

RHÔNE-ALPES
IT & CREATIVE INDUSTRIES:
CLUSTER EXPERIENCES
FOR INNOVATIVE INDUSTRY

CREATE

5th november 2009 TURIN

ICT :a strategic sector for industry

#Key figures

- **21,700** jobs
- **€ 2.5 billion** turnover
- **6,000** researchers, engineers and technicians from more than **50** laboratories

**MICRO and NANO
ELECTRONICS
MINALOGIC**

**CREATIVE
IMAGE
INDUSTRY
IMAGINOVE**

#Key figures

- **23** research laboratories
- **650** businesses
- **12,700** jobs
- **3** main moving image centres: PIXEL, CITIA and La Cartoucherie

#Key figures

- **500** software publishers
- **9 000** jobs representing a turnover of € 850 million
- **2 000** researchers
- **50** public research laboratories
- Several colleges:
INSA in Lyon – ENSIMAG – INPG – Ecoles des Mines in Saint Étienne.

**SOFTWARE
INDUSTRY
EDIT**

Main developments to improve innovation on creative industry

- ▶ **Open the field of the creative cluster**
- ▶ **Target better SME'S involvement thanks to a BROAD SENSE OF INNOVATION**
- ▶ **Implement concrete actions for skills, training and higher education**

Illustration with the launch of a new call named « Imaginove » :

- ▶ to promote products in a different way, to gain access to new markets, to change the current mode of distribution
- ▶ Financial support of the selected projects only if the SME accepts a one year training to help them to implement their project : an individual but also collective coaching
- ▶ Success since 2005 : start of the innovation cluster's process for creative industry

RESULTS SO FAR OF THIS FIRST STAGE

- ✓ **Better vision on the key business markets for regional players of creative industry**
- ✓ **Boost on innovation in the companies involved : first successful step on innovation even if it wasn't always technological innovation**
- ✓ **A new group of SME appears ready to involve in Research and Development projects**

2nd STAGE : an ambitious action on Research and Development

- helped by the **French Government label “Competitiveness cluster”** which **complete the regional label** : concrete partnership with laboratories and OEM, especially in IT fields - **3 AXES** :
 - ▶ **Productivity**
 - ▶ **Interactivity**
 - ▶ **Interoperability**

2nd Stage :cross-fertilization with IT

Market based cluster, as IMAGINOVE on creative contents, collaborates **with technological and industrial IT cluster** as MINALOGIC for nanotechnology and electronics

The **implementation of IT in creative industry could also result from these new collaborations** – win/win is possible

Example of a project on **3D video for mobile**

Serious Game and academic network

- ▶ **The case of Serious Game :**

Towards larger collective R&D projects involving SMEs with a new call, opportunities to improve the use of IT

- ▶ **Collaboration with research network :** involvement of creative industry in those academic network (Carnot, Research Cluster ISLE -IT, signalling and on embedded software)

PERSPECTIVES and QUESTION

- ▶ **A new role for design : more links between design players of excellence and creative industries players**
- ▶ **Accelerate interclustering and Europeanization for supporting IT innovation**
- ▶ **Keep a balance with culture and creativity**
- ▶ **Quickly bring and much more closer IT clusters and creative industry clusters**

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