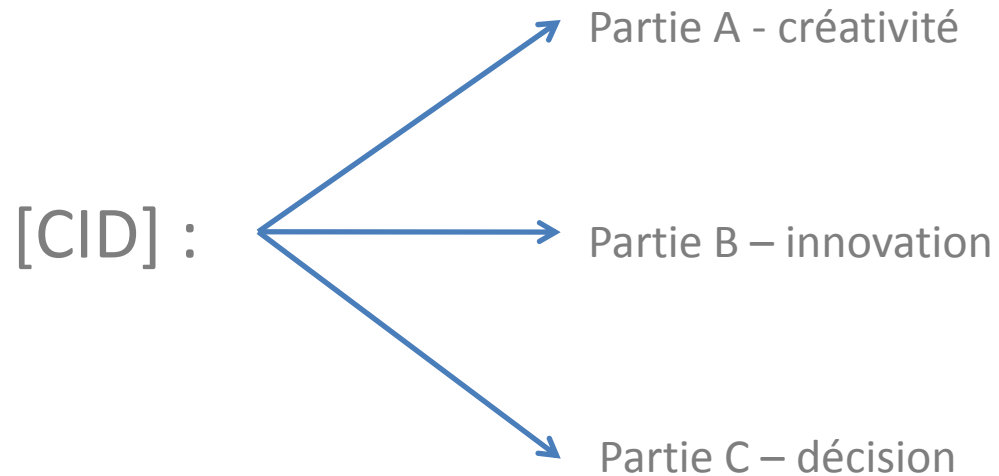


# Séminaire [CID] : Créativité , Innovation , Décision

## Introduction générale et structure du séminaire



Session finale : fin janvier-début février



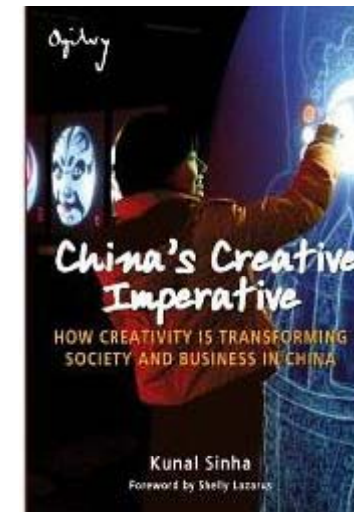
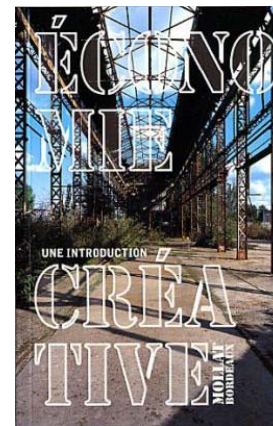
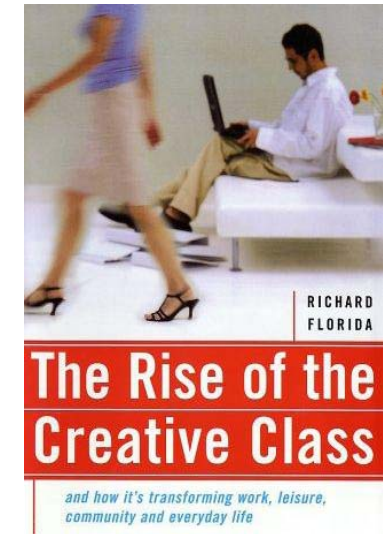
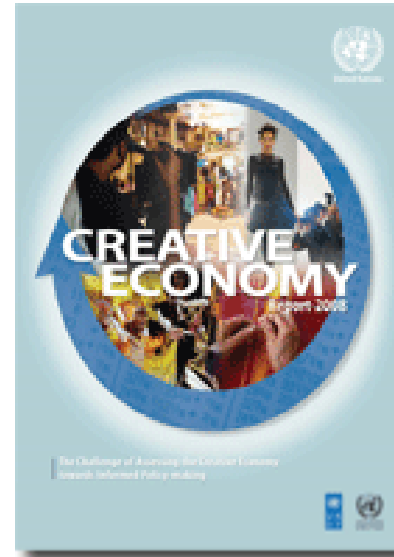
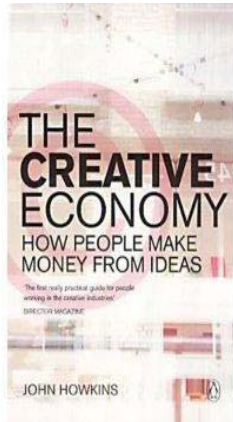
# Séminaire [CID] : Créativité , Innovation , Décision

## Partie A : CREATIVITÉ

- Définitions
- Perspectives managériales
- Perspectives économiques et politiques
- Quelques expériences dans le Rhin Supérieur
- Pour aller plus loin ...



