CRe-AM

Creativity REsearch Adaptive roadmap

*The CRe-AM project aims to bridge communities of creators with communities of technology providers and innovators, in a **collective, strategic intelligence/roadmapping effort** to streamline, coordinate and amplify collaborative work towards developing, enhancing, and mainstreaming new ICT technologies and tools by addressing the needs of different sectors of the creative industries (e.g. art/culture, crafts, publishing, design, games).*

Stakeholder engagement and its benefits

Our statement is that ICT use could help make art more widely accessible and more inclusive. The project will involve creators who currently use ICT tools in their everyday creative practices, and engage them in a collective dialogue with ICT researchers and developers, with the objective of empowering creators by giving them access to new forms of facilitation, enhancement, and contestualization of the creative process and its product. The focus will be the future ICT R&D agenda, which will develop new tools for supporting the creative processes as well as enhance and improve existing tools and platforms to be more adapted to, or to better care for, the needs of specific creators' groups. Thus, the project will also aim at forming a critical mass of ICT and creative communities working together. The main target users will be individual creators/workers and professionals, as well as SMEs, creative groups, communities, and organisations. Main results will include recommendations for policy, planning, and decision making for the creative industries community and convergent plans (roadmaps) for specific future initiatives. More specifically, the benefits from CRe-AM will include:

- Bridging communities and supporting knowledge exchange for effective collaboration among the creative sector and ICT stakeholders

- Raising awareness among the creative industries on related R&D results

- Building foresight capability in the form of an Observatory for creativity-ICT innovation

- Setting up a shareable infrastructure (platform) of strategic intelligence and roadmapping for engaging individual creators as well as stakeholder communities, and empowering them to identify the emerging visions and concerns, and to build and maintain their own dynamic roadmaps for the future.

How should stakeholders get involved and what are the benefits?

As the Project is focused on delivering a valuable service to both the creative and ICT communities, CRe-AM aims to reach a significant number of diverse stakeholders in the creative areas of arts, crafts, design, e-Publishing and video games, and to address their needs by engaging them in a fruitful dialogue, so as to build a good understanding of their context, discover common ground, identify future needs and create a shared future vision, and plan strategically towards new ways of using technologies and tools, new products/services and new business models.

- The project will offer the expertise, organisational capacity, and resources to make the *consultation and strategic planning events* possible.

- The project will also **cover travel expenses** of the stakeholders participating in the project's consultative workshops.

- The project will provide participants with appropriate **skills development and training** for them to be able to **build and sustain their own roadmaps and strategic plans** for the future.

- The project will offer a *'matchmaking'* **service, matching the needs of the creative stakeholders with ICT specialists** expertise.

- The commitment expected from the participating stakeholders is mainly their active engagement and their time, which will be 2-4 days over the duration of the project (2 years).

Furthermore, it is extremely important for the communities of artists/creators, creative professionals, technology experts and IT designers/providers, and cultural institutions and creative industries to work strategically, to maximize resources, and to share expertise in order to enhance creativity. CRe-AM is a very timely project, focusing on strategic planning and structured dialogue, and particularly pertinent for meeting the current cultural, educational, and economic challenges in a period characterised by recession, with creative visions and recommendations for the future.

A large community of more than 200 stakeholders has already express interest in the Cre-AM initiative:

stay tuned and visit regularly our website!
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