



# 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](https://interreg-central.eu/COCO4CCI)

# 25 words about creatives

creative

well balanced

open minded

problem solver

visual

challenge accepted

spontaneously

remote

outstanding

innovative

fail to grow

intuitive

empathetic

no taboos

educated

creatives

asking questions

strong personalities

no compromise

looking for a meaning

collaborative

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

# Your local support



Gisa Schosswahl  
gisa@intothewoods.com  
+43 650 49 28 848



Wolfgang Gumpelmaier  
wolfgang@creativeregion.org  
+43 650 49 28 848



Gregor Tremetzhuber  
georg@creativeregion.org  
+43 650 49 28 848

**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.**

**W: [creativeregion.org](https://creativeregion.org)**

**E: [office@creativeregion.org](mailto:office@creativeregion.org)**

# 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 and abstract-minded  
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

# Your local support



Stefanie Neumayer  
coco4cci@biz-up.at  
+43 664 5450909



Gabriel Gruber  
coco4cci@biz-up.at  
+43 664 8481275



Laura Smith  
coco4cci@biz-up.at  
+43 664 8481315

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 & 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 them from the initial business idea through to market success.

W: biz-up.at

E: coco4cci@biz-up.at

# 4 easy steps to get in touch with...



## 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



## 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



## 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

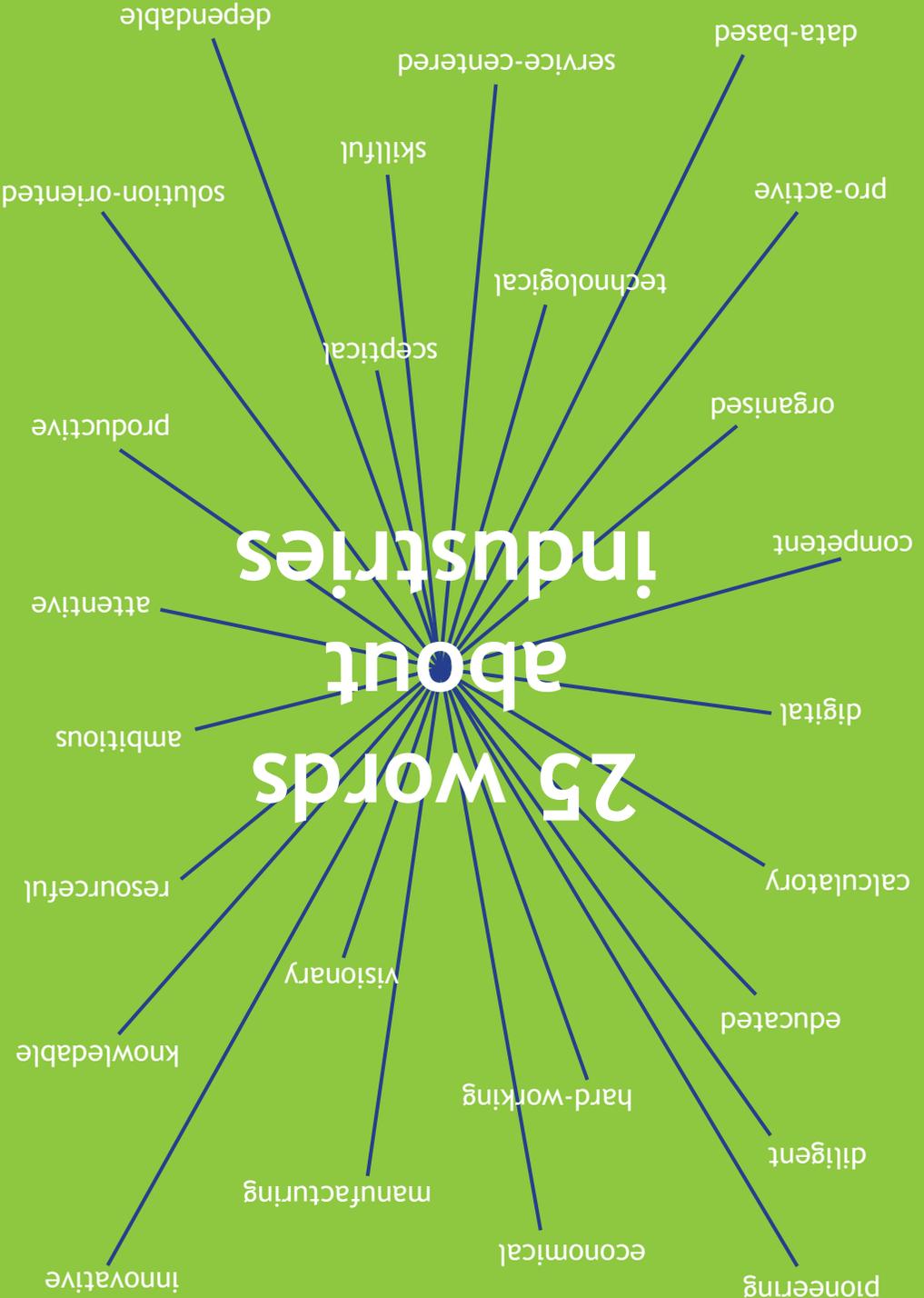


## PERFORMING

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

# 25 words about industries





## CREATIVITY DRIVES INNOVATION CULTURE AND CREATIVE INDUSTRIES COOPERATION COLLIDER

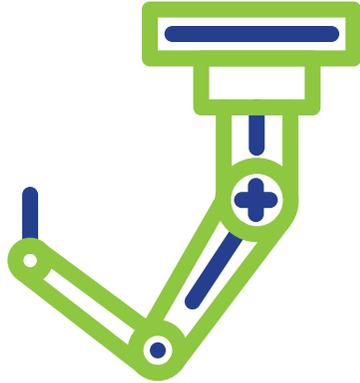
W: [interreg-central.eu/COCO4CCI](http://interreg-central.eu/COCO4CCI)

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 minded and innovative approaches of the cultural and creative industries (CCI) and the experiences and technology driven power of advanced manufacturing industries (AVM).

- 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?

# What's your challenge?





CREATIVITY  
DRIVES INNOVATION



# Are you a left- brainer ?