# L'économie créative: une explosion conceptuelle ?



# Quelques definitions

## Innovation

“An **innovation** is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations.” (OSLO Manual, Guidelines for collecting and interpreting innovation data, 3<sup>rd</sup> edition, OECD/ Eurostat 2005, p. 46)

## Creativity

“The ability to produce work that is both *novel* (i.e. original, unexpected) and *appropriate* (i.e. useful, adaptive concerning task constraints)” (Sternberg and Lubart 1999, p. 3)

## Creative industries

Broad spectrum of definitions, e.g. : “Three-sector-model” (Söndermann 2007, cf. notably the Fraunhofer ISI study on the creative park Karlsruhe on behalf of the City of Karlsruhe) to selected sub-segments of the private sector such as the music industry, advertising, books, software and games industry, broadcasting industries, performing arts, etc.

# Une définition culturelle de l'économie créative

“Loosely defined, the creative activities are at the crossroads of the arts, culture, business and technology. The interface among creativity, culture, economics and technology, as expressed in the ability to create and circulate intellectual capital, has the potential to generate income, jobs and export earnings while at the same time promoting social inclusion, cultural diversity and human development”

Creative Economy Report

(United Nations Conference on Trade and Development, 2008)

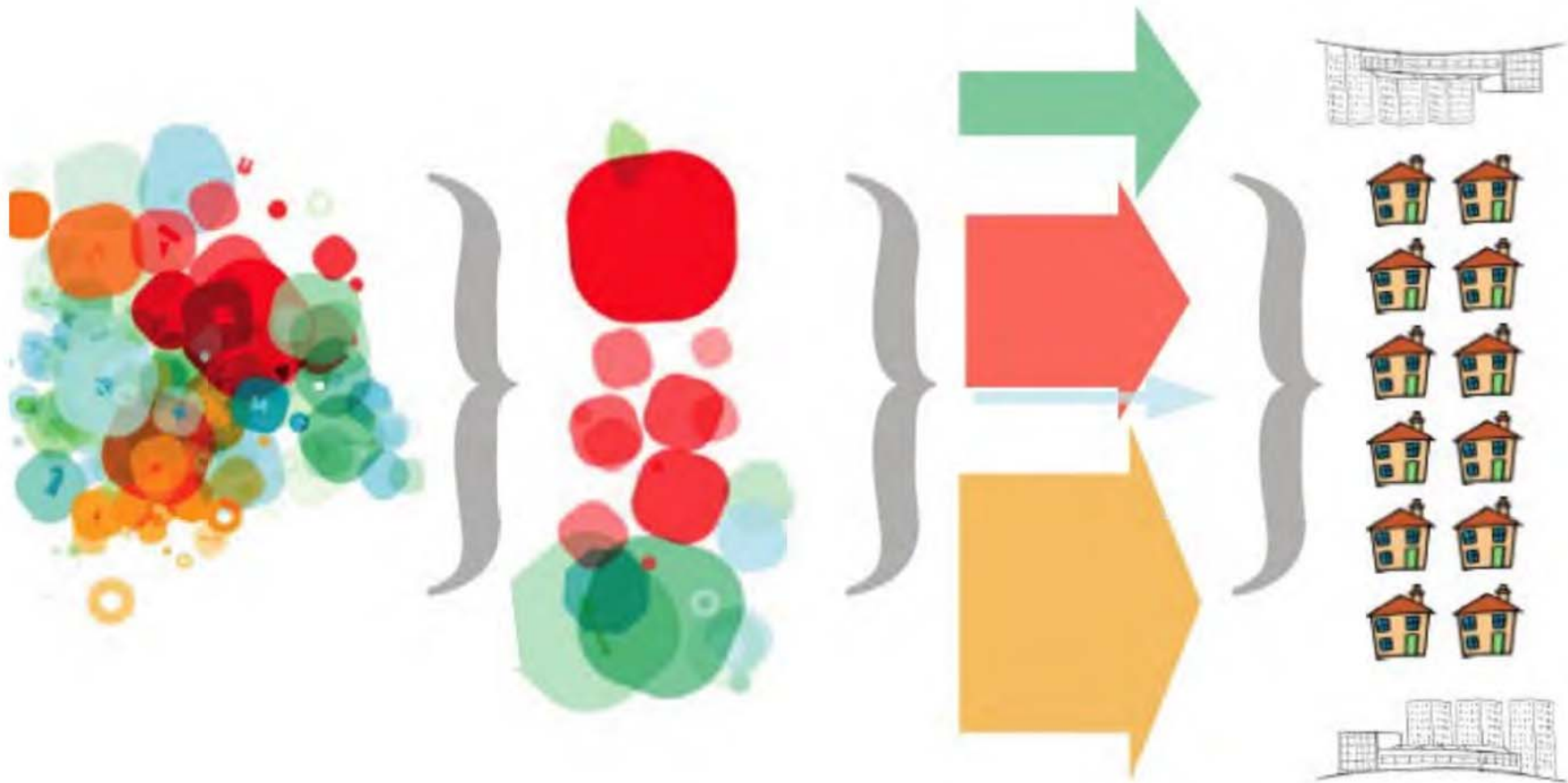
# Industries créatives et économie de la créativité: *what are we talking about?*

