

Wallonia, a post industrial society on the move

**Feel inspired**



# Creative Wallonia was launched in 2010



- Spread creativity through all layers of the society
- Showcasing the potential use of creativity within the innovation field
- Supporting the economic development and entrepreneurship
- Focused on open innovation and creativity (and not only on one sector)
- Digital and creative companies are at the heart of the initiative – they are the inspiration

# Creative Wallonia initiatives

## AXE I : Promouvoir la société de la créativité

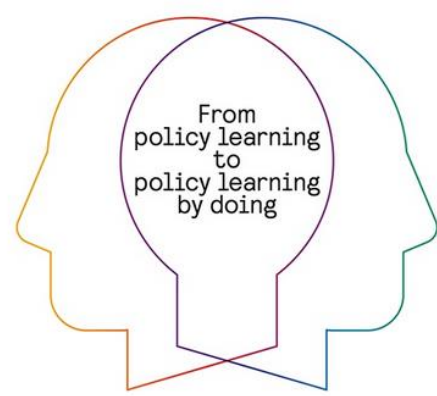
- I.1 Encourager l'offre éducative à destination des futurs acteurs économiques centrée sur la créativité et l'innovation
- I.2 Favoriser l'éveil à la créativité dès le plus jeune âge/ à travers l'ensemble de l'offre d'éducation et de formation obligatoire et continue/ dans les pratiques de formation des enseignants
- I.3 Mesures complémentaires visant à favoriser l'émergence et le développement d'une société créative en Wallonie

## AXE II : Fertiliser les pratiques innovantes

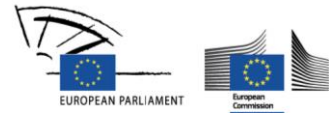
- II.1 Créer un Observatoire des tendances
- II.2 Encourager l'innovation collaborative et la mise en réseaux
- II.3 Développer l'innovation en entreprise
- II.4 Renforcer le potentiel de coopération internationale centrée sur l'innovation
- II.5 Distinguer les meilleures pratiques innovantes

## AXE III : Soutenir la production innovante

- III.1 Favoriser la mise sur le marché de produits/services/ processus nouveaux
- III.2 Soutenir financièrement la production innovante
- III.3 Mesures complémentaires



A toolbox  
for EU regions



Wallonia Creative District is a Preparatory Action proposed by the European Parliament and implemented through a Grant Agreement by the European Commission's Directorate-General for Enterprise and Industry



## the **Wallonia European Creative District** project:

- Creative Wallonia has become a « large scale demonstrator » at European level
- Test of innovative support schemes for creativity and creative companies
- 4 axis program: skills, collaboration/access to market, access to finance and clusters.

## 7 CREATIVE HUBS IN WALLONIA



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**Creative Valley**  
Le territoire au cœur du territoire

**CREATIVE VALLEY // MONS – HEART OF HAINAUT**

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**OPENHUB**  
Garage for innovation

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Creative hubs:

- An open space with a community
- Supports companies in their innovation process with the tools of creativity
- Support entrepreneurs
- Offers Fab labs and trainings

# What the future holds...

- The Creative Wallonia strategy faded during the last two years (change of political priorities)
- Governemental negotiations and a new gouvernement
- New political vision and priorities
- New European programming period (notably for ERDF)
- 2 Interreg Europe Projects to renew and improve the regional strategy and the creative hubs:

