



## kultur.unternehmen.dortmund: The “Culturepreneurship” Initiative

### Background:

The Metropolitan Ruhr-Area has undergone a dramatic process of restructuring. Coal mining, metal working and beer brewing used to dominate the region. With the decline of these industries, IT and other service sectors have become the new focus. Nevertheless, the old industrial sites remain an important aspect for the region’s identity and have been transformed into spaces of industrial heritage which now serve as museums, concert halls, and clubs. The rich cultural life and the rise of the creative industries (which include sectors such as visual and performing arts, architecture, television, radio, film, design, advertising, music, computer games, and publishing) will be internationally recognized when the area is named European Capital of Culture for 2010. The “Dortmunder U”, a landmark building originally used by the Union brewery, will for example be transformed into the Centre for Creative Industries.

Driven by these innovative regional forces, kultur.unternehmen.dortmund supports students, employees and alumni of both of Dortmund’s higher education institutions, the Technische Universität Dortmund (Dortmund University of Technology) and the Fachhochschule Dortmund (University of Applied Sciences and Arts). Students and other people affiliated with departments such as Design, Communication, Music, Architecture, Computer Science, Arts, Journalism or Modern Languages form the target group of our project. So far, their entrepreneurial potential and creative energy has not been translated into professional careers in the crea-

tive industries. kultur.unternehmen.dortmund supports entrepreneurial ambitions on various levels.

Network:

Our initiative started in October 2007 and was initiated by the Knowledge Transfer Office of the TU Dortmund. The project is based on the G-DUR network which was established in 2002 in order to support knowledge-based entrepreneurship, with a strong focus on technical fields. kultur.unternehmen.dortmund is sponsored by the EXIST III initiative of the Federal Ministry of Economics and Technology (BMWi: Bundesministerium für Wirtschaft und Technologie) and is co-funded by the EU (EFS: Europäischer Sozialfonds). kultur.unternehmen.dortmund is a support network for students, employees and alumni of the two universities in Dortmund. Several institutions inside and outside the universities cooperate within this network:

<p><b><u>Dortmund University of Technology:</u></b></p> <ul style="list-style-type: none"> <li>Transfer Office</li> <li>Cultural Studies</li> <li>Innovation and Start-up Management</li> </ul> <p><b><u>University of Applied Sciences and Arts:</u></b></p> <ul style="list-style-type: none"> <li>Transfer Office</li> <li>Department of Design</li> </ul>	<p>The diagram illustrates the network structure. At the top, 'Hochschulen:' includes 'tu technische universität dortmund' and 'Fachhochschule Dortmund University of Applied Sciences and Arts'. Below this is 'kultur.unternehmen.dortmund'. Further down is 'TECH5plus Die Technologiezentren der Region', which includes 'TechnologieZentrumDortmund', 'HAMTEC', 'TIS', and 'LUNTEC'. To the right is 'vhs.' (Volkshochschule). At the bottom are 'B1b' and 'Depot'. Arrows indicate connections between these entities.</p>
<p><b><u>City of Dortmund</u></b></p> <ul style="list-style-type: none"> <li>Business support</li> <li>Creative centre Dorstfeld</li> <li>business plan competitions</li> </ul> <p><b><u>Additional start-up offices:</u></b></p> <ul style="list-style-type: none"> <li>Depot Centre for Art, Media, and Creative Industries</li> <li>B1st Software Factory</li> </ul>	<p><b><u>Tech5: Regional technology centres</u></b></p> <ul style="list-style-type: none"> <li>TechnologieZentrumDortmund</li> <li>HAMTEC</li> <li>TECHNOPARK KAMEN</li> <li>LÜNTEC</li> <li>Technopark Schwerte</li> </ul>

The initiative is divided into several projects which complement each other.

### Project 1: Awareness Creation

This project aims at making students, employees and alumni aware of the possibility of starting a career as entrepreneurs in the creative industries.

