

N.I.C.E.

Network for Innovations in Culture and Creativity in Europe



1.

N.I.C.E. INTRODUCTION

N.I.C.E. spells out as “Network for Innovations in Culture and Creativity in Europe”. This nascent network invites stakeholders from all over Europe to join forces and systematically promote the impact of culture on innovation, urban development and economic growth as set out in the EU Agenda 2014 – 2020. To this end, N.I.C.E. will develop new tools and services for Europe-wide cooperation in the field of culture and creative industries – and make these services available to its members. In doing so, special attention will be paid to how to initiate and use spillover effects from arts, culture, and creative industries.

With its integrative smart action approach, N.I.C.E. will offer a membership open to all interested parties: stakeholders from cultural and creative sectors (e.g. organisers of festivals, incubators, co-working spaces, etc.), from national agencies, from platforms representing the interests of creative industries, from cities’ administrations, from chambers of commerce, and from universities or cultural institutions such as theatres and museums. They all are invited to learn from each other and form alliances within and beyond N.I.C.E.

A decisive thrust should result from the cross-sectoral diversity of the various members. Their interaction will create those unexpected positive spillover effects which Prof. Pier Luigi Sacco has labelled “Culture 3.0” during the European Culture Forum in Brussels in 2011. Over the past few years, such diverse and complex smart strategies in cultural and creative sectors have been successfully implemented at local and regional levels. Now clearly an equivalent is required at the European level: a European network of stakeholders who interact in a sustainable way and cooperate in an interdisciplinary partnership that goes beyond individual projects and pre-defined project durations. Thus, local needs may be combined with European potentials to achieve sustainable results. And that’s N.I.C.E.

The initiators of N.I.C.E. have already discussed several ideas and smart strategies to be developed, as for instance:

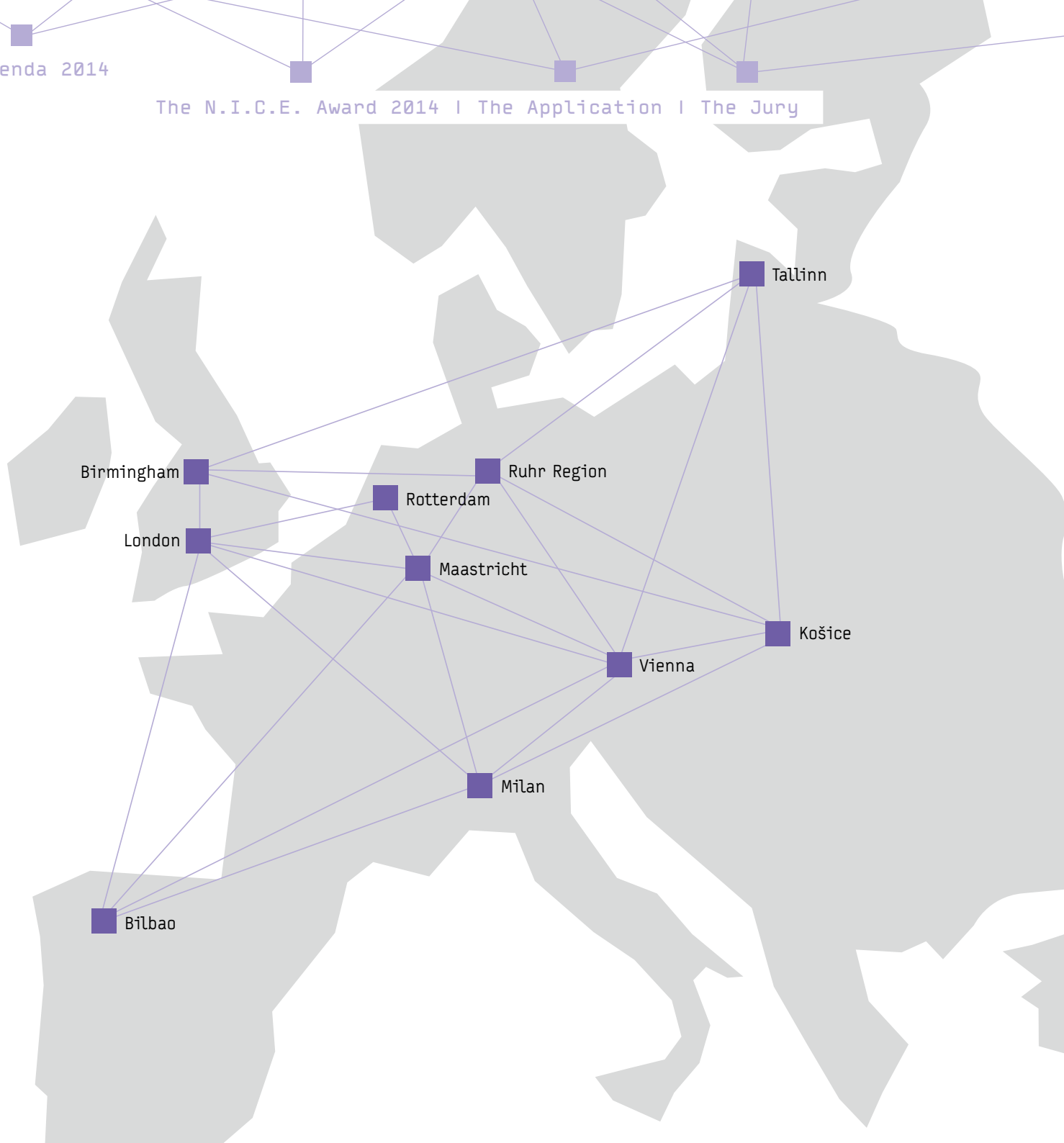
- A creative industries city index for Europe
- A marketplace of projects where members can speed-date to arrange collaboration
- European support for innovative approaches at spillover effects
- A European forum to exchange experiences and know-how between cities
(including former and future European Capitals of Culture)

