

European Creative Business Network

Creative Trade Mission & Conference
2 - 4 March 2011 in Bristol, UK



ECBN Creative Trade Mission & Conference Report



COMUNE DI VICENZA



FOREWORD

The second meeting of the European Creative Business Network Kickoff took place in Bristol on 2,3 and 4 March 2011. Over 60 Creative Businesses and Support organisations from 14 European countries came together to be part of facilitated workshops to provide an innovation forum for both EU Creative Businesses and EU Support Organisations.

The main goal of the conference is to discuss and agree the ECBN Mission and its pilot activities. The results of the conference were beyond expectations. The commitment to the European Creative Business Network was clearly expressed by a majority of the participants. The yearly plan and activities of the ECBN were discussed and agreed by all participating agencies. The Founding Partners then agreed on the concrete yearly plan and budget. This was all agreed unanimously, which reflects the positive atmosphere in which the plans were developed and the strong way in which the goals are shared.

SW Screen hosted this event at @Bristol in Bristol, United Kingdom. We want to thank all participants for their enthusiasm, ideas and hard work to set the first stepping stones of the ECBN. The pilot in 2011 will show the strength of the ECBN and the great possibilities that are created to exchange and create business in Europe. Stated below are the mission and main goals of the ECBN.

The ECBN wants to thank SW Screen again for hosting a magnificent event in Bristol, United Kingdom. We want to thank all participants, agencies and companies, for their enthusiasm, ideas and hard work to set the first stepping stones of the ECBN. The pilot in 2011 will demonstrate the great opportunities ECBN will create for all creative and cultural entrepreneurs to exchange and do business all around Europe.

Best wishes to everybody,

ECBN Founding Partners



The **main purpose** of the **European Creative Business Network** is to contribute to establishing the EU as an accessible, effective and rewarding single market for entrepreneurs within the Creative and Cultural Industries (CCIs).

Main goals of the European Creative Business Network

- Increase access for CCIs to do business and collaborate across Europe
- Strengthen spillover effects between CCIs and other sectors
- Overcome key weaknesses of CCIs, such as access to cross-border finance and lack of relevant or sector-specific local market information
- Stimulate research on the needs and development of CCIs
- Promote value of CCIs to EU-member states and EU institutions

The **ECBN's core goals** translate into **four main activities for 2011**:

- **Touchdown**
Local contact points provide up-to-date local market information and network for CCIs.
- **Exchange**
Creative quarters, residencies and incubators offer work and/or living space to each other's companies and organizations
- **Online community**
To boost international connections, exchange & international business and to inform the community way in advance of events, awards and pitches
- **Creative Trade Missions**
The ECBN version of a successful method. Companies and organizations join forces to visit a new market or invite companies to their market

The **ECBN** has **members** around the European Union, which are of three origins:

- Incubators, residencies or other creative or cultural multifunctional locations
- Creative or cultural development agencies
- Cities, regions or national bodies

HOT NEWS!

The **next** European wide **Creative Trade Mission** organized by ECB Network **will take place in Amsterdam, Holland in September 2011 around PICNIC.**

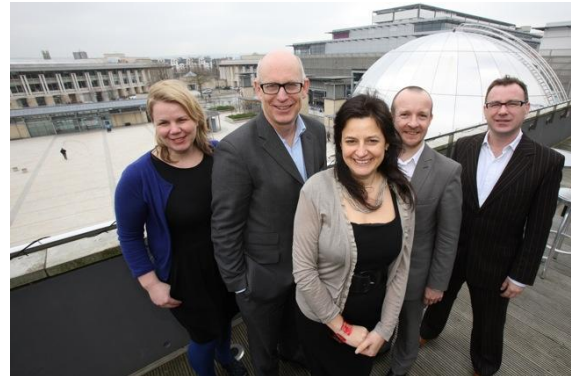
Two new Founding Partners have joined the ECB Network since our Bristol conference:

