

e-Newsletter

CREADIS3
Interreg Europe

CREADIS3 aligns territorial public policy agendas to support the development of more efficient culture and creative industries policies and generate innovation and economic development in European regions.

www.interregeurope.eu/creadis3

An interregional cooperation project for improving innovation infrastructure policies.

Project Partners

Regional Government of the Basque Country (ES)

Public Service of Wallonia (BE)

Regional Development Fund on behalf of the Region of Western Greece (EL)

Emilia-Romagna Region (IT)

Ministry of Culture of the Slovak Republic (SK)



European Union
European Regional
Development Fund

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INTRODUCTION TO CREADIS3 PROJECT

CREADIS3 project

What is CREADIS3?

CREADIS3 addresses the issue of innovation driving territorial development through non-technological forms of innovation. To tackle economic, social and environmental challenges, innovation is needed, not only based on the technological sectors but in allying these sectors to culture-based creativity.

The main objective of CREADIS3 is to align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development in European regions. It is declined in six sub-objectives along two priority themes: Improving institutional governance and Boosting CCIs contribution to regional development.

What will be the main outputs?

CREADIS3 will produce the following outputs:

- **1 integrated report** on *Good Practices on Governance and creative Ecosystems*
- **6 Study visits**
- **1 B2B event**
- **6 Action Plans** tailored for partners' territories and respective policy instruments addressed
- **1 Policy Toolkit**
- **1 International Conference**

What will this project change?

These outputs will support the establishment of sustainable Smart Specialisation Creative Districts with the following characteristics:

- Better governance models aligning territorial public policy agendas to offer tailored support to CCIs
- Increased synergies between culture and economic development policy instruments
- Better policy measures to integrate CCIs in the local innovation ecosystems
Increased partners' attractiveness for creative talents and enterprises

- Increased cross-collaboration and cross-fertilisation initiatives between CCIs and other sectors of economy, education and research to drive innovation
- Better policies to support internationalisation of local creative SMEs
- Reinforced role for CCIs in ESIF and RIS3



Please learn more about the project [here](#).

Who is who?

Basque Country Region (Lead Partner)

The Government of the Basque Country leads CREADIS3 project through its Department of Culture and Language Policy. The Department has, among its commitments, the consolidation of the innovative sector of the Cultural and Creative Industries (CCIs).

Culture, creativity and the CCIs are recognised by the Basque Country as a source of economic growth with a high potential for local and regional development (9% of the industrial fabric and 8% of employment (71,000 jobs), 2.2% of Gross Added Value).

Emilia-Romagna Region

Emilia-Romagna Region is involved in CREADIS3 project through the General Directorate for Knowledge, Labour and Enterprise Economy – Research, Innovation, Energy and Sustainable Economy Unit.

Emilia-Romagna Region is managing authority of ERDF and ESF, responsible for S3 implementation, directly involved in the implementation of the Regional Operational Programme 2014-2020. As policy maker, it is the organization aimed at elaborating, implementing and evaluating policy measures. The Region is in charge for designing and

implementing regional industrial policies and, in the last decade, it has strongly focused its research and innovation policies as the core of industrial development policies, by increasing firms investment in R&D, stimulating the collaboration between firms and research organisations, promoting high tech start-ups.

Emilia-Romagna Region has a long experience in dealing with European projects, both as project partner and as lead partner.

Central Finland Region

Regional Council of Central Finland is an organization having statutory responsibility for the overall regional development and land use planning in the region of Central Finland. Regional Council of Central Finland has worked on development of CCIs since 2004, through several regionally on internationally funded projects (e.g. CREA.RE project, partly funded by Interreg IV C in 2009-2013).

Public Service of Wallonia

The assignment of the Public Service of Wallonia / Economic Policy Directorate consists in advising the Walloon Government in matters related to the Walloon economic policy, including innovation and creativity, competitiveness, clustering, SMEs and sustainable industry. To this end, it ensures, on one hand, a follow-up and a transposition of European policies, and, on the other hand, it assesses the Walloon policies and proposes the related arrangements or the development of new tools.

Regional Development Fund on behalf of the Region of Western Greece

The Regional Development Fund on behalf of the Region of Western Greece is a member of CREADIS3 project's consortium (partner). The Directory of Development Planning and especially the Department of Regional Planning deals with the promotion of regional policies and the adoption of effective strategies, which contribute to the exploitation of existing and new recourses in several fields, such as culture, tourism and technology, which are in affinity with the priorities and aims of the operational program of the Region.

