Knowledge Transfer Network

Creative Industries

Creative Industries Knowledge Transfer Network (KTN)

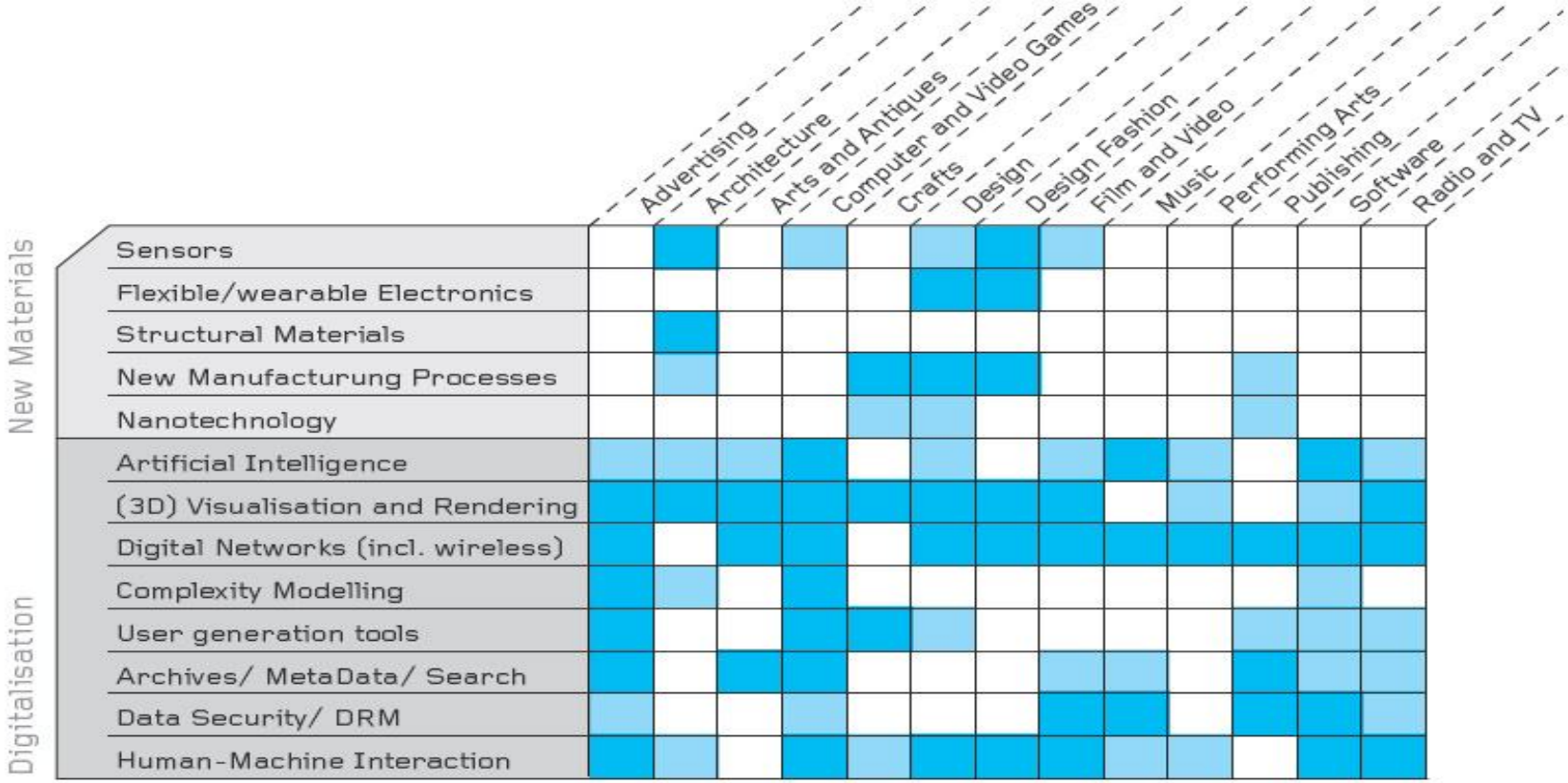
University of the Arts London

Imperial College London

RIBA

TIGA

Our Landscape



= dark blue indicates high level of relevance and therefore a high priority for generating collaborative research and KT activities.