- > **Amsterdam Innovation Motor & Creative Cities Amsterdam Area**
- > **CIDA & Leeds College of Arts**

PLENARY OPENING BY CAROLINE NORBURY, CHIEF EXECUTIVE OF SOUTH WEST SCREEN

Caroline Norbury, Chief Executive of South West Screen opened the conference at the launch event in Goldbrick House on 2nd March. Ms. Jan Ormondroyd, Chief Executive of the Bristol City Council highlighted the commitment towards the creative industry sector development in Bristol and the city region and Mr. Bernd Fesel talked about ECBN and thanked the (City of Bristol/SW Screen) for hosting this event. Mr. Paul Appleby did a presentation on the diversity of the creative industry sector in Bristol and Mr. Lucio Mesquita, Head of Regional & Local Program for the BBC West of England did a brief overview of the BBC Anchor partnership.

“At the beginning I really didn’t know what to expect in Bristol and I decided to let it be a surprise. I got some interesting contacts and different insights into the scales I think. On the other side I got to know that other entrepreneurs in my sector cope with the similar problems. And therefore I hope that increasing network helps a bit to avoid these problems and find better opportunities on EU scale” *Jürgen Schradt (Fokus Mediaproduction)*



(From left) Vibeke Hansen (SlipStream), Kip Meek (Former Non Exec Chairman of YouView / South West Screen Chairman), Caroline Norbury (South West Screen), Patrick Towell (Golant Media Ventures) and John Denton (BBC Future Media & Technology)

INTRO & GET TO KNOW

Caroline Norbury, Chief Executive of South West Screen, welcomed all attendees on behalf of South West Screen and all of the Founding Partners. First order of business was the Intro & Get to Know facilitated by Thomas Inns of

Theatres of Thinking. All creative businesses and Support Organizations were asked to fill out their respective tree (Business or Agency portraits). They had to describe its roots, activities, products, future activity and what is

needed to sustain their tree. The trees were put up on the wall like an analog facebook so that everyone could look at each others trees and see if there are any common areas of interest. Delegates can show there interest in another business or organization by putting their portrait number on others their portrait.

After the get to know program, the floor was given to five renown experts, who gave briefing Sessions on Innovation: Kip Meek (YouView), John Denton (BBC), Vibeke Hansen (SlipStream), Dan'l Hewitt (DemandMedia) and Patrick Towell (Golant Media Ventures).

In the afternoon the Creative Businesses worked on real-time business propositions, generated ideas and developed them into possible products which they pitched at the end of the afternoon. The winning group came up with the idea of watching feature length movies that had all sorts of extra interactions which would allow the user to experience the movie from different dimensions and angles including interacting with other users to see what they are thinking and experiencing. So for instance if a phone rings in the movie, the user's phone would also ring and they would hear the person in the movie.

The complete list of participants and the organizations they represent can be found in appendix 1 of this report.



Workshop presentation of businesses



Businesses at work in @Bristol

*“Nice networking opportunity providing insights for cooperation between creative businesses and agencies. The mix of people with different backgrounds but a common interest in IPTV created a rich ecosystem and ground for exchanges”
Catherine Delevoye, Tudor (Founding Partner)*

ECBN MEMBER SUPPORT AGENCIES: FORMALISING THE NETWORK

While entrepreneurs were working in groups to develop business ideas, the Support Organisations had a session on Formalizing the ECB Network. Bernd Fesel, Deputy Director ecce, opened the session and welcomed everyone (He also thanked SW Screen for hosting this event).

A short introduction from all Support Organisations followed outlining who they are and what they do.

Bernd Fesel also informed the delegates that ecce is in transformation after the culture capital. He also spoke about bringing the ECBN Network forward and that it would be useful for the Creative Industries to set up an Award for Cultural & Creative cities to stimulate growth. He also informed the delegates that ecce might get a fund of 5 million Euro some of which might be invested in the ECBN Network.

