

Creative Industries  
Knowledge Transfer Network

Knowledge  
Transfer  
Network

Creative Industries

**BEATRICE ROGERS**

CIKTN Deputy Director & Design SIG Lead

Funded by the UK Government's  
Innovation Agency

**Technology Strategy Board**  
Driving Innovation

# Managed by a Consortium

**ual** university  
of the arts  
london

**Imperial College  
London**

 **TIGA**<sup>TM</sup>  
Representing the Games Industry

 **CREATIVE  
ENGLAND**

# OUR GOAL

“The Technology Strategy Board is the UK’s innovation agency. Our goal is to accelerate economic growth by stimulating and supporting business-led innovation.”

Technology Strategy Board

Driving Innovation

# WHAT WE DO

We help to drive innovation in UK creative businesses through:

- Networking
- Collaboration
- Opportunities

## 13 DCMS SECTORS

- Performing Arts
- Arts & Antiques
- Crafts
- Architecture
- Design
- Fashion
- Advertising
- Radio & TV
- Film & Video
- Music
- Publishing
- Video Games
- Software



# HOW WE DO IT



Overview About us - Articles Events - Groups Funding Members More -

## We are the UK's knowledge transfer network for the creative industries

- Join our network Learn more Key Projects
- Creating a unique place for creative innovators to meet, share ideas & shape the future
- Promoting funding and collaboration opportunities
- Delivering valuable insights into technology trends and developments

Key Themes

**Design in Innovation**

**HEALTHCARE & THE CREATIVE INDUSTRIES**

Join the Creative Industries KTN. It's free!

- ### Twitter
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- RT @CommsCymru: Digital Cardiff Week: exploring the digital future of the Welsh creative industries <http://t.co/SPX5AJixnY> #DigitalCardiff 2 hours ago
  - RT @craftsmagazine: @Design\_Week 'Classifying Design Roundtable' about @DCMS classification on 3 July at Houses of Parliament <http://t.co/M...> 2 hours ago
  - RT @JeremyS1: Medioclarity: Aspirational Reading is out! <http://t.co/DAC5EAmJQZ> Top stories today via @jon\_pratty

# COMMUNICATIONS



# EVENTS



# POLICY

THE CREATIVE INDUSTRIES KTN  
EUROPEAN GAMES WORKSHOP REPORT

20 March 2013

THE CREATIVE INDUSTRIES KTN  
FUTURE COPYRIGHT: ACCESS ALL AREAS? WORKSHOP REPORT

27 November 2012

THE CREATIVE INDUSTRIES AND HEALTHCARE

April 2013

CITIZEN AND USER CENTRED SOLUTIONS: CREATIVE INDUSTRIES CONTRIBUTIONS TO THE FUTURE CITIES CATAPULT

# RESEARCH

# WHO WE DO IT WITH

- Business, academia, trade bodies and other networks
- Over 7,000 members & 6,000 Twitter contacts





# Creative Industries Strategy and Investment Programme

#creativeindustries





# KEY THEMES

## Convergence



Hyperlocal media – Coming your way soon

Creative Industries Strategy: Write up from the recent Industry Panel Discussion at the RSA, London

The Stacks, The Patterns & The Money – why genre will drive the next stage of the content industries

## Data



Data Visualisation: Making Information Profitable

Technology Strategy Board to support data and metadata tools and technologies

## Transaction



Frictionless Commerce: Making the Digital Economy Work Better

# Investment Programme

The screenshot shows a web browser window with the URL <https://connect.innovateuk.org/web/creativektn/creative-industries-funding-programme-2013-14>. The browser tabs include 'Creative Industries - innov', 'Competition Funding For', and 'mac screenshot - Google'. The browser's address bar shows the URL. The browser's toolbar includes 'Apps', '\_connect Home - Op', 'Google Maps', 'Design', 'Twitter', 'DEVELOP3D - Layer', 'Groups', 'MyArts', 'Budgets - beatrice@', 'la plagne', 'Future cities', and 'Synapse: Synapse'. The browser's status bar shows 'Sign In' and 'Register +'. The website header features the '\_connect' logo and navigation links for 'Home', 'Networks', 'People', 'Organisations', and 'Events'. The main content area is titled 'Creative Industries' and 'Knowledge Transfer Network of Technology Strategy Board Network'. It includes a 'Join this group' button and a navigation menu with links for 'Overview', 'About us', 'Articles', 'Discussions', 'Events', 'Groups', 'Funding', 'Members', and 'More'. The main content area is titled 'Creative Industries Strategy and Investment Programme 2013-14' and 'Technology Strategy Board Driving Innovation'. It features a 'Strategy Publication' section with a 'Creative Industries Strategy' article. The article text states: 'The Technology Strategy Board's new Creative Industries Strategy (pdf) was published in September 2013. This sets out an ambitious plan for innovation and growth in the creative media sectors over the next three years. Alongside the Strategy, the Technology Strategy Board will also be officially announcing funding programmes worth £26m to be launched over the next six months. This major new investment is intended to boost innovation and growth for the UK's creative and digital businesses. The Creative Industries KTN will be working with the Technology Strategy Board to deliver activities to support this programme, including a series of events around the country where potential applicants will be able to network and find out more about the individual competitions. See below for a list of the funding programmes. Regularly updated details/ information about all of the competitions including scope, application process, key dates and briefing events will be available here as they are announced by the Technology Strategy Board.' Below the article is a 'Competitions' section and a 'Destination Local Demonstrators' section.

**Creative Industries**  
Knowledge Transfer Network of Technology Strategy Board Network

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[Overview](#) [About us](#) [Articles](#) [Discussions](#) [Events](#) [Groups](#) [Funding](#) [Members](#) [More](#)

**Creative Industries Strategy and Investment Programme 2013-14** Technology Strategy Board  
Driving Innovation

Strategy Publication

**Creative Industries Strategy**

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**See below for a list of the funding programmes.** Regularly updated details/ information about all of the competitions including scope, application process, key dates and briefing events will be available here as they are announced by the Technology Strategy Board.

Competitions

**Destination Local Demonstrators**

## Cross-Cutting Themes

These cross-cutting themes recognise the particular opportunities that the creative industries have in working together and with other sectors



Design



Cross Innovation



Sustainability





DESIGN





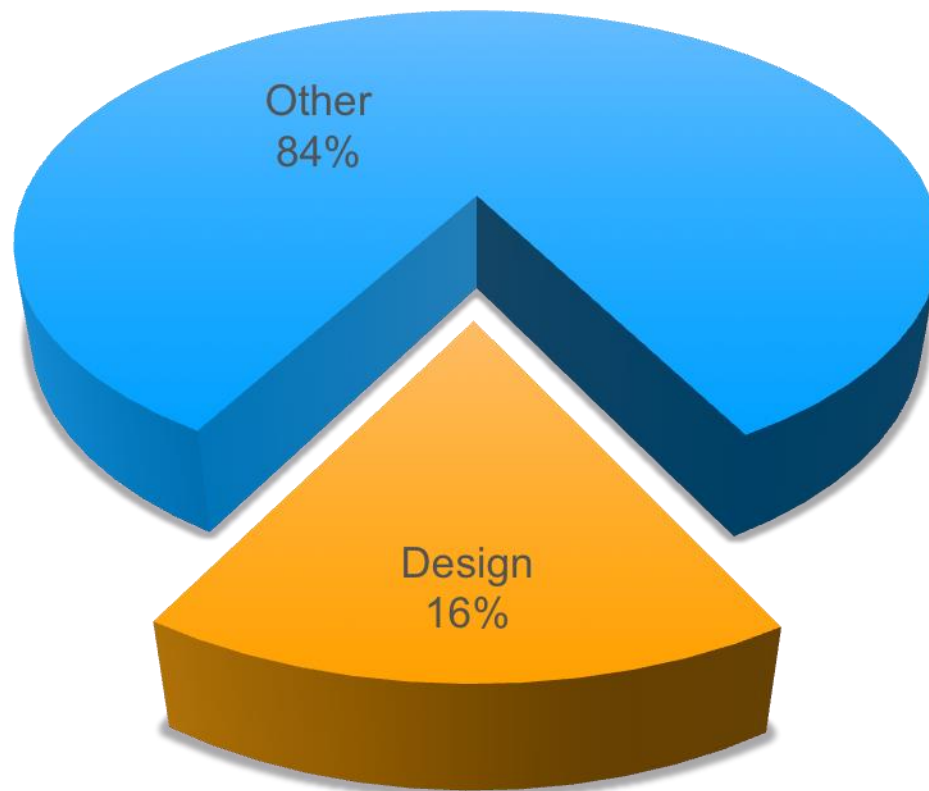
**The UK is a world leader in  
creativity and design**

