



Regional Initiative for Culture and Creativity

ORANGE ECONOMY SHADES

Regional Ecosystems and Strategies for Innovation and Sustainability Models of CCI in Europe
24th June – from 09.30h to 13.00h

Organized by the network
Regional Initiative for Culture and Creativity/RICC



24 June 2019 | 9:30 – 13:00

Emilia-Romagna Region
Rue Montoyer 21, Brussels



EUSKADIKO KULTURA
ETA SORMEN INDUSTRIAK
INDUSTRIAS CULTURALES
Y CREATIVAS DE EUSKADI

PRESENTATION:

1. EUSKADI – BASQUE COUNTRY
2. Culture and Creative Industries– WHO?
3. Culture and Creative Industries– WHY?
4. Culture and Creative Industries– HOW?

EUSKADI
BASQUE COUNTRY

EUSKO JAURLARITZA



GOBIERNO VASCO

KULTURA ETA HIZKUNTZA
POLITIKA SAILA

DEPARTAMENTO DE CULTURA
Y POLÍTICA LINGÜÍSTICA

Brussels, 24th of June

EUSKADI – BASQUE COUNTRY



CULTURAL
HERITAGE



NATURAL
HERITAGE

An ancestral nation that
loves the avant-garde



Euskadi, auzolana



EUSKADI: Culture and Creative Industries – WHO?



**EUSKADIKO KULTURA
ETA SORMEN INDUSTRIAK**
INDUSTRIAS CULTURALES
Y CREATIVAS DE EUSKADI

CULTURE and CREATIVE INDUSTRIES in Euskadi 15 subsectors

<ul style="list-style-type: none"> - Architecture - Digital Contents - Design - Gastronomy - Fashion - Publicity & Marketing - Games 	<ul style="list-style-type: none"> - Scenic Arts - Visual Arts - Crafts - Audiovisuals - Edition & printed Media - Language Industries - Music - Cultural Heritage
CREATIVE	CULTURE

CREATION

Data of CCI sector in Euskadi

		Companies	Jobs	Rate: Jobs per company
NUMBER	Culture Industries	6.274	26.156	4,17
	Creative Industries	9.339	21.256	2,3
	Total CCI	15.613	47.412	3,04
	Total Euskadi	156.528	889.853	5,68
RELATIVE %	Culture Industries	4,01%	2,94%	
	Creative Industries	5,97%	2,39%	
	Total CCI	9,98%	5,33%	

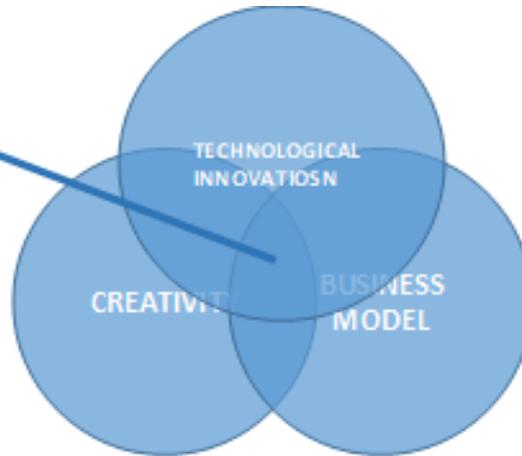
EUSKADI: Culture and Creative Industries – WHY?

Nearly the **10%** of the total of industries in Euskadi

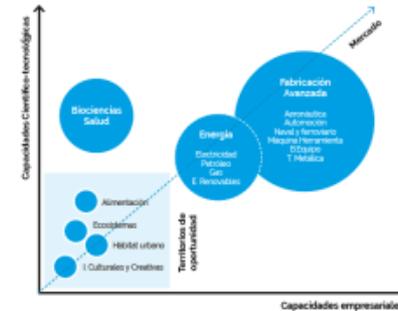
More than the **5%** of total Jobs in Euskadi

COMPETITIVE ADVANTAGE

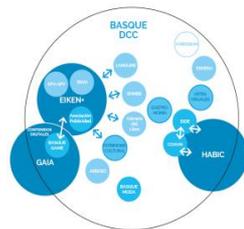
Social Values
(identity, cohesion)



RIS3 Strategic Issue



Need of merging, rebuilding and rearranging the complex and dispersed CCI sector in Euskadi



Contribution to other RIS3 fields (example: Innovation in Marketing)

Concretamente, la innovación en marketing u organización y la innovación asociada a la inversión en maquinaria avanzada, software o patentes son las principales debilidades.

Fuente: Informe Innobasque de Innovación 2018

EUSKADI: Culture and Creative Industries – HOW?

