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URBAN CREATIVE POLES WORKPACKAGE 5 CLUSTER AND LOCATION MARKETING CAMPAIGNS

UCP Road Show

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1. Summary of events

In WP5 “Transnational Marketing of Creative Industries”, Activity 5.2 “Cluster and Location marketing Campaigns” a UCP Road Show took place. The UCP Road Show included trips to different fairs and events with transnational relevance for the CCI of the 5 UCP cities to promote them as locations for creative enterprises. In several discussions the project partners came up with the idea that the Road Show should not only be used to promote the cities themselves but it would be better if it would be used to help CCI entrepreneurs to show their products to a wider national and international audience. This contributes to the overall goal of UCP to increase the visibility of CCI and henceforth their market potentials.

The idea was therefore that entrepreneurs from different cities from five selected CCI branches (which are the basis for establishing CCI transnational clusters between the cities) come together and present their products on international fairs and events. At the same time they also represent their cities and the whole UCP project by displaying e.g. leaflets from the cities and posters.

In long discussions at several partner meetings the partners came up with five branches which most of the cities have in common.

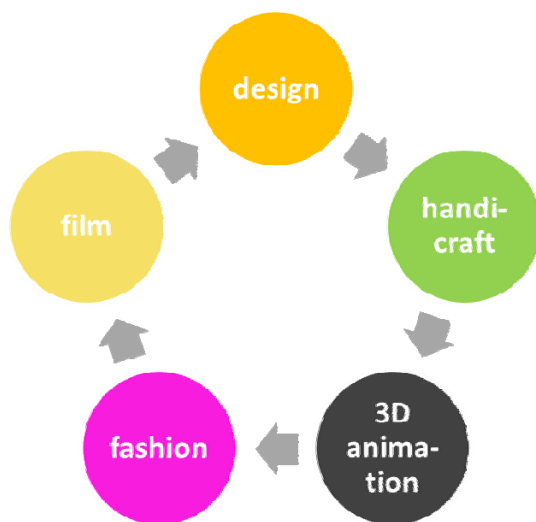


Figure 1 UCP clusters (own illustration)

After the decision was made on the five UCP clusters the partners searched for different fairs and conferences which they found suitable for those branches. Additionally two partners planned to hold own events (Linköping and Klaipeda) to which they also invited CCI entrepreneurs from all other partner cities to present their products and services.

The UCP Road Show took place from March till June 2013 and included five events in Sweden, Germany, Poland and Lithuania.

In total 47 entrepreneurs from all five UCP cities took part in the events. Calls for participation for the different fairs were published on the UCP web page and on Facebook. Entrepreneurs could then apply to take part.

Table 1: Summary of UCP Road Show events

Event	Venue	Branch/Cluster	Participants
DesignExpo (08.+09.03. 2013)	Linköping (Sweden)	- Design - Fashion - handicraft	- Linköping: 20 - Cottbus: 2 - Tartu: 3 ➔ Total: 25 participants
Pictoplasma (09.-14.04. 2013)	Berlin (Germany)	- IT - 3D Animation	- Tartu: 3 - Klaipeda: 2 - Cottbus: 2 - Zielona Gora: 1 ➔ Total: 8 participants
ABOUT Design (10.-12.05 2013)	Gdansk (Poland)	- Design	- Cottbus: 1 - Zielona Gora: 2 ➔ Total: 3 participants
IKRA MADA Baltic Fashion Show (18.05. 2013)	Klaipeda (Lithuania)	- Fashion	- Linköping: 2 ➔ Total: 2 participants
Textile Art Berlin (7.-9. 06. 2013)	Berlin (Germany)	- Fashion - handicraft	- Linköping: 3 - Zielona Gora: 2 - Cottbus: 2 ➔ Total: 7 participants
Total no. of participants (all events)			45 participants

The UCP Road Show helped the participating entrepreneurs and companies to present their work outside of their hometown to a larger audience and helped to establish networks for further cooperation to the other partner cities.

During the fairs and conferences there was usually an additional networking event for the entrepreneurs to get in closer contact with the other participants.

Some examples:

1. E.g. during the DesingExpo in Linköping the entrepreneurs from Tartu and Cottbus visited a local boutique and CCI center run by local designers. This event helped to intensify contacts between two glass designers from Linköping and Cottbus who had met before in Cottbus during the UCP summer school and now could talk about joint projects.
2. Also before the Pictoplasma conference on 3D animation and character design took place the participants from all cities met at the 3D Innovation Center in Berlin were they

got familiar with the latest trends in 3D technology and were they found the time to get to know the other participants. This get-together also helped the project partner Tartu Center for Creative Industries to establish valuable contacts to the 3D Center which were already used successfully: representatives from the 3D center will be speakers at a conference held in Tartu in August 2013 on 3D animation and character design.



Figure 2: UCP Road Show – Joint visit of the 3D Innovation Center in Berlin (own pictures)

3. The IKRA Mada Baltic Fashion show in Klaipeda was organized by IKRA, the local CCI organization in Klaipeda which was co-founded by CCI entrepreneurs and artists from Klaipeda who participated in the UCP summer school in Cottbus in 2011. The fashion show was their own project to which they also invited two designers from Linköping (Twenty Eight Days into September) to show their collection who they had met during the UCP conference in Linköping in September 2012. In this case, IKRA financed the travel and accommodation costs for those two designers.

UCP supported the CCI entrepreneurs with travel costs as well as with the costs for the booth for the fairs. Most entrepreneurs who participated in the UCP Road Show would not have been able to finance those costs on their own which limits their ability to enter wider markets. So the UCP Road Show gave a valuable impulse for their further business development.

