

Are you a right- brainer

?



**CREATIVITY
DRIVES INNOVATION**

Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund
COCO4CCI



What's your challenge?

- How do I get involved in challenging projects?
- Where can I get access to new technologies and materials?
- Who is interested in my know-how, designs and ideas?
- How do I sustain my creative business in the future?
- Where can I learn from other experts at eye level?
- Where do I connect with open-minded people like me?

We believe that cultural and creative industries in Central Europe have a high potential to link up with other industry sectors and boost economic and social development by empowering innovation processes with creative inputs.

In a transnational cooperation collider network, COCO4CCI connects the best of two worlds - the open mindset and innovative approaches of the cultural and creative industries (CCI) and the experiences and technology driven power of advanced manufacturing industries (AVM).



CREATIVITY DRIVES INNOVATION

CULTURE AND CREATIVE INDUSTRIES
COOPERATION COLLIDER

W: interreg-central.eu/COCO4CCI

25 words about creatives

creative

open minded

well balanced

problem solver

visual

challenge accepted

spontaneously

remote

outstanding

innovative

fail to grow

intuitive

empathetic

creatives

educated

no taboos

asking questions

strong personalities

no compromise

collaborative

looking for a meaning

experiment

constant growth

always on the run

out of the box

developing

4 easy steps to get in touch with...

1

FORMING

Learning about each other.

The stage when the team (participants from AVM & CCI) discusses the purpose, defines and assigns tasks, establishes timelines and begins forming personal relationships.

Target areas: MINDSET / TRENDS / TECHNOLOGY

2

STORMING

Challenging each other.

The stage when the team (participants from AVM & CCI) clarifies goals and a strategy for achieving them.

Target areas: MINDSET / TECHNOLOGY

3

NORMING

Working with each other.

The stage when the team (participants from AVM & CCI) defines values how individuals will interact and collaborate.

Target areas: TRENDS / TECHNOLOGY

4

PERFORMING

Working as one.

The stage when the team (participants from AVM & CCI) has a productive relationship and is able to communicate and coordinate effectively and efficiently.

Target areas: CREATING NEW BUSINESS

get in touch with

logical
focused on facts
realism predominated
organized and orderly
math-and-science-minded
preferring non-fiction

intuitive
focused on art and creativity
imaginative predominated
occasionally absent-minded
enjoying creative storytelling
preferring fiction

get in touch with

become a w

hole-brainer



whole-brainer

You are a right-brainer

intuitive
focused on art and creativity
imagination predominated
occasionally absent-minded
enjoying creative storytelling
preferring fiction



logical
focused on facts
realism predominated
organized and orderly
math-and-science-minded
preferring non-fiction

a left-brainer

You are

become a w

4 easy steps to get in touch with...



FORMING

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Target areas: MINDSET / TRENDS / TECHNOLOGY