Through the launching of a new interdepartmental program (joining the Culture and Language Policy Department, Economic Development Department and Presidency), that address the culture and creativity field from innovation, and that is based on the following axes:

1. Creadis3 – Smart Creative Districts, Interreg Project
2. Definition and perimeter of CCI in Euskadi
3. Granting Programs
4. Networking
5. KSI website

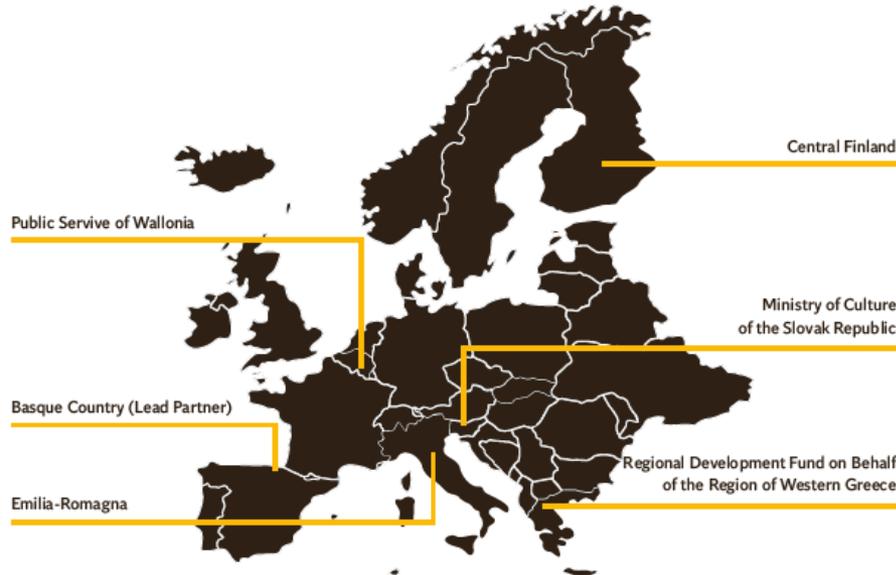


The screenshot shows the KSI website interface. At the top left, there is a navigation menu with the following items: Inicio, RIS3, KSI Berritzaile, Internacionalización, Eventos, and Información de interés. The main content area features three featured items:

- Programa piloto Internacionalización ICC: abierto plazo de presentación de solicitudes**: Accompanied by the logo of TABAKALERA CENTRO INTERNACIONAL DE CULTURA CONTEMPORÁNEA.
- Abierto el plazo de solicitud hasta el 24 de mayo en el Eje 1 del programa KSI Berritzaile 2019**: Accompanied by the KSI Berritzaile logo.
- Informe de Modelos de financiación de los sectores culturales y creativos**: Accompanied by a colorful graphic with the text "Modelos de financiación de los sectores culturales y creativos".

At the bottom of the featured items, there is a button labeled "Todas las noticias y eventos".

CREADIS3 - Smart Specialization Creative Districts project: Project number: PGI02367



Creative District: defined as an ecosystem that generates collaboration across public authorities and industrial stakeholders in order to foster the development of culture and creative industries as well as innovation according to its Smart Specialization Strategy.

Main objective: Align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development.

Project duration: 01/01/2017 to 31/12/2021:
First phase: 1/01/2017 to 31/12/2019
Second phase: 1/01/2020 to 31/12/2021

Budget: 1,462,706.00 euros (85% ERDF)

SITUACION ACTUAL

- ❑ **5th semester of the project**
- ❑ **6 Study Visit**
 - ❑ Slovakia: 21-22 of march 2018
 - ❑ Central Finland: 16-17 of may 2018
 - ❑ Euskadi: 3-4 of july 2018
 - ❑ Wallonia: 1-2 of november 2019
 - ❑ Western Greece: 11-12 of april 2019
 - ❑ **Emilia-Romagna: 26-27-28 of june 2019**

Follow us!



- ❑ **“Good Pratices on Governance and Creative Ecosystems”:**
 - ❑ 6 territorial diagnosis
 - ❑ CCIs mappings per region
 - ❑ Joint Report on Governance
 - ❑ Good Practices: 19 in our website, 14 in the Interreg Learning Platform (74 %). Good Practices in Progress Report
- ❑ **Action Plans:** in development, to be aproved by 2019-12-31

www.interregeurope.eu/creadis3

Twitter: @Creadis3Europe
Newsletter

KSI Berritzaile –Innovation Program for Culture and Creative Industries

The Basque Government launched in 2017, the KSI Berritzaile pilot program, directed to companies of the CCI sector, with the objective of creating and developing an opportunity space for new projects in 3 lines of action:

- **Line 1:** Technological innovation and transfer
- **Line 2:** Organizational model and business structure innovation
- **Line 3:** business economic-financial management

KSlatea – Internationalization Pilot Program for Culture and Creative Industries

In order to give an answer to the requirement made by the CCI sector itself in the period 2017-2018, we have launched this pilot program in 2019, managed by TABAKALERA, and directed to Basque companies of the CCI sector, that aims to internationalize the culture and creative sector of the Basque Country.

EUSKADI: Culture and Creative Industries (CCI)



Thank you – Merçi - Bedankt – Mila esker!

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