The sector of culture and entrepreneurship are two of the regional operational programme's main pillars, being in compliance with the regional smart specialization strategy and aiming at the same time at the strengthening of regional economy through the high perspectives and potentials for local SMEs and entrepreneurs.

The Ministry of Culture of the Slovak Republic

The Ministry of Culture of the Slovak Republic manages CREADIS3 project through its Department of Culture & Creativity Development and Department of Project Management. The Department of Culture & Creativity Development is, among its other commitments, responsible for creating and managing public policies for Cultural and Creative Industries (CCIs) in the Slovak Republic and therefore supporting their development, cross-sectoral collaboration and innovation within this sector. Culture, creativity and the CCIs are recognised by the Slovak Republic as a source of economic growth with a high potential for local and regional development.

Since 2010, the DPE has been closely associated with the Walloon Government in the design and steering and implementation of the Creative Wallonia programme. In 2013, Wallonia (along with Tuscany) has been recognized by European Commission as a “European Creative District” because of its holistic strategy built in the view to support the economic recovery of the Region.

In the Operational Program ERDF 2014-2020, the Walloon Government has nominated the Public Service of Wallonia/DGO6 as responsible for the implementation and monitoring of the Creative Hubs Action under ERDF. The 7 Hubs are the territorial spine of Creative Wallonia aiming to support the key stakeholders of creative economy to structure themselves in an ecosystem with a common vision of the territory.



Please learn more about the project Partners [here](#).

CREADIS3 EVENTS

CREADIS3 kick-off meeting



Bilbao and Donostia-San Sebastián have witnessed the launch/kick-off meeting and initial work meeting of the partners of the European project CREADIS3- Smart Specialisation Creative Districts. The Department for Culture and Language Policy of the Basque Government, in cooperation with Etxepare Institute and with the collaboration of the Basque Government Delegation to the European Union, is in charge of leading this project

for a 5-year period. Along with the Basque Country, the project includes participants from one State, and four European regions, these being: Slovakia, Central Finland, Emilia-Romagna, Wallonia and Western Greece. The Regional Minister for Culture and Language Policy of the Basque Government, Mr. Bingen Zupiria, the Basque Deputy Minister for Culture, Mr. Josean Muñoz, as well as the Director of the Etxepare Institute, Mrs Miren Arzalluz have all actively participated in the work meetings held on March 7 and 8.

The meetings have also promoted several study visits to different leading Basque cultural entities, such as the Guggenheim Museum, the Azkuna Zentroa cultural centre in Bilbao, the Balenciaga Museum as well as Tabakalera and the Etxepare Institute.



Conference Culture and Creative Industries

On 12th October CREADIS3 organized together with the **RICC Network** the conference ***CULTURE AND CREATIVE INDUSTRIES: Strengthening a resilient sector through a regional approach*** in the Emilia Romagna Region Office in Brussels. The conference was co-organised by the Basque Government Delegation to the European Union and in association with the RICC/Regional Initiative for Culture and Creativity network, a European network lead by the Basque Government, Emilia-Romagna and Friuli-Venezia-Giulia.



All CREADIS3 partners as well as other European partners and the European Commission have participated in this conference. This event addressed the role of regions, provincial and local authorities and relevant stakeholders (culture and creative sector, academia, business sector, financial sector, public and private sector, etc.) in fostering the potential of cultural and creative industries for the economic and innovation regional development, within the framework of the Smart Specialisation Strategies (Ris3).



Please learn more about the RICC Network [here](#)

Creadis3 in policy learning event in Milan



CREADIS 3 participated in the policy learning event on research & innovation and SME competitiveness, held in Milan from 19 to 20 October 2017.

The participants discussed the needs of cities and regions in these areas, and explored the good practices and approaches stemming from Interreg Europe projects. They were also able to engage with and learn from each other and test the services of the Interreg Europe Policy Learning Platform.

CREADIS3 2nd Partner Meeting in Brussels

On 25 and 26 October the second CREADIS3 Partner meeting took place in the Basque Government Delegation to the EU premises in Brussels. During two days the participants representing the six project Partners (the regions of Basque Country, Emilia-Romagna, Central Finland, Western Greece, the Public Service of Wallonia and the Republic of Slovakia) had the opportunity to present their current situation concerning the project, the results achieved until now and the forecast for the 2nd semester.



