

The two day Study Visit to the Creative Factory and Dnamo (RDM Campus) in the European Capital of Culture 2001 aimed at identifying good practices to be discussed within the INTERREG IVC project InCompass aiming to create self sustainable Incubators in the European Creative Sector.

City of Rotterdam hosts InCompass Project's first study visit

PRESS RELEASE

The first InCompass project's study visit took place on 2 and 3 May in the city of Rotterdam. Organized and hosted by the project partner of Delft University of Technology, the partners attending had the opportunity to identify and discuss best practices and models of management regarding the self-sustainability of incubators in creative industries in two referenced centers in Rotterdam – the Creative Factory and RDM Campus.

Creative Factory in Rotterdam is a former silo stretching along one of the city's harbours that was transformed into a hub for creative businesses in 2008. The story of the Creative Factory started with an idea that won the support of the city's local authorities, including the Mayor. For the elaboration of a business model for the factory, a sustainable formula has been developed. First, the Creative factory has the support of important partners, such as KPMG and Rabobank, which sponsor the factory in kind and provide experience and networks. Second, a mixed business formula, result of the combination of startup entrepreneurs with settled companies that already have proved to be successful. At the moment, 70 businesses are established in this creative breeding, engaging in five disciplines: Media, Design, Music and events, Fashion and Business services. The incubator, which houses 250 people daily, consists of a number of open space offices with three to twelve clustered business, and wants to play a strong role in pushing on the development of the urban deprived areas in the neighborhoods of South Rotterdam.

RDM Campus, a cooperative venture between Albeda College, Rotterdam University and Port of Rotterdam Authority, is a campus for education, business and events. It is located at the old shipyard of the former ship building and dry dock company RDM, situated port area of Rotterdam. The original meaning of the abbreviation RDM, Rotterdam Dry dock Company, was changed into Research, Design and Manufacturing. In the campus, educational institutions and companies work together in an open environment and focus on new economic activities for sustainable and innovative solutions in the markets of Building, Moving & Powering. RDM Campus has among its facilities a creative incubator.

This incubator, **DNAMO**, was established by a group of six educational, banking and business institutions. Currently, it is also given support of some partners, aiming to become self-sustainable in the medium term. The facilities of this location perfectly suit the needs of the established entrepreneurs. Right now, Dnamo is supporting 40+ entrepreneurs by the Pre-

Incubation program and 11 entrepreneurs by the Incubation programme, encompassing different product ideas.

After the two exciting visits, InCompass Project partners met in the various working groups- Commercial Context, Social Context and Tiers of Support, to discuss and share the lessons learned from both visits. To this end, the leaders of each working group made a brief summary of its findings, before giving rise to a debate. To finish the day, members outlined the agenda of the next study visit, to be held in Milan on June 6-8, coinciding with the first meeting of the Steering Committee and the second and third Thematic Seminar. Reports from these seminars will be used as a basis for the 12 Regional Implementation Groups, responsible for evaluating, transferring and capitalizing good practices to the creation and management of sustainable Creative Incubators to their respective regions. In this sense, apart from the study visits, partners attending Rotterdam had the opportunity to have an informal chat with some members of the hosted Regional Implementation Group.

For more information about InCompass project please contact:

Andrew Mackenzie
Project Manger: Centre for Creative & Digital Industries
a.mackenzie@dundeecollege.ac.uk
Dundee College
Graham Street Campus
Dundee DD4 9AD
Tel: +44 1382 834834 Ext. 6184
Mob: +44 7973 208 164