He reflected on the fact that it is challenging time i.e everything is either about cutting edge or budgets cuts. And that there needs to be diversification not only in aims but also in the areas of work. The EU policy frame work will come out in March 2011. But we need to have policy debates on how to draw funds after 2011, and understand the appropriate stands of funding to focus on.

ECBN – MISSION, AIMS AND OBJECTIVES, MEMBERSHIP AND GOVERNANCE STRUCTURE:

The main purpose of the European Creative Business Network is to contribute to establishing the EU as an accessible, effective and rewarding single market for creative and cultural entrepreneurs.

It's all about opening up markets throughout Europe. Because of the mixture of companies and the constant cross-over it was agreed that we will refer to companies and businesses we work with as cultural entrepreneur. It was also suggested that we should include a short definition of what we mean by Creative and Cultural Industries (there is already a definition in the EU green paper).

The main aims for the ECBN Network are:

- Increase access for CCI's to do business and collaborate across Europe
- Strengthening spillover effects between CCI's and other sectors
- Overcoming key weakness of CCI's, such as access to cross-border finance and lack of local market information
- Stimulate research on the needs and development of CCI's
- Promote value of CCI's

It is necessary to step over borders and collaborate. A clear weakness of the Cultural & Creative industries is the lack of capital and access to capital for growth. It's important to make investors aware of the opportunities creative businesses offer. Also most entrepreneurs are great at creativity, but usually less experienced and educated at being an entrepreneur. There is also a big task in this for ECBN. We need to make governments aware in different countries (local, national and per country) of the importance of CCIs. Together we can break down the barriers to growth and access to funding. ECBN Creative Trade Missions and an active online community are great means to achieve these goals.

Creative and Cultural businesses need to be more visible in their region/country to attract more partners and clients. The ECBN Network could give them a powerful voice, European wide but also locally. To do this, concrete facts are necessary, that requires research. If we aggregate information we would have one piece of information instead of several studies through Europe. To finance this we need an EU research program set up in connection with universities and others. For example if North Spain and Portugal would collaborate they would have more mass, attract more attention and have more access to international markets. If we can organize a task force we would have a strong voice.



Business trees

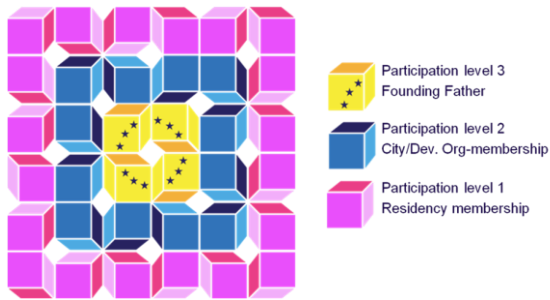
ECBN MEMBERSHIP AND GOVERNANCE STRUCTURE:

Goal of the ECBN is to be an open, bottom-up network, that serves creative and cultural entrepreneurs in the best way to expand internationally.

Therefore companies and their creative quarters/incubators don't pay a membership fee for the pilot. This ensures access for all companies and their buildings.

Support agencies for CCIs will pay a membership fee of € 500 for 2011. If they don't have budget for this, they can become member at participation level 3. Support agencies who want to become Founding Partner pay € 6.500. At this moment 10 organizations from 8 countries form the Founding Partners. The maximum number of Founding Partners is limited to 12 organizations to ensure there is a strong group of organizations that set a realistic and achievable course for the network.

The figure below says this a lot simpler:



Ultimate goal is to have at least one member (level 2 or 1) from every EU nation, so that we can connect all EU countries.

It's important to review the structure and governance again after one year. In September we will set up a large meeting to review the structure and activities and see what went well, what needs to be changed/improved and how to proceed in 2012.