= light blue squares indicate secondary priorities.

Our Approach

- **Catalyst** for inter disciplinary communities around strategic innovation themes. .
- **Exploring future innovation** challenges and opportunities (portfolio of mini projects).
- **Signposting and awareness raising e.g. funding opportunities.**
- **Facilitating new projects and** investments.

("Manchester")+
("Digital")>

Future Everything

NORTHWEST VISION:MEDIA
create the bigger picture

mindstorm

cube

i:shed

LCACE

Digital Communications

IPA

TIGA
Representing the Games Industry

Knowledge Transfer Network
Digital Systems

pact.

SEMN

POWER TO THE PIXEL

The INNOVATION PORTAL
academic expertise for Tayside business
What can we do for you?

South West Screen

bristolmedia.

RIBA

South West RDA

Doc/Fest
SHEFFIELD.

WIRED

theguardian

encounters
shortfilmfestival
15th International Short Film Festival
Tuesday 17 – Saturday 21 November 2009

WATERSHED

CRAFTS COUNCIL

bTWEEN 09

intellect

exchange

DesignLondon
Royal College of Art | Imperial College London

Materials

CDe
The Centre for Digital Entertainment

Brunel
UNIVERSITY
WEST LONDON

Scottish Enterprise

MADE IN BRUNEL

TED

ARTS COUNCIL ENGLAND

ARTQUEST

NESTA

Aerospace and Defence

SCREEN YORKSHIRE

screen wm

nmk

FACT
FOUNDATION FOR ART AND CREATIVE TECHNOLOGY

3C RESEARCH

Digital Media & Communications Innovation Centre

investing in your future
European Regional Development Fund
European Union

Project part-funded by
Advantage West Midlands
www.advantagewm.co.uk

Screen East

Cambridge Wireless

chinwag

NorthernNet

CODEWORKS CONNECT

one NORTH EAST

south east business INNOVATION &GROWTH

TYNESIDE CINEMA

electricworks

Creativesheffield.

Beacon projects – a strategic approach

Completed

- The future of digital distribution/experience
- Unlocking knowledge transfer

Underway

- Exploiting new materials.
- Creativity everywhere..
- Meta data.
- Digital convergence.
- Global markets.

Underway

- New tools for digital creativity and collaboration.
- Sustainability.

Pipeline

- Creative consumer/co-design..
- IP & Open source
- Virtual and physical..

Beacon Projects

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BEACONS FOR INNOVATION *beta*

Welcome, Kelechi Amadi
Log out

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DASHBOARD

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- Update Profile
- My Inbox
- Contacts
- My Settings

MY COMMUNITIES

See all

KTP Virtual Lounge
Find out about Knowledge Transfer Partnerships and how you can use them to accelerate your innovation

Partnering for Innovation - £18m "Collaborating across Industries"
Find information and partners for the upcoming TSB's £18m "Collaborating Across Industries" Funding Call

Creativity everywhere
How best to exploit creative

LATEST ACTIVITY

My Contacts | All Activity

John Cass is now a contact with Anthony Steed

(16 hours ago)

- John Cass updated an event titled MiniBar Monthly Meetup (3 days ago)
- John Cass updated an event titled Prototype: Craft in the Future Tense (3 days ago)
- John Cass updated an event titled MiniBar Monthly MeetUp - mobile apps (3 days ago)
- John Cass updated an event titled Thinking Digital (3 days ago)
- John Cass updated an event titled BIAD KTP Open Day (3 days ago)
- John Cass updated an event titled Location Based Games and Networking Seminar (3 days ago)
- John Cass updated an event titled Mediating Boundaries (3 days ago)
- John Cass updated an event titled Intellectual Property - extracting the value (3 days ago)

John Cass is now a contact with richard

(4 days ago)

NEWS UPDATES

View all

April 28, 2010
Open Call for Young Creative Professionals
April 28, 2010
£2m Network Services Demonstrators Call - Consortia Building Workshop (12th May, London)
April 28, 2010
£18m Funding Call: Partnering for Innovation Registration Open
April 27, 2010
Unlocking Knowledge Transfer - Report Published
April 27, 2010
Take our Digital Tools Survey and win a Flip Video

EVENT CALENDAR

See all

Your calendar is currently empty.