**conception**

**production**

**distribution**

**consommation**



Source: Presentation by A. Tubiana, in charge of the iconoval cluster (October 10, 2011 - Strasbourg) ; [www.evoREG.eu](http://www.evoREG.eu)

## What does this mean ?

### Three (speculative) core implications

- 1: Value generation is fuelled by creativity
- 2 : Knowledge is the raw material
- 3 : Creation is a social act (i.e. diversity + proximity play a role) integrating different types of knowledge (i.e. analytical, synthetic/systemic and symbolic knowledge)

# Perspectives managériales et organisationnelles 2/5

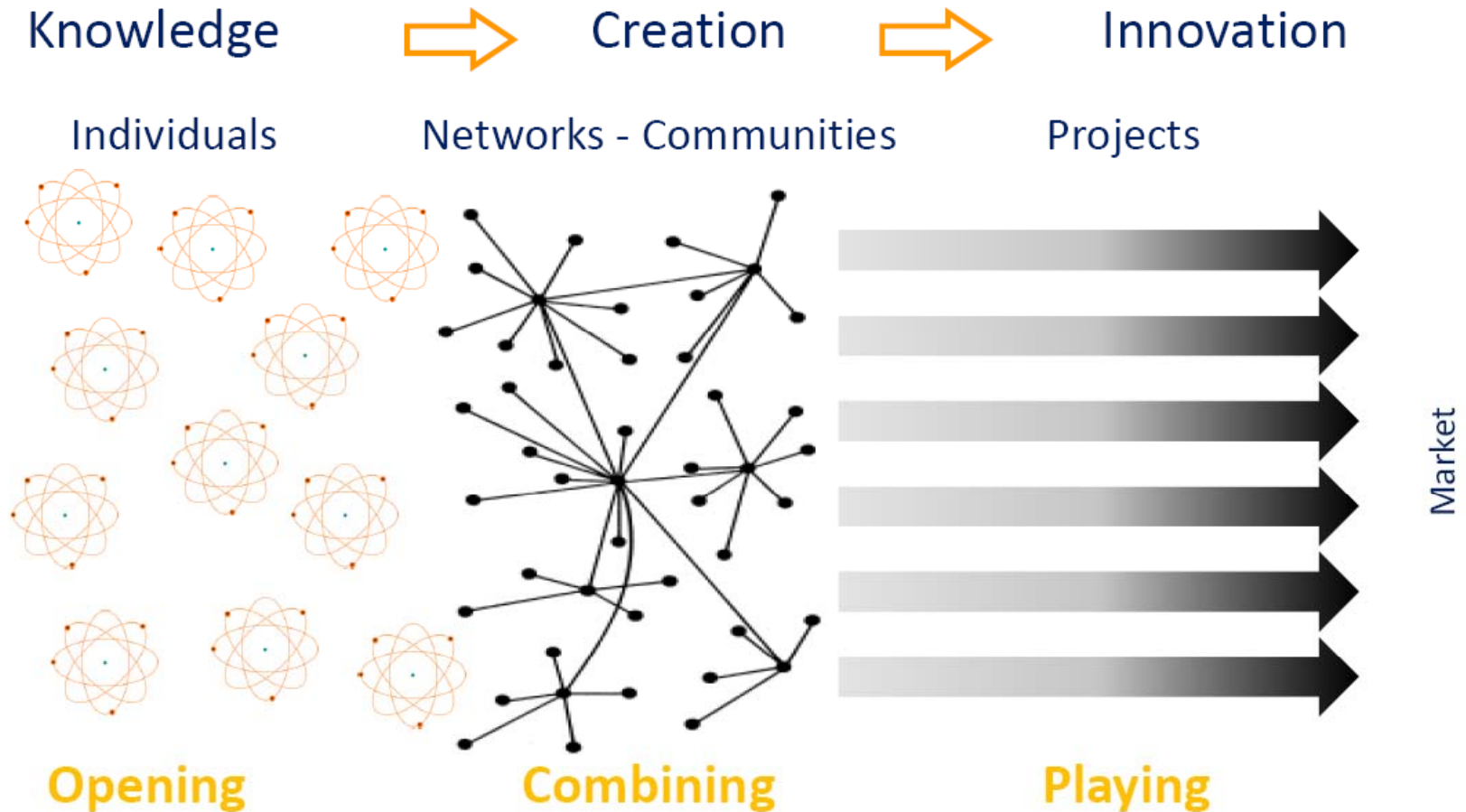
## CRÉATIVITÉ : Bases de connaissance

	Analytique	Synthétique	Symbolique
Connaissances	<p><i>Know Why</i></p> <p>Développement de nouvelles connaissances sur les systèmes naturels en appliquant les lois scientifiques</p>	<p><i>Know How</i></p> <p>Application ou Combinaison des connaissances existantes</p>	<p><i>Know Who</i></p> <p>Création de sens Qualités esthétiques Emotion</p>
Composants Créatifs	<p>Connaissances scientifiques Modèles Dédution</p>	<p><i>Problem Solving</i> Induction Habitudes</p>	<p>Processus créatif</p>
Méthode	<p><i>Technology Push</i></p>	<p><i>Market Pull</i></p>	<p><i>Learning by doing</i> <i>Teamwork Project</i></p>
Nature des Connaissances	<p>Codifiées Abstraites Universelles</p>	<p>Partiellement codifiées Forte composante tacite fonction de la spécificité du contexte</p>	<p>Essentiellement tacites Très dépendante du contexte</p>



