



ORANGE ECONOMY SHADES: Regional Ecosystems and Strategies for Innovation and Sustainability Models of CCI in Europe

organized by the Regional Initiative for Culture and Creativity/RICC

in collaboration with the European Commission, the European Committee of the Regions, ERRIN and EURADA networks.

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Venue: Emilia-Romagna Region – Rue Montoyer 21 – Brussels

ABSTRACTS

STATE OF PLAY

EUROPEAN COMMISSION – Directorate General for Education and culture

Barbara Stacher and Maciej Hofman

The first part of the presentation will describe new policy documents adopted in 2018 by the European Commission and the Council of the EU (New European Agenda for Culture, Work Plan for Culture 2019-2022 and European Framework for Action on Cultural Heritage) as well as prospects of EU funding for culture after 2021+ (May 2018 proposals of the European Commission for MFF 2021-2027 and in short, state of play of negotiations).

In second part, the presentation will showcase various projects, initiatives and policy collaborations (ongoing and foreseen in the nearest future) in order to give an overview of DG Education and Culture's work in particular and EU cultural policy in general.

PANEL: GOVERNANCE AND REGIONAL ECOSYSTEMS how to create synergies among regional ecosystems focused on creative sectors under Smart Specialisation Strategy

Sabin Goitia Goienetxea, Basque Government Advisory Board for Cultural and Creatives Industries, Basque Country

The case of Basque Country – the new European strategy for innovation called RIS3 (Regional Innovation Strategy for Smart Specialization), was incorporated in the Science, Technology and Innovation Plan 2020, and smart specialization strategic priorities in the Basque Country were identified, among them, the opportunity territory of Culture and Creative Industries, CCIs.

In this context, we have launched a new interdepartmental program (with the joint participation of Culture, Economic Development and Presidency Departments), that approaches the culture and creativity field from innovation, and is based in the following axes:

1. Creadis3 – Smart Creative Districts Project
2. Definition and Delimitation of CCIs in the Basque Country
3. Granting programs
4. Networking

Sara Baronio, Area Science Park, Friuli Venezia Giulia Autonomous Region

Cultural and creative enterprises are SMEs with a high rate of innovation and contribute significantly to strengthening competitiveness and employment in the territories in which they operate and represent a driving force of the economy, both national and regional. Friuli Venezia Giulia AR boasts numerous cultural and creative enterprises, and they represent a strategic sector of development, as highlighted in the regional documents on Intelligent Specialization Strategies (S3), in which the ICCs constitute one of the five areas of specialization.

The Cultural and Creative Production System of Friuli-Venezia Giulia produced in 2017 just under 1.8 billion euro of added value and engaged more than 33 thousand employees. These figures represent respectively 5.3% and 6.2% of regional economy. In terms of added value, among the sub-sectors that make up the supply chain, there is the second place of the performing arts and the third place in the music sector in the regional ranking for sub-sectors. 55% of the added value by the Cultural and Creative Production System is indeed provided by the core of the system (architecture and design, communication, cinema, radio and TV, videogames and software, music, publishing and printing, performing arts, historical and artistic heritage), while 45% is provided by the creativity-driven production of goods and services.

The Friuli Venezia Giulia regional government has recently launched a long term strategy for the promotion of culture and creativity. As part of the implementation of this strategy, a regional cluster for culture and creativity based on local hubs is under implementation. At present the FVG Region is involved in the following EU projects focused on CC fields: CRE-HUB, CHIMERA, SMATH, SACHE, COME IN, DIVA, PRIMIS.

Ola Jacobson, Department of Culture - CCI development and International Affairs, Skåne Region

In Skåne we have been working with CCI development on a regional strategical level for about ten years. We early decided to have some basic strategies and focus on a few topics within the field. The strategies have been to make CCI a common policy area for both the Cultural sector and the Regional Development sector, to co-operate with the municipalities and to co-operate with the academic researchers. It has also been important for us to work together with other regions in Sweden and Europe, as well as keeping a good dialogue with the national authorities as well as the European institutions. As an important part of the governance and regional ecosystem we have been aiming to collect, build and disseminate research- and fact based knowledge on different levels as a base for well-informed strategic and operational decisions, but also as inspiration for new development ideas.

