Four scenarios for imagining new public innovation infrastructures

SCENARIO 1: How can geographic peripheries create opportunities, build skills and support innovation capacities of CCIs?

Local context: ● Small regional city in central Europe ● Population - 90k ● No university to carry an innovation agenda forward ● Municipality making significant investments towards environmental sustainability ● Local art schools produce a number of future professionals in design, music & performing arts	**Local ambitions:** ● Retain creative talent ● Become an example of sustainability-driven innovation for other peripheral cities ● Get industrial organisations more invested in local issues ● Local public organisations - library, museums, arts schools, regional broadcaster - are keen to play a bigger role in innovation activities
CCI characteristics: ● Creative and cultural professionals get a strong educational foundation in school, but have little skill-building opportunities after graduation ● After graduating, young creatives & cultural professionals move to bigger cities to seek opportunities ● CCI companies that choose to stay are not actively engaged in innovation activities and rarely collaborate with other sectors	**CCI challenges & needs:** ● Need access to a local audiences open to engage with more experimental products ● Need access to a community of peers and collaborators who share similar values ● Lack of entry points to start engaging in innovation activities

SCENARIO 2: How can a local regeneration strategy create innovation and skill building opportunities for CCIs?

Local context:	Local ambitions:
- A city in Benelux - Historically famous for its mining industry - Regional capital with a population of 120k - Three larger cities in the country have more established and broadly recognised creative industries, each with its own specialisation, namely media, architecture and fashion - The library and concert hall have been reopened recently as a combined venue, following a 30 million Euro investment.	- To market itself as an upcoming hub for creativity, with more room for experimentation compared to the more established ecosystems in the three larger cities. - Highlight its industrial heritage to also position itself as a year-round tourist destination.
CCI characteristics:	**CCI challenges & needs:**
- Artists and other creatives work independently, lacking professional networks or collaborative opportunities - The university of applied sciences has recently transformed its communication studies offering to incorporate more digital design courses, including a motion capture studio. As a result, there is a growing digital arts and media scene, but it lacks visibility and integration with the wider community.	- Creatives struggle to develop innovation projects that would attract funding - Need opportunities to get noticed and showcase their ideas to other sectors and potential funders - Need opportunities for networking, skill-sharing, and mentorship between emerging and established professionals - Lack of examples of CCI support local innovation

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SCENARIO 3: How to co-create innovation infrastructures with diverse communities within cities and regions?

Local context:	Local ambitions:
● Regional capital (200k inhabitants) in a densely populated area. Well connected to other regions by public transport ● Biggest policy topic - integration of a fast growing population of expats and refugees ● The traditionally conservative local government prioritises road infrastructure investments over social programmes ● The big art museum (the main tourist draw) is operating isolated from universities, schools and other public actors in the city	● Invest in the cultural integration and entrepreneurship of refugee and expat community ● Invest in physical public spaces, also to support safety for vulnerable groups ● Building creative networks and connections ● Engage local industry in innovation around local challenges
CCI characteristics:	**CCI challenges & needs:**
● Participatory design approaches and expertise working in bottom-up ways ● Technology-driven creativity ● International influences ● Eagerness to engage in innovation activities that would also contribute to cultural integration	● Language and cultural barriers ● Conservative policy focus ● Lack of preexisting relationships with local organisations ● Relying on project-based, freelance work that does not provide security

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SCENARIO 4: How can different generations of CCIs professionals share and build skills together to foster a culture of life-long skill development and innovation?

Local context:	Local ambitions:
- Small regional city in eastern Europe - Long history of crafts and creative practices - Ageing population. In need of solutions that would ensure cultural participation and wellbeing - Traditional crafts losing relevance among youth	- Municipality looking for a way to rebrand itself and attract new investments - Promoting the unique regional identity through craft and design innovation while exploring opportunities offered by digital technologies - Establishing an intergenerational learning community that contributes to the local economy
CCI characteristics:	**CCI challenges & needs:**
'Traditional' or 'analogue' creative practitioners and craft makers that are starting to retire. With them, knowledge and skills might be lost - Young creative professionals highly competent in digital skills, digital literacy, online communication	- Digital divide and clashing values between different generations of CCI professionals - Lack of entrepreneurial skills among CCI professionals - Male-dominated job market - Lack of flexibility in the job market limits the engagement of those with caregiving responsibilities or disabilities

Template for designing your own

Local context:	Local ambitions:
● *Think about location, population size, educational institutions, and municipal agendas.*	● *Think about the broader policy context and ambitions of your place. What role is envisioned for CCIs and how do they connect to other sectors?*
CCI characteristics:	**CCI challenges & needs:**
● *Think about the general profile of creative and cultural professionals, such as what job opportunities they are looking for; and the level of innovation activities among CCI companies.*	● *Think about what challenges CCIs are facing, such as in skills development and job opportunities, and the opportunities for public infrastructure to play a supportive role.*