



Promotion of innovation

Promoting Innovation in the ceramics sector



Creating codifiable knowledge for smarter cities: Limoges "Centre Européen de la Céramique"

Limoges has set up as a priority to strengthen its position as the European centre of research on ceramics. Such a goal is to be pursued with the launch, at the end of 2010, of the European Centre of Ceramics (ECC). This Centre, which is expected to become a reference for European research in the sector, has brought together on the same site, the ESTER Science Park, the ENSCI

(National Industrial Ceramics Engineer School), the SPCTS laboratory (Ceramics Processes and Surface Treatment Sciences) and the GEMH laboratory (Heterogeneous Materials Study Group). The Local Action Plan aims at ensuring promotion of the ECC, through coordination of the local actors and the definition of a global communication strategy.

The City of Delft new programme for supporting "innovative culture"

Could decorative earthenware like Delft Blue survive in modern times and

amongst declining ceramics industries? This is one of the questions aroused in the Delft Local Action Plan, and the answer is "yes": it is able to re-invent itself.

In order to help it achieve that goal, the City of Delft, with funds from national



agencies, will develop a programme to support "innovative culture" projects.

The projects that are on the target list for Delft are projects aiming lifestyle groups and adjusting new design to those lifestyles, but also new marketing campaigns

for focus groups and that play new ways of experiment with digital content / social networking / crowd sourcing. Also included is a project to publish a brochure with facts, figures and stories about the local ceramics context, as well as images of Delftware, while experimenting with 3D objects.

Building on university research excellence at Aveiro to develop knowledge and innovation for companies

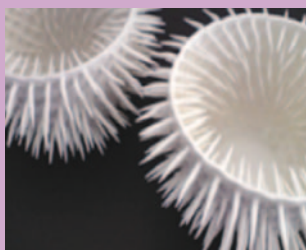
Aveiro's Local Action Plan builds on the research excellence of one of the Local Support Group member organisations – the

University of Aveiro Centre for Research in Ceramics and Composite Materials, CICECO, in order to improve research, companies' relations and to promote innovation. A partnership will be formalised, under the sponsorship of the city council, between the University of Aveiro and Ceramics Companies. This partnership will help minimise infrastructure costs through a responsible use of public and private

sector resources. It will also lead to the optimisation of outcomes of the different institutions. The new structure thus created will aim at promoting the productivity and competitiveness of Portuguese Ceramics Industries, through the promotion of innovation and technology transfer from Universities and Research institutes to companies. The central task is to develop cooperative research projects, as well as



enabling the creation of a positive climate for innovation and thereby speed up structural change in the economic region of Aveiro.



Objective Stoke-on-Trent: Establishing the worldwide reputation as a centre of excellence for Enterprise and Innovation in Ceramics

In its Local Action Plan, which follows a major strategic study commissioned by the city council on the future of its ceramics industry, Stoke-on-Trent sets an ambitious objective: to establish a centre of excellence for the ceramics Cluster. Through the promotion and integration of support, they will drive technological research, diversification and innovation

within the growth of current business stock and the formation of new businesses. With a time scale of 5 years and an initial budget of over 2 million €, the new centre will engage in pro-active "market development" and support, including funding research on advanced manufacturing and expanding innovative products in other sectors.

The European Centre for Innovation in Ceramics at Castellón: a think tank for better innovation

The region of Castellón being one of the largest production centres of ceramic tiles in the world, a large number of active bodies is

involved, including businesses, training and research organisations, associations, etc, in addition to the city council itself. The creation of the European Centre for Innovation in Ceramics (CEIC), a centre of European reference where all the stakeholders related with ceramics can be represented (including the members of the Local Support Group) will offer the city a bank of

ideas and actions (think tank). This will provide information to council staff and managers when developing and supporting different actions related to urban topics such

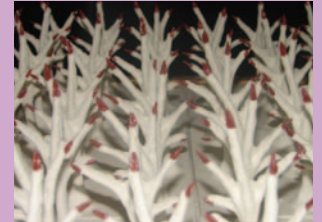


as cultural activities, local development, environment, cutting-edge architecture management, innovation in urban areas, local integration and community building, sustainable urban design, mobility, etc. The innovations that will (without any doubt) stem from this activity can later be tested and demonstrated at Castellón CityLab (see insert on "Industry strengthening").

Giving small ceramics workshops a tool for innovation : Sevilla digital marketing tool and Sevilla Ceramic design Promotion

The Local Action Plan of Sevilla is focused on small and medium sized enterprises and craftsmen support, including an action to boost the sales and the innovation potential of small ceramics firms and workshops. A new programme is to be developed dedicated to the promotion of digital marketing, including online

sales, for the sector of ceramics and the city small manufacturers and craftsmen. Moreover, as the best way to connect tradition and innovation in small and medium enterprises, new Design will be promoted, through awards, exhibition and international exchanges among international artists.



Developing a new, innovative entrepreneurial culture in Cluj-Napoca

Cluj-Napoca's LAP aims at promoting the active SMEs (former IRIS factory cluster) present in the ceramics industry market, with the support of the database provided by the MA (Territorial Office for SMEs), also taking into account the status as members of the Owners and Entrepreneurs Association, by creating a user-friendly brochure in which they

can present themselves. More particularly, the activities will include the design and collecting of information to realise the CLUJUL UNIC promotion catalogue within the project, and the promotion of a scheme of internships between the University of Design and SMEs (former IRIS factory cluster) within the context of "people to people" actions.



Source : MCVI architects

Creative industries for a creative city: establishing a cultural industry incubator house in Pécs

The European Capital of Culture event has set the scene for a massive project in Pécs with the birth of the Zsolnay Cultural Quar-

ter, almost a new city devoted to culture and entrepreneurship located on the former Zsolnay factory site. Because of its links with the Capital of Culture and with the Zsolnay heritage, one of the emblematic projects within Pécs' Action Plan is the renewal of a 1333 m² building-site in the Zsolnay Cultural Quarter, aimed at establishing a cultural

and creative industry incubator house. The project, representing an over 1,3 M € investment, is already ongoing and is supported by Pécs 2010 Management Centre Ltd (as the investor), the Zsolnay Heritage Management Public Benefit Company (operator of the buildings) and the Chamber of Commerce and Industry of Pécs-Baranya.