

*Sharing solutions for better regional policies*

policies for cultural CREative industries: the HUB for innovative regional development

**Peer Review – Field visit in Central Transdanubia,  
Hungary, Székesfehérvár**

21-22 November 2017

**MINUTES**

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## **Multicolored Cultural Programmes**

### **MINUTES**

The Central Transdanubian Regional Innovation Agency Nonprofit Ltd. hosted the CRE:HUB Peer Review team from Italy and Romania on 21-22 November 2017 in Székesfehérvár.

#### ***The Peer Reviewers in Székesfehérvár were:***

from Italy:

Mr. Roberto LINZALONE, PhD – External CCI Expert from University of Basilicata

from Romania:

Mr. Ioan LEVITCHI – Head of Office for business and Investment Promotion of Regional Development Agency Centru

Mr. Ionut TATA – External CCI Expert from COO of R&D

#### ***The main objectives of the events were:***

1. to present the CCI characteristic of the city (Székesfehérvár)
2. to identify the main players of CCI sector in Székesfehérvár
3. to get to know the city's Capital of Culture Strategy
4. to find out the possibilities of the policy implementation

#### **21<sup>st</sup> of November 2017, Székesfehérvár**

We started the first day of Peer Review with an internal meeting. We prepared all communication materials (roll-up, folder, pad, pencil) for the Peer Review program.



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Project co-funded by European Union funds

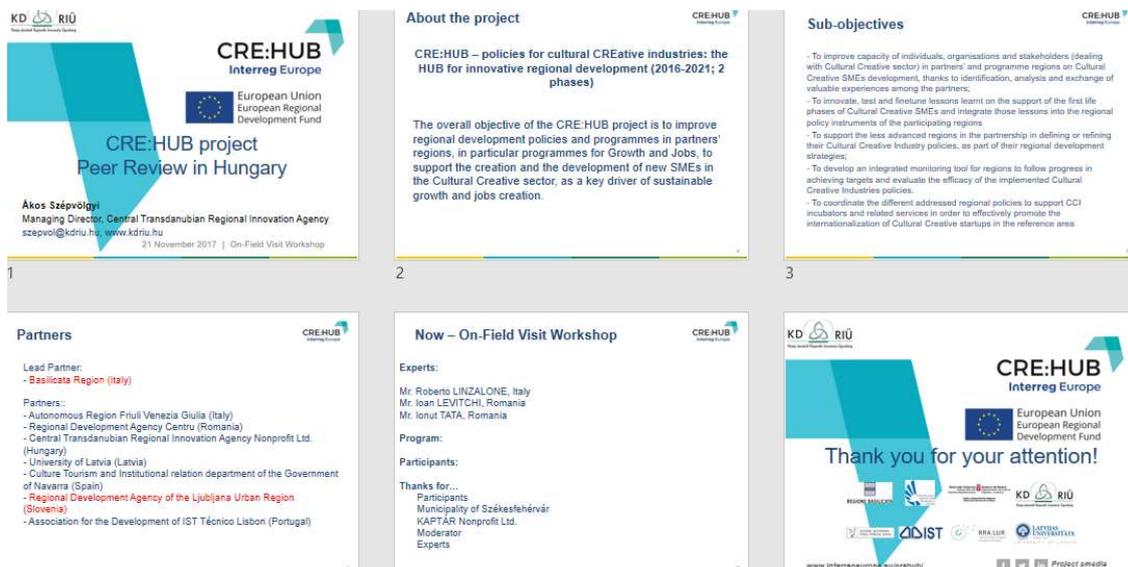
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Before the opening ceremony of PR Program we organized a preliminary discussion with our expert to exchange of information. We talked about the CCI State of the Art, the Roadmap and the goals of our city. We tried to share all necessary information with our experts and try to prepare them for the 2 days program.



The official program of Hungarian Peer Review started at 1.00 PM with a presentation section. First of all, Ákos Szépvölgyi the managing director of CTRIA greeted the participants. Then he talked about the CRE:HUB project, the preliminary results of project (namely establishing the Stakeholder Group in the Central Transdanubia, establishing the 6C Cultural and Creative Industrial Cluster in our city, CCI Analysis, Roadmap) and finally the further steps of the project (Action Plan, policy implementation).