British Design 1948–2012: Innovation in the Modern Age (Victoria & Albert Museum 2012)

**Creative Industries  
provide 5.3% of the  
UK's GVA...**

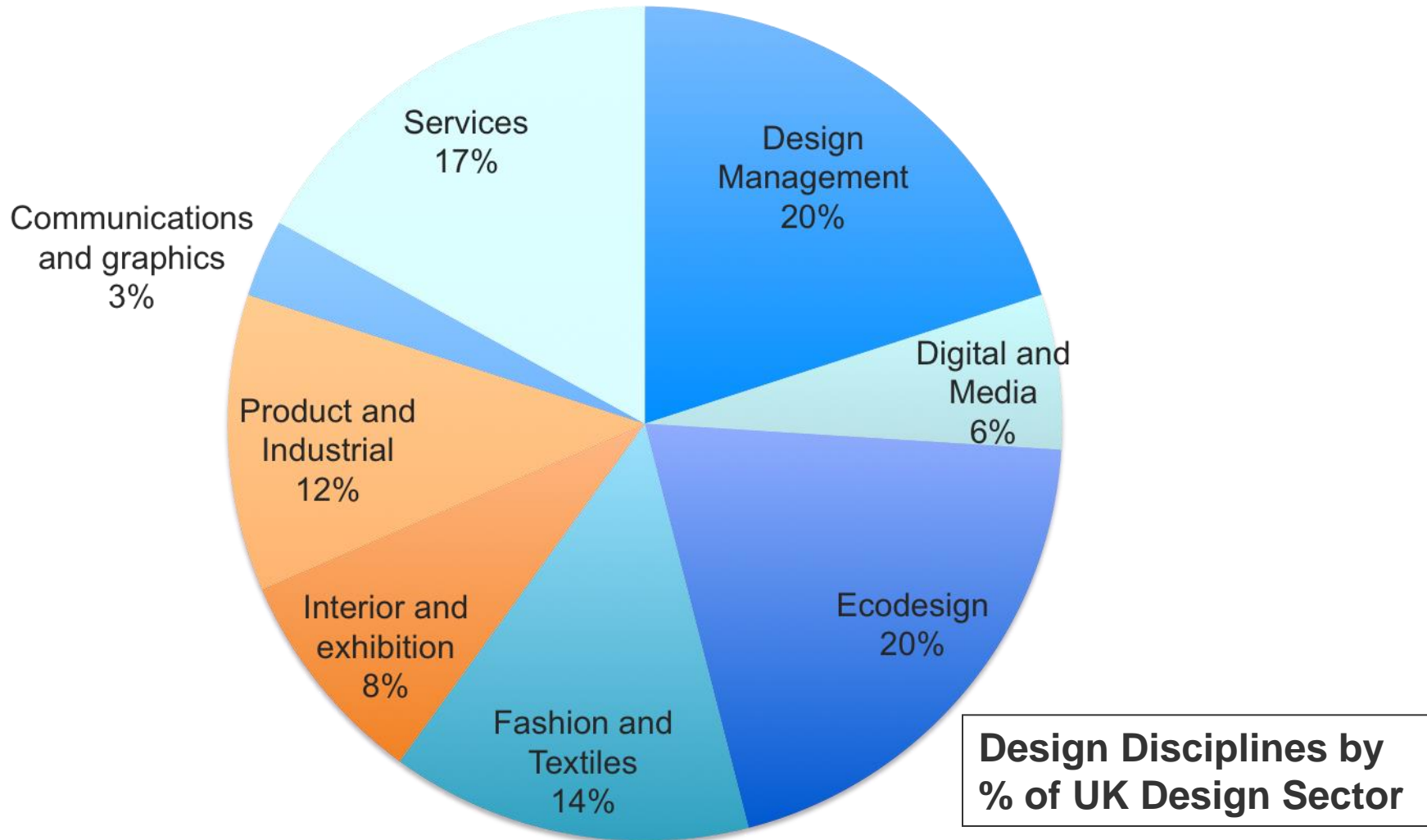
**...and employ 1.4m  
people in the UK**

232,000 people, or 16.5% of the total UK Creative Industries Sector, are employed in design

