# INVITATION TO JOIN THE PROJECT AS A PARTNER

Is your company in need of fresh perspectives and creative insights regarding a specific topic, challenge or area of development? This is an invitation for your organization to take part in an exciting international cross-innovation project and pilot a new creative method!

Every day, the world is becoming more complex and organizations in all sectors are facing unseen challenges and volatility. Now, maybe more than ever before, we need to face complex issues with creativity. But how can we do this in a practical way?

We are developing a new method with the aim to produce creative outputs to meet the real needs of the organizations involved, and to develop one tested creative method for further use.

The method taps into the creative capacity of the professionals of the art, culture and creative fields and produces creative insights into specific topics on demand. Based on the pilots, the method is developed further and shared with a wider round of innovation communities and stakeholders around the world.

We would like to invite your company [organization/department//team] to pilot this new method. The expected benefits for you are as follows:

1. Enable the production of a creative outcome or insight, to a specific topic defined by your organization;
2. Use the creative insight as a tool to enable new dialogue, thinking and knowledge creation within your organization;
3. Experience one clear, tailor-made methodology with acknowledged expectations for all parties;
4. Possibility to communicate about the pilot with your stakeholders;
5. Possibility to join international creative cross-innovations networks and developments as a piloting forerunner.

## The process

The Cross Innovation Toolbox is a simple step-by-step process and is supported by the process facilitator during all phases.

1. The organization defines **one topical theme, challenge or question** for which it wants to order new creative insights and perspectives;
2. The project team collects a **shortlist** of creative professionals/artists, who have the capacity to elaborate the topic in a meaningful way;
3. From this shortlist, the organization chooses **one creative professional/artist** for the collaboration;
4. The creative professional/artist is introduced with the topic and starts a **phase of inquiry** (onsite/online, duration [x] weeks);
5. This gathered information serves as base material and inspiration for the creatives **independent working process** ([x] weeks, onsite or in artist’s studio)
6. The produced **creative insight is shared as an outcome and elaborated further** in a facilitated session together with the creative and the organization ([x] hours, onsite);
7. Process **evaluation:** definition of created value and future possibilities.

## Invitation for the company

We are currently looking for [x] suitable companies to join this project and pilot this method within their organization.

The process is flexible, and the requirements regarding resources are well-known in advance, moderate in amounts and negotiated to fit the companies’ possibilities in the best possible manner. The process will be managed by the process facilitator, who will give both company and artist all the support needed for a successful outcome.

The project is driven by sustainable development and related to SDG 17 “Partnerships for the Goals”. We are looking for companies with values that are closely linked to ecological, economic, social and cultural sustainability, and which are ready to pioneer new creative collaborations.

**If you are interested in collaboration, please let the project's representative who reached out to you know! He/she will guide you to the next step.**

## Project implementers and funders

[Info about intermediaries and other parties/funders, including contact information.]

## More about creative cross-innovations

Creative cross innovation is a collaborative process where professionals from the arts, culture and creative fields (CCIs) share information, working methods, creative approaches and “cross-over” to other sectors and traditional industries to collaborate with professionals from other fields. The aim of creative collaborations is to tap into the potential of creative know-how, to promote new thinking, access creative activities, and boost creative co-creation. Innovations for sustainability can serve as a thematic umbrella providing a shared value base and goal setting for new forms of cross-disciplinary creative collaborations.

The study “[Collaboration and Innovation in the Northern Dimension Countries](https://ndpccrossinno.eu/)” (NDPC 2021) mapped cross-innovations and their potentials. The study states clearly that creative cross-overs have a lot of potential for societal impact, but the underlying potentials are not yet being realized.

Subtopia brought together some of Europe’s leading experts in cross innovation for an international conference – [Cross Con](https://subtopia.se/cross-con-cross-innovation-conference-2023/) – 23 November 2023, where about 200 people from all over the world discussed the future of the cross-sectoral industry. How can cross innovation bridge industry gaps, create new meeting places, and promote innovation?