

**"LUSATIA HAS BEEN UNDERGOING
A CHANGE OF STRUCTURES FOR A LONG TIME.
NOW THE "DOERS" ARE EMANCIPATING THEMSELVES AND A
NEW SELF- IMAGE IS GROWING WITHIN THEM – GOOD THING!"**

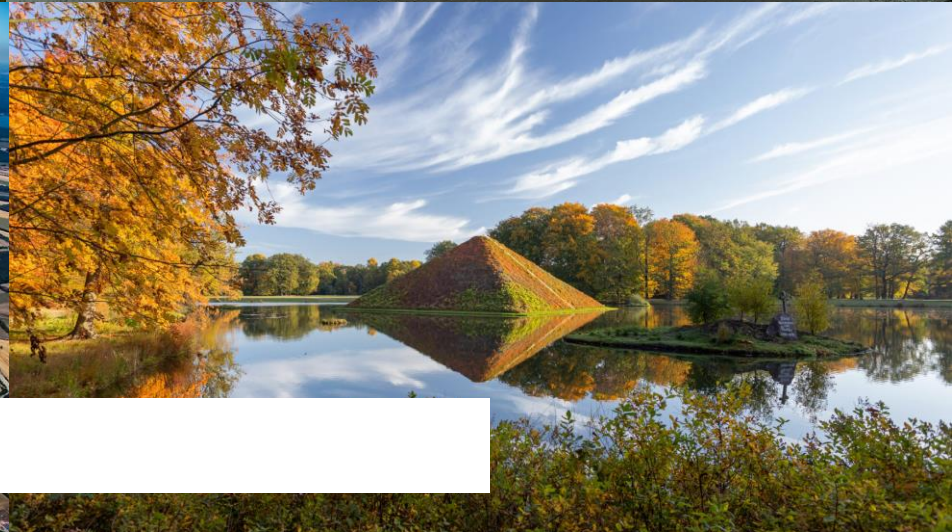
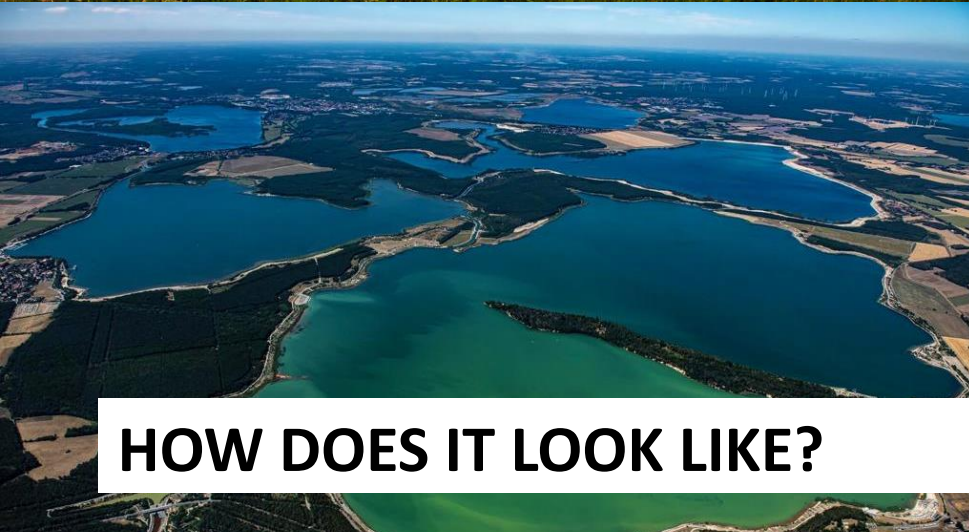
MANUELA KOHLBACHER
(Board Kreative Lausitz e.V.)

INTRO

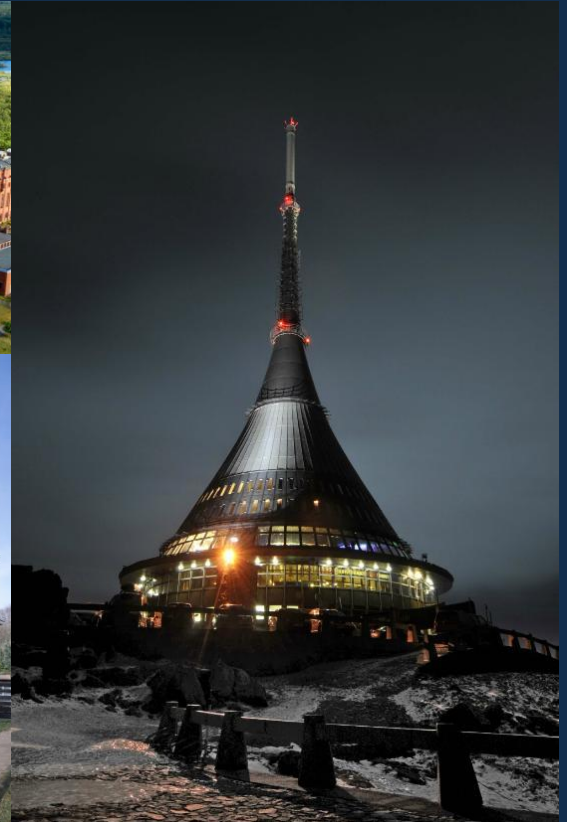
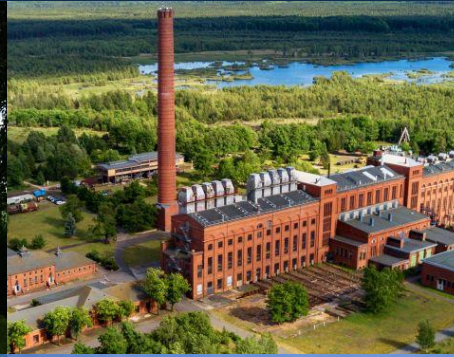




