



# Creative LAB

Erasmus+ Programme,  
Mobility Project in the Field of  
Education, Training and Youth

Applicant organization: Jugend- & Kulturprojekt e.V.

Country of the applicant organisation: Germany

Main topics: Creative entrepreneurship, social  
innovation, urban development and cross-sectoral  
cooperation

Topics such as creative and social entrepreneurship, social innovation & urban development will be analyzed and discussed. The project involves creative individuals, young entrepreneurs, creative enterprises from start ups to more established companies working on the CCLs sector, incubators, creative and youth NGOs, cultural managers and social entrepreneurs to foster this way cross-sectoral cooperation. CreativeLAB enables and facilitates creativity collaboration and innovation.

The CreativeLab project consists of 3 activities

The first activity takes place in Dresden with a study-visit in Berlin

The second activity is held in Thessaloniki, Greece

The third activity (evaluation meeting) is implemented in Dresden.



1st activity: Dresden & Berlin, Germany

29.03 - 06.04.2016

7 working days + 2 travel days

Number of participants/country: 2 to 3

How to define a business idea: Values & Mission

- Trends
- Naming and Branding
- Networking
- Designing a business model
- Successful stories & examples of:

- innovative businesses that solve social problems;
- creative and co-working spaces based in former abandoned buildings
- cross-sectoral cooperation.

### Important info:

- Subsistence costs are fully covered (accommodation + 3 meals/day)
- Travel reimbursement: Participants will be reimbursed for the total amount of travel expenses according to the travel distance system of the Erasmus+ programme
- Participants are expected to participate in all mobilities in Dresden, Berlin and Thessaloniki
- There is a participation fee of 100,-€ for the whole project

2<sup>nd</sup> activity: Thessaloniki, Greece

10.06 - 17.06.2016

6 working days + 2 travel days

Number of participants/country: 2 to 3

- Marketing research and strategy
- Design thinking
- Customer development and management
- Communication with partners and establishing an international network
- Using social & traditional media
- Product and Service Development

The agenda includes the following activities: free  
**Activities:** workshops, presentations, team-building activities, group work, study-visits to creative incubators & businesses in Dresden, Berlin & Thessaloniki, reflection meetings, evaluation and round-table discussions, exchange of best practices, networking

### Objectives:

- creating a platform of experiences, best practices and knowledge of entrepreneurial and social innovation activities
- understanding the structural differences between Dresden, Berlin and Thessaloniki concerning the environment for startup ventures;
- developing entrepreneurial attitude and practical skills
- fostering intercultural and interdisciplinary cooperation
- developing an international network of creative entrepreneurs

3rd activity: Dresden, Germany

8.07 - 11.07.2016

3 working days + 1 travel day

Number of participants/country: 2

- Fundraising and pitching
- Creating an international network
- Final presentation of the results of the work
- Evaluation of the meeting

Main topics: Entrepreneurship, Creative Economy & CCLs, social innovation, urban development, cross-sectoral cooperation

### Eligible participants:

- Being a young creative entrepreneur
- Being a member of a creative hub
- Having developed a start-up
- Being involved in a CCLs project
- Over 23 years old

### Contact Person:

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