



# CEA

Creative Entrepreneurship  
Academy

## Designing Creative Ecosystems

@ TALLINN / ESTONIA &  
HELSINKI / FINLAND

January 18-22  
2016



norden

Nordic Council of Ministers'  
Office in Estonia



Creativity Lab

Estonian  
Business  
School



Creative  
Business  
Cup

# Organisers

## **Nordic Council of Ministers' Office in Estonia**

Nordic co-operation is one of the world's most extensive forms of regional collaboration, involving Denmark, Finland, Iceland, Norway, Sweden, and the Faroe Islands, Greenland, and Åland. Nordic co-operation has firm traditions in politics, the economy, and culture. It plays an important role in European and international collaboration, and aims at creating a strong Nordic community in a strong Europe. The Nordic Council of Ministers is the official intergovernmental body for cooperation in the Nordic Region. It has offices in Estonia, Latvia and Lithuania with the aim of uniting Nordic and Baltic strengths in areas of common interest. Together we are stronger.

## **Creativity Lab**

Creativity Lab is an international cultural policy and creative industries think tank and consultancy group based in Tallinn, Estonia. Creativity Lab offers innovative solutions to bridge culture and creativity with entrepreneurship and prepares strategies for governments, cities and organisations around the world.

## **Estonian Business School**

Estonian Business School is the oldest privately owned business university in the Baltics. With more than 1500 students, EBS's goal is to provide enterprising people with academic knowledge, skills and values for its successful implementation. EBS offers specializations in creative industries at the Bachelor's and Master's levels.

## **Creative Business Cup**

Creative Business Cup is a unique global network and marketplace that allows creative entrepreneurs to scale their business concepts, connect with investors and partners and boost their international business potential. CBC aims to strengthen the business skills of entrepreneurs and promote entrepreneurship within the creative industries.

# What is it?

**The Creative Entrepreneurship Academy (CEA)** is a 5-day training session taking place in Tallinn (Estonia) and Helsinki (Finland). The 2016 edition will focus on designing creative ecosystems. The CEA is both a theoretical and hands-on experience with creativity and innovation. It includes interactive sessions and practical workshops, field trips and internationally renowned speakers.

The aim of the CEA is to learn about the uniqueness in the Nordic and Baltic region when it comes to creativity, innovation and entrepreneurship. The organisers of the CEA wish to create a platform of knowledge, sharing and learning.

## The CEA programme is designed for:

- Policy makers from national, regional and local governments;
- Managers of creative incubators, start-up accelerators and development centres;
- Managers of creative hubs, quarters and clusters;
- Representatives of creative industry development organisations;
- Educators from universities and training institutions.

## As a result of the CEA the participants:

- Understand the importance of creative industries for innovation and growth and ways to create systems and methods to support the development of creative entrepreneurship;
- Gain insight into how to manage creative processes and innovation and how design thinking can be used as a tool to find solutions to the key challenges that nations, regions, cities and organisations are facing;
- Understand how other industries can benefit from working with creatives in innovation processes and how to make these crossovers happen;
- Learn from the unique Nordic and Baltic experience in creative economy development and build long-lasting networks with creative industry stakeholders from other countries.

The CEA is part of the Creative Business Cup global network bringing together key players from creative industries across the world.

Next edition of CEA to follow in Mateus, Portugal.

Find out more at [www.norden.ee/en](http://www.norden.ee/en)

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# Programme

<b>17 January</b>	<b>Arrival in Tallinn</b>
<b>19.00</b>	Welcome reception at the Nordic Council of Ministers' Office in Estonia (Tallinn)
<b>18 January</b>	<b>Lectures and TeamLabs at the Estonian Business School</b>
<b>10.00-13.00</b>	Introduction to the Creative Business Academy 2016. Pitching Session <i>Ragnar Siil, Managing Partner, Creativity Lab (Estonia)</i>
<b>13.00-14.00</b>	Lunch
<b>14.00-16.00</b>	Creative Ecosystem in the Nordic-Baltic Region <i>Rasmus Wiinstedt-Tscherning, Managing Director, Creative Business Cup (Denmark)</i>
<b>16.00-17.00</b>	Estonian Design Ecosystem <i>Stella Soomlais, Entrepreneur and Designer (Estonia)</i>
<b>19.00</b>	Dinner and networking at the Telliskivi Creative City
<b>19 January</b>	<b>Lectures and TeamLabs at the Estonian Business School</b>
<b>10.00-13.00</b>	Theme of the Day: Design Thinking <i>Marco Steinberg, Founder, Snowcone and Haystack (Finland)</i>
<b>13.00-14.00</b>	Lunch
<b>14.00-16.00</b>	TeamLab: Using Design Thinking to Develop Creative Ecosystems Practical workshop by <i>Marco Steinberg</i>
<b>16.00-17.00</b>	Discussion: Creativity and a Successful Economy <i>Helen Sildna, Founder and Director, Tallinn Music Week (Estonia)</i>
<b>18.00</b>	Visit and dinner at the Seaplane Harbour: A 21st-century Museum <i>Ott Sarapu, Head of Tourism Marketing, Estonian Tourist Board (Estonia)</i>