STORMING

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The stage when the team (participants from AVM & CCI) clarifies goals and a strategy for achieving them.
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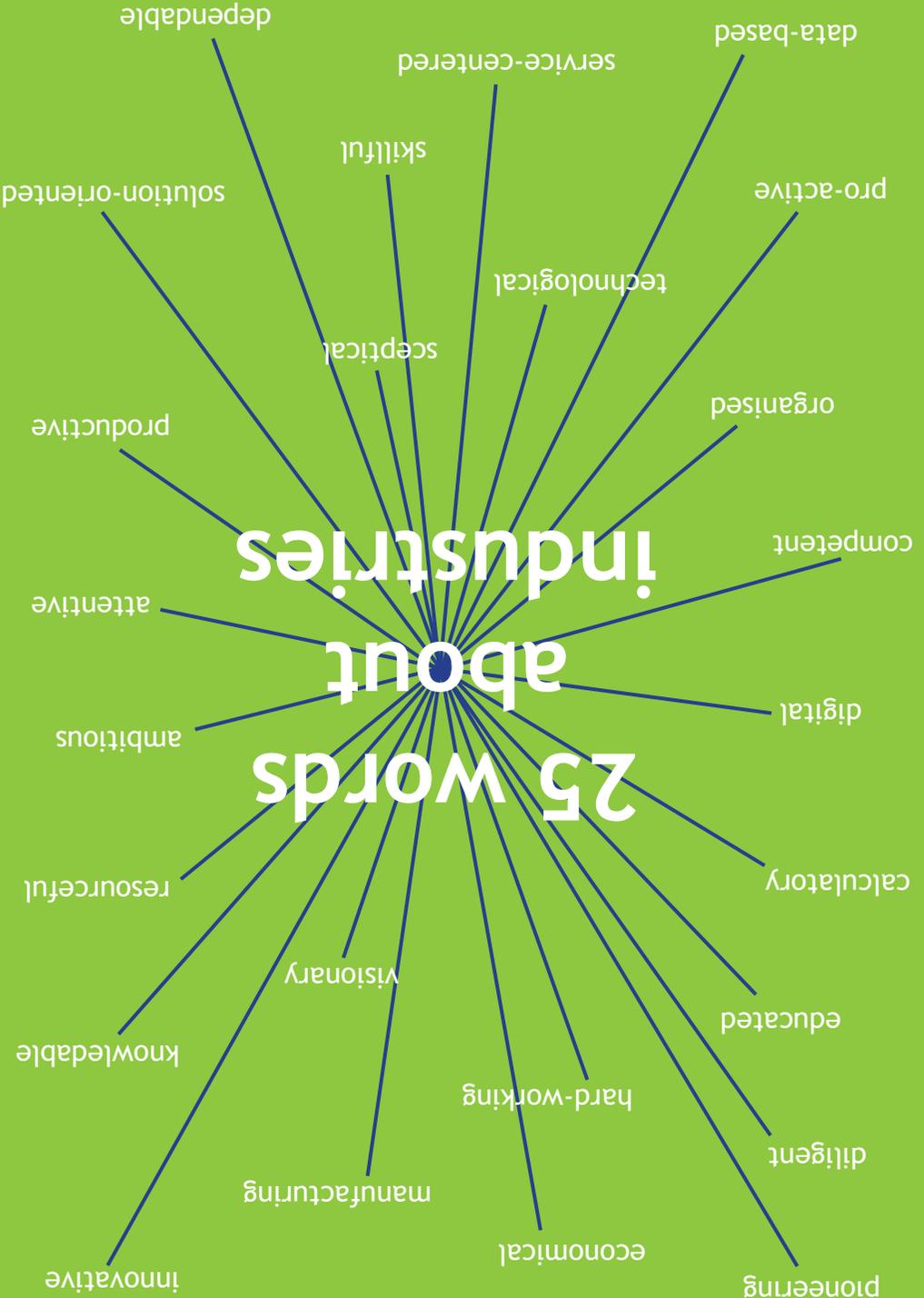


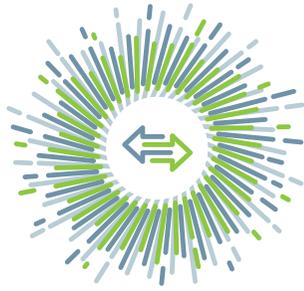
PERFORMING

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Target areas: CREATING NEW BUSINESS

25 words about industries





CREATIVITY DRIVES INNOVATION CULTURE AND CREATIVE INDUSTRIES COOPERATION COLLIDER

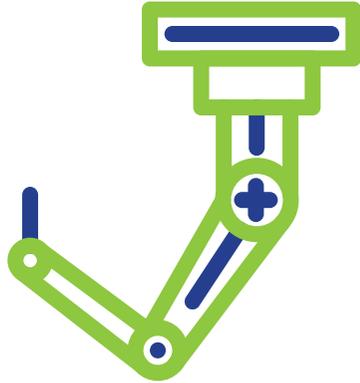
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