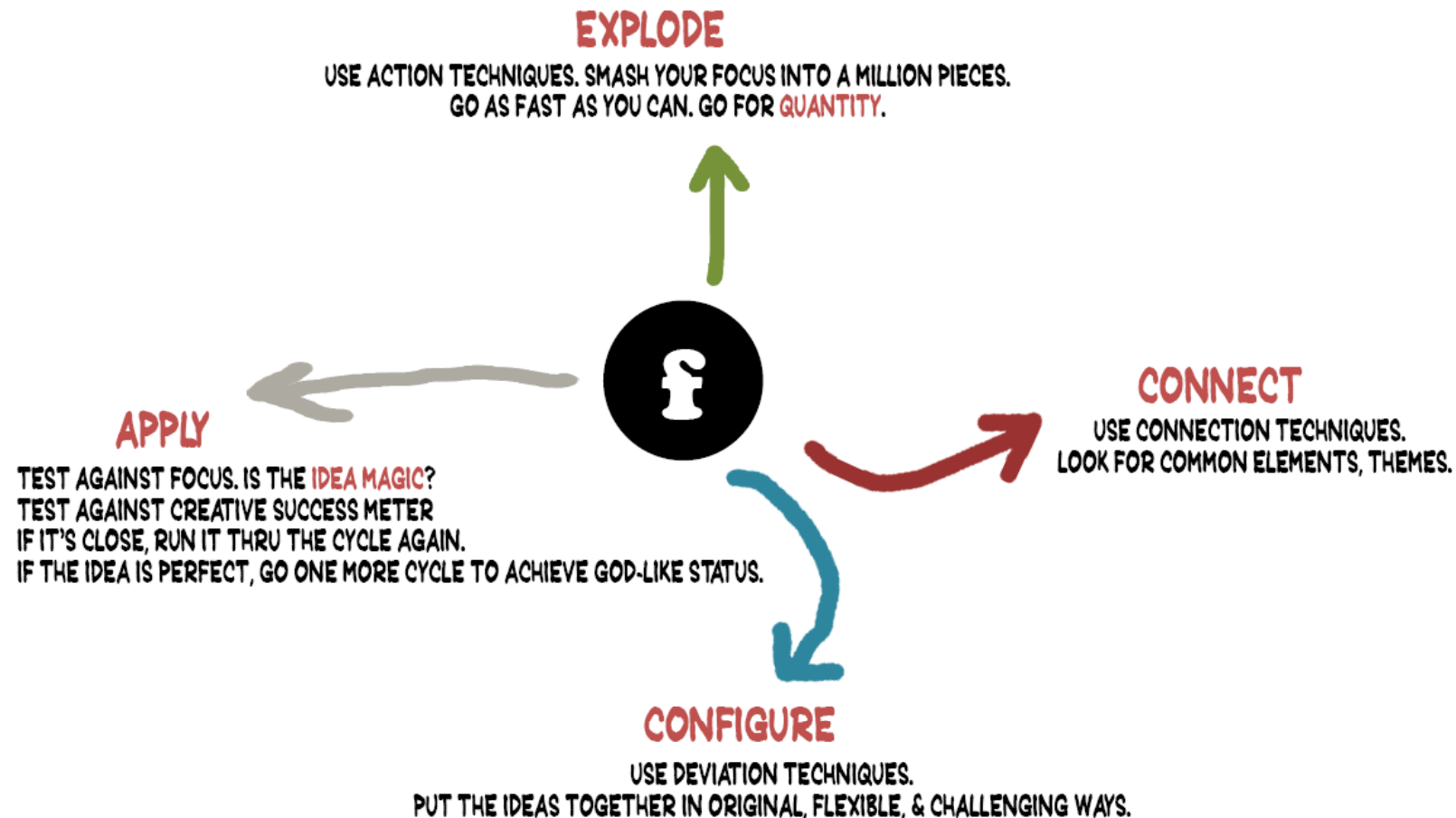
# Organizational Creativity

Science – Technology - Society – Users - Milieu



# Perspectives managériales