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<b>20 January</b>	
<b>10.00-12.00</b>	On-site Visits to Selected Case-studies in Groups <i>Tallinn Creative Incubator</i> <i>Telliskivi Creative City</i> <i>Tallinn Creative Hub</i>
<b>12.00-13.00</b>	Lunch
<b>13.00-15.00</b>	Preparing Group Assignments Based on Case-studies <i>Tallinn Creative Incubator</i> <i>Telliskivi Creative City</i> <i>Tallinn Creative Hub</i>
<b>18.00</b>	Dinner and presentation of Group Assignments at KamaHouse
<b>21 January</b>	
<b>Lectures and TeamLabs at the Estonian Business School</b>	
<b>10.00-13.00</b>	Theme of the Day: Creative Placemaking <i>Charles Landry, Author of Creative City Concept (United Kingdom)</i>
<b>13.00-14.00</b>	Lunch
<b>14.00-16.30</b>	TeamLab: How to Design Creative Cities The idea of the City 1.0, 2.0 and 3.0 Practical workshop by <i>Charles Landry</i>
<b>19.00</b>	Visit of Estonian Design House and dinner at Klaus
<b>22 January</b>	
<b>6.45</b>	Gathering at Terminal D
<b>7.30-9.30</b>	Ferry from Tallinn to Helsinki, Finland. Morning seminar on the ferry
<b>10.30-18.30</b>	Theme of the Day: Creative Entrepreneurship <i>Peter Kelly, Professor, Aalto University (Finland)</i> On-site visits in Helsinki
<b>19.30-21.30</b>	Helsinki-Tallinn ferry, farewell dinner
<b>23 January</b>	
<b>10.00-12.00</b>	Optional Tallinn city tour
	Departure from Tallinn

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# TeamLabs and On-site Visits

## Creative Ecosystem in the Nordic-Baltic Region

Practical workshop by *Rasmus Wiinstedt-Tscherning*,  
Managing Director, Creative Business Cup

The session takes its point of departure from the assumption that creativity, innovation and culture are important factors for the competitiveness of not only companies, but also for nations and regions, particularly as we move from goods and service economies to “experience” economies. While inarguably important, creativity is one of the most overused, if not ill-understood buzzwords in today’s business landscape. Companies and governments alike are eager to capitalize on the economic progress creativity promises – yet the formula remains often elusive. In this session, the participants will critically analyse and investigate questions about creativity’s role in the experience and creative economy. Why have creativity and the experience economy become the new creators of value for societies? How will these developments transform individuals, organisations and society? Which competencies will individuals, organisations and governments need in order to meet the challenges that the creative economy will bring about?

### As a result of the session the participants will:

- Learn about creative businesses’ processes and framework conditions;
- Understand the broad concepts of “experience economy” and “creative economy” – and the implications for industry, consumers and policy-makers;
- Understand how government policy-makers work with the creative economy;
- Gain insight into how the creative economy has impacted the organization of – and the complexity and opportunities inherent in – managing creativity, innovation and change;
- Understand how the creative economy has affected individuals as consumers, employees and citizens;
- Gain an overview of the creative industry ecosystem in the Nordic and Baltic region.

## How to Design Creative Cities. The Idea of the City 1.0, 2.0 and 3.0

Practical workshop by *Charles Landry*, Author of Creative City Concept

### The session will fall into 3 parts:

- The Origins and Futures of the Creative City concept: This will highlight the dramatic changes that have occurred since the mid-1980s and how people looked

to new resources to invigorate their cities, these include what is now called the creative economy, where we around 1985 developed some of the methodologies for assessing their impact and power. It also meant recycling buildings and regenerating whole areas of cities. It will then go on to what the priorities for creativity are now. Many examples from around the globe will be highlighted;

- Addressing intractable problems through creativity: This will show a set of difficult problems in cities, again via examples, and show how creative approaches to city-making and rethinking the bureaucracy have led to more positive outcomes;
- The uses and misuses of creativity: This will focus on the hype and problems of pumping up desire in cities and show how a new form of civic urbanity is a way of balancing and working with the best of creative approaches to city-making.