Mariachiara Esposito, EU Liaison Office of Tuscany Region in Brussels, Tuscany Region

TUSCAN REGIONAL SPECIALIZATION PLATFORM «TECHNOLOGIES, CULTURAL HERITAGE & CULTURE»: APPLIED RESEARCH PATHS TO BOOST INNOVATION IN CCIS

In Tuscany, the Research & Innovation Smart Specialization Strategy (RIS3) was approved for the first time in 2015 and reviewed in 2019 (February). In this framework, the Platform "Technologies, Cultural Heritage and Culture" was established in 2017 with the form of a committee composed by representatives of the relevant actors in culture and creative

sectors at regional level. The aim of the Platform was to let innovation and technological needs of the cultural field emerge, in order to better support preservation, management and enhancement of cultural heritage, as well as promoting a new model of social and economic development through applied technologies to material and immaterial cultural heritage. The Platform was also useful to conduct a significant mapping of the sector at regional level, as well as of higher education offer in Tuscany as regards culture related programmes. Among the strategic interventions born out of this context, Tuscany Region launched a Call for research grants addressing innovation in the CCIs value chain. The topics covered by the Call deal with the promotion of high-level training paths through research, in order to integrate knowledge with the acquisition of skills to apply in specific cultural sectors and to orient research careers not only to the academic environment but also to the regional cultural and creative productive system.

PANEL: SOCIAL AND ECONOMIC DIMENSION OF THE CULTURAL AND CREATIVE SECTOR - Social cohesion and culture as tools to foster innovation and co-creation at regional level

Marcos Nogueira, Alentejo Regional Office in Brussels, Alentejo Region

InCompass project led to the implementation of creative clusters in a number of European regions and cities Europe including Dundee, London, Milan, among others and Alentejo. Supported by INTERREG IV-C, InCompass implemented self-sustainability tools for creative incubator units, allowing the development and sharing of innovative methods to fill the gap of public funding. Five years after implementation, this presentation revisits the path of long term legacy from InCOMPASS and describes the impact on the region as whole and on its competitiveness and ability to innovate. On that long term impact analysis, special attention is devoted to deep effects on SMEs and social institutions capability to compete and innovate and on resulting opportunities provided to innovators to export, grow and offer attractive employment opportunities. This review of legacy and long term impacts is complemented with a overview of the region's strategy for the future, namely related to enhancing the capability to build upon consolidated results of pilot projects. The creative clusters ability to develop new layers of attractiveness on the business, entrepreneurship, innovation, creativity environment is observed and commented as well as the overall effects on cultural landscape of Alentejo.

Silvano Bertini, Head of the Department of Research, Innovation, Energy and Sustainable Economy, Emilia-Romagna Region

The CCIs in Emilia-Romagna have not the relevance that can let us consider them an area of specialization and vocation, despite cultural consumption in the region, in every form (classical, traditional and contemporary) is very high. These activities could not achieve in terms of competitiveness and employment the same relevance of other industries like food, engineering, automotive and biomedical. The lack of some leading industries like TV or publicity is probably at the origin of this situation. Anyway, the region decided to give to CCIs a great relevance in the S3 for several reasons:

- they involve a large number of highly educated young protagonists, who risk to emigrate to other poles or to remain highly informal;
- they contribute to introduce new concepts of innovation in the economy, not only based on technology, but on creative and humanistic elements;
- they contribute to urban regeneration;

- they contribute to generate new perspective for culture consumption and fruition whereas the public sector has an increasing shortage of resources;
- they compenetrates other sectors, especially the most traditional ones giving them a new strategic vision and new business approaches;
- finally, they can contribute to develop new approaches in the social fields and in any aspect connected with the improvement of the human life.

Daniela Protti, General Directorate for Culture, Lombardy Region

Lombardy Region has recently implemented the regional law no. 25/2016 "Regional policies for culture – regulatory reorganization", particularly the art. 37 dedicated to the integrated cultural plans (ICP). The ICP are a coordinated set of actions and projects promoting cultural heritage and initiatives related to services and cultural activities, able to enhance a territory or a reference topic and make public and private subjects active and collaborative for a common objective. This broad objective can also include some partnerships already established and matters related to environment, craftsmanship, training, education, research, tourism and welfare. The ICP represent the expression of institutional, economic and organizational cooperation between public and private subjects. Lombardy Region has just published a call for the selection of the ICP.

Chloé Faton, Economic Policy Directorate for Wallonia, Wallonia Region

Wallonia, as a postindustrial society, is facing the challenge of the rejuvenation of its social and economic dynamics. In 2010, the Creative Wallonia program was launched with the aim to spread creativity throughout the different level of the society and to support innovation and the economic development. The unique added value of the Creative Wallonia program was to involve, in its creativity processes, the whole society and all the sectors of the economy (instead of focusing on one specific sector). In 2013, Wallonia was awarded by the European commission the title of 'European Creative District'. This recognition resulted in a three years project that tested and analyzed the best schemes to support creativity and the creative industry in the region. The creative hubs, 7 local third places dedicated to creativity and open innovation were launched in 2015. Today, in 2019, Wallonia is still testing and improving its support to innovation through creativity. We are doing so, notably, through two Interreg Europe projects: Creadis3 (creative District and ecosystems) and RCIA (schemes to support the CCI).