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**1** **CRE:HUB project Peer Review in Hungary**  
Akos Szépvölgyi  
Managing Director, Central Transdanubian Regional Innovation Agency  
szepvol@kdr.hu, www.kdr.hu  
21 November 2017 | On-Field Visit Workshop

**2** **About the project**  
**CRE:HUB – policies for cultural CREative industries: the HUB for innovative regional development (2016-2024; 2 phases)**  
The overall objective of the CRE:HUB project is to improve regional development policies and programmes in partners' regions, in particular programmes for Growth and Jobs, to support the creation and the development of new SMEs in the Cultural Creative sector, as a key driver of sustainable growth and jobs creation.

**3** **Sub-objectives**  
- To improve capacity of individuals, organisations and stakeholders (dealing with Cultural Creative sector) in partners' and programme regions on Cultural Creative SMEs development, thanks to identification, analysis and exchange of valuable experiences among the partners;  
- To innovate, test and fine-tune lessons learnt on the support of the first life phases of Cultural Creative SMEs and integrate those lessons into the regional policy instruments of the participating regions.  
- To support the less advanced regions in the partnership in defining or refining their Cultural Creative Industry policies, as part of their regional development strategies;  
- To develop an integrated monitoring tool for regions to follow progress in achieving targets and evaluate the efficacy of the implemented Cultural Creative Industries policies.  
- To coordinate the different addressed regional policies to support CCI incubators and related services in order to effectively promote the internationalization of Cultural Creative startups in the reference area

**4** **Partners**  
Lead Partner:  
- **Sassibacsa Region (Italy)**  
Partners:  
- Autonomous Region Friuli Venezia Giulia (Italy)  
- Regional Development Agency Centru (Romania)  
- Central Transdanubian Regional Innovation Agency Nonprofit Ltd. (Hungary)  
- University of Latvia (Latvia)  
- Culture Tourism and Institutional relation department of the Government of Navarra (Spain)  
- **Regional Development Agency of the Ljubljana Urban Region (Slovenia)**  
- Association for the Development of IST Técnico Lisbon (Portugal)

**5** **Now – On-Field Visit Workshop**  
Experts:  
Mr. Roberto LINZALONE, Italy  
Mr. Ioan LEVITCHI, Romania  
Mr. Ionut TATA, Romania  
Program:  
Participants:  
Thanks for...  
Participants  
Municipality of Székesfehérvár  
KAPTAR Nonprofit Ltd.  
Moderator  
Experts

**6** **Thank you for your attention!**  
www.interreg-europe.eu/kdrhub/



The second presentation in the first session was the presentation of Ms. Éva Brájer. She is the Vice Mayor of the Council of Székesfehérvár. Her presentation titled Székesfehérvár Shows Off – Preparing for the Application of the European Capital of Culture 2023.

The most important elements of her presentation were the following:

- Székesfehérvár was the capital of Hungary in the Middle Ages, it was one of the most important city: royal and cultural centre, coronation city of Hungary; 37 Hungarian kings have been crowned and 15 monarchs were buried here.

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- Székesfehérvár located in central Hungary. The city is the regional capital of Central Transdanubia and the centre of Fejér County. It is situated only 60 km from Budapest.
- Due to the excellent traffic connections and existing infrastructure, which attracted numerous foreign firms seeking to invest in Hungary, Székesfehérvár became one of the prime destinations for multinational companies setting up business in Hungary, turning the city into a success story of Hungary's transition into a market economy. Székesfehérvár became a significant economical power. The inhabitants' purchasing power is the 1<sup>st</sup> in Hungary. The second city considering the local tax per capita.
- The city as a touristic center: the main touristic attractions are the historical heritage sites, the cultural offers, the programmes and events. The most characteristic types of tourism in the city are cultural, business and sport tourism. Since 2010 the number of guest nights increased to 150%.
- Higher education in the city: there are 3 higher education institutions in the city. Basically technical, engineering knowledge can be acquired in these universities and colleges. The lack of human education will be overcome by the future secondary school art and sport campus investment. Székesfehérvár has a leading role in scientific life.
- Cultural life in the city: the city has a remarkably colourful offer of cultural programmes, events and places. Several museums, art galleries, theatres and cinemas we have. Net of cultural centres and libraries cover the whole city and provide cultural services. The main period of events and programmes is the middle of August, the fest of Saint Stephen I., the so-called Székesfehérvár Royal Days.
- Fehérvár is a city of sports as well with succesfull football, ice-hockey, handball, basketball, athletics, pentathlon and American football sport clubs. The city has a plan to build new and modern sports halls, which are suitable for cultural events and programmes as well.
- The European Capital of Culture 2023: Vice Mayor talked about the city preparation for the European Capital of Cultura 2023 application. She said that the city had to prepare itself to meet the compulsory criteria as follows:
  - o Contribution to the long-term cultural strategy
  - o European dimension
  - o Cultural and artistic content
  - o Capacity to deliver
  - o Outreach