PROPOSED ACTIVITIES:

In the Pilot year of ECBN programme the following activities are proposed:

- Local market info & contact points
- Exchange

- Online community & social media
- Online year agenda of events, awards & pitches

- European Creative Trade Missions
- Local Creative Trade Missions

- Policy Forum
- Communication & promotion

Local market info & contact points:

The ECBN's core function is to open doors for its entrepreneurs to find and visit each other. Therefore the basis is to have an up-to-date description of each city/region according to the local agency and its partners.

Entrepreneurs can use this network to get a reference and get in contact with, for example, customers. We can expect a lot of inquiries, so we might need to limit them (maybe pick and choose).

We need to find members that will take good care of inquiries as that commitment is the key to get the network ahead. This can be business to business but also business to investors (in different countries).

"ECBN will promote new CCI business opportunities in European markets – ECBN members will provide soft landing spots for cultural and creative entrepreneurs."
Mehjabeen Price - SW Screen



4 of the Founding Partners: ecce, Generator Sverige, City of Rotterdam & SW Screen

Exchange:

Exchange is an important step in going international. The next steps after visiting for a temporary period is to open a permanent office. Every successful exchange will be different, depending on the needs of the specific company or artist. In general it is necessary to get to know the local market/environment and to find opportunities or connect to partners.

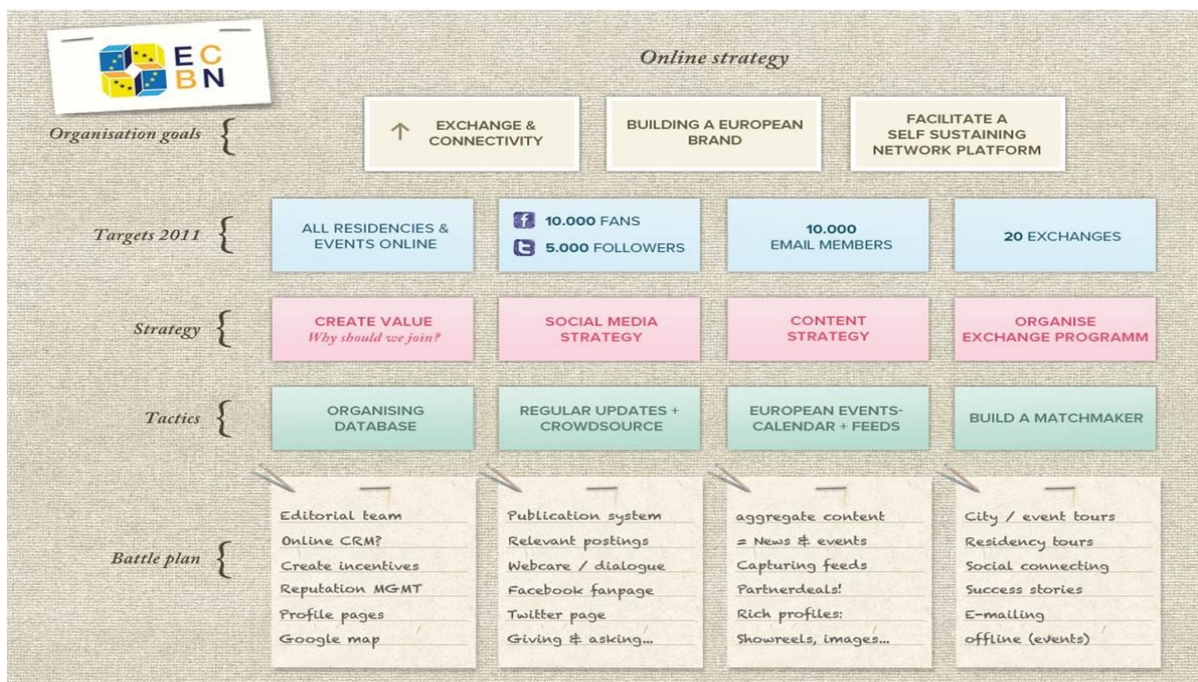
There will be different levels of contact persons: at city/regional level and at residency level. It's not for businesses that are just looking around but that are looking for opportunities to go abroad. The residencies can offer intermediate opportunities, set up meetings, Wi-Fi and workspace.

