CREATIVWIRTSCHAFT.AT

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Otelo
Open Technology Labs

Open and free space for free and creative thinking people!

WKO
WIRTSCHAFTSKAMMER ÖSTERREICH

Background - Region

- Villages an small towns (1500 – 20000 inhabitants)

- Touristic Area (Salzkammergut), Linz and Salzburg are the nearest Cities (50 km distance)

- High density of trade and industry, and additional agriculture and tourism.

- Many medium-sized businesses, a few large companies

- creative industries rudimentary
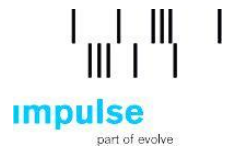
Background

- Brain-drain and demographic change are main problems

- Lack of structures to support creative potential in the rural areas

- Citizens are encouraged to actively implement their desired lifestyle in the rural area instead of moving to the cities.

- **Regional goals:**

  – OTELO applies a bottom-up approach, creating a framework, which fosters people's creativity and entrepreneurship

  – involve people between 5 and 80 years of age

  – new perspectives for young creative and prevent economic emigration

OTELO How to

provide a successful framework for experimental and creative projects
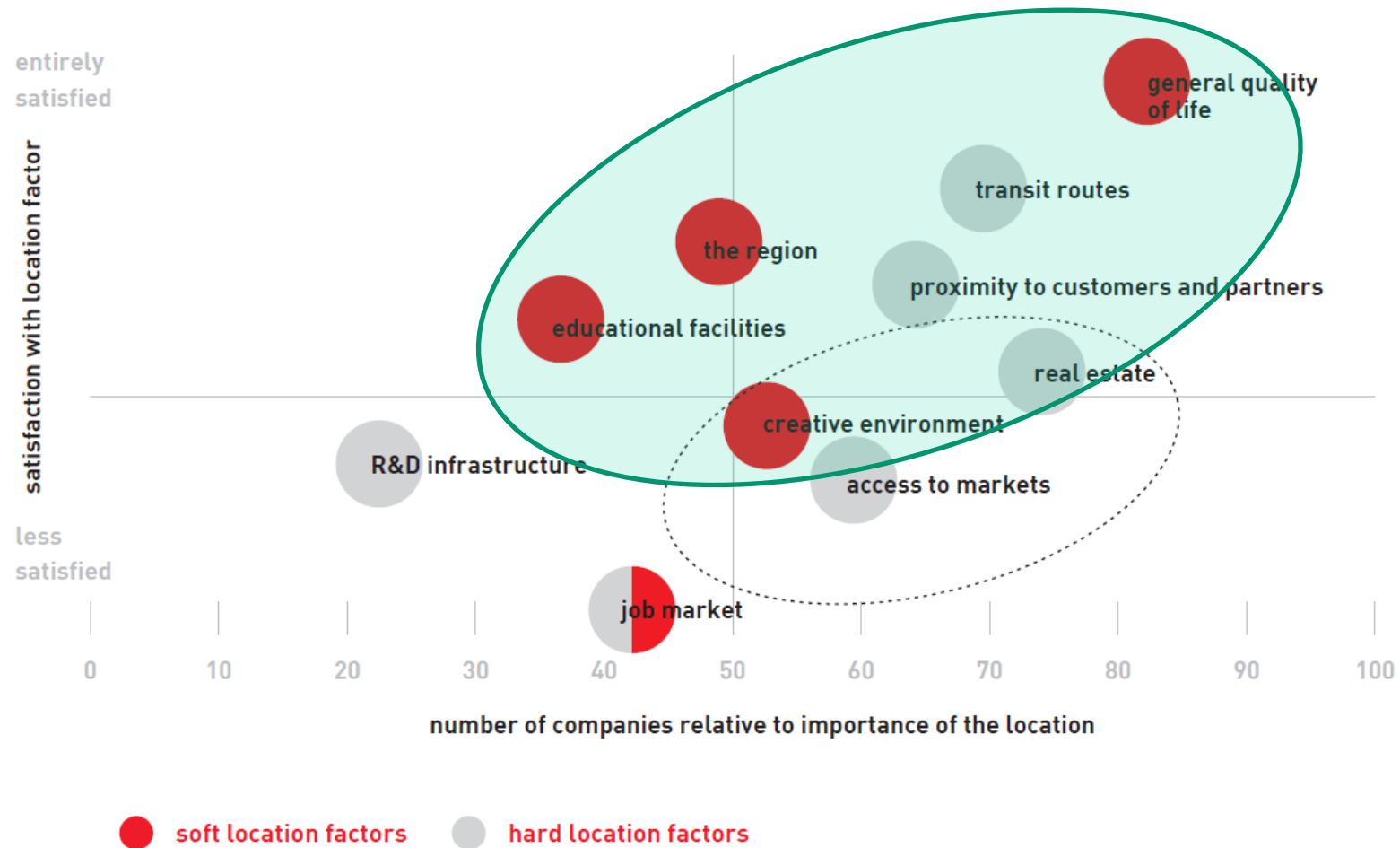
- **Otelo founded 2010 and followed 4 approaches:**
  - **Use of regional infrastructure**
  - **Easy access, low threshold**
  - **Providing a framework of cooperation and networking**
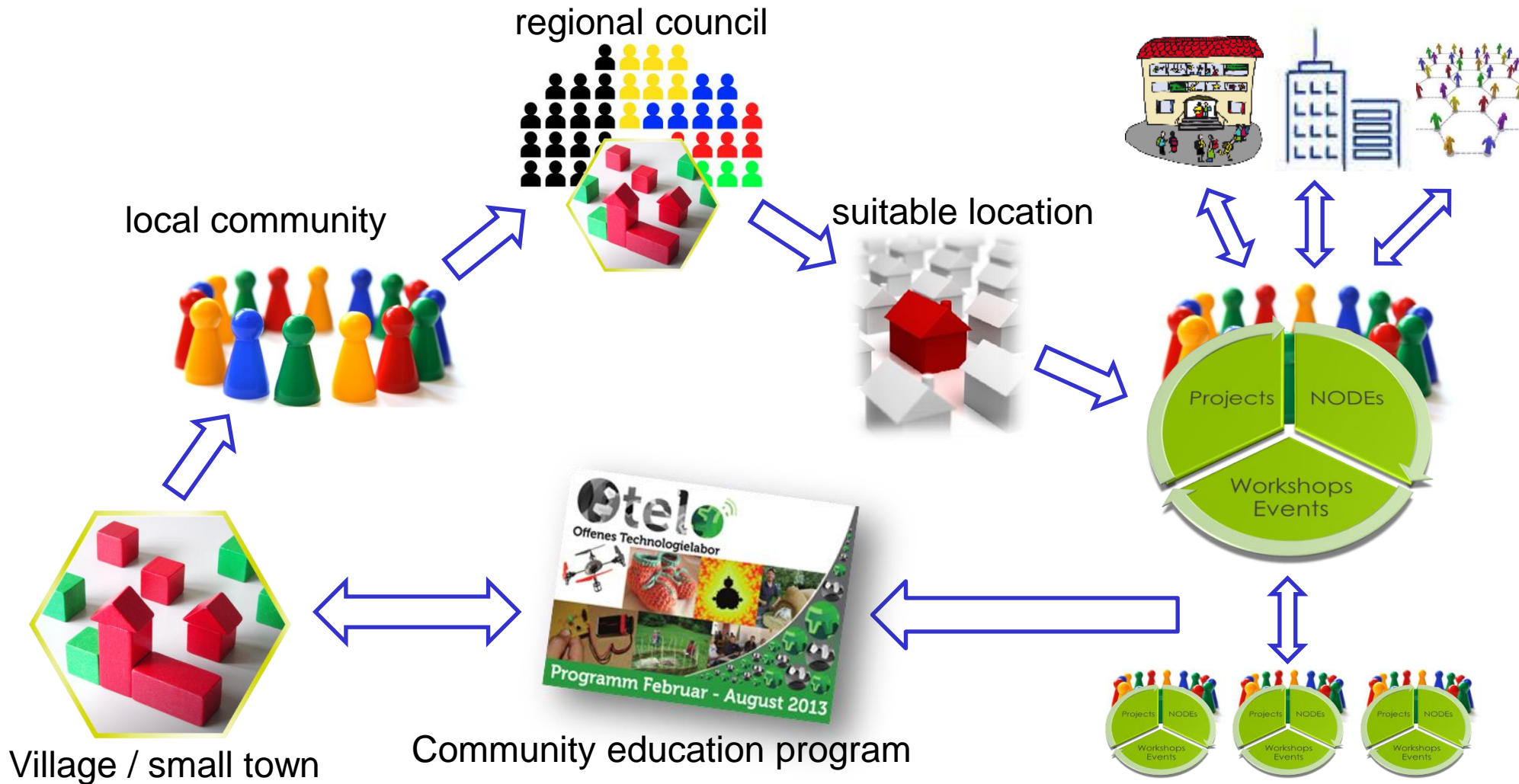 - **Supporting new regional working models**