Last not least: in 2013, at the **Forum d’Avignon Ruhr** pioneers of the future network did not enter the stage empty-handed, but presented their initiative along with the N.I.C.E. Award. Artists, researchers, politicians, entrepreneurs, and combined teams are invited to submit cultural projects including innovative spillover effects to diffuse creative ideas into politics and business. The award serves as an incentive during the formative months of N.I.C.E. and is destined to be a continuous and integral part of the future network. For more information about the N.I.C.E. Award and how to apply for 2014 see page 6.



From bottom to top: Nicole Maurer (Dutch Design Desk Europe), Steve Harding (Birmingham City University), Alfons Wafner (City of Essen), Kristiina Kütt (Foundation Tallinn 2011), Marian Matusak (Kosice 2013), Susanne Becker (City of Gelsenkirchen), Bernd Fescl (ecce), Charles Landry (Comedia London), Dr. Getraud Leimüller (creativ wirtschaft austria)

N.I.C.E. PARTNER



2. THE N.I.C.E. GENESIS

Culture and creativity may well be the key to mastering the economic crisis in Europe: this idea had been lingering on for a few years and finally took shape in 2012, when an EU Communication asked to “promote cultural and creative sectors for growth and jobs in the EU”. The text went on to state that the economic potential of “cultural and creative sectors in the European Union is still not fully recognised” and indeed can be regarded as “largely untapped resources”. The message was not to be misunderstood: go ahead and cooperate to open up those resources, on all levels from local to European. And that is what N.I.C.E., initiated in 2013, is all about.

In the years before, the economic and social potential of culture and creativity had already been explored on regional and national levels. When the city of Essen and Germany’s old industrial area of the Ruhr region became European Capital of Culture in 2010, theirs was the first such event to make creative industries an integral part of the programme. In the wake of that event, successive institutions were set up to carry on continuously, in the same spirit that had guided activities in the Ruhr region in 2010: “Change through Culture – Culture through Change”. One of those institutions is the European centre for creative economy, **ecce**, formed in 2011 and located in the impressive building of a former brewery in Dortmund. ecce played a decisive role in planning the N.I.C.E. network.

Before that could happen, ecce got involved with the French think tank Forum d’Avignon, which regularly gathers international key players from culture, economy and the media to discuss aspects of “cultural strategies for a new world”. The involvement of ecce and Avignon ended up in collaborating: the Forum d’Avignon Ruhr blended the European discourse on cultural strategies with activities that had taken shape in the Ruhr region.