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PARTNERING FOR INNOVATION

£18m fund available for digital innovators

Creative Industries KTN is running a series of events to support the Technology Strategy Board's funding call making £18m available over the next 12 months for collaborative R&D to help promote digital innovation in the UK.

Come along to a **Partnering for Innovation** event near you to find out more about the Technology Strategy Board's fund, find new innovation partners and learn about the application process and the support provided.

Partnering For Innovation 2010

Newcastle	25 May
Bristol	02 June
London	03 June
Glasgow	08 June
Manchester	24 June
London	29 June

To register for your place today and find out more visit: http://tinyurl.com/pfi2010

The Creative Industries KTN is funded by the Technology Strategy Board

Accelerating innovation
Creative Industries KTN, Unit 211, Business Design Centre, Upper Street Islington, London N1 0GH Tel: 020 3355 3062 Web: creativeindustriesktn.org

Knowledge Transfer Network

Creative Industries

THE CREATIVE INDUSTRIES UNLOCKING KNOWLEDGE TRANSFER

Executive Summary

Process

Solid Foundations

The findings in the Baseline Report were summarised and carried through as inputs into the scenarios research, and prompts to the opportunities development.

The scenarios included media scans, expert interviews, trend extrapolations and also inputs from the Baseline Report.

The baseline findings and scenarios were used to generate and then validate the opportunities developed.

Initial Generation

Workshops were held in London and Edinburgh to critique each of the four scenarios.

The participants then used the scenarios to generate new ideas and opportunities that would help them and the broader community survive and thrive in these different futures.

Specification and Evaluation

These opportunities were refined and presented to the participants of an Opportunities Workshop at the Saïd Business School, Oxford.

A broad cross-section of participants and stakeholders were given the task of specifying how these opportunities could be brought to life.

These specifications were embellished by the participants using prompts developed from the key findings in the Baseline Report.

Clustering and Signposting

The scenarios were used to sense-check the opportunities before an internal workshop helped further refine their evaluation and classification.

This classification and signposting is designed to help readers of this report to find the opportunities most relevant to their field of work.

Vision

The vision is the product of all the research, comments, ideas and conversations that have been documented through the journey of this project.

It combines key findings of the Baseline Report with the provocations developed from the opportunities and scenarios.