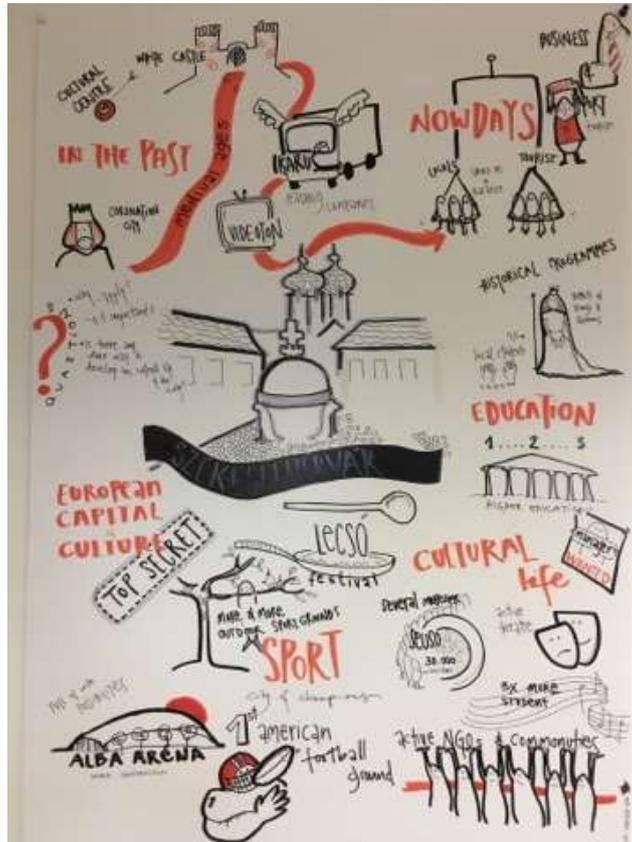
graphical facilitation by Vanda Kovács

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- Management
- Székesfehérvár shall become the determining and significant cultural powercenter of Hungary in a European scale, utilizing its above-average economical power, building upon the unavoidable role in Hungarian history, taking into consideration the geographical situation, the population aspects and the long range sustainability.
- The preparation process for The European Capital of Culture 2023 started in 2013. This year was the memorial year of King Saint Stephen I. Since then the city has been continuously coordinating its activity with the cultural, civilian, student and education organizations and institutions.
- The Vice Mayor told about the "Tell us Fehérvár" survey in which the 93% of answering citizens favour and support the idea of being the Cultural Capital of Europe in 2023.
- The city established a group of 10 experts to prepare the art conception of the programmes and events in 2023. These experts represent all significant area of cultural life: literature, visual art, music, dramatics, architecture, gastronomy, tourism, event management. The art concept is based on the common European values and depicts the city's cultural heritage and traditions through colourful and spectacular events, programmes and thematic fests. The details cannot be announced yet.
- The year of 2022 is the celebration of the city. In this year we celebrate the 800<sup>th</sup> anniversary of the so-called Golden Bull and the 1050<sup>th</sup> anniversary of the foundation of Székesfehérvár. The events and programmes of this year will prepare and make a solid foundation for the year of 2023.
- Ongoing investments, projects and innovations:
  - Árpád Dynasty Project - building a visitor center and renewing the National Memorial Site
  - Reconstruction and development of museums and exhibition spaces
  - Secondary school art and sport campus
  - Alba Aréna multifunctional event hall for 6000 visitors
  - Sóstó Stadium
  - Renewing public premises and places with a green project (several thousand of trees will be planted, a huge recreational and leisure park and communal space will be developed and the town squares will be renewed).
- Future investments, projects and innovations:
  - Concert hall
  - Modern library, knowledge centre using digital technology
  - Interactive industrial history centre as Brownfield investment
- Now the Mayor's office is working on the preparation of the application, and coordinates the different activities. The visual concept to be used as the official ECoC are already created. The deadline of the pre-selection application is 20<sup>th</sup> December.

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by Vanda Kovács

After the Vice Mayor presentation we discussed about the motivation and the chance of the city for European Capital of Culture 2023