ECBN will make a list of spaces all over Europe and invite them to the network. We need to design a clear package for all (this is what you can expect when you visit an ECBN residency).

Online community & Social Media:

Main goals of the ECBN community:

1. Boost exchange & international business
2. Promotion of businesses, residencies & agencies among each other
3. Inform the community way in advance of events, awards and pitches



When you go to the ECBN site you don't have to make a new profile. You can login with your LinkedIn, Facebook or Twitter account. You can then add your (other) social media feeds (Flickr, YouTube, e.g.) and website. Your community profile will then remain up-to-date, because it simply tracks the updates you already make.

ECBN will interact mostly via social media and make little use of email newsletters.

There will also be a supply & demand section, where business offers, (unused) invitations and (work)space can be exchanged.

Another important section is about access to finance. It will cover public/private funding streams and opportunities for businesses to find business partners and (informal) investors in their own country and across borders.

European Creative Trade Missions & Local Creative Trade Missions:

Creative Trade Missions are the ECBN version of a method that has been successful for many centuries: **the trade mission.**

Companies and other organizations join forces to visit a new market or to invite companies to their market. Together they attract more attention and can organize events for a larger audience on a more cost effective level.

For the future we would like for ECBN Network to organize Trade Missions

outside the EU to open up the world to creative and cultural entrepreneurs.

For the local trade missions we need to come up with a program on how to manage these. Would ECBN be paying for that part and the local organization for the rest of the event? Would one of the Founding Partners be there as a representative? How would we guide them? We also would need to learn to say no as we could maybe fill up with requests for events with the ECBN mark on it. Would licensing these trade missions (as ex ECBN) be an option? We need to have a look at Ted.com to see if we can learn and use this example to fit to the ECBN network.

Policy forum:

Agreed is to go for European policies rather than lobby at the country/national level.

In Brussels we will cooperate with likeminded networks to strengthen our lobby power.

Linking it with other networks rather than setting up our own lobby? We can get feedback via our own network.

We need to define what policy area's we are in. Define our policy goals and on what area's to focus on. Because we're crossing borders and we need to present topics on crossing borders. It's all about creating the right content. They have the same discussion at UNESCO and EBN.

REVIEW AND FEEDBACK FROM THE TRADE MISSION

The last day of the conference was all about the review/feedback on the trade missions. What do all businesses and agencies think about the conference and what would they like to see ECBN do in the future?

For the businesses the conference was all about the speakers and working on the IPTV business propositions and finally presenting the idea's and the feedback that followed.

Some feedbacks from the businesses on what they thought of the workshop are:

“It pushed us out of our safe zone”

“It was all about fast ideas and different points of view”

“It was challenging to collaborate with people from many different countries”

Feedback businesses on the whole conference:

- Sharing knowledge / business skills
- Think globally and not locally
- Create new leaders as there are lots of creative people but not so much leading skills
- Lack of knowledge to the market and how to access that knowledge the best
- Collaborative instead of competitive

Feedback agencies:

- Skills, knowledge, policy
- Global capitalism, value's (political value)
- There is a gap between University and businesses needs. How big is the gap ? Is it changing?
- Lack of understanding in some countries as they don't see the value of the creative industries
- Environment (green businesses)
- Skills – there are two sides of the coin, private and public. Some industries move very fast and some very slow
- Finance and access to the markets
- Support new business models

After the coffee break Leo van Loon, of PopVox the agency who executes the ECBN pilot activities, did a presentation on the ECBN Network and its plans for 2011. The purpose of this presentation was to get feedback from all participants and collect them. Leo van Loon stated that these were an exciting two days, full of adrenaline, creativity and good ideas.