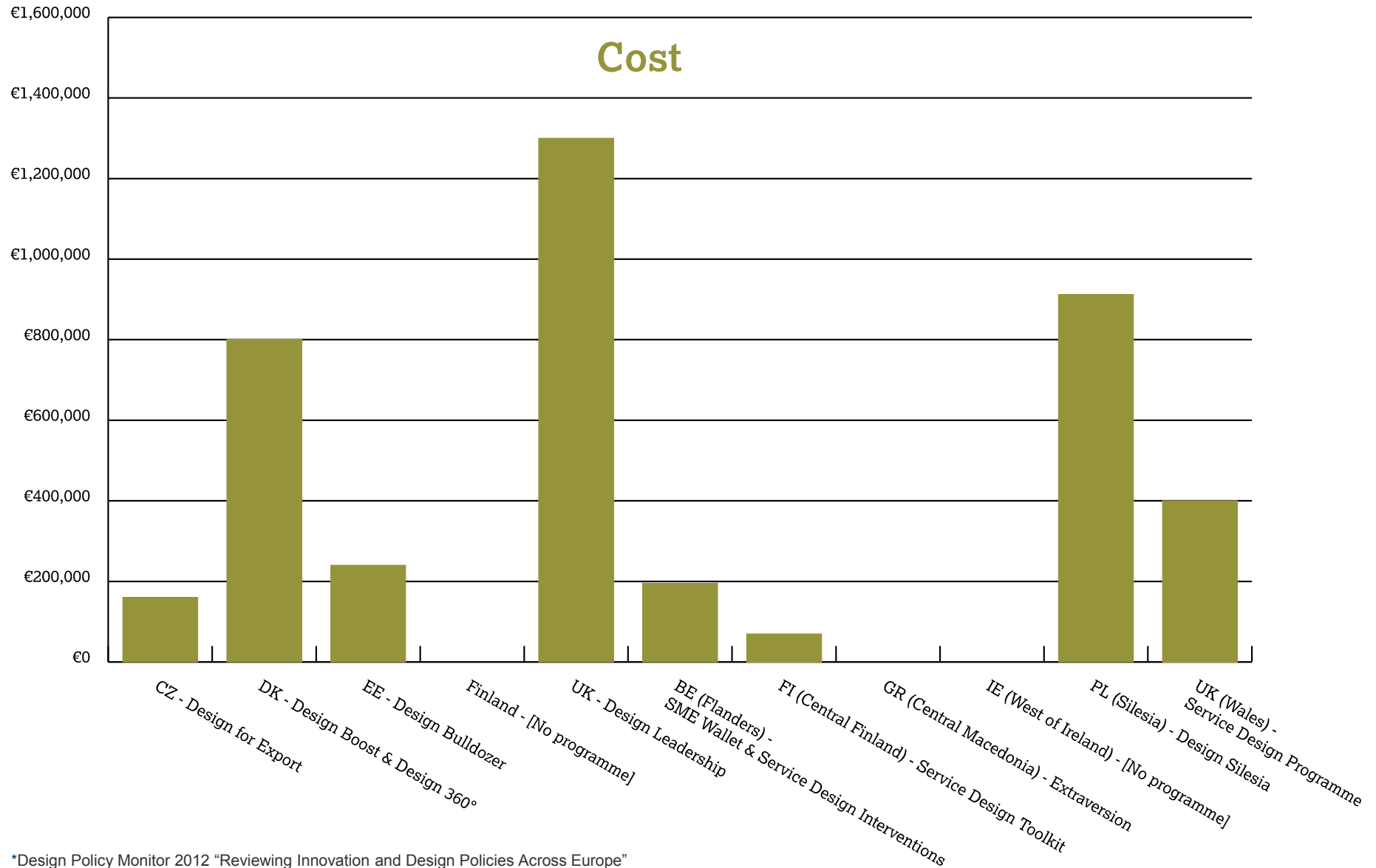




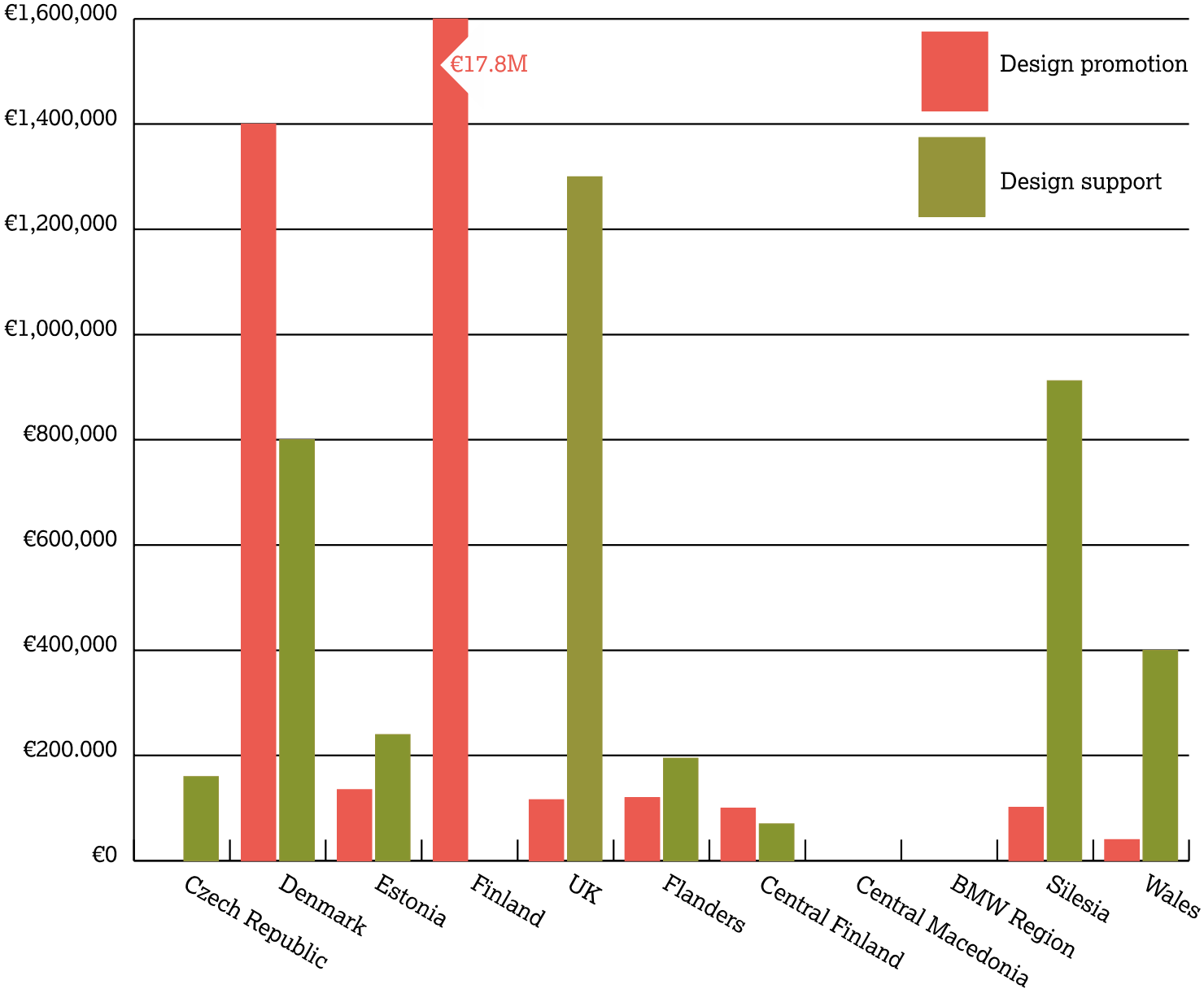
# The UK has a multi discipline design sector, from strategic to brand design



# The UK invested €1.3m on design leadership in 2012 – a lead in investment in design support programmes in Europe



# Comparison between Design Promotion and Design Support across Europe in 2012



\*Design Policy Monitor 2012 "Reviewing Innovation and Design Policies Across Europe"

# The UK has skills at the highest level of design competency on the Design Ladder

**UK design competency** →

DESIGN AS STRATEGY // STAGE 4  
Design is a key strategic means of encouraging innovation.

DESIGN AS PROCESS // STAGE 3  
Design is integral to the development process.

DESIGN AS STYLING // STAGE 2  
Design is only relevant in terms of style.

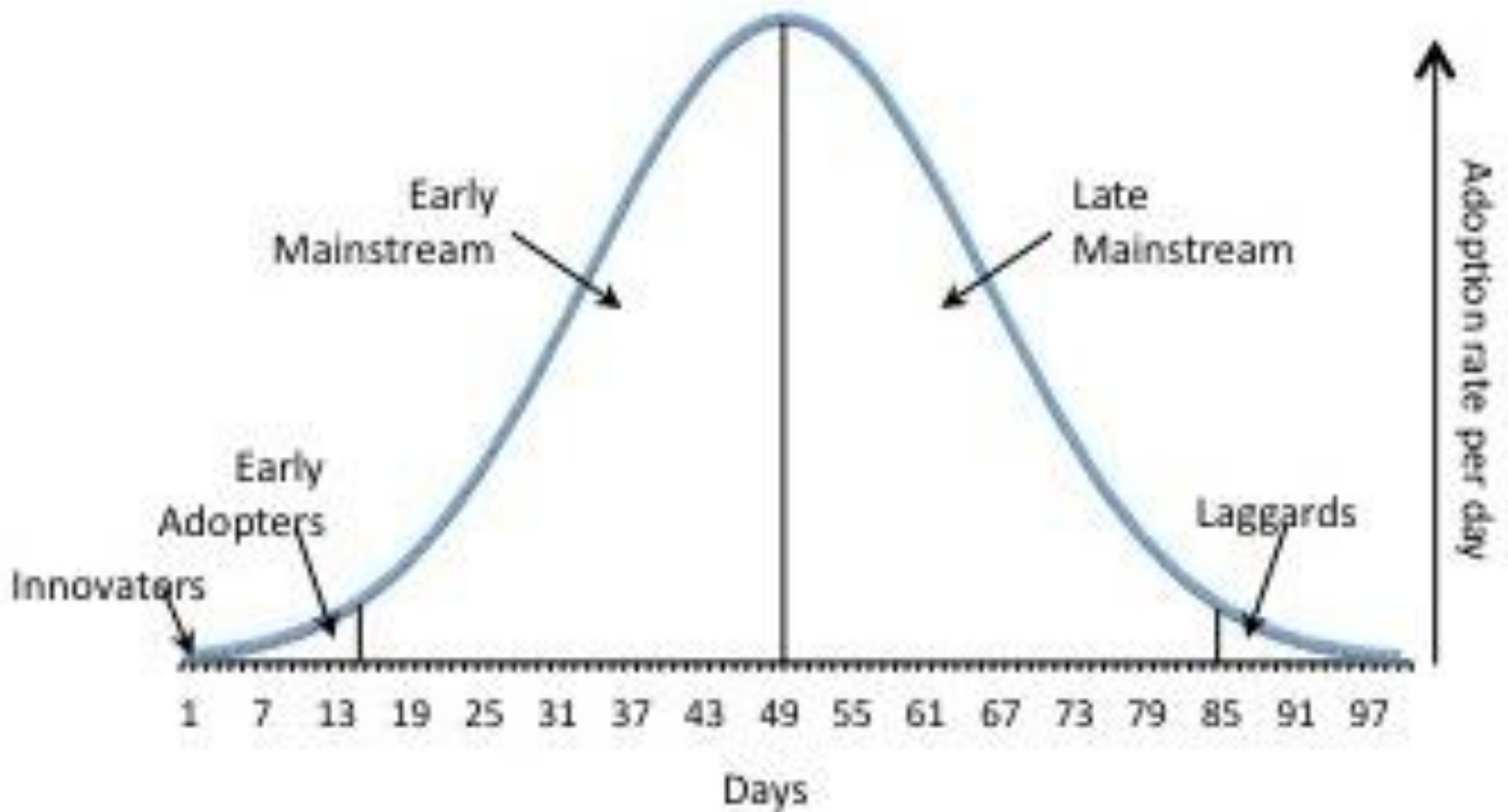
NO DESIGN // STAGE 1  
Design plays no role in product/service development.