There are several ways of promoting an entrepreneurial spirit at universities:

- Guest lectures
- Information events
- Entrepreneurship days (“Gründertag Kreativwirtschaft”)
- Promotional material (flyers, posters, give-aways)
- A graphic design and photography competition on the topic of creative industries
- Homepage [www.kultur-unternehmen-dortmund.de](http://www.kultur-unternehmen-dortmund.de)

### Project 2: Qualification

Students, employees and alumni interested in starting up their own businesses in the creative industries can participate in the course programme “Cultural Work and Creative Industries”. These courses are project-oriented, convey key elements of entrepreneurship in the creative industries and are complemented by guest lectures. Students work in interdisciplinary groups. Successful completion of the coursework is rewarded with a certificate entitled “Cultural Work and Creative Industries”. The final paper is a business plan which students develop for their own start-up in the creative sector.


Coursework areas:

- a) Politics, laws, and structures
- b) Economy and finance
- c) Communication and marketing
- d) Management and organisation




Angela Märtin (coordinator), Elmar Konrad (chair) and Nathalie Gallert (coach) together with students

In the course of the project, a textbook for entrepreneurship teaching will be composed. In 2010, an international conference on entrepreneurship in the creative industries will be held in Dortmund.

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### Project 3: Coaching

Two “Culturepreneurship Coaches” have their offices in the Department of Design (FH Dortmund) and the Department of Cultural Studies (TU Dortmund) where they provide consulting services and act as a point for initial contact. They mediate between different organizations and programmes concerned with fostering entrepreneurship. They can give advice on developing a business plan, obtaining loans and sponsors, selecting courses, renting start-up spaces, and other related things as well; thereby they form a link between the different levels of the initiative.

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### Project 4: Workshop

Workshops take place in the Creative Centre in Dortmund-Dorstfeld and focus on turning raw business ideas into concrete business concepts. Professional management consultants help the prospective entrepreneurs to evaluate their business ideas with regard to customer value and marketability. In addition, representatives from different sectors of the creative industries give practical advice. Twelve start-up teams can participate in the workshops every year. They work individually and in groups. After an intensive coaching period of three months, the participants present their final concepts before a jury. The best business plans are awarded with a prize and the winning teams will be tutored during the realization of their start-up.

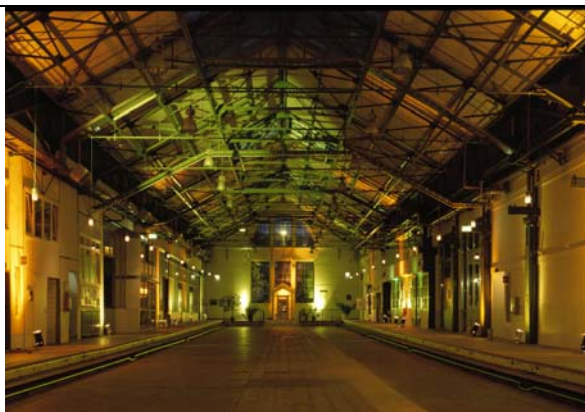


Creative Centre

- Phase 1: Application
- Phase 2: Workshops, coaching, group work, expert talks, development of business concepts
- Phase 3: Presentation
- Phase 4: Award (1.500, 1000, 500 €)

### Project 5: Start-up offices

Business concepts can be tested in a professional environment. The incubator project offers start-up companies free office and studio space in a creative environment embedded in local networks.



Depot Dortmund

#### Incubators:

Technology centres in


- Dortmund, Lünen, Schwerte, Kamen, Hamm
- B1st Software Factory
- Depot Centre for Art and Media

The young entrepreneurs can use the infrastructure these facilities provide, including any equipment and services. Coaches will mentor the businesses in the pre-start-up and start-up phase and link the businesses to one another for mutual support. Every year, six start-up projects can get a space in these incubators. Depending on their needs, the entrepreneurs are hosted either at one of the regional technology centres, an IT incubator or at a centre for art, crafts, and media.

Vision:

The funding of the initiative officially ends in October 2010. The project consortium has a vision for the continuation and expansion of the project ideas: A new international master’s programme “Entrepreneurship in the Arts”, in cooperation with partners from the ECIU. In addition, international summer schools on entrepreneurship in the creative industries are being designed.

Project coordination:

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