Are you a right-brainer?
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
- well balanced
- problem solver
- open minded
- visual
- challenge accepted
- spontaneously
- remote
- outstanding
- empathetic
- innovative
- ask questions
- educated
- intuitive
- fail to grow
- no taboos
- looking for a meaning
- strong personalities
- no compromise
- collaborative
- having fun
- constant growth
- out of the box
- always on the run
- spontaneously
- 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
CREATIVE REGION Linz & Upper Austria - CREATIVE REGION is a platform institution providing a hub to creative people and communities within creative industries in Upper Austria, aiming to strengthen and support growth within the sector and positioning Linz.

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

preferring fiction
enjoying creative storytelling
occasionally absent-minded
imagination predominated
focused on art and creativity
intuition
You are a right-brainer

Logical
- focused on facts
- organized and orderly
- realism predominated
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Intuitive
- focused on art and creativity
- imagination predominated
- occasionally absent-minded
- enjoying creative storytelling
- preferring fiction

Become a whole-brainer

You are a left-brainer
Innovation creates competitiveness creates added value and jobs.

Business Upper Austria, the business agency of the Upper Austrian government, is an innovation driver and a partner for location development and settlement of companies, cooperation and public funding advisory services. As a one-stop shop, we assist domestic and foreign companies by supplying tailor-made services and support from the initial business idea through to market success.

Support your local

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FORMING

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Target areas: MINDSET / TRENDS / TECHNOLOGY

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

Target areas: TRENDS / TECHNOLOGY

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.

Target areas: CREATING NEW BUSINESS

4 easy steps to get in touch
industries
about
25 words

- diligent
- organised
- attentive
- solution-oriented
- technological
- sceptical
- pro-active
- organisational
- productive
- resourceful
- innovative
- resourceful
- knowledgeable
- manufacturing
- engineering
- economically
- innovative
- educated
- visionary
- hard-working
- manufacturing
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#COCO4CCI
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