The Design Ladder enables companies and organisations to identify where they are on a scale of design competence ranging from 'no design' to 'design as strategy'.

Fig 3 The Design ladder

Source: The Economic Effects of Design, National Agency for Enterprise, Copenhagen, September 2003 & Design Creates Value, National Agency for Enterprise, Copenhagen, September 2007.





**Bell Curve of Adoption** - Everett Rogers "The Diffusion of Innovations" 1962

# How can design help innovation?

The Technology Strategy Board believes that design is a powerful tool when used effectively throughout the entire life of an innovation project – **from concept all the way through to commercialisation**. It can lead to:

- time and cost savings
- better project outcomes.

# DESIGN IN INNOVATION:

- Desirability: what attracts someone to want or use something
- Usability: how it is then used
- Feasibility: how these attributes are delivered

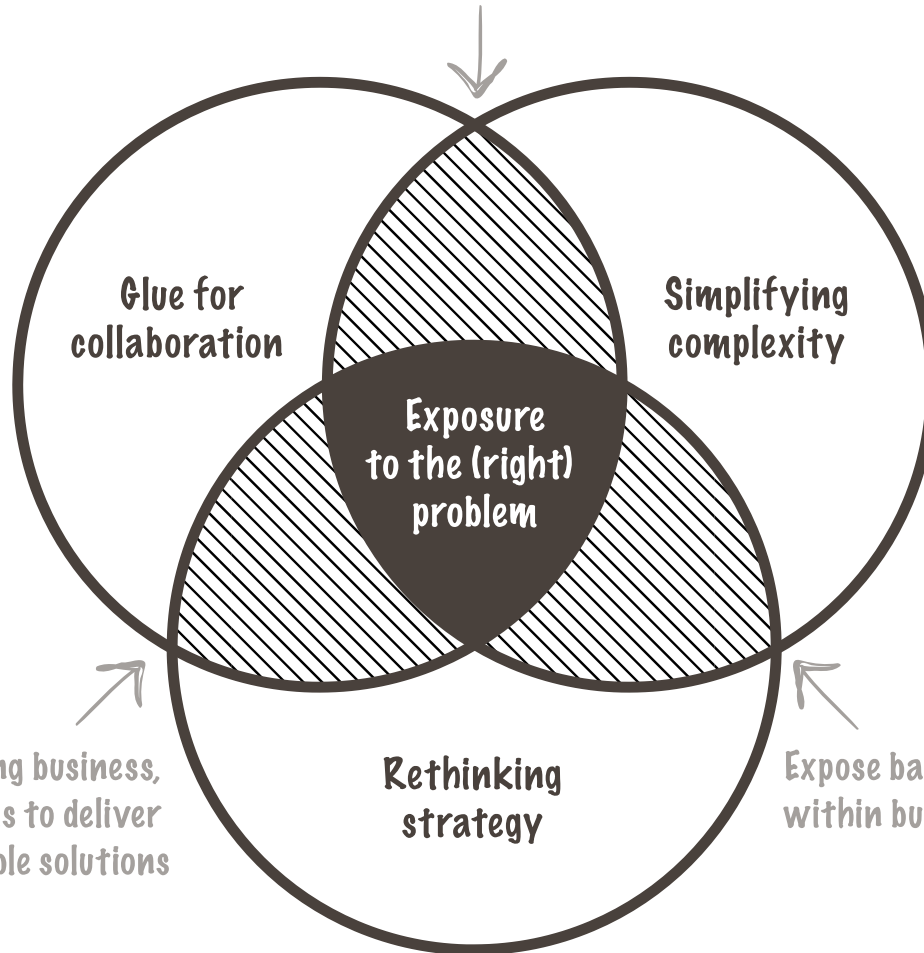
Every  spent on design....



...provides an average return on investment of £25



Distillation of complex process brings together multiple stakeholders around a shared vision



**Glue for collaboration**

**Simplifying complexity**

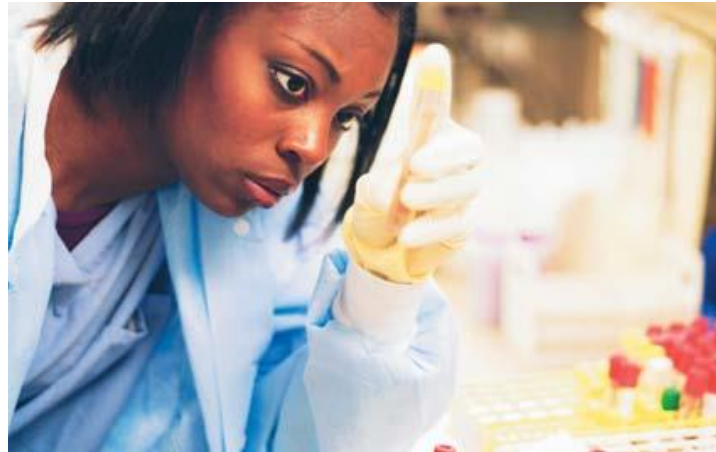
**Exposure to the (right) problem**

**Rethinking strategy**

A holistic approach, balancing business, technology, user and social needs to deliver desired and economically viable solutions

Expose barriers to innovation and change within business and across sectors

Using design in early stage innovation provides increased social and economic impact.



