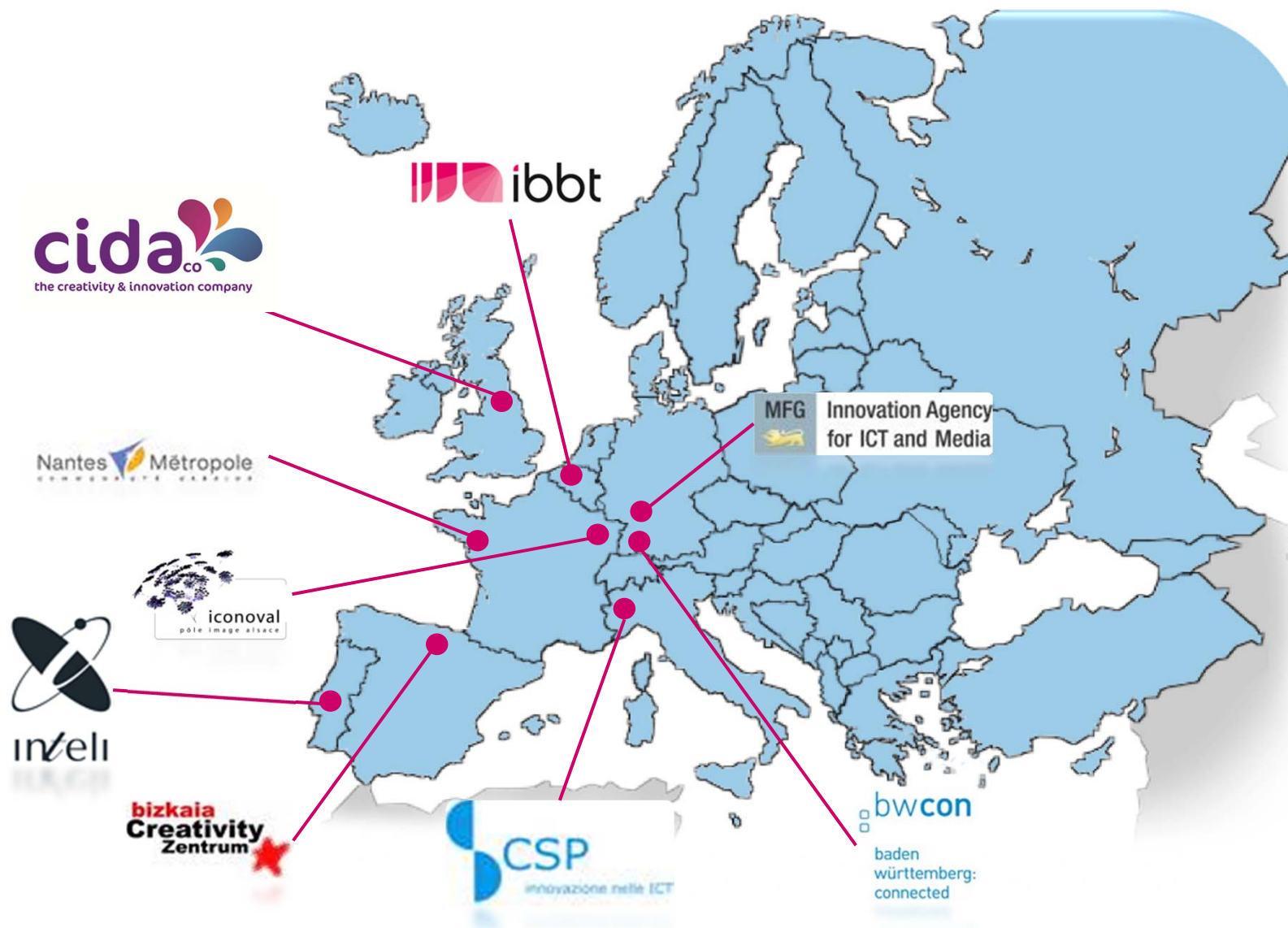
- stimulate
- promote
- improve



# Who are EICI's members ?



**eici** european interest group  
on creativity and innovation



# What does EICI do?



## Innovation pitches

- Entrepreneurship
- Commercialization
- Internationalization

## Project development

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

## Dissemination

- Projects results
- International relationship
- Events promotion



# 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 activities in other markets/countries
- **PARTICIPATE**=> in jointly projects
- **CREATE** => strong relationship
- **FACILITATE** => European and extra European players







HEIDELBERG  
innovation FORUM



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