## Using Design Thinking to Develop Creative Ecosystems

Practical workshop by *Marco Steinberg*, Founder, Snowcone and Haystack

Governments across Europe are facing unprecedented pressure to do radically more with radically less. Growing fiscal austerity, social inequality, and changing demographics are just some of the forces putting extraordinary pressures on the public sector to transform itself. The “more for less” solutions that are being sought won’t happen by improving the existing solutions, but by fundamentally redesigning them. This imperative for strategic improvement, rather than process improvement, has created increasing demand for innovation skills in the public sector. There is an urgent need to redesign not just the form of government, but its services too. Design, in this context, is not just a process for shaping better services and decision-making, but also a process of managing risks and uncertainty. We will examine this question globally, but with a specific Nordic lens, speculating on the opportunities of leveraging design in rebalancing the social well-being of a population with its economic growth. How can we innovate the creative ecosystem and what is design’s role in enabling a transition to the 21st century?

### Learning will include:

- What is innovation in the public sector, and what is its role in addressing the current pressure to reform?
- How to improve services through design.
- How to improve strategic decision-making through design.
- What does it mean to take an integrative approach to problem-solving?
- Prototyping: what is it and how can it help deliver better solutions?
- What are strategies for building innovation capabilities?
- What is happening globally: case studies of radical improvement through design.
- Design as a tool to manage risk and uncertainty.
- The economic, financial, and budgetary implications of the innovation process.

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## Creative Entrepreneurship

Practical workshop by *Peter Kelly*, Professor, Aalto University

Entrepreneurship is at its core a creative endeavour. All of us at one point in time were in kindergarten, an especially creative habitat where we actively engaged in purposeful play. As we navigated our way through the experience of education, my sense is that too little time is devoted to honing our innate creative talents and playing with entrepreneurial opportunity.

### To fully embrace and exploit entrepreneurial opportunity we need to:

- Rethink the process of how we explore opportunity
- Encourage calculated risk-taking
- Redefine failure as a discovery tool for what works
- Be open to insights and perspectives from outside our established zones of comfort

Aalto University was created with the express purpose of rethinking the game of university education. The university has developed habitats that recreate the feel of kindergarten – we will visit some of these and highlight their design elements. Habitat is a necessary but insufficient condition to unleash creativity. I also want to give you hands-on experience of engaging in purposeful play and share some insights from these action-based learning experiments with you. In the true spirit of co-creation, I am keen to begin a dialogue and platform to develop new experiences together.

## On-site Visits in Tallinn

**Tallinn Creative Hub** aims to expand Tallinn and Estonia's cultural scene in collaboration with a range of organisations. The objective is to shape the reconstructed Creative Hub as a development centre for culture exports and the local creative industry, as an attractive part of urban space and as a learning and leisure centre.

**Telliskivi Creative City** is an independent business hub, completely based on private ownership, providing space for over 200 businesses, companies and NGOs operating on the premises. Tenants are fully responsible for the design of their spaces, which is bringing an old industrial area back to life and where existing architecture is finding new and alternative purposes.

**The Creative Incubator** is a place for entrepreneurs who are starting or developing business in the creative industry. It also hosts the Creative Industries Development Centre, which offers creative enterprises and entrepreneurs support which helps them to develop entrepreneurship, encourage internationalization, and promote sales activity on foreign markets.

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## On-site Visits in Helsinki