et organisationnelles 4/5

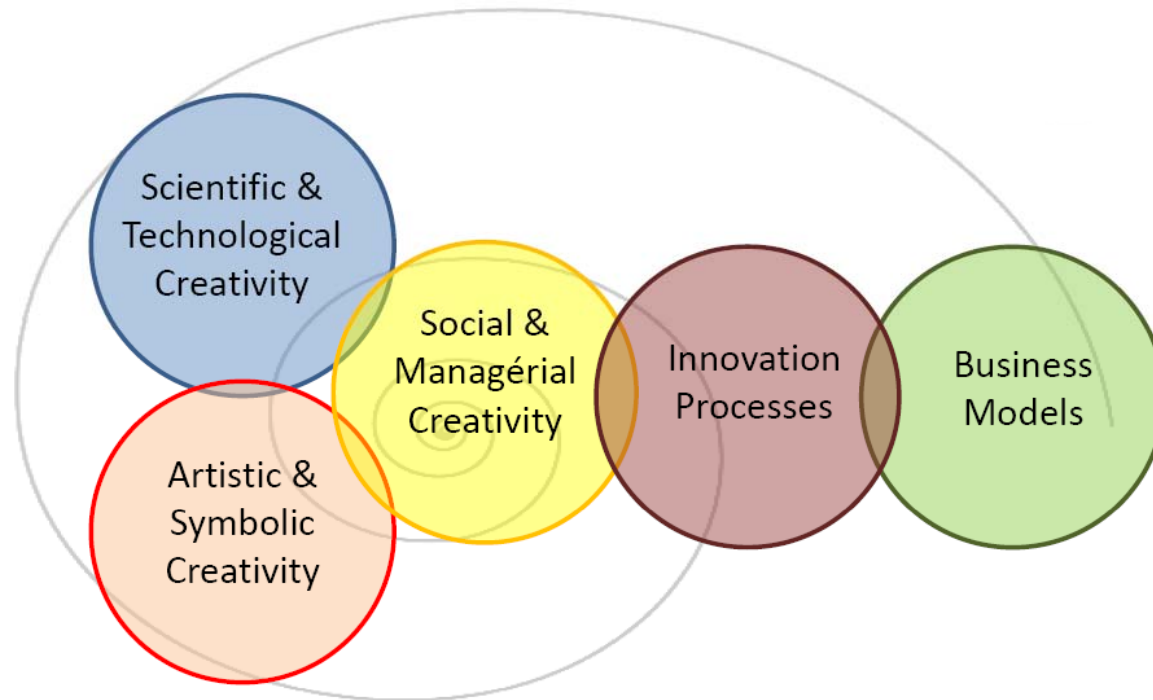
THIS IDEA CYCLE IS MY USUAL APPROACH TO COMING UP WITH NEW, FOCUSED THOUGHTS.