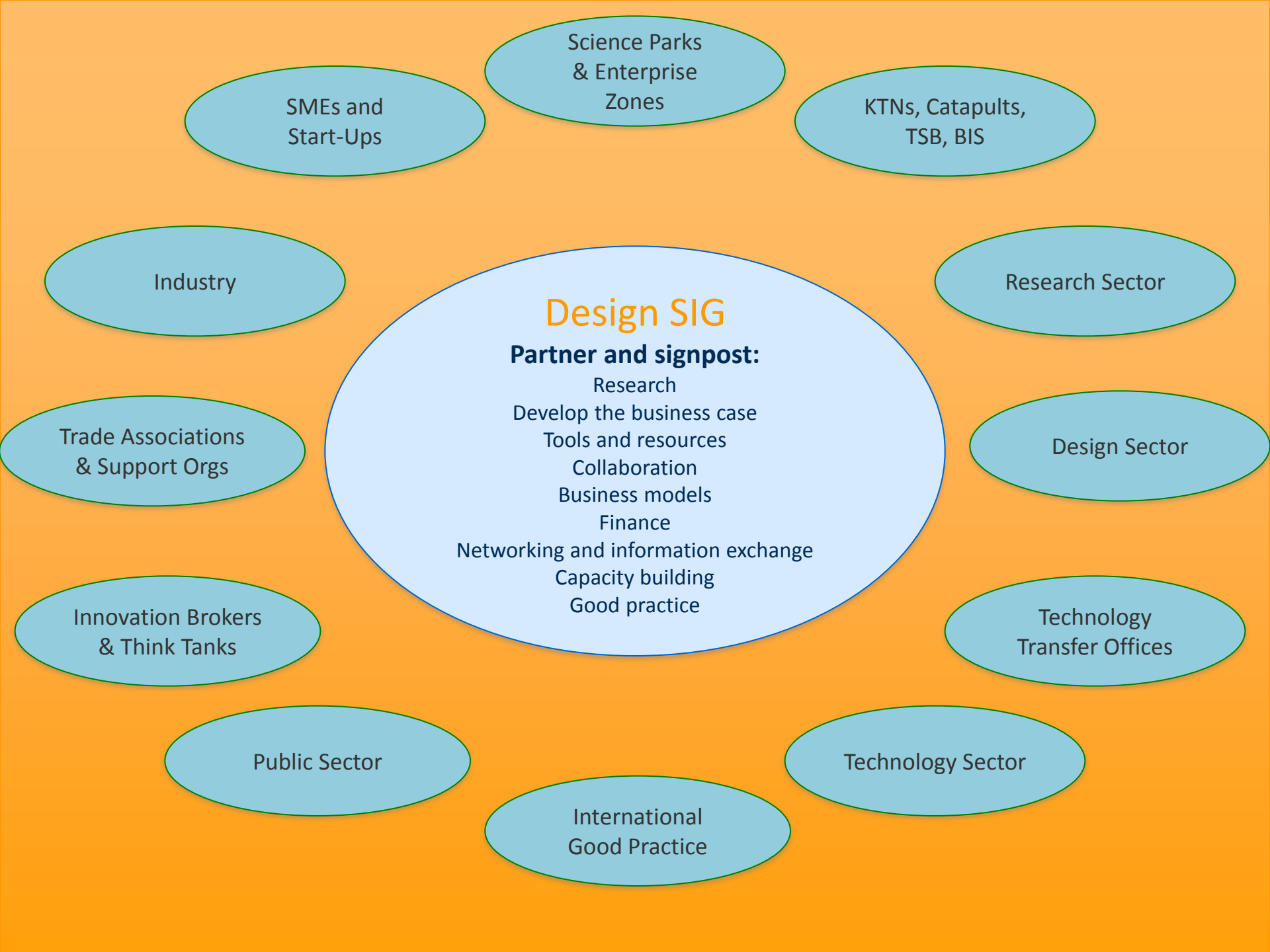
# Barriers to promoting the role of design in R&D and innovation



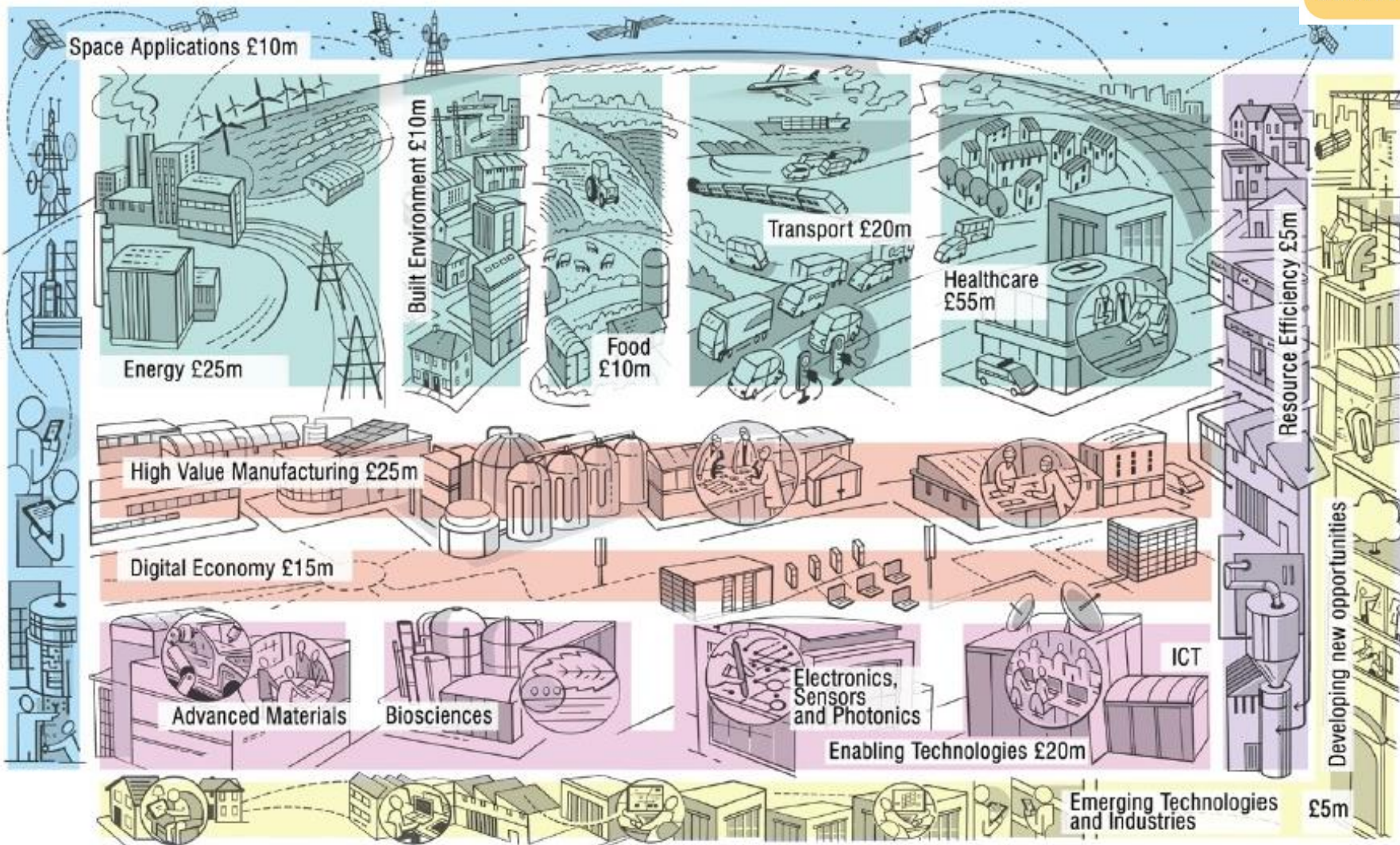
## Barriers include:

- Unknown unknowns
  - what is design?
  - what are the benefits of design?
  - where to find help?
- Design often applied late in innovation process if at all
- Skills barriers e.g. design procurement, technology exploitation
- Collaboration barriers
- Cultural barriers e.g. risk adverse
- Lack of access to capital for investment in innovation and growth
- Gaps in support mechanisms
- Multi sector and SME reach required
- R&D and innovation have multiple barriers in themselves





Anticipated in-year expenditure  
in 2014-15, by priority area\*



\* Note that the figures quoted in this illustration are indicative only, subject to change over the spending period, and represent budgets under Technology Strategy Board control only. Updated April 2013.