Specifically, the Partners explained their progress referring to Mapping 1 and Mapping 2, good practices and the stakeholder meetings organized during 1st semester. Also a methodological proposal for the Study Visits and the situation on the exchange with other networks and projects and the EU dimension was presented.

Other issues addressed during the meeting were the following:

- Organization and project management

- CREADIS3 Communication Plan proposal
- Communication and dissemination activities (European dimension)

The Steering Committee held a meeting, where the current project situation and the 2017-2018 performance forecast were analysed.



Finally, on 26th October an open coordination session with the European Commission was celebrated. This session was opened to the RICC/Regional Initiative for Culture and Creativity members and the following European Commission members participated:

- Valentina Montalto, JRC- European Commission, Policy Officer- The Cultural and Creative Cities Monitor: 2017 Edition
- Barbara Stacher, DG EAC/D1, European Commission, Policy Officer - Culture / Economy of Culture
- Silvia Draghi, DG Grow/F4- European Commission, Policy Officer- Tourism, Emerging and Creative Industries
- Alessandra Lepore, DG Regio/G1- European Commission, Policy Officer-Smart and Sustainable Growth

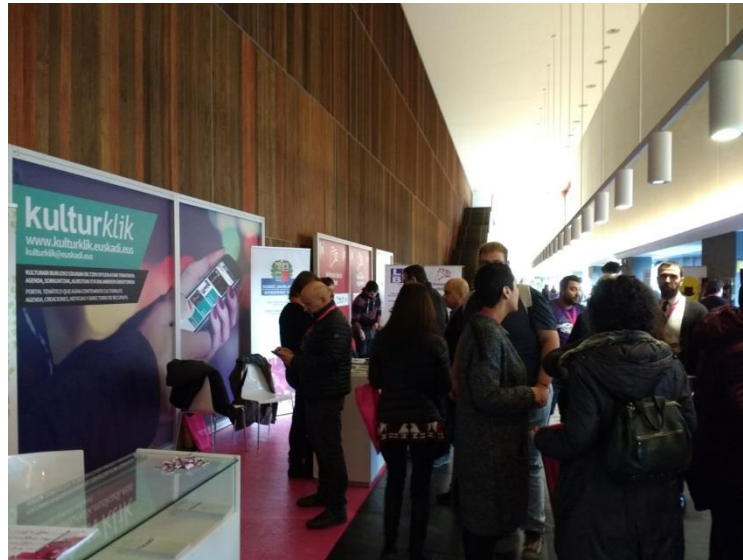
Presentation of Interreg Europe projects in 948 MERKATUA

The first edition of 948 Merkatua was held in Pamplona (Navarra) on 15th and 16th November 2017.

In this first edition, Navarra Arts Market, aimed to showcase the products from the professional field of Navarra culture to distributors and other types of agents from neighbouring communities and provinces (Aragon, Basque Country, La Rioja and Aquitaine) as

well as specialised agents from other regions and fields (Festivals, centres, artistic and creation entities...).

In this framework, on Wednesday, 15th November, CREADIS3 Lead Partner was attending the conference where the Interreg Europe project, CRE:HUB, was presented.



Please learn more about 948 Merkatua [here](#)

CREADIS3 2nd stakeholder meetings

Some of the CREADIS3 project Partners have already celebrated their second stakeholder meetings and other Partners will hold them before the end of 2017. In these meetings, stakeholders are able to detect challenges and priorities in CCIs at territorial level and to reinforce synergies among industries and administrations.



Slovakia



Wallonia

UPCOMING EVENTS

European Culture Forum : CREADIS3 at the plenary session

The European Culture Forum is a biennial flagship event organized by the European Commission, aimed at raising the profile of European cultural cooperation, uniting the sector's key players, taking stock the [European Agenda for Culture's](#) implementation, and sparking debate on EU culture policy and initiatives.

CREADIS3 is on board and taking part as speaker at the **plenary session “Challenges (for Culture) in Europe: 2007, 2017, 2027”**. Mrs Miren Arzalluz, Director at Etxepare Basque Institute, Basque Government, will present the CREADIS3 project, future challenges for ICC and cultural diplomacy. Otherwise, during the European Cultura Forum, the European Year will be launched officially during the European Culture Forum in Milan on 7-8 December 2017.



Please learn more about the European Culture Forum [here](#)

<https://www.interregeurope.eu/creadis3/>