

Partner search form

For Creative Europe project applications

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| Call | <i>European Cooperation Projects 2023</i> |
| Strand or category | <i>Medium or Large Scale Cooperation Project</i> |

Cultural operator – who are you?

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| Name of organisation | Lead partner: Business Hub Zealand (Erhvervshus Sjælland - EHSJ) Partner: Roskilde Festival |
| Country | <i>DENMARK</i> |
| Organisation website | https://ehsj.dk/ https://www.roskilde-festival.dk/en/ |
| Contact person | <i>Linn Holm, lsa@ehsj.dk, +45 53727190</i> |
| Organisation type | <i>Business Hub Zealand: public organization Roskilde Festival: non-profit organization</i> |
| Scale of the organization | <i>Business Hub Zealand: 93 employees, 74 AWU Turnover 2021: 14.079.611,29 EURO</i> |
| PIC number | <i>902860578</i> |
| Aims and activities of the organisation | <p>Business Hub Zealand is a public business development organization, founded by the government of Denmark and partly funded by national and regional authorities.</p> <p><i>Providing guidance on business development, green transition & international scaling</i></p> <p>Since 2007, Business Hub Zealand has been providing entrepreneurs, startups and SMEs with guidance and support in order, to help them develop and scale their business both on a domestic and international level.</p> <p><i>Business incubators</i></p> <p>Business Hub Zealand has since 2011 launched 13 incubators for entrepreneurs and SMEs called "Vækstfabrikkerne" (the Growth Factories) in collaboration with local municipalities in Zealand. Through workshops, 1:1 guidance and facilitated network we help early startups with innovative ideas to gain business potential, develop and scale their business. Today, we run 4 local incubators/startup hubs, one of them is located at Musicon, a creative and urban area in Roskilde hosting artists, cultural entrepreneurs, skaters, a music museum, a maker space, a dance theater, local shops, festivals and other creative businesses.</p> <p><i>Project management & operation of EU projects</i></p> <p>Furthermore, Business Hub Zealand has extensive experience in the operation of EU financed projects as well as</p> |

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| | <p>internationally oriented projects. In terms of EU financed projects, we have been operating two large incubation projects for entrepreneurs and startups entitled "Establishment of the Growth Factories" and "Growth oriented incubation program for startups" with budgets of 4 million and 2,7 million euros respectively, as well as the award-winning Interreg project "Soft Landing for SME's in the North Sea Region" with a budget of 3,6 million euros.</p> <p>Roskilde Festival (circular lab) is the largest music and arts festival in Northern Europe. Roskilde Festival is 100 % non-profit and are donating all profits to charity after each festival.</p> <p>With 130,000 residents, Roskilde Festival is comparable to a larger city. At the same time, the temporariness makes the festival community a unique platform to test new sustainable solutions with a potential to change the behavior in our society.</p> <p><i>The Circular Lab</i> Roskilde Festival has created the Circular Lab that give young entrepreneurs the opportunity to test and develop innovative green solutions at Roskilde Festival, a flexible and huge laboratory filled with people and possibilities. At the same time, the laboratory's solutions should raise awareness of green behavior among festival participants and contribute to a significant reduction in festival waste.</p> |
| Role of the organisation in the project | <p><i>Business Hub Zealand: Project leader</i></p> <p><i>Roskilde Festival: Project partner</i></p> |
| Previous EU grants received | <p>In terms of EU financed projects, we have been operating two large incubation projects for entrepreneurs and startups entitled "Establishment of the Growth Factories" and "Growth oriented incubation program for startups" with budgets of 4 million and 2,7 million euros respectively, as well as the award-winning Interreg project "Soft Landing for SME's in the North Sea Region" with a budget of 3,6 million euros.</p> |

Proposed Creative Europe project – to which project are you looking for partners?

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| Sector or field | <p><i>Festivals and cultural events as a test platform for new sustainable and innovative ideas and solutions, entrepreneurship, business development, Lean Startup & product development</i></p> |
| Description or summary of the proposed project | <p>New sustainable & innovative festival solutions – European festivals as a cooperative test and development platform for entrepreneurs and innovative ideas</p> <p>The aim of the project is to develop and facilitate cooperative platform across European festivals and big cultural events where entrepreneurs can test and develop new innovative</p> |

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| | <p>ideas and solutions that will contribute to the development and sustainability of festivals and cultural events.</p> <p>The project will focus on creating solutions that potentially will lead to new business opportunities and revenue streams for festivals, such as new products, services, business models and tools which will support e.g. diversity, safety or sustainable behavior among consumers and among participants at festivals.</p> <p>Roskilde Festival has many years of experience in using and viewing the festival city and its 130,000 inhabitants as a test zone for new products and ideas. Temporariness and a high population density make the festival and its design and culture a unique laboratory in terms of sustainability, urban planning and new solutions.</p> <p>The project will build on these successful experiences and in cooperation with the project partners develop a joined European test concept and, thereby, give a wider range of European entrepreneurs with innovative ideas and solutions the opportunity to test their solutions at large scale festivals and cultural events. The project partners will further develop a new accelerator program that will support the entrepreneurs in the product development and secure the sustainable relevance and business potential of the solutions. The participating entrepreneurs will be able to:</p> <ul style="list-style-type: none"> - test and develop their ideas at large scale European festivals and get relevant feedback from festival goers - share knowledge, data and experience with other participating entrepreneurs and startups from different European countries - get professionalization and business development tools through workshops and online classes building on the Lean Startup methodology that will support them during and after the test and product development phase |
| Partners currently involved in the project | Business Hub Zealand (DK), Roskilde Festival (DK) |

Partners searched – which type of partner are you looking for?

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| From country or region | <p><i>All countries that are eligible to participate in the EU program, except Denmark</i> <i>(see exhaustive list of countries participating in the Creative Europe Programme)</i></p> |
| Preferred field of expertise | <p><i>We are looking for partners in the following two categories:</i></p> <ol style="list-style-type: none"> <i>1. Large scale festivals or other cultural or creative events with experience or interest in supporting entrepreneurs in testing and exploring new solutions and ideas during the event</i> <p><i>Benefits:</i> <i>An opportunity to cooperate with international festivals,</i></p> |

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| | <p><i>business professionals and entrepreneurs, share knowledge and explore new innovative and sustainable ideas that can add value to the festival experience, organization or society and benefit the festival in several ways – e.g. leading to product development, new and smarter solutions, reduction of waste and consumption, new potential business opportunities and revenue streams, development and promotion of potential new suppliers of better and greener products etc.</i></p> <p><i>2. Business development organizations with experience or interest in supporting entrepreneurs with innovative, creative and early-stage ideas, especially with the interest or experience in using Lean Startup methods and tools</i></p> <p><i>Benefits:</i> <i>An opportunity to identify and increase inflow of new innovative solutions and potential startups and SME's in the local area, support local entrepreneurs in testing at large scale and developing their ideas and business potential in an international setting, share knowledge with international partners within business development, green transition, sustainability and the cultural event sector.</i></p> |
| Please get in contact no later than | 1 st of February 2023 |

Projects searched – are you interested in participating in other EU projects as a partner?

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| Yes / no | Yes |
| Which kind of projects are you looking for? | Business Hub Zealand are looking for: Projects that include business incubation/acceleration, business professionalization, business development programs, -workshops or -tools for creative entrepreneurs, startups, artists and other creative businesses |

Publication of partner search

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| This partner search can be published?* | Yes |
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