# RESOURCE EFFICIENCY



Businesses who want to be profitable, innovative and progressive will look to reduce the volumes of waste they produce, will think about the way their products are made and distributed, and what happens to them when they reach their end of life.

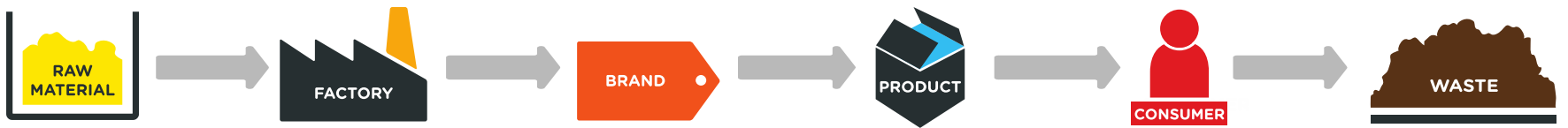
Government Review of Waste Policy  
in England 2011, Defra





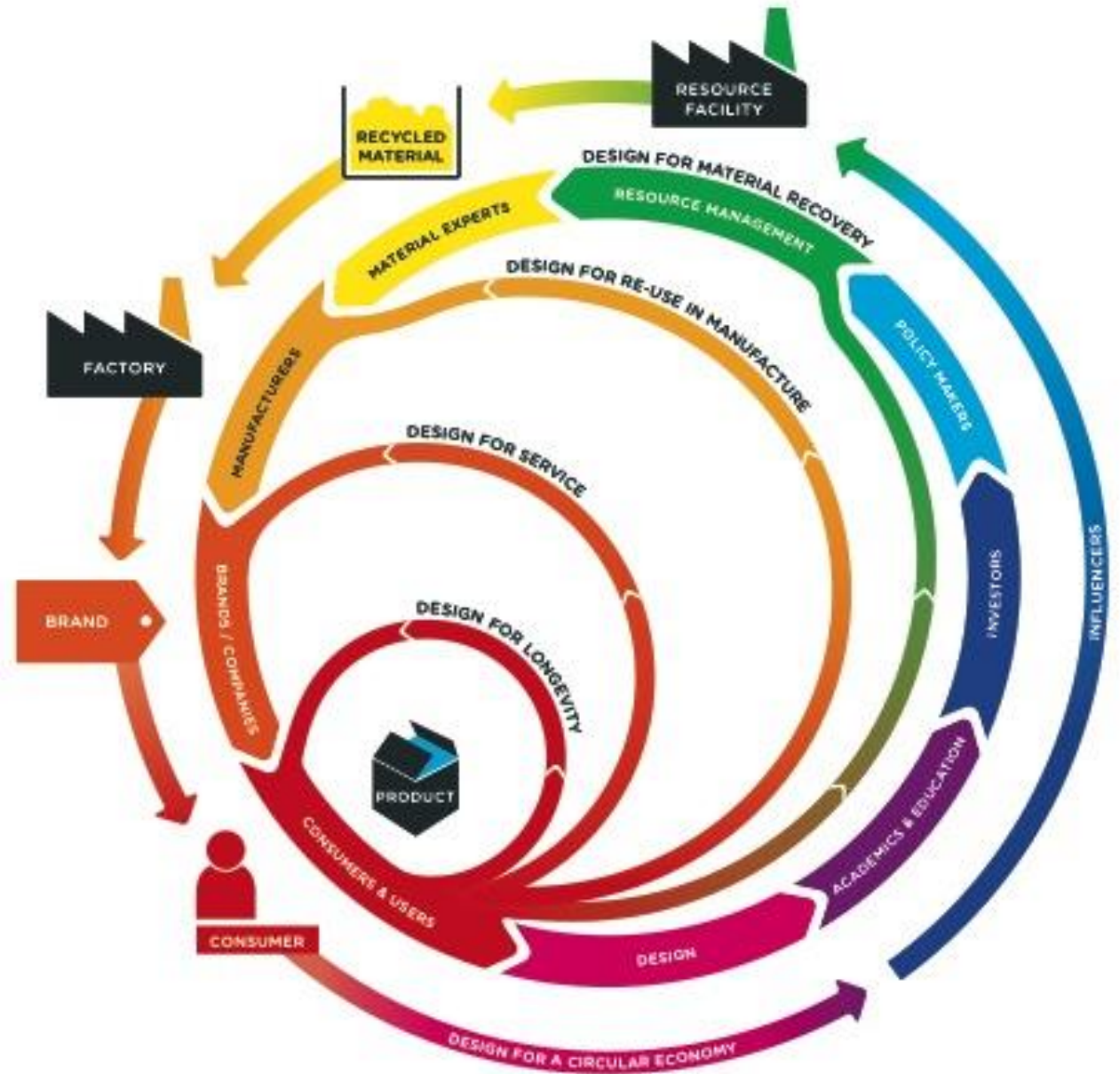


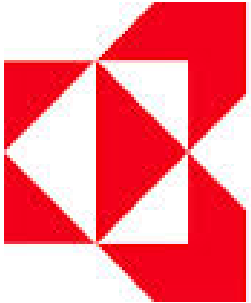




Take-Make-Waste linear model







# KYOCERA



Technology Strategy Board  
Driving Innovation



# FUTURE CITIES

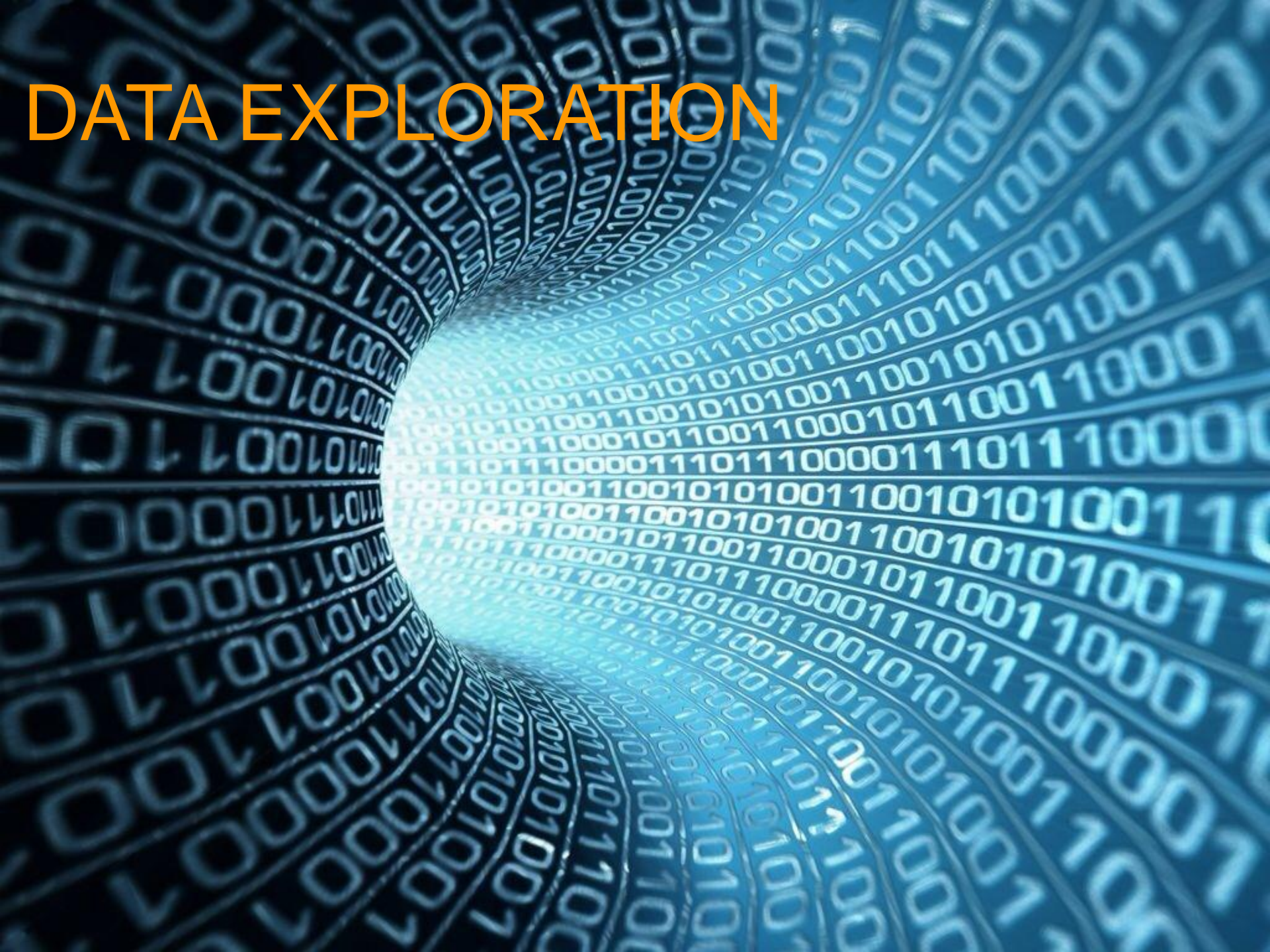


City Park, Bradford, UK

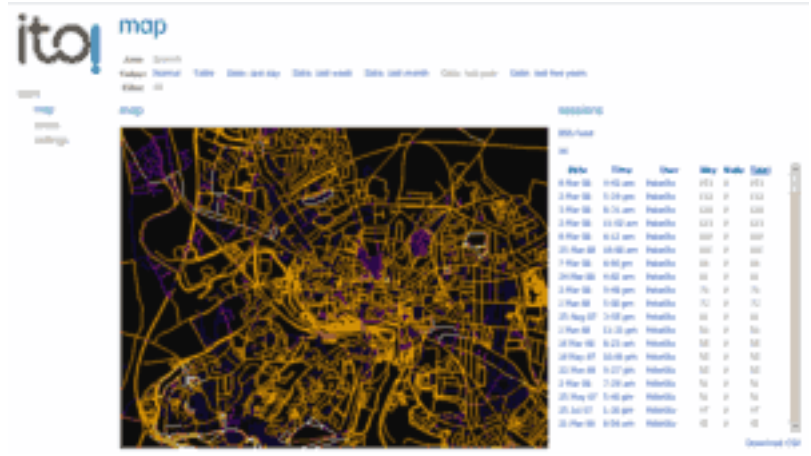




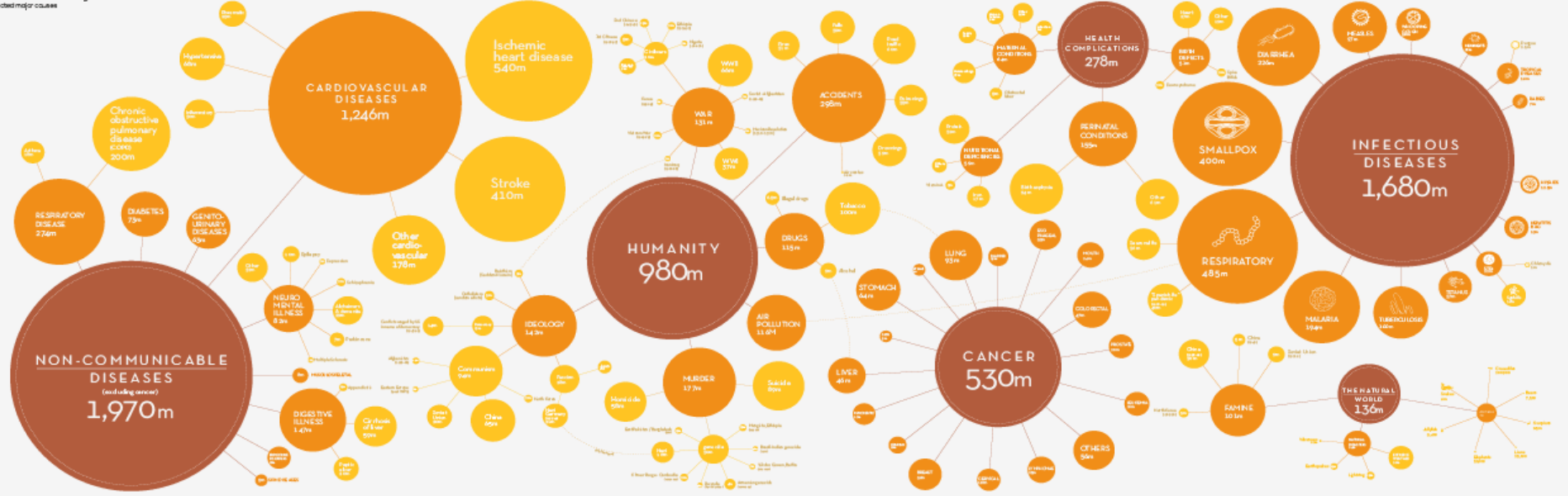
# DATA EXPLORATION







20th Century Death



# HEALTHCARE





# PATHWAYS TO INNOVATION project

The framework we developed includes 8 distinct activities

## INNOVATION PROCESS

**1 CHOOSE A DISEASE**  
and a pathway to focus on  
(PILOT: osteoarthritis)

Create a **WORKING TEAM**

*Key role*  
Stakeholder management  
Intermediary interpreting the activities and artefacts  
Engaging "time poor" participants



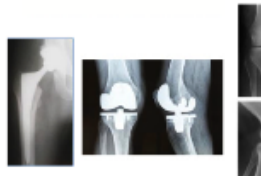
*Key role*  
Creative & strategic thinking  