The main purpose of the European Creative Business Network as to contribute to establishing the EU as an accessible, effective and rewarding single market for creative and cultural entrepreneurs (CCIs).

Further the main aims, proposed activities, local market info & contact points, Exchange contact points, main goals of the online community, online community and the creative trade missions are discussed with all participants to get feedback.

The feedback on these items are:

- Need to think outside of Europe, to get access to international markets
- Access to funding agencies & investors
- Maximum preparation time for trade missions
- Also act as a voice for other sectors outside CCI's
- The quality of the people in the contact points is essential to provide good assistance
- ECBN offers great opportunities for collaboration
- Purpose of a trade mission is to root in the business lead and focus on improvement
- Centralize event information (to make it useful)
- Sharing best practice, what's going on in other countries
- Create quality on a global level
- Roots to business internship at big companies/other countries etc
- Online booking for a B&B) in someone's house (like couch surfing) but then in a business way. Could also work for work space
- Moving talent

- Put pitches of companies online
- For trade missions we need to collaborate more, focus and harvest what the client wants. Start well in advance and put in a system of bartering.
- The contact point could offer couch surfing but also events/ festivals/ showcases to create marketing services.
- To set up an event you could network around an existing event/showcase and build on that

After this fruitful discussion Thomas Inns (facilitator, Theatres of Thinking) asked all participants what if two months go by, what will you still remember of this ECBN event? Participants said they will want to know what other companies/contacts are up to on a general level and link to each other.

Furthermore people thought the mixture of business and agencies was great!

In September there will be another big Creative Trade Mission in Amsterdam, Holland.

In May the ECBN community will go online.

Conclusion: Great results for a second conference and only two days of work together.

YEAR PLAN ECBN ACTIVITIES

| MONTH | NETWORK DEVELOPMENT | CONCRETE ACTIVITIES** |
|------------------|---|---|
| <i>March</i> | <ul style="list-style-type: none"> > Decision and Realization of structure & pilot activities > Setup of online ECBN community with exchange system | <ul style="list-style-type: none"> > EU creative trade mission & ECBN conference @ Bristol, UK |
| <i>April</i> | <ul style="list-style-type: none"> > Online overview of contact points, including local market info | <ul style="list-style-type: none"> > Start of social media-newsletter for exchange of ECBN companies & agencies |
| <i>May</i> | <ul style="list-style-type: none"> > EU agenda of network events at ECBN website, Facebook asf. | <ul style="list-style-type: none"> > Selected Media Launch of the ECBN website & activities |
| <i>June</i> | <ul style="list-style-type: none"> > Completion of EU agenda of network events at ECBN website, Facebook asf. | <ul style="list-style-type: none"> > Preparation & Organization |
| <i>July</i> | | |
| <i>August</i> | <ul style="list-style-type: none"> > Preparation of media launch | <ul style="list-style-type: none"> > Preparation & Organization |
| <i>September</i> | <ul style="list-style-type: none"> > Media Launch of ECBN and its activities to all media > Discussion on results of ECBN pilot and future steps | <ul style="list-style-type: none"> > EU creative trade mission & ECBN conference II @ Amsterdam, Holland > Full Media Launch of ECBN |
| <i>October</i> | <ul style="list-style-type: none"> > New functionality for ECBN community | <ul style="list-style-type: none"> > Promotion of results of ECBN successes for companies |
| <i>November</i> | <ul style="list-style-type: none"> > Decisions on the future of ECBN | <ul style="list-style-type: none"> > ECBN FF Meeting II @ Sweden |
| <i>December</i> | <ul style="list-style-type: none"> > Follow-up activities depending on FF's decisions | <ul style="list-style-type: none"> > Follow-up activities depending on FF's decisions |

** Creative Trade Missions supported by ECBN are not included in the planning.

Three of these events organized by ECBN members will be supported. Planning depends on requests of ECBN members.