Source: Lecture by S. Chantelot (November 29, 2011 - Strasbourg ) ; [www.evoREG.eu](http://www.evoREG.eu)

# Rethink Innovation

Beyond technology and product development



Source: Presentation by L. Simon (November 11, 2010 Karlsruhe); [www.evoREG.eu](http://www.evoREG.eu)

# Creativity and regional innovation culture

## ■ The concept of communities

Beyond individual strategies, local actors and available resources, existing communities reveal underlying organisational modes of innovation processes :

- at one extreme of the spectrum : "autarkic innovations"
- on the other extreme : so-called "open innovations" which are the result of epistemic communities

These organisational modes vary strongly in forms and intensity from one region to an other : "spaces and places effect "



## Creativity and regional innovation culture

### ■ The issue of "multi-multi" governance

It is crucial to distinguish between :

- research policies,
- innovation policies,
- creativity policies.

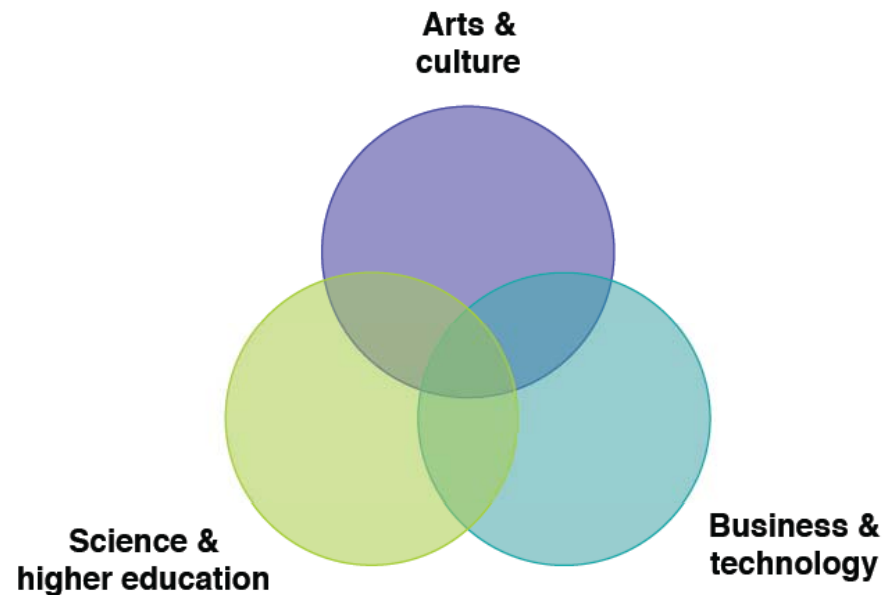
Context of "multi-multi" governance, which means : multi-levels & multi-actors (at the same time). Furthermore, and *a priori* the governance of creativity is closer to the governance of science than to the governance of technology (importance of bottom up processes).

At regional level, creativity should not be seen as the accomplishment of a few "gifted" individuals but as the result of the collective effort of heterogeneous interacting actors.