Developing tools & visualisations  
Facilitating and focussing the discussions

**3 Hold a STAKEHOLDER workshop**  
.. to guide the scoping of the project and  
to seek engagement in the process

## EXPLORATION ACTIVITIES

**4 HORIZON scanning**  
.. to review current and emerging technologies

Horizon scanning is a recognised activity that looks at a period in the future and identifies the new developments that are possible in that timeframe with a focus on preventative, structural and therapeutic interventions.



**5 WHAT IF scenario planning**  
.. to identify potential interventions and explore the impact of emerging medical technologies

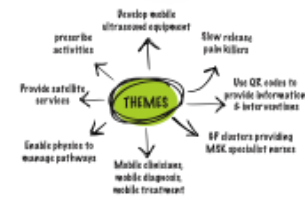
This activity enables a concrete introduction to quickly engage people at all levels, whilst enabling a degree of freedom and structure. It can be used as one-to-one sessions, group sessions or at an exhibition.



**6 THERAPEUTIC themes**

.. to consolidate the opportunities and interventions, and to identify areas of focus

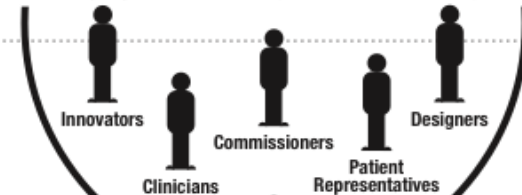
By collating output of the "what if" statements into broader themes it becomes possible to identify opportunity areas and to select different areas to focus on within the SANDBOX workshop.