Community, belonging, cooperation, solidarity, strive for balance, share, release, exchange, free space, effectively regionally, lust and pleasure, printing out - pure pleasure
Think, show cross-thinking alternatives, experimentation, development, self-empowerment, creative Shaping, openness, independence, dignity, transparency, self-reflection
*(key-words, **OTELO-Charta**)*

OTELO focus

entirely
satisfied

satisfaction with location factor

general quality
of life

transit routes

the region

proximity to customers and partners

educational facilities

real estate

creative environment

R&D infrastructure

access to markets

less
satisfied

job market

0   10   20   30   40   50   60   70   80   90   100

number of companies relative to importance of the location

● soft location factors   ● hard location factors

Starting OTELO

regional council

local community

suitable location

Projects | NODEs
Workshops Events

Village / small town

Community education program

Organizational support of OTELO

Developing and trying out ideas

Realizing individual projects, step by step

Regional interaction of OTELO

Important contribution to regional developement

Nodes activities, Workshops, lectures, discussions, projects, startups

OTELO Nodes

NODES are a mix between network and node

NODES are spaces where ideas are developed an implemented

NODES have different phases with different support by OTELO

OTELO successes

- From 2 to **6 Locations in two years** with more then 250 people involved, more than 10,000 participants in our events 2012! 4 ongoing project

- **3 spin-off startups** from OTELO activities (3D-Printing, science communication and exhibition design

- **New collaborations** with partners from industry, regional development and research (Andritz AG, MIBA, Lenzing AG, OMV, Baker & McKenzie, Ashoka, Creative Region,…)

- **Nominated** for the sea-award 2013, and for the National Award for the commitment to electric vehicles

- **Awarded** for the international "Sozial-Marie" prize 2013" and for the development of a "OggStreamer" in the "Xport Pro Design Contest" in the U.S., Silicon Valley ($ 3,000)

OTELO goals 2014/2015

- 3-5 locations in Germany (Brandenburg)
- Another 10 locations in Austria
- Support for another 10 Start-ups
- Starting the otelo Cooperative with a new working model for young creatives

"Open and free space for free and creative thinking people"