- **Vertical** is an accelerator where deep design skills with wide industry understanding across all disciplines of Health and Digital spaces happen. Vertical helps turn concepts into meaningful products: fit for market, appealing to customers and delightful to users. Vertical is constantly looking to support and collaborate with young, trend-setting entrepreneurs and teams. Their favourite industries are: health and wellness, wearables, smart home.
- **Aalto Design Factory** was born from a research project focused on creating an ideal physical and mental working environment for product developers and researchers. Today ADF is one of the spearhead projects and one of the first physical manifestations of Aalto University encouraging and enabling fruitful interaction between students, researchers, and professional practitioners.
- **Start Up Sauna** is an accelerator that helps promising early-stage start-ups to get ready for taking the next step, be it entering their market or raising a seed round of funding. Our coaches are some of the most talented serial entrepreneurs, investors and other industry experts in Finland and the surrounding region.
- **Urban Mill** is an emerging, global thematic focal point for Urban Innovations. It has 1300 m<sup>2</sup> of co-working and co-creation space linked right to the Aalto University Design Factory and the Start Up Sauna. Together these three spaces will act as a physical and social Knowledge Triangle test-bed.
- **Aalto University Digital Design Laboratory**, ADD is a research organization initiated by Aalto University's School of Engineering and the School of Arts, Design and Architecture. ADD explores the potential of digital design and manufacturing technologies to create commercially viable, culturally relevant and societally valuable results.
- **The Cable Factory** is the largest cultural centre in Finland. It houses 3 museums, 12 galleries, dance theatres, art schools and a host of artists, bands and companies. Unique spaces are also available for rent on a short-term basis to stage concerts, exhibitions, festivals and fairs. Around 900 people work at the Cable Factory on a daily basis, and each year over 230,000 people attend special events.

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# Speakers



## **Ragnar Siil**

Ragnar Siil is the founder and managing partner of Creativity Lab. Previously he has been the Estonian Undersecretary for the Arts, the chair of the European Union expert group on creative industries and an expert with the European Creative Industries Alliance. He has advised governments and organisations around the world on cultural policy reforms and creative industries strategies.



## **Rasmus Wiinstedt-Tscherning**

Rasmus Wiinstedt-Tscherning is the Managing Director of CKO – Danish Center for Cultural and Experience Economy. He is also co-chair of the European Union expert group on creative industries and chairman of the European Creative Industries Alliance. He launched Creative Business Cup, the global competition for entrepreneurs from the creative industries.



## **Stella Soomlais**

Stella Soomlais is a designer working with leather. She runs her own studio in Tallinn, is developing an accessories brand (RÜÜ) with Thomas Thetloff and is cooperating with UK designer Nick Rawcliffe. She is an active member of the Estonian Association of Designers, is one of the founding members of Estonian Design House in Tallinn and has been one of the main organisers of the Tallinn Design Night festival for the past 5 years. She is also a tutor at the Estonian Academy of Arts and Tartu Art College. She has been a nominee for the Estonian Best Young Designers Award for two years and won prizes for her creations in Hong Kong and Estonia.



## **Marco Steinberg**

Marco Steinberg is the founder of Snowcone and Haystack, a Helsinki-based strategic design practice focused on helping governments and leaders to innovate. Previously Steinberg was the Associate Professor at the Harvard Design School and founder and director of Strategic Design at the Finnish Innovation Fund Sitra. He is currently the Chairman of the Board of the Finnish Museum of Architecture and sits on the board of Design Driven Cities.

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### ***Helen Sildna***

Helen Sildna is the founder and director of Tallinn Music Week - a leading showcase festival and conference for international music-industry players and emerging regional acts. She is an initiator of Music Estonia and a member of the President's Academic Advisory Board.

*(Photo: Laura Kallasvee)*



### ***Ott Sarapuu***

Ott Sarapuu has worked at the Estonian Maritime Museum and as a managing director of the Seaplane Harbour. Working together with curators, experts, architects, designers and more than 30 companies, his team has succeeded in creating a European award-winning maritime museum in Tallinn. He is also a member of the Estonian Tourist Board takes the lead in promoting Estonia as a tourism destination.



### ***Charles Landry***

Charles Landry is an international authority on the use of imagination and creativity in urban change. He is the author of the Creative City concept. He aims to help cities become more resilient, self-sustaining and to punch above their weight. He co-developed 'The Creative City Index', a strategic tool that measures, evaluates and assesses the innovative eco-system of a city and its capacity to adapt to radical global shifts and adjustments.



### ***Peter Kelly***

Peter Kelly is Professor of Practice, High Growth Entrepreneurship, Aalto Ventures Program; Visiting Professor of Business, Trinity College Dublin; and Visiting Professor of Design, Pontificia Universidad Catolica de Chile. Kelly is an award-winning entrepreneurship educator and practitioner. Over the past 20+ years, he has worked with entrepreneurs in Finland, Sweden, the UK, Portugal, Russia, Latvia, Estonia, Norway, Switzerland, Canada, Chile, Singapore, Japan, Taiwan and Ireland. His areas of personal and professional expertise include design thinking, new business creation, intrapreneurship, entrepreneurial finance and innovation policy. A self-described "positive non-conformist", he likes nothing more than to challenge convention and routines.

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# Notes

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