

## WG Design & Creativity

### ANNUAL PLAN 2019

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#### Short summary of your Working Group's aims and objectives

The Design & Creativity WG aims at raising the awareness of design and creativity as tools and drivers for innovation in different sectors and across Europe. Our objectives are following:

- Present design and creativity as relevant and interesting approaches to different (societal) challenges; especially in relation to sectors which do not yet work with design (thinking) and creativity
- Showcase the importance of design & creativity through good examples and concrete cases
- Create a strong and vital community among our stakeholders across Europe through a bottom-up approach
- Connect designers, thinkers, business, policy and society interested in finding common solutions for different challenges
- Create opportunities for the WG members to develop project proposals.

#### Planning for 2019

The working group's main objective is to create ownership among the group and bring those topics, who are very relevant for the members, on the agenda. Thus, a planning for the entire year will also depend on spontaneous activities members propose, and that our working group decides to become part of. So far, the following ideas have been raised:

- Meet the responsible people in the relevant DG to have an open and active discussion about how to best create synergies.
- Fostering the collaboration between universities and CCIs in order to develop creative skills in companies.
- Join the mid-term conference of the EU project 'Designscapes'.
- Collaboration with the Lille World Capital of Design 2020.
- Organise another Design Days.
- Collaboration with the INNOVATE Festival in the city of Arnhem.
- Organise study trips in and outside Brussels to better connect with the designers and people active in this field.



- **Design & Creativity WG meeting: The importance of creativity in business – how can universities help?**

7 March

The meeting is organised by the Design & Creativity WG in cooperation with the Opening Science WG. The aim of the meeting is to explore the collaboration between locally-embedded universities and Culture and Creative Industries (CCIs), to provide inspiring examples to the network members how to enhance the innovation capacity and creativity of the industries – in the light of the upcoming EIT-cultural and creative industries call in 2020. Speakers from the European Commission DG RTD and GROW and a representative from the university sector are invited to the meeting.

- **Design & Creativity WG Meeting**

7 May

The Design and Creativity WG organises their third working group meeting of the year, which will take place in May. The meeting will host speakers from the European Commission (DG REGIO.) The focus of the meeting will be on creativity and territorial development and will also include an internal discussion on future activities (INNOVATE Festival and EU Design Days.)

- **Study trip to Brussels or Flanders**

September

- **INNOVATE Festival**

3-4 October

The Design & Creativity WG is organising a side event in collaboration with the INNOVATE Festival in the city of Arnhem, the Netherlands. The session will take place on Friday, 4 October. There will be a bigger session/one day event focusing on Urban Mobility with different experts from Arnhem, the Netherlands, Germany and some international speakers. The ERRIN session will be embedded in this bigger programme, and ERRIN will organise one of the parallel sessions focusing on Urban Mobility and how creativity/creative solutions help tackling current challenges in this field.

Networking is one of the most important aspects of the ERRIN regions: creating synergies, meeting new people, learning from other countries and getting inspired. To allow better networking opportunities between the participants and experts active in the field of Urban Mobility, a special “networking corner” will be organised during the “Grand Opening” on 3 October of the INNOVATE festival and/or a breakfast session in the morning of the 4 October.

- **Design Days**

November

- **Lille World Capital of Design 2020**

The Design & Creativity WG aims to join forces with the Lille World Capital of Design 2020 organisers in order to arrange a study-trip to Lille, to escape the ‘Brussels-bubble’, widen the horizons and better connect with designers and people active in this field.