



# NAMIBIA-EU BUSINESS FORUM

**Essential Building Blocks for the Cultural  
and Creative Industry Ecosystem**

13 May 2026 • Charlotte Lorentz Hjorth

• EU innovation policy platform ekip / Lund University / Future by Lund

- **A practical, model for designing a strong CCI ecosystem.**
- **Lessons from European experience**
- **Insights on fostering open innovation, skills, networks, infrastructure, and funding.**
- **What Namibia can adapt to create an environment for creative business and innovation.**

# Developing Ecosystems is a collaborative effort



**ekip**

EUROPEAN CULTURAL  
AND CREATIVE INDUSTRIES  
INNOVATION POLICY PLATFORM



Funded by  
the European Union



**LUND**  
UNIVERSITY



**Future  
by Lund**

# Ecosystem Building Blocks

Innovation ecosystems are made up of “building blocks” that represent functions in the ecosystems.



## R&I, TECHNIQUES & TECHNOLOGICAL SOLUTIONS

- New product development
- Interdisciplinary approaches
- Technology uptake



## INFRASTRUCTURES

- Infrastructure access
- Technical service support



## SKILLS

- Workforce upskilling
- Curricula alignment
- Innovation soft skills



## INVESTMENT & FUNDING

- Funding access
- Innovation procurement



## SUSTAINABLE COMPETITIVENESS

- Cross-sector collaboration
- Scalable business models
- SME and startup support
- Innovation mindset building



## REGULATION & GOVERNANCE

- Adaptive regulations
- Ecosystem coordination
- Standardisation frameworks
- Policy experimentation



## SOCIAL DIMENSION

- Societal impact awareness
- Human-centric innovation
- End-user involvement
- Just transition alignment

# Forsighted innovation policy areas

With the policy areas we explore the building blocks highlighting how CCIs can lead and participate in innovation processes.

Artificial  
intelligence



Green  
transition/NEB



Immersive  
media



Craft-led  
innovation



Platformisation  
of the music  
industry



Inclusivity in  
the gaming ind.



Cross-  
innovation  
performing arts



Fashion  
transition



Cultural heritage  
institutions and  
open innovation



# Innovation with the CCI is about Swarms not Unicorns

## WHAT IF?

We could **activate** the European innovation power in a sector bigger than the car industry, pharma, telecom?



Innovation isn't about unicorns,  
it's about swarms.

**CREATIVES  
MAKE  
ECOSYSTEMS  
MOVE AS  
ONE**

They coordinate, shape and harmonise diverse actors.

# Activate what you already have

### Understanding cultural & innovation policies

Unleashing the potential of the cultural and creative industries

Understanding cultural policies and innovation policies: differences, overlaps, and societal benefits

ekip Talk: Innovation Policy vs Cultural Policy

From Reaction to Action: Collaborative Transformation Policies in Culture and Beyond for Future-Oriented Policy-Making and Action

### NEW EUROPEAN BAUHAUS – CCIS ENABLING GREEN TRANSITION

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AI AND CULTURAL AND CREATIVE INDUSTRIES

### CULTURAL HERITAGE INSTITUTIONS WITHIN OPEN INNOVATION ECOSYSTEMS

Resource type

- ☐ Article
- ☒ Case study
- ☐ Future scenario
- ☒ How-to guide
- ☐ Policy recommendations
- ☒ Practical tool
- ☐ Report
- ☐ Support
- ☐ Video

### Prototyping innovation in cities

City Case Description: Bratislava as a Child-Friendly City

City Case Description: Rotterdam, Gaming & Inclusivity

City Case Description: Kolice & Cultural Heritage Organisations as Innovation Catalysts

City Case Description: Stockholm & Cross-Innovation with Performing Arts

### CROSS-INNOVATION WITH PERFORMING ARTS

# Equip! Organise! DO! Activate!

### IMMERSIVE MEDIA

### Culture & Creativity

- ☐ Open Innovation Factories
- ☐ Policy for innovation
- ☐ Understanding cultural & innovation policies

### Policies & Ecosystems

- ☐ Policy implementation
- ☒ Prototyping innovation in cities

### Building Blocks

### CRAFTS-LED INNOVATION

### FASHION TRANSITION: ECO-DESIGN FOR CIRCULARITY

Resources 15 Prototyping innovation in cities Clear filters

### Prototyping innovation in cities

Exploring Context with the OPSI-Model

PRACTICAL TOOL

Map your innovation landscape with the Exploring Context with the OPSI-Model worksheet: helping teams apply the OPSI-Model to real challenges by guiding reflection on mission-driven, anticipatory, adaptive, and enhancement-oriented innovation.

### Prototyping innovation in cities

The Innovation Portfolio Policy Canvas

PRACTICAL TOOL

The Innovation Portfolio Policy Canvas helps Cultural and Creative Sector stakeholders map local ecosystem assess resources, and design tailor innovation portfolios to strengthen innovation support systems.

### Cluster B Accessing & Navigating Finance

Focusing on financial literacy, guidance, and tools that help creatives understand, access, and manage funding

### 01. USER DETECTION

The community is formed by selecting pre-identified users from NextAtlas' early adopters, adding EU policy-related profiles, and then by analysing European creatives' profiles on Behance platform.

### 03 Intentional Spaceshifting

NextAtlas Trend

### New Funding Models

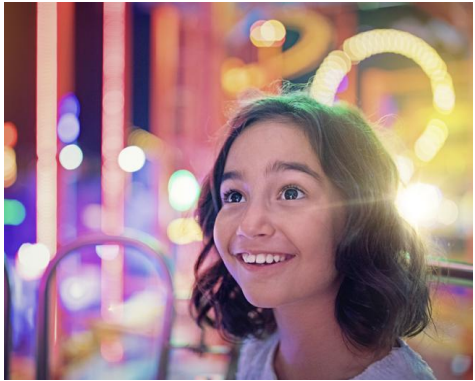
ekip

### PLATFORMISATION OF THE MUSIC INDUSTRY

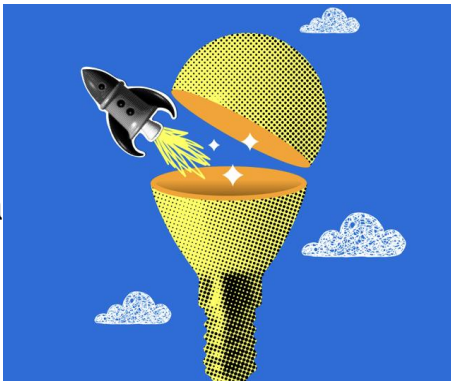
NEW ekip NEWSLETTER IS OUT

# Findings turned into key concepts by ekip

From culture *for* the people to  
culture *with* the people  
- Innovation as a movement



CCI friendly  
building blocks a  
game changer



## Innovation Policy vs Cultural Policy



New jobs and emerging  
roles by social listenings  
- The Creatives the future  
innovation Village people



Innovation by  
production  
- Many inventions  
but little innovation

Europe has the talent  
- What it lacks is smart  
activation - *ecosystem  
mapping reveals*



The Challenges is not  
Creativity but  
Connectivity  
- Swarms vs Unicorns

# THANK YOU

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*Questions, comments, and follow-ups welcome.*

## CONTACT

Charlotte Lorentz Hjorth, Coordinator ekip, Lund University Innovation partnerships, CEO Future by Lund

[www.ekipengine.eu](http://www.ekipengine.eu)

[www.lu.se](http://www.lu.se)

[www.futurebylund.se](http://www.futurebylund.se)