

- I offer my expertise to participate as a Partner in a Horizon Europe Project
- I am planning to coordinate a project and I am looking for Project Partners

#### TOPICS OF INTEREST

HORIZON-CL2-2021-HERITAGE-01-03: Cultural and creative industries as a driver of innovation and competitiveness

#### PARTNER INFORMATION

Hamburg Kreativ Gesellschaft mbH is a public agency funded by the Free and Hanseatic City of Hamburg, Germany. It aims to support the creative industries in Hamburg and is committed to providing more knowledge, space, financing and innovation for Hamburg's creative minds. Since 2016, the Cross Innovation Hub, co-funded by EFRD, pioneers in the field of cross-sector collaboration with the CCIs. As a public intermediary between the CCIs and other economic sectors, the project connects companies and CCI agents in order to identify and leverage innovation opportunities. <https://kreativgesellschaft.org/en/>

Cross Innovation Cases: <https://kreativgesellschaft.org/cross-innovation-hub/#Cases>

#### Description of the Legal Entity

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Higher Education | <input type="checkbox"/> Research Institution | <input checked="" type="checkbox"/> Public Administration |
| <input type="checkbox"/> Industry /SME    | <input type="checkbox"/> NGO                  | <input type="checkbox"/> Other: <i>Please specify</i>     |

#### Description of the (Research) Team

The team dedicated to this project has diverse academic backgrounds, ranging from business and cultural management to art history and communications. The team has several years of practical experience with developing frameworks for Cross Innovation and knows how to effectively drive innovation in other economic sectors together with the CCIs. In a couple of papers, the team explored the relationship between Cross Innovation and Sustainability ("[Cross Innovation leading Sustainability](#)") as well as the importance of changed measurement frameworks for Cross Innovation ("Stimulating and measuring Open and Cross Innovation").

#### Expertise of the Team Leader

Since 2010, Egbert Rühl is the CEO of Hamburg Kreativ Gesellschaft. He is responsible for the promotion of Hamburg's creative industries as a whole and the development of a Hamburg strategy to improve the framework conditions for the creative industries in the Hanseatic city. Further, Egbert Rühl is responsible for networking between the various subsectors of the creative industries as well as to other actors from business, politics and society.

#### Potential role in the project

- Research  Training

Dissemination

Other: ***Offering case studies / experience with Cross Innovation***

Already experience as a	Coordinator	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
	Partner	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
	Expert Evaluator	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO

#### CONTACT DETAILS

Contact Person: Lea Jordan
Organization: Hamburg Kreativ Gesellschaft
City: Hamburg
Country: Germany
Phone: +49 40 87 97 986- 108
Email: <a href="mailto:lea.jordan@kreativgesellschaft.org">lea.jordan@kreativgesellschaft.org</a>
Organization Website: <a href="https://kreativgesellschaft.org/en/">https://kreativgesellschaft.org/en/</a>
Contact Person Webpage:

Date: 13.07.2021

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