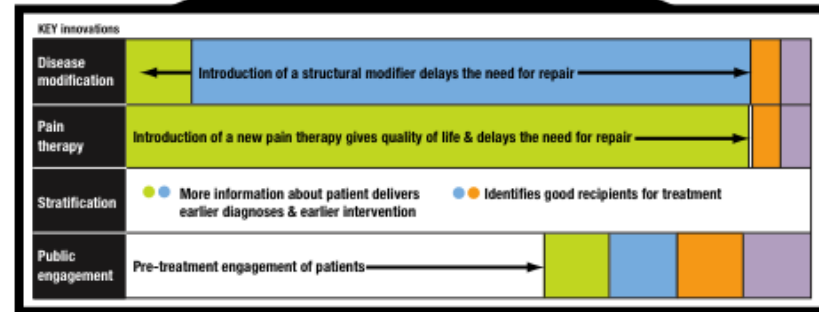
## OUTPUT

**7 SANDBOX workshop**  
.. to explore changes to the pathway

The SANDBOX workshop is a structured brainstorm with the patient pathway providing the back drop and appropriate granularity for the discussion. Identification of the right participants is key to the success of this workshop. Distilling treatment into key stages makes it easier to explore how innovation can disrupt the current pathway.



## DEVELOP NEW PATHWAY



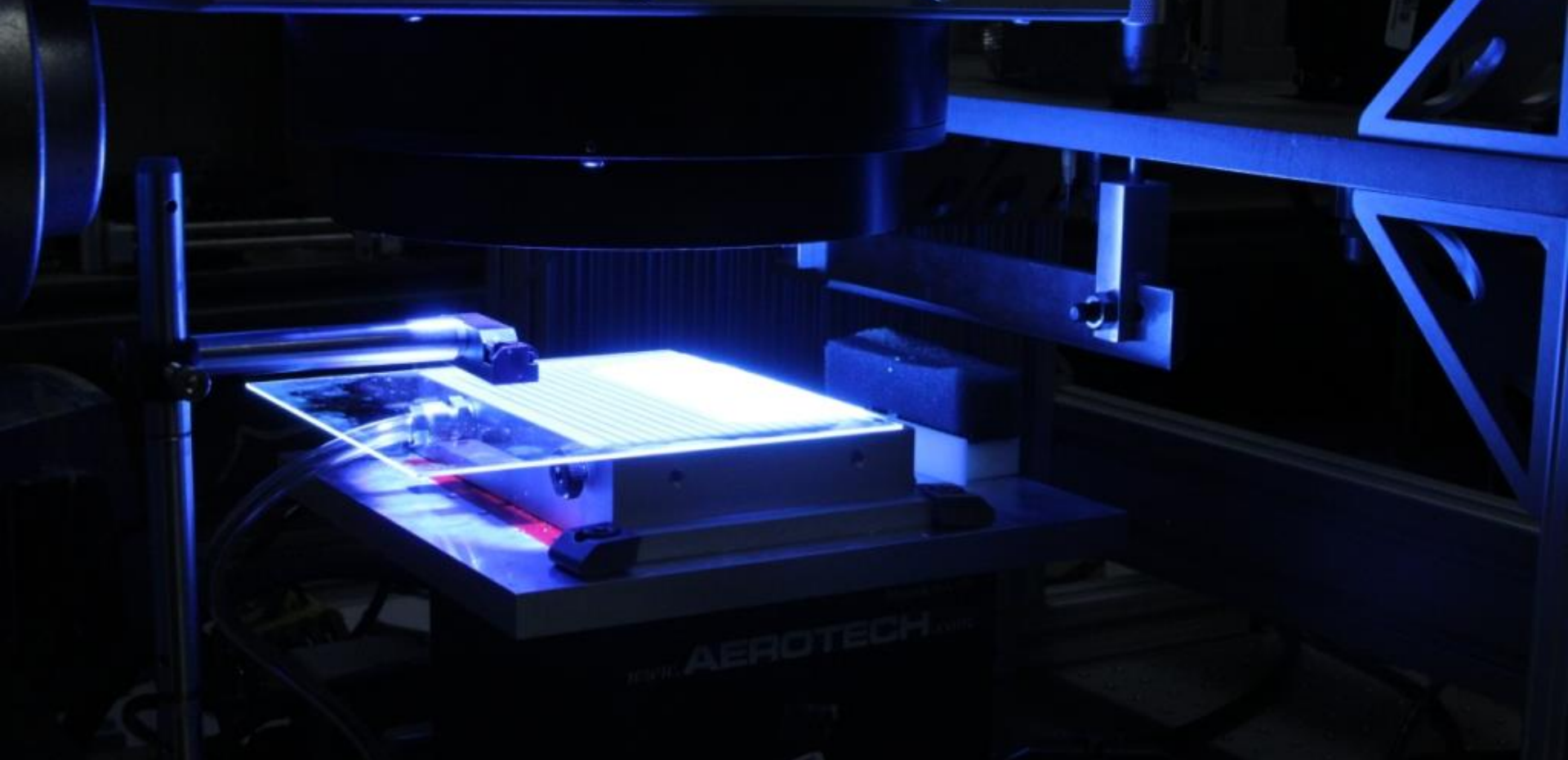
**8 DISSEMINATE**  
.. to inform and inspire

### Areas of most impact

Funding organisations  
Patient representatives  
Innovators, Commissioners

### Innovation process

Innovation managers  
Funding organisations, Clinicians  
Other disease area experts



# Inspiring new design freedoms in additive manufacturing/3D printing

Home / Funding & support / Funding competitions / Inspiring new design freedoms in additive manufacturing/3D printing



## COLLABORATIVE R&D

Helping businesses and researchers to work together on science, engineering and technology innovation.

[Learn more](#)

**Status:** Closed

**Key features:** Investment of up to £7m in collaborative research and development that stimulates innovation in additive manufacturing (also known as 3D printing) and design.

**Programme:** Collaborative research and development

**Award:** Up to £7m

**Opens:** 03 Dec 2012

**Registration closes:** 23 Jan 2013

**Closes:** 30 Jan 2013

## LINKS FOR THIS COMPETITION

[General guidance for applicants](#)  
Important information about funding rules, project costs and how to submit your application



# DESIGN IN INNOVATION

## CASE STUDY FILM







# THE CREATIVE INDUSTRIES KNOWLEDGE TRANSFER NETWORK



beatrice@creativeindustriestkn.org



@creativektn

## CREATIVE INDUSTRIES KTN

<https://connect.innovateuk.org/web/creativektn>

## DESIGN IN INNOVATION PROGRAMME

<https://connect.innovateuk.org/web/design-sig>

Knowledge Transfer Network

Creative Industries



DESIGN IN INNOVATION

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**Creative Industries**  
Knowledge Transfer Network of Technology Strategy Board Network

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Join our network Learn more Key Projects

- Creating a unique place for creative innovators to meet, share ideas & shape the future
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- Delivering valuable insights into technology trends and developments

#### Key Themes

**Design in Innovation** DESIGN

**HEALTHCARE & THE CREATIVE INDUSTRIES**

Join the Creative Industries KTN. It's free!

#### New & Noteworthy

**idrops** Innovate in the publishing sector with iDrops Book LAB Amsterdam  
Are you a publisher who needs to revolutionise? An ambitious writer, cartoonist or...

**£100k 'Creative Skills for Life' fund for business involvement in arts therapy**  
In a recent post, Creative Industries KTN introduced Creative Skills for Life, an initiative...

**Catapults, Healthcare, Future Cities, Digital:**  
@innovate\_uk hosting four Twitter Q&As this week  
Last week the G8 Innovation Conference explored areas where the UK is a glo

#### Twitter

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- RT @CommsCymru: Digital Cardiff Week: exploring the digital future of the Welsh creative industries <http://t.co/SPX5AjiXnY> #DigitalCardiff 2 hours ago
- RT @craftsmagazine: @Design\_Week 'Classifying Design Roundtable' about @DCMS classification on 3 July at Houses of Parliament <http://t.co/M...> 2 hours ago
- RT @Jeremy51: Mediacrlicity: Aspirational Reading is out! <http://t.co/DAC5EAmJQZ> Top stories today via @jon\_pratty @Joscelyn 2 hours ago

#### Creative Industries KTN

We are the UK's knowledge transfer network for innovators in the creative industries

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Creative Industries Blog

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