2. Summary of evaluation of UCP Road Show

After each event a questionnaire was distributed via email to the participants of the fairs and conferences to evaluate the usefulness of the participation and to get ideas for further events. About 16 entrepreneurs used the chance to evaluate the events.

When asked about the motivation to take part in the events most participants expected to improve their local and international networks, to meet entrepreneurs from other countries and to expand their own businesses.

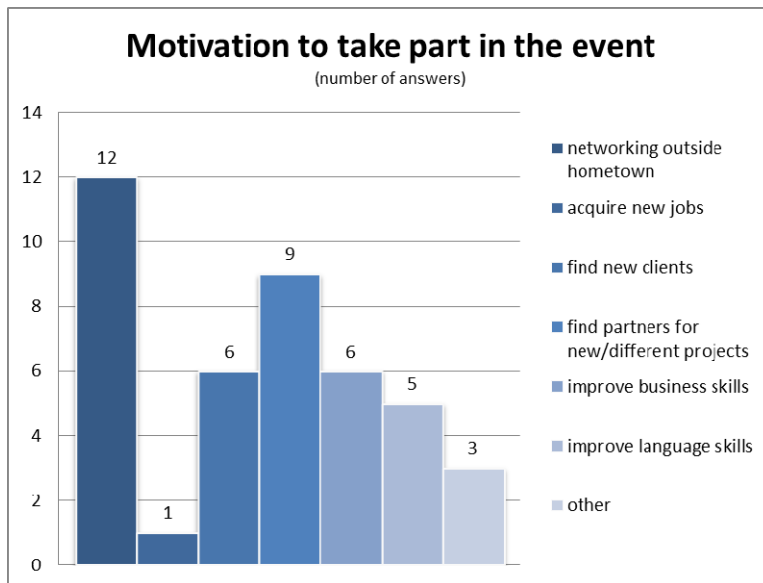


Figure 3: Motivation to take part in the event (source: own research)

When asked about the things they liked in the fairs different answers arose:

- “The contact with international entrepreneurs within CCI and some of the lectures.”
- “Interesting topics and exchange of information within the CCI field, and important international networking platform taking form.”
- “Ability to share ideas, thought and expertise with other similar motivated people.”
- “We were pleased to achieve our main goal - to find new clients in Linköping and acquire local business contacts.”
- “The event was lively during Saturday, giving us many networking and sales opportunities.”
- “opportunities for contact with other designers from abroad”
- “It gave a lot of new and useful knowledge and possibilities to grow more competence within CCI. It offered interesting international networks and a forum for dialogue between entrepreneurs linking together different cultural perspectives and expertise.”

Also some criticism was expressed which was taken into account to organize the other events and fairs:

- “More practical exercises using cases or creating a showroom would develop topics into market actions for the participants. Visiting small shops and studios and other CCI entrepreneurial working environments could also help building partnerships and new opportunities.”
- “More workshops and sales activities would be helpful to create sustainable collaborations and long term shared goals combining cultural content with economic growth. The participants have now started to discover the potential of each other and using this international network so I hope it will continue and not be a temporary possibility. Detecting new customer groups and market openings would be a great next step to take within this network.”

Some of those issues were already taken into account, e.g. for the organization of the UCP conference in Klaipeda in May 2013 as well as for the final conference in Cottbus in November 2013.

Overall the satisfaction with the events was quite high and it helped to improve local, regional and international networks among the entrepreneurs. The UCP Road Show showed once more that personal contacts are necessary to establish cooperation between the different UCP cities. Being at a conference or a fair for several days gives the opportunity to get to know the work of the other and also in an (informal) surrounding to talk about other joint activities.

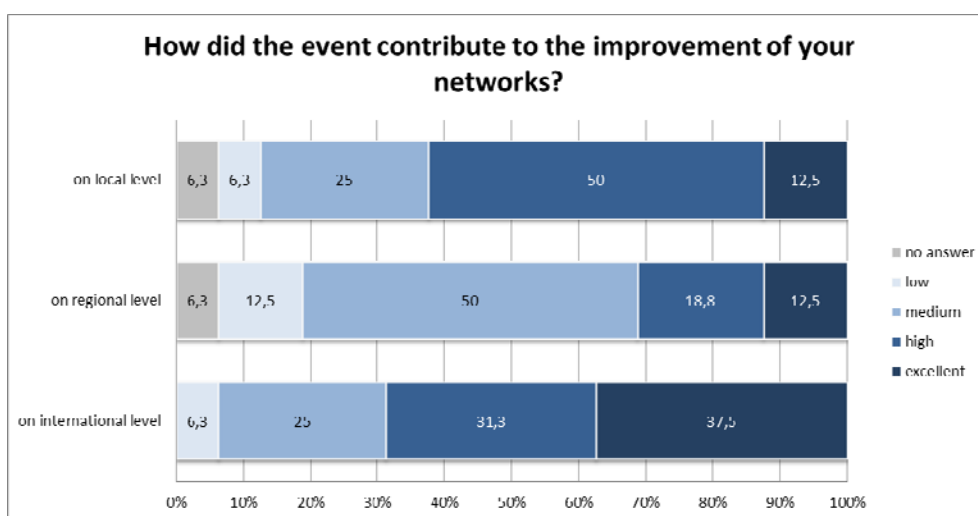


Figure 4: Contribution of events to networks (source: own research)

3. Continuation of UCP Road Show

In the working group meeting in Klaipeda in May 2013 the project partners already discussed options and possibilities how to continue the UCP Road Show activities.

Partners agree to inform each other about further events they plan to participate.

One joint application will be launched for the Designers' Open fair in Leipzig (Germany) in October 2013.