In 2013, the Forum d’Avignon Ruhr had its second meeting at Essen’s World Heritage Zollverein coal mine. During the preparations, a group of stakeholders, from the region and from abroad, decided it was about time to take the regionally well-established idea of intense networking between various initiatives and players to a European level. Thus N.I.C.E. was born. The 15 initiators of N.I.C.E. presented their project at the meeting in Essen, and they added a flourish by piloting the N.I.C.E. Award at the same time. “Time is ripe for new ideas”, said Garrelt Duin, Minister for Economic Affairs of the German federal state of North Rhine-Westphalia, and he also presented the winners of the N.I.C.E. Award 2013. Such approval and support by a minister of economics, not culture, was duly appreciated.

For the time being, ecce will remain the driving force behind N.I.C.E. as lead partner and administrator, and the Forum d’Avignon Ruhr will continue to be the place where winners of the N.I.C.E. Award present their projects. In the long run, though, responsibilities may shift, and new forms of N.I.C.E. annual meetings are being looked into. New ideas are as welcome as new members for the network.



3.

THE N.I.C.E. AGENDA 2014

The basic concept of N.I.C.E., the Network for Innovations in Culture and Creativity in Europe, was presented in June 2013, at the second Forum d'Avignon Ruhr in Essen, Germany. At its next edition in June 2014, N.I.C.E. will be further established along the lines prepared by N.I.C.E.'s members. Such a framework will enable N.I.C.E. to work as a transparent and democratic network.

Meanwhile, N.I.C.E.'s members, with ecce as a lead partner and administrator, keep working to develop and refine the original N.I.C.E. concept. In November 2013, the initiators met in Dortmund, Germany, to review and discuss N.I.C.E. perspectives of the near future. The intention to act soon and make N.I.C.E. a part of Europe's cultural policy emerged as a leitmotif.

Participants agreed that they want N.I.C.E. to develop a well-defined profile and become a renowned brand name in European cultural and creative industries policy making, strongly attracting stakeholders from cultural and artistic backgrounds as well as creative entrepreneurs and decision makers in politics. Innovation is to be a key feature of N.I.C.E.'s, in the multiple sense of innovation as a product, as an attitude, a way of thinking and of working. N.I.C.E., so initiators said at the workshop, wants to generate and exchange know-how and thus become a reference point when it comes to tapping the resources of culture and creativity. In that field, N.I.C.E. will ceaselessly promote innovations everywhere, and it ought to do so applying innovative strategies itself. The overall aim: spread ways of cultural thinking into all spheres of European society.

Communication, gathering and exchange of information will be key elements of N.I.C.E. Finding innovative and efficient ways to do so was a major issue at the workshop. Everybody agreed when Charles Landry said "it is still a good idea to meet face to face occasionally, but that it is a bad idea to just have a traditional conference". Exploring new formats for conferences was defined as an important item on N.I.C.E.'s to-do list.

Additionally, a database will have to gather and make available information about existing cultural and creative projects, initiatives, strategies an all levels throughout Europe: make people give evidence and collect evidence of success as ammunition in the process of spreading N.I.C.E.'s message "Change through Culture". The first step is an overview on spillover projects in Europe.



4.

THE N.I.C.E. AWARD 2014

INFORMATION

The Call 2014: INNOVATIONS IN SPILLOVER

Innovations in Spillover is the overall topic of 2014's N.I.C.E. Award. The winners will receive prizes worth a total of 5.000 Euro, a presentation in the N.I.C.E. exhibition and a participation and presentation at the **Forum d'Ruhr 2014** in Essen.

Artists and cultural creative entrepreneurs, scientists and universities and towns, regions or politicians as well as interdisciplinary teams can submit their application until April 15th 2014.

The N.I.C.E. Award 2014 is funded by the Ministry of Family, Children, Youth, Culture and Sports of the State North Rhine-Westphalia

Download application form

More information: nice@e-c-c-e.com

BEST-PRACTICE

TRANSITION-TOWN
MOVEMENT

Day of good life
Festival

Velo city
Münster

Constellations
→ intake. Stadtentw.