WHERE ARE WE?



HOW DOES IT LOOK LIKE?



A HUGE INDUSTRIAL AND MODERN HERITAGE



WHO WE ARE AND WERE DO WE COME FROM?



STARTING POINT: „KUMMÖCKE!“ Networking Events 2018

WHAT ROLE DO WE PLAY IN STRUCTURAL CHANGE?

The role of cultural and creative industries in addressing climate change may not be obvious, but it is profound!

Cultural and creative practitioners of all kinds have always been intimately intertwined with social change, in large part because they help shape our understanding of the world, formulate ideas, anticipate change and open hearts and minds to new ways of thinking.

There is a great need for actors in the region to interact with the traditional, cultural and economic competences in the changing region.

The resulting high diversification potential enables the region and its key players to develop new core competencies and participate in the global markets of the future.

The necessary **ecosystem for this must be built up** and see itself as a platform for networking, project development and impulse generator for the entire region.

This will create a **hotspot with supra-regional appeal**, which will develop a great attraction through its powerful innovation ecosystem.

Lusatia will be geared to growth in all areas (esp. crossborder with PL and CZ) and will thus also become a "blueprint" for other regions in the world affected by structural change.

A “CREATIVE LUSATIA”- PROJECT

Aim: sustainable networking, visualization and qualification of Lusatian companies in the cultural and creative industries as well as the implication of new value chains in cooperation with companies from other sectors and public structures and institutions

The existing business association "Kreative Lausitz e.V." was founded for the implementation of the mentioned goals and now unites more than 50 companies from the region.

The "Innovation Ecosystem - Lusatia's Cultural and Creative Industries" created in this way thrives on the relevance of the services offered and will continue to be supported and moderated by the Kreative Lausitz e. V. association after the project's duration.

WHAT CAN THE PROJECT ACHIEVE?

"Innovation Ecosystem - Lusatia's Cultural and Creative Industries"

makes the region visible as a potential area and offers a basis for settlements in the field of cultural and creative industries and networks actors beyond industry boundaries.

The innovation ecosystem created in this way is intended as a positive anchor and settlement factor to accompany the structural change towards a knowledge and creative economy.

HOW WE DO IT?

Work packages on the basis of existing actors and resources a living network to promote the business location:

- Visualization of existing actors and resources
- Networking of existing actors
- Initiation of new settlements in the field of the knowledge economy as well as the cultural and creative industries
- Creation of an economic basis for existing companies and companies to be founded
- Creation of jobs in sustainable economic fields
- Revitalization and valorization of traditional trades and skills
- Creation and visualization of a livable environment in Lusatia as a future location

WHO'S INVOLVED?

- Companies in the cultural and creative industries
- Research institutions
- Educational institutions (universities of applied sciences and universities incl. degree programmes)
- R&D institutions of the private sector
- Transfer centres of universities
- Creative centres
- Companies and multipliers from traditional crafts

WHAT IS ALREADY THERE?

- ✓ Spaces, e.g. CoWorking, shared offices / spaces, FabLabs & FABMOBIL
- ✓ Potential spaces, e.g. vacant industrial buildings, stores, commercial properties
- ✓ Technical infrastructure, such as 3D printers, lasers, CNC mills, AR and XR environments, looms, printing presses, etc.
- ✓ Knowledge resources, such as archives, libraries, historical societies, databases
- ✓ Best practice examples, such as creative centers, cross-innovation projects, research transfer

WHAT ARE THE FIRST STEPS?

Actor database

- on a publicly accessible database (integration in web site) companies of the cultural and creative industries, research and educational institutions and other key actors of the ecosystem are presented in a short profile. The respective profiles are perspectivevely maintained by the actors themselves.
- **Fab-Net: an interactive map (integration into website), on which all technical resources available in the region are mapped and can thus be made accessible to cooperation partners**
- Innovation Places: two interactive maps showing existing best-practice examples on the one hand and potential places on the other hand
- **Database with CoWorking Spaces, Shared Offices and FabLabs**
- Database with knowledge resources

RESULTS

- All modules are made available via a website and can be used by the interested public.
- As an interactive supplement, a marketplace is also being created where offers and requests can be shared.
- In order to bring the innovation ecosystem to life beyond the digital offerings, various networking and exchange components are planned in a third work package.
- They will enable the network to develop into a cooperation and learning space in Lusatia.