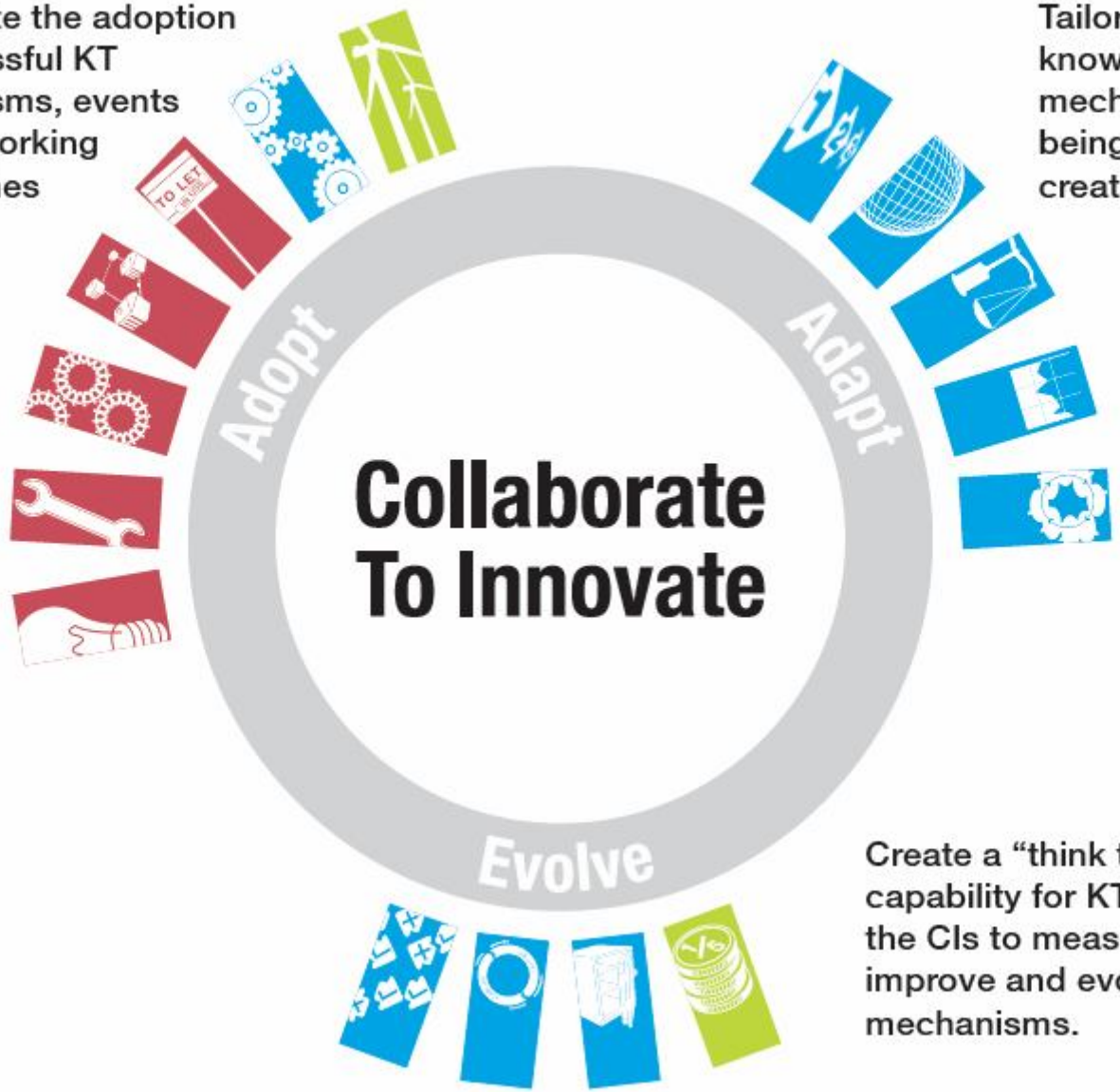
KT - A driver for innovation?

"The vast majority of people in my field wouldn't know what Knowledge Transfer is."

Liz Rosenthal Founder and Managing Director, Power to the Pixel

Accelerate the adoption of successful KT mechanisms, events and networking approaches

Tailor existing knowledge transfer mechanisms not yet being used by the creative industries.



Create a "think tank" capability for KT in the CIs to measure, improve and evolve mechanisms.

Adopt: Identifying what works and profiling/ showcasing...

Story Telling: Better ways of demonstrating value add/communicating – knowledge sharing! .. b2b.

Adapt and Evolve: Adapting and finding new tools/ ways of engaging....matching KT to CI business need and requirements (social networking platforms/open innovation B2B models/tech play labs?).

Working with/supporting existing industry networks:

“For collaboration to happen you need trust. You need people to meet informally and develop a trust-level relationship – similar to a friendship. It’s not about IP agreements and licenses and reports or this mechanical stuff – it’s about human relationships and human exchanges.”

Stefan Agamanolis Chief Executive
Research Director, Distance Lab

http://creativeindustriesktn.org/

Completed: Digital Distribution and Experience