Strepital
&
Wachhaus

Heiden Park
and
and
and

no judgement
but coexistence
of different ideas

WE ARE
NEW YORK

Umgestaltung
• Nordpark
• Ehrenfelder

Quartierskammer
Leipziger Kaputte Wäpfe, die
Ablöse von alten und Aufgaben
der Kooperation überbrücken
(Wandmalereien etc.)

Präsenz in der
ALTENESSEN-
KONFERENZ

KATERNBERG-
KONFERENZ

COMMUNITY BUDGET
IN NORTH OF ENGLAND

THEY WORK FOR YOU

Charter in Münster
d. Schule
Werte pädagog. pädagog. für
als alternative

ERLOCAL
MEDIA W
BRUXTON, LONDON

ACCOUNTABILITY

Accountability

Accountability

Accountability

Accountability

Accountability

STADTBAU
RHEINISCH

LONDON - OLYMPIA

STREETART

THE TOPIC: INNOVATIONS IN SPILLOVER

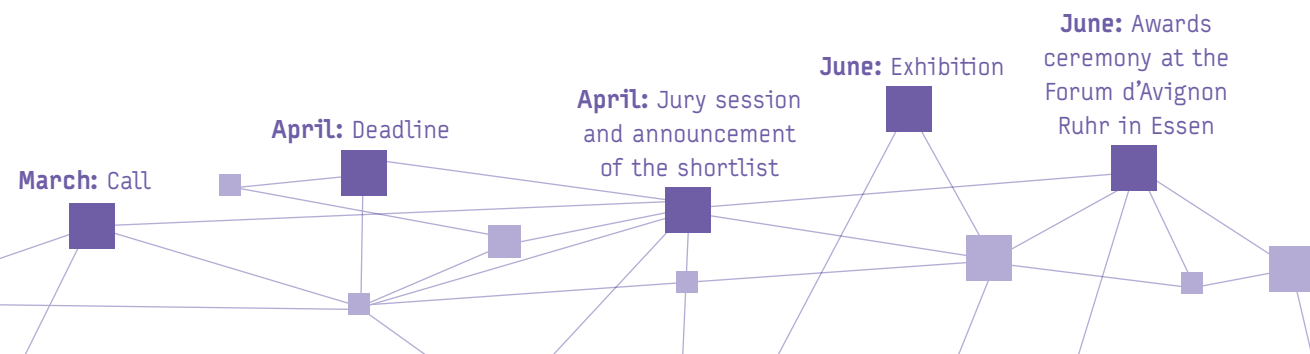
The N.I.C.E. Award is an integral part of N.I.C.E., and it is the first of several tools and services with which N.I.C.E. wants to stimulate cooperation in the Europe-wide effort to use culture and creativity as resources for economic growth and political development. The award's 2014 topic is INNOVATIONS IN SPILLOVER. The call looks with a wide scope for cultural and creative projects generating spillover effects. N.I.C.E. Award is presented to the most innovative spillover effect driven by a cultural and creative project.

Hereby we focus on an open definition of innovation according to the National Innovation Strategy of the Ministry of Enterprise from Sweden:

“ Innovation is about creating new or better value for society, companies or individuals. Innovations are new solutions that resolve from needs or demands in everyday life or the surrounding society. The value arises from making use of or adapt an idea. Value can be created in many forms: economic, social or environmental values. Innovation can happen in small steps (incremental innovation) or in big leaps (radical innovation.) OECD divides innovation in level of newness: it can be new for the organisation, new for the market (or used in another area) or new for the entire world. Values for society are created when new ideas are adopted and spread. The word innovation covers both the process to develop new solutions as well as the results of the process; the solutions itself. ”

Artists and cultural creative entrepreneurs, scientists and universities and towns, regions or politicians as well as interdisciplinary teams are invited to apply now and submit their projects by April 15th 2014. All projects will be assessed by a jury of five experts. This jury will establish a “best of” short list of 10 projects, and the applicants will be invited to present those projects in an exhibition starting on the evening before the Forum d'Avignon Ruhr in June. The N.I.C.E. Award will finally go to the most innovative project. Garrelt Duin, Minister of Economics of North-Rhine-Westphalia, will announce the winners of the award on June 12th at the Forum d'Avignon Ruhr 2014.

