

From Black Forrest to Black Sea

Danube Valley is a treasure trove of creative talent and cultural diversity, which deserves an Inspiring, fresh impulse and a steady effort for educating and promoting this extraordinary potential toward a *Culture of Innovation and identity* by Original Business, based on creativity and uniqueness.

DAC is built on the synergy among academic creativity and economic reality and consequently comprises 12 Universities, Corporate Companies, Public Institutions, Industry Associations, Community Associations and Investors from 9 Countries along Danube, who are bound for generating new solutions and put them to work for *economic success, diversity and regional identity*.

DAC is a project oriented partnership, with a dynamic pattern of clustering, due to the nature of the projects (educational, consulting, think tank, innovation is hope, EU calls, etc)

From Brain to Business

DAC is an ecosystem for emulating the creative capacity at all levels of society, aiming toward a Culture of Innovation in the Danube Valley.

DAC is converging the creative energies for a development and growth model based on original concepts, reaching a high degree of competitiveness by content originality and uniqueness.

DAC is educating creative entrepreneurs able to generate fresh, game changing outcome and endorses the conversion of these concepts into successful business: *Brain to Business*

DAC addresses comprehensively the process of integral innovation:

- educating inventors with entrepreneurial talent
 - facilitating the realisation and incorporating original concepts
 - stimulating acceptance of original ideas an creative spirit in society
- Master of Integral Innovation**
- Danubius Excellence Center
- Innovation is Hope

The theoretical base of DAC is *Integral Innovation*

Integral Innovation bridges synergetically the rational thinking with the intuition and speculative creativity procedures along an harmonic process of visionary conceptualisation and pragmatic evaluation

Integral Innovation is the converging hub of abstract visionary-constructive thinking with the skills of conversing pragmatically ideas into practical solutions and the solutions in profitable business for the author and useful output for the users and society.

Integral Innovation is a comprehensive approach, comprising:

- **conceptualisation** (*invention*),
- **innovation process** (*conversing invention in products*)
- **innovation impact** on habitat, culture, society and environment (*seminality*)

Integral Innovation includes both types of creativity:

- the **universal creativity**, addressing abstractly general topics
- the **vernacular creativity**, addressing local topics by improvising with local resources

As a consequence DAC contributes to revitalisation of local communities with an original habitat model and as such to the cultural diversity and craftsmanship's renaissance, bringing them up as equal partners in the contemporary economic context, this is the main mission of our program *Innovation is Hope*

DAC Executive Board