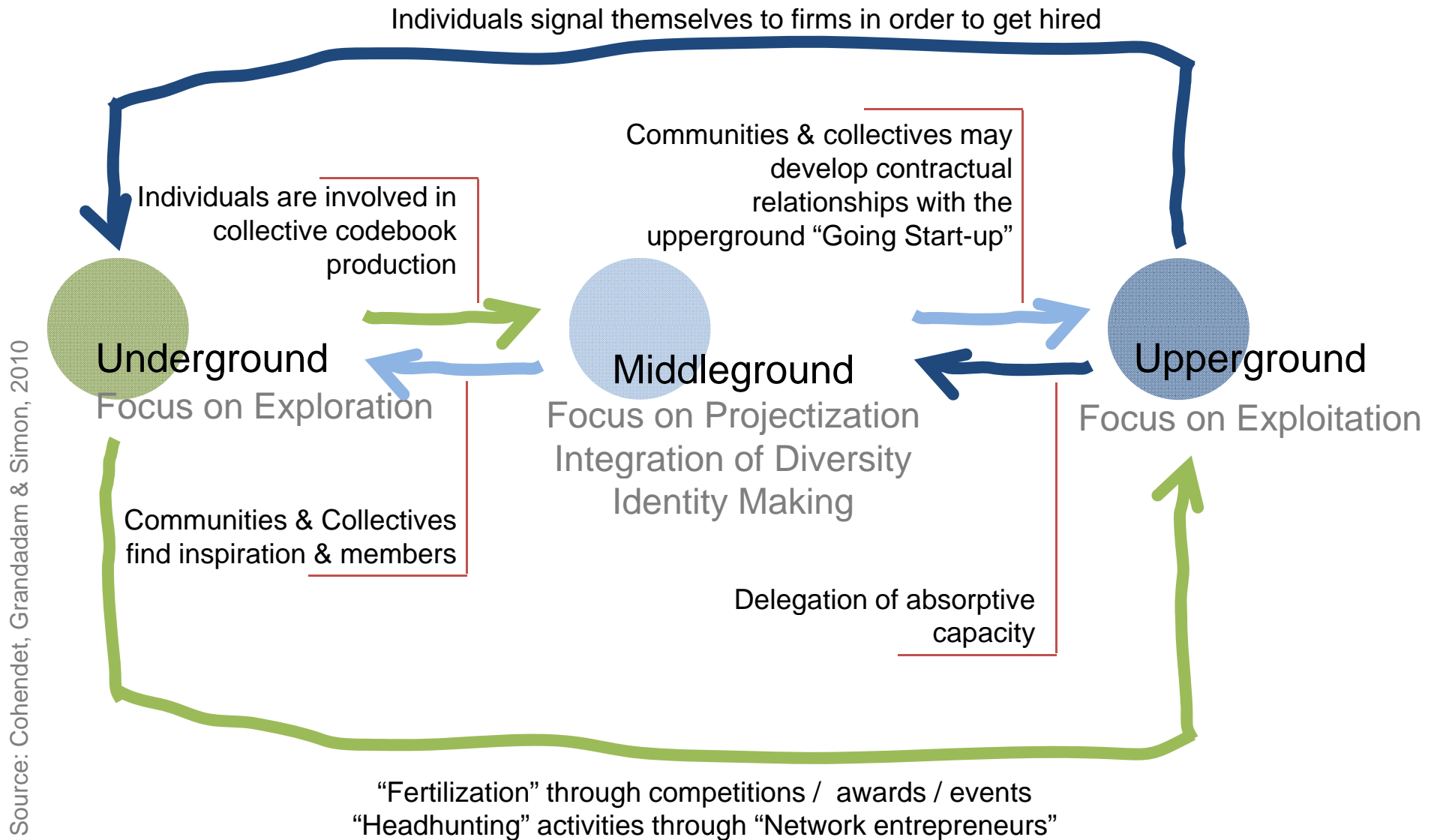


# Creativity and regional innovation culture

- From concepts to policy making : the three spheres / spaces & places



# CRÉATIVITÉ : Anatomie de la ville créative



# Le Rhin Supérieur et l'ambition d'une région métropolitaine trinationale



- **4 regions, 3 countries, 2 languages**
- **A few figures**
  - 6 millions inhabitants
  - 165 billions € GDP
  - 100.000 cross-border workers
  - 20.000 researchers
  - 167.000 students
- **35 years of experience**



# The perspective of (local) policy makers

## **Creative Industries and economic vitality of the technology region Karlsruhe:**

With an increasingly knowledge-based economy, local job markets become important location factors for highly qualified workforce

Creative Industries are dominated by small enterprises and freelancers that work on different project and which boost networking, economic vitality and mobility among different industries

Members of the Creative Industries choose their location according to personal affinities, social networks and social and professional infrastructure

**→traditional infrastructures and living and working regulations need to be adequately adapted**



Source: Presentation by R. Eichhorn in charge of the economic development policy of the city of Karlsruhe (December 12, 2011 – 2011); [www.evoREG.eu](http://www.evoREG.eu)

# Karlsruhe : the creative park project

The image displays a detailed architectural site plan for the Creative Park project in Karlsruhe, alongside two photographs. The site plan, titled 'BEBAUUNGSPLAN', shows a large industrial building complex with various colored zones (yellow, orange, green) and a central courtyard. A legend on the right side of the plan lists various building types and features, such as 'Wohnung' (apartment), 'Gewerbe' (commercial), and 'Parkplatz' (parking). The plan also includes a scale of 1:500 and a north arrow. The top photograph shows the exterior of a large, multi-story brick industrial building with a flat roof and several large windows. The bottom photograph shows the interior of the same building, which is currently empty and appears to be in a state of renovation or demolition, with exposed concrete and debris. The text 'Foto: Müller-Gmelin' is visible in both photographs.