TIMELINE



FINALE: PILOT PRIZE AWARD FOR
"CULTURAL CREATIVE INNOVATION"

Garrelt Duin

Minister of Economics, Energy, Ind
Medium-Sized and Craft Trades, of
Land North-Rhine Westphalia

REVIEW: N.I.C.E. AWARD 2013

The first N.I.C.E. Award served as a kick-off for N.I.C.E. during the June 2013 meeting of the Forum d'Avignon Ruhr in Essen, Germany. In the obvious absence of a run-up time before the presentation of N.I.C.E., this first competition for the N.I.C.E. Award had to be organised in a somewhat upside-down fashion: it was held among participants of the conference, and it was the audience's task to determine a winner. Four teams of ten were formed, throwing together people from different projects, backgrounds, age groups, and countries. They did not know each other, but they all had experiences in spillover projects. The teams were given different topics to consider – and five hours to roughly set up a spillover project related to Urban Development, Economy/New Work, Energy/Climate, or Intercultural Relations. In the end, each group had to present their project in a little performance. The audience gave the N.I.C.E. Award to a project called "Shaking Hans", in the field of Urban Development. The project was about how to win over sceptical people and reluctant decision-makers to creative processes. That sceptical target group was impersonated by Hans. "Shaking Hans" meant waking him up and teach him to appreciate innovative initiatives – and even get involved. The title "Shaking Hans" was brilliantly made up on the spot by a member of the team – its resemblance to "shaking hands" was, of course, quite intentional. Later on in 2013, members of the "Shaking Hans" team attended a workshop where their original idea underwent a first refinement, with the intention to eventually create a general spillover tool to deal with sceptical Hans, John, Johanna, Juan, Ivan, Gianna and Jean all over Europe.



5.

THE N.I.C.E. AWARD 2014: THE APPLICATION

Innovations in Spillover is the overall topic of 2014's N.I.C.E. Award. Applications are possible in three different fields of action to do justice to different types of stakeholders and their projects or merits in the field of tapping the resources of culture and creativity to help Europe's economy to develop and thrive. Fully completed **application forms** can be submitted via **mail** until April 15th 2014.

PROJECTS, REALISED

This category is open to all artists, entrepreneurs, members of the creative industry or interdisciplinary teams with cultural and creative projects that include an element of spillover – i.e. innovative ideas, attitudes, concepts that actually make or made a positive impact on society or economy, beyond the usual reach of artistic or cultural activities. To qualify for the N.I.C.E. Award, projects must have left behind the phase of mere schemes, plans, and ideas and been put to practice successfully. Such projects may be terminated or ongoing. Typically projects should not date back more than two years, in order to maintain the award's innovative character. Yet even considerably older projects may qualify if the concept was innovative at the time and has been successfully working in practice to this day.



RESEARCH, ONGOING

Scientists/scholars currently researching aspects of spillover are invited to apply in this category. Their research should target aspects of spillover that had not been thoroughly looked into before – or else apply an innovative academic approach. The research project should be well enough under way to prove its initial concept to be sound and promising, but it need not be completed, published or put into practice.



POLITICAL AND ADMINISTRATIVE MEASURES

Politicians and urban/regional administrators can play a decisive role in opening up ways for spillover effects from culture and creative spheres into business and society. Therefore, politicians and administrators are invited to apply for an N.I.C.E. Award in their own category. Any innovative projects or strategies may qualify, whether ongoing or successfully terminated. Projects need not be state-run or government-funded; privately-run projects or initiatives may qualify if following a political or administrative strategy is a distinctive feature.

6.

THE JURY

CHARLES LANDRY, UK
Founder of Comedia



PROF. KURT MEHNERT, GERMANY
President of the Folkwang
University of the Arts



PIA AREBLAD, SWEDEN
Founder and Director
Strategic Alliances, TILLT



PROF. OLIVER LANGBEIN, GERMANY
FH Dortmund – University of Applied
Sciences and Arts – Design Faculty



JANJAAP RUIJSSENAARS, THE NETHERLANDS
Architect and Founder of
Universe Architecture

N.I.C.E.

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