WHAT DO WE NEED?

- At least one paid networker.
- A financed office would be great.
- Our dream? "THE TEAM CREATIVE LUSATIA" ! 😊





HARA CRASH

360° FESTIVAL

2-3 APRIL

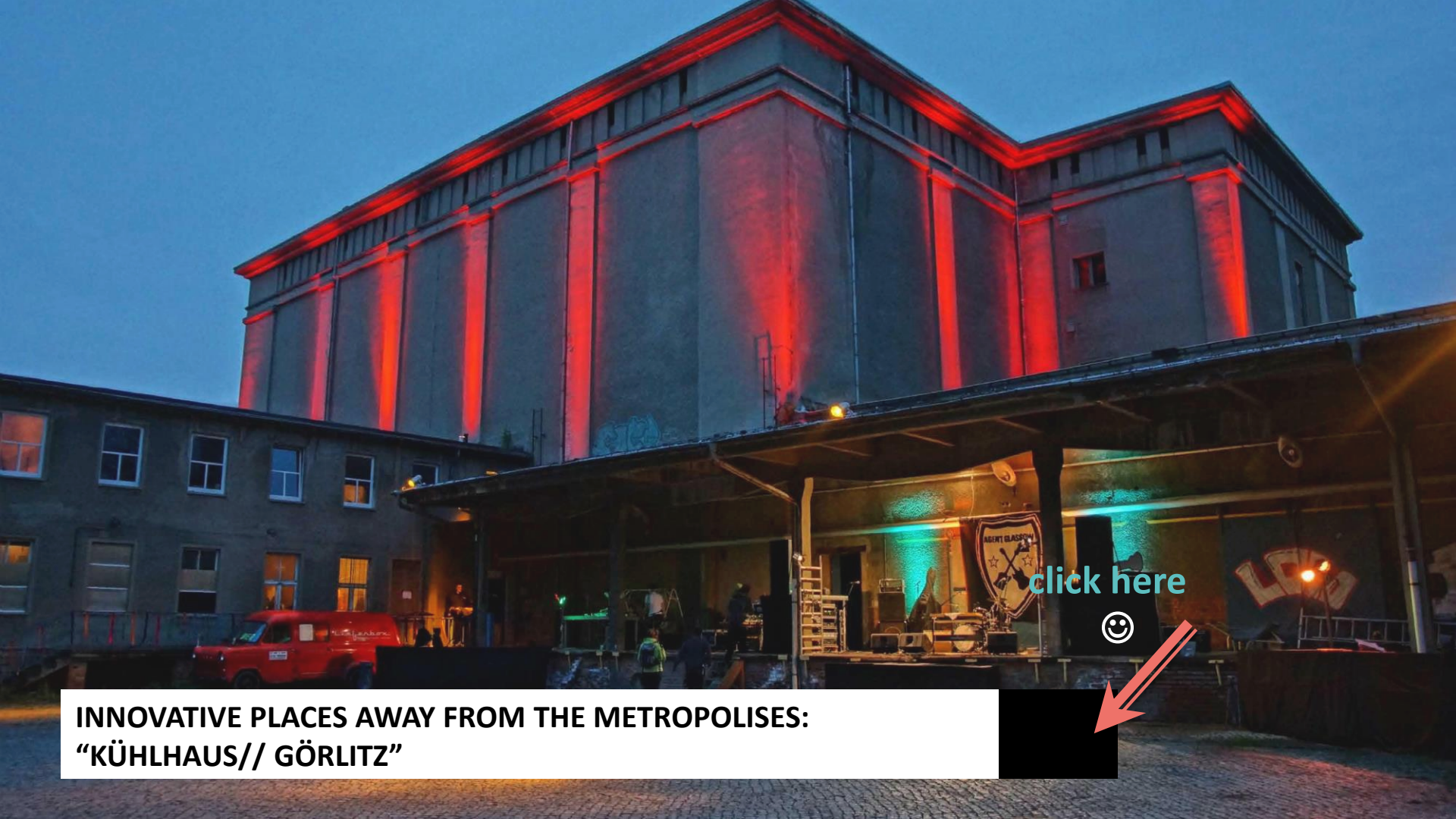
BUNTERBAHNHOF.DE/360GRAD



360° FESTIVAL

A graphic design for the festival. It features two stylized faces with intricate geometric patterns in teal and pink. The text is arranged in a vertical stack: 'HARA CRASH' in white on a red background, '360° FESTIVAL' in white on a red background, '2-3 APRIL' in white on a red background, and 'BUNTERBAHNHOF.DE/360GRAD' in white on a red background. A small red logo with '360° FESTIVAL' and a stylized face is in the bottom right corner.

**INNOVATIVE PLACES AWAY FROM THE METROPOLISES:
"KULTURSIEDLUNG BUNTER BAHNHOF// COTTBUS"**



click here



**INNOVATIVE PLACES AWAY FROM THE METROPOLISES:
"KÜHLHAUS// GÖRLITZ"**