City of Karlsruhe



## Why an Ideas Lab ?

- To support **creativity, multidisciplinary, interactions** in the context of globalization and increasing competition
- Objective : Generation of **new ideas, invention and innovation**
- Mission: **Interlinking** a broadened range of actors, common activities, "free space" for **articulating creativity**



<http://office.microsoft.com/>



## Ideas Lab

### Aims of the Strasbourg Ideas Lab :

- **Connection :**  
Exchange of ideas and experiences,  
Detection of opportunities
- **Animation :**  
New working methods,  
Integration of needs,  
New projects
- **Anticipation :**  
New societal or technological trends
- **Vision :**  
Participative & integrative approach science & society





<http://www.citilab.eu/visita/index.html>

Ideas Lab

## Methodology

- **Broad participation** of regional actors in preparation and design
- **International Case studies :**
  - Citilab Cornella (Barcelona)
  - Social Media Experience and Design Lab (Siegen)
  - Société des Arts Technologiques (Montreal)
- **Analysis with comparative profiles :**
  - Objectives, location, communication, topics...



© Universität Siegen



<http://www.sat.qc.ca/index.php?lang=fr>

■ Which model to choose for Strasbourg/Alsace?

**Objective and mission :**

Topics and technologies  
Actors to be integrated  
Design

**Location :**

Virtual/ real  
Kind of building  
Place

**Governance :**

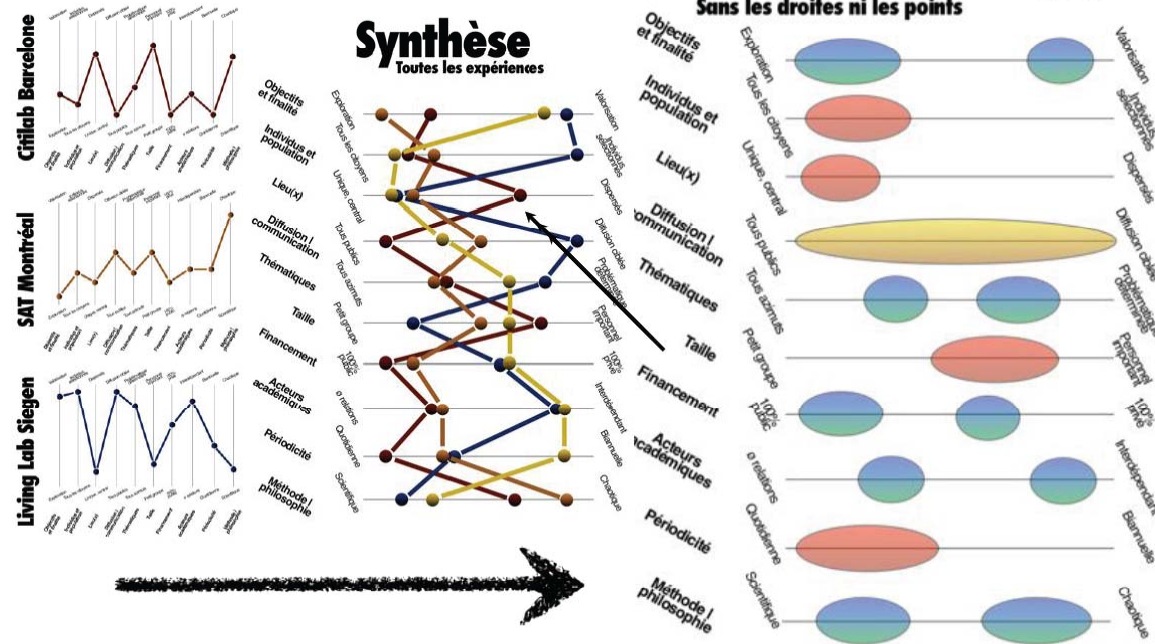
Mode of operation  
Funding structure  
Relationship with further (regional) activities



Ideas Lab

**Convergence(s)**

Sans les droites ni les points



# CRÉATIVITÉ : Incomplete Manifesto for Growth (Bruce Mau)

1. Allow events to change you : You have to be willing to grow. Growth is different from something that happens to you. You produce it. You live it. The prerequisites for growth: the openness to experience events and the willingness to be changed by them.

2. Forget about good : Good is a known quantity. Good is what we all agree on. Growth is not necessarily good. Growth is an exploration of unlit recesses that may or may not yield to our research. As long as you stick to good you'll never have real growth.

3. Process is more important than outcome : When the outcome drives the process we will only ever go to where we've already been. If process drives outcome we may not know where we're going, but we will know we want to be there.

4. Love your experiments (as you would an ugly child) ...

5. Go deep...

...

# CRÉATIVITÉ : Une question de processus?

## THE CREATIVE PROCESS



- INSPIRATION
- WORK
- BINGE EATING
- DISCOURAGED NAPPING
- RANDOM INTERNET SURFING

... coming soon : Sébastien Chantelot (ESC Brest)