



This programme is funded
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Cross border training “Interaction of craftsmanship and design”

**Exports and international markets - the necessary tasks before entering
Creative and Cultural Industries export markets**

*Eksports un starptautiskie tirgi - nepieciešamie uzdevumi pirms ienākšanas
radošo un kultūras nozaru eksporta tirgos*

Iveta Cirule, Dr.sc.administr.

October 12, 2021

ENI-LLB-1-108 “Promoting preservation, availability
and development of intangible culture and local
history heritage improving sustainable culture tourism
competitiveness in Latvia, Lithuania and Belarus” /
“Rediscover the roots of regions”

Workshop aim *in 30 minutes*

Creative and Cultural Industries = CCI

- CCI mission & competitive advantage: WHAT?
- Intellectual property registration for CCI: WHY & HOW?
- Crowd-sourcing campaigns = co-creation and collaboration with potential clients: WHY & HOW?



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Iveta Cīrule

*international cooperation & project management &
innovation & adult education & business administration & incubation*

*“Turn ideas
into action”*



SENIORU UNIVERSITĀTE

2030
cities



2013 – 2019 CI incubator coordinator

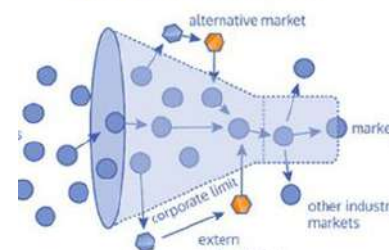


2008 -2010 CCI coordinator



Kultūras ministrija

Open Innovation Model



I. CCI mission & competitive advantage

- Activities based on individual or collective **CREATIVITY**, **skills and talent**, which, through the creation and use of **intellectual property**, have the potential to increase prosperity and create jobs.
- Creative industries create, develop, produce, use, display, distribute, preserve products of economic, cultural and / or entertainment value.

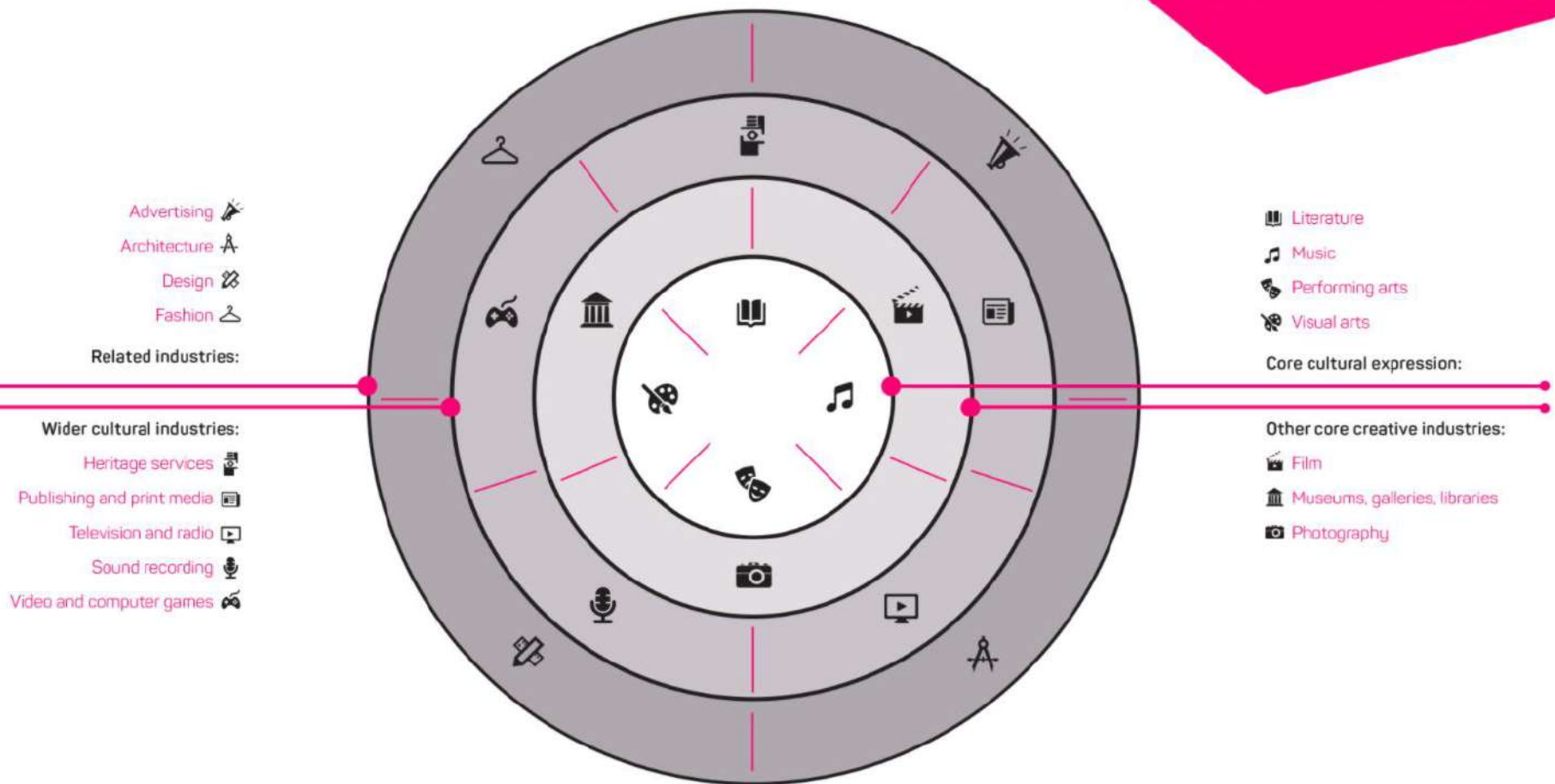
Definition by Ministry of Culture, Latvia, 2008



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MODELLING THE CULTURAL AND CREATIVE INDUSTRIES



CCI commercializes CREATIVITY



ROCKTERMS

Software for visual website terms RockTerms is a software to draft and publish visual and easy-to-understand legally binding documents for websites without programming skills. With RockTerms, you can create documents from scratch or start with a stunning template, choose your own icons while remaining legally compliant, easily add additional languages, discuss, comment, and improve documents



KOKĻU MEŽS

Online music studio Modern society is used to instant results in every field of life. Music should be no exception. In the last years, easy to play instruments are becoming more and more popular. We, at Kokļu mežs (Kokle Tribe), are introducing musical instrument intended to be played by amateurs. So, it's easy to learn

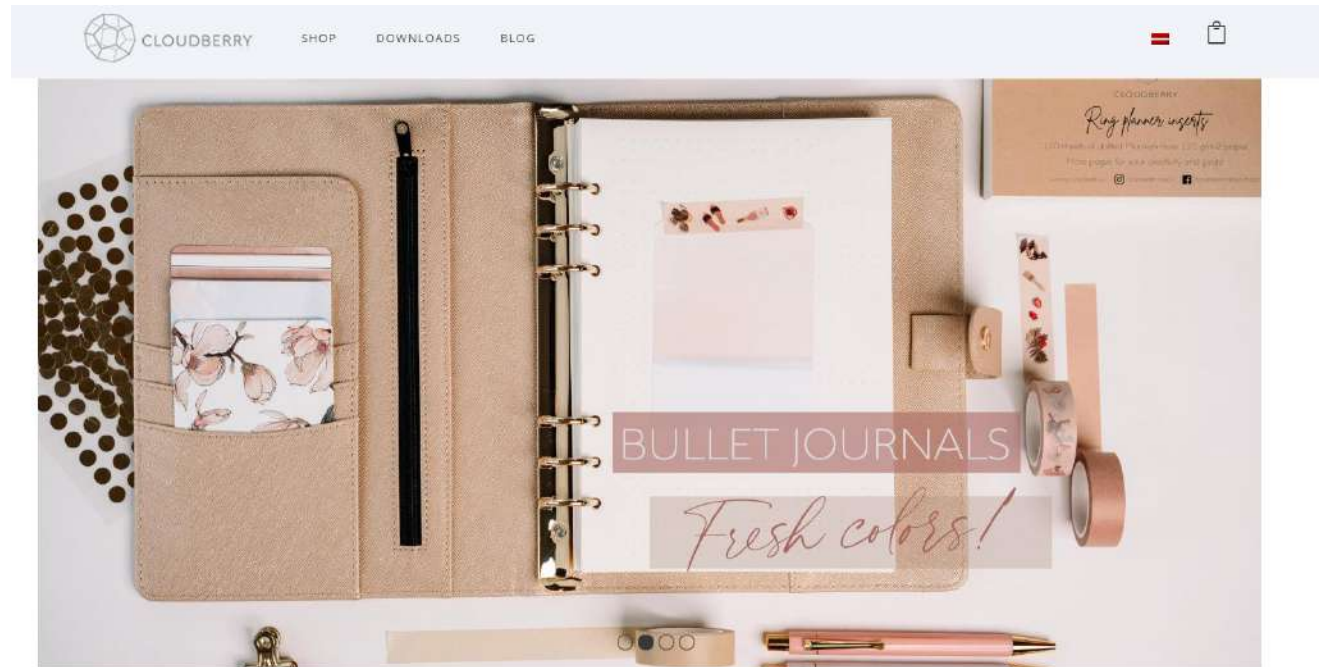
CATEGORIES

- Creative Industries Incubator
- Daugavpils Business Incubator
- Jelgava Business Incubator
- Jūrmala Business Incubator
- Kuldīga Business Incubator
- Liepāja Business Incubator
- Madona Business Incubator
- Ogre Business Incubator
- Rēzekne Business Incubator
- Sigulda Business Incubator
- Valmiera Business Incubator
- Ventspils Business Incubator

<https://inkubatori.magneticlatvia.lv/en/katalogs/creative-industries-incubator/>



CLOUDBERRY



<https://www.makonoga.lv/en/>



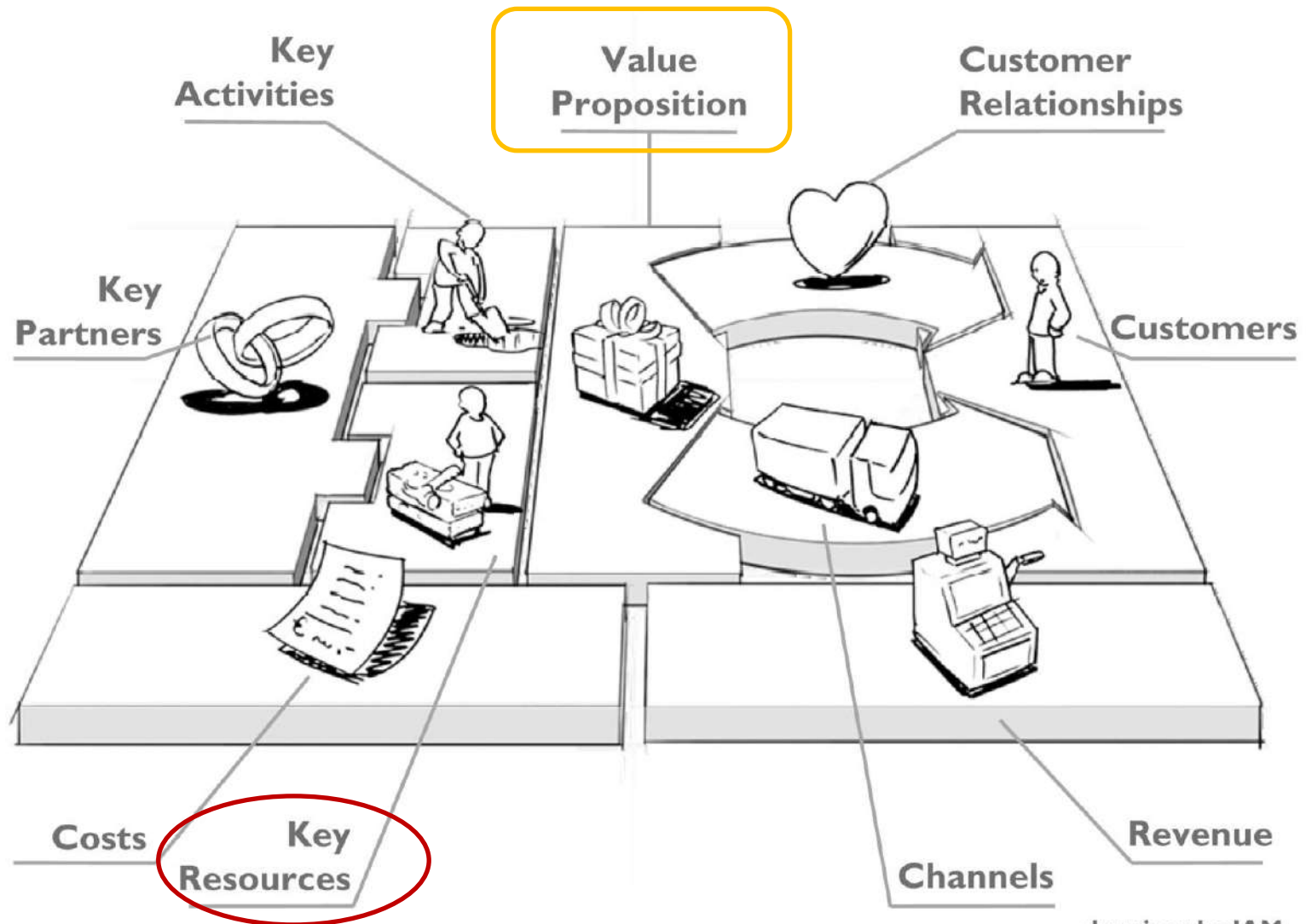
LAIMA JURČA

Fashion brand

Fashion brand **LAIMA JURČA** expresses a message of courage, self-irony and awareness of its values. Expressive colour combinations along with fabric print motifs, manifesting through the images and stories of the clothing collection, invites towards a dialogue between the intangible world of feeling and matter. The experience gained during the studies along with participating in various international competitions for emerging designers and gaining recognition has cultivated designer's awareness of fashion as an influential platform for communication with the surrounding world. Standing for sustainable and high-quality fashion with responsibility towards the user and the environment, daring to express courage, confidence and love for the world. Brand follows the basic principles of responsible production, and works with environmentally and user-friendly fabrics.

<https://inkubatori.magneticlatvia.lv/en/creative-industries-incubator/laima-jurca/>

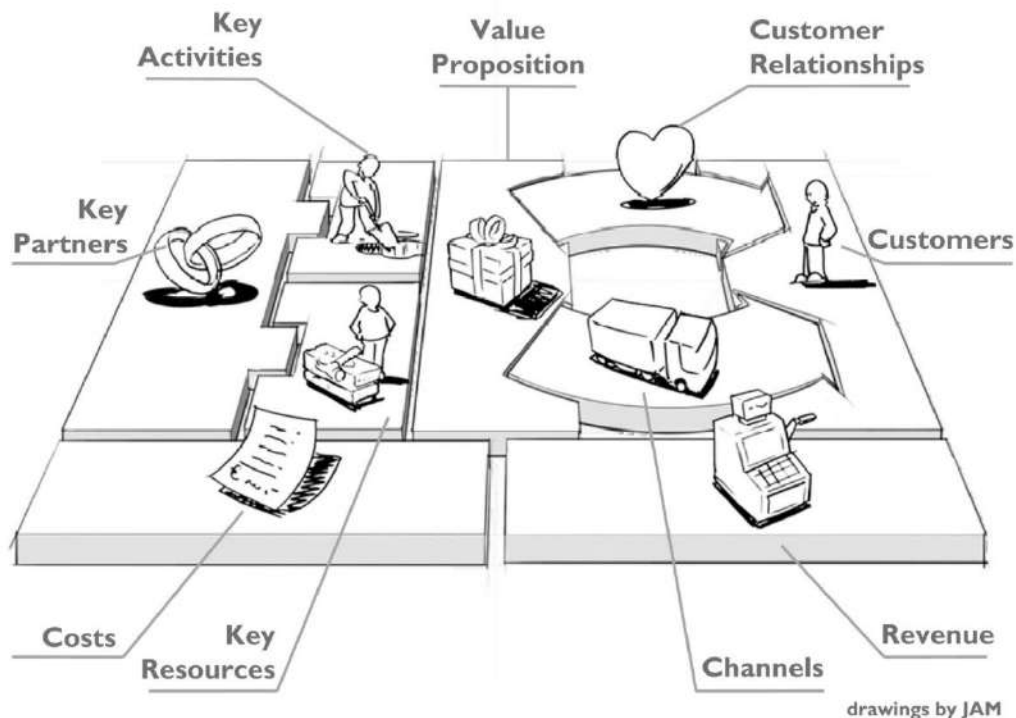
II. Intellectual property registration for CCI – WHY ?



drawings by JAM

Resources: tangible & intangible

the assets required to offer and deliver the previously described elements. It describes the most important assets required to make a business model work.



**Intellectual (know-how,
experience, agreements, brand)**

Physical (land, equipment, raw materials)

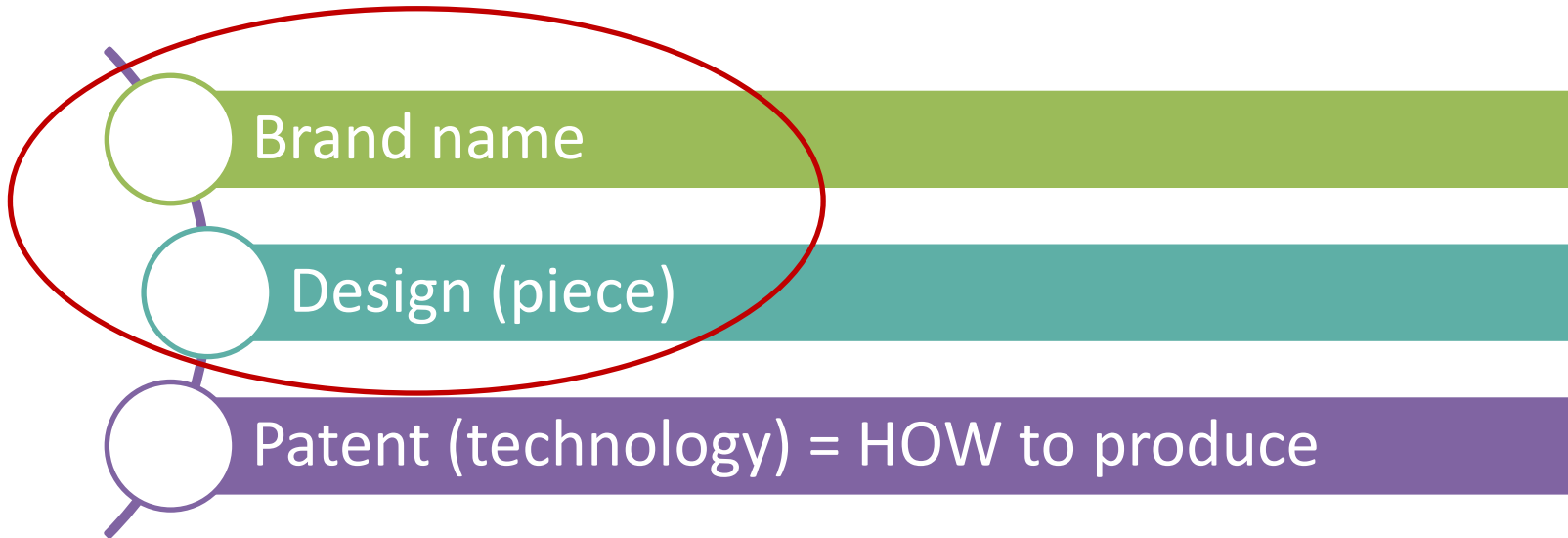
Financial (money, investments)

Human (skills, competences, expertise)

IPR types:

!!!! BRAND - GEOGRAPHICAL area of registration for 10 years for one product group

1. Latvia or Lithuania only = 280 EUR,
2. EU = 850 EUR,
3. EU+ USA+ Canada+Japan = 2500 EUR



Brand name Wild Candy registration online:
all EU countries (28) , in August 2018 for 10 years, 850 EUR

Klase	Preces un pakalpojumi	Valoda
30	Non-medicated candy; Sweetmeats [candy]; Ice confectionery; Foamed sugar sweets; Sugarless sweets; Chewing sweets (Non-medicated -); Sweets (Non-medicated -) being honey based; Sweetmeats [candy] containing fruit; Corn candy; Sweetmeats [candy] being flavoured with fruit; Frozen dairy confections; Sweets (Non-medicated -) being alcohol based; Chocolate candy with fillings; Sweetmeat made of sesame oil; Mint based sweets [non-medicated]; Aromatic preparations for candies; Sachima; Stick liquorice [confectionery]; Candy with cocoa; Toffee; Jelly beans; Candy with caramel; Gum sweets; Chocolate candies; Peppermint sweets; Frozen lollipops; Mint flavoured sweets (Non-medicated -); Peppermints [other than for medicinal use]; Liqueur chocolates; Bonbons made of sugar; Candy mints; Milk tablet candy; Sugar-free mint candies; Clear gums [confectionery]; Candies (Non-medicated -) with honey; Pralines with liquid filling; Lollipops [confectionery]; Gelatin-based chewy candies; Mints for breath freshening; Sweets (candy), candy bars and chewing gum.	EN



2.1. Design IPR

- *IKEA table*



- *HARIBO jelly candy*



- *ETTE TETE (Latvia) children furniture*





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We believe
in natural child development

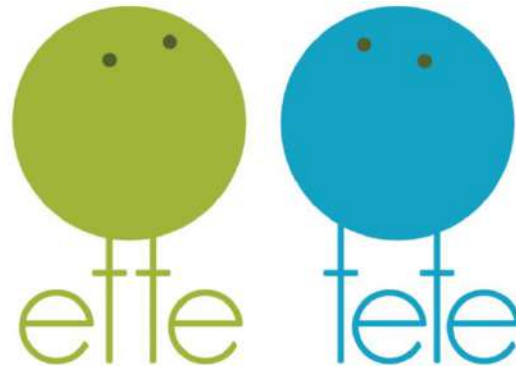
 EUR ▾

<https://ettetete.com/>



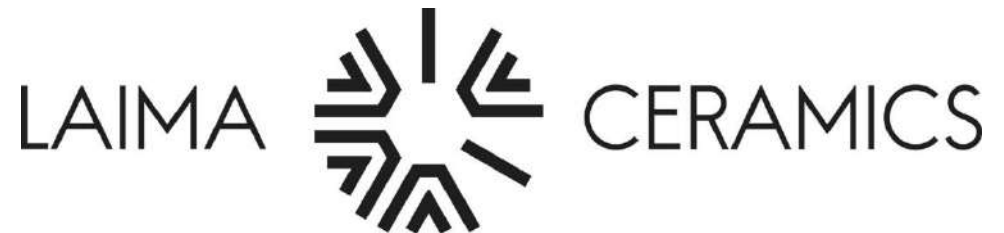
2.2. Brand name:

*verbal, graphical, sound, light, mixed
registration cheap & effective & must-do*





SENIORU UNIVERSITĂȚE

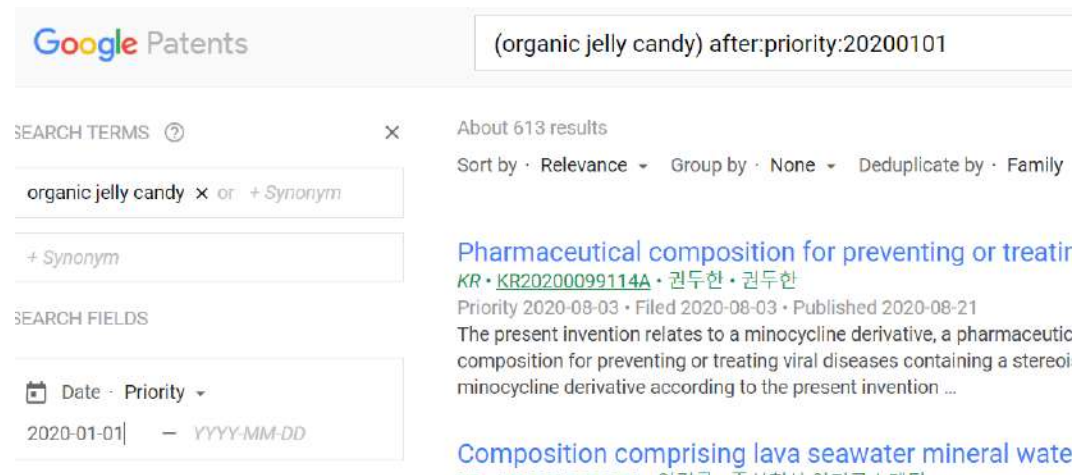


MAXIMA

3.3. Patent: technology = process HOW

!!! complicated & costly !!!

- Please visit NOW <https://patents.google.com/>
- Insert key words: **organic jelly candy** and
select year 2020



III. Crowd-sourcing campaigns =
co-creation and collaboration with potential
clients

Collecting creativity/ ideas/solutions from
CROWD (people)

WHY?

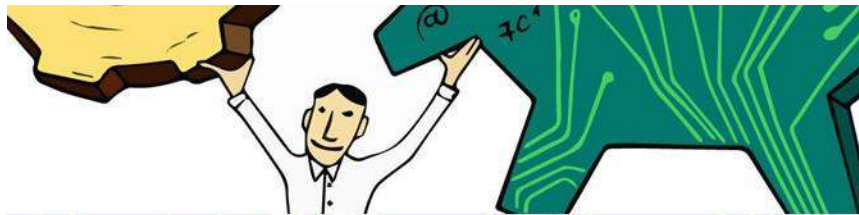
- New products
- Innovation
- Co-creation & marketing & sales

HOW?

- Social media
- Web page
- Group sessions



Crowdsourcing example



Estonia – Latvia programme 2014 – 2020

**We support ideas that help Estonia and Latvia
to grow through neighbourly cooperation**

Project „Organic Candy“

Financed by the European Regional Development Fund:

€ 155 727.82

Co-financed by the partners:

€ 27 481.38

<http://www.biorganik.lv>



**Interreg
Estonia-Latvia**

European Regional Development Fund



EUROPEAN UNION











Wild Candy

Wild Candy



A yellow rectangular card with rounded corners, featuring a light blue scribble at the top. The card is centered on a white background with faint left and right arrow icons. The text on the card is in bold, black, sans-serif font.

CREATE THE BRAND NAME

WIN 50 EUR GIFT SET

Create the brand name for organic jelly candies and win 50EUR gift set - <http://ej.uz/candyname>



Lessons learned & suggestions

- CCI commercialize CREATIVITY
- BRAND NAME, DESIGN PIECE registration
- Engage CROWD in co-creation



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Thank you!
Let's turn our creativity & ideas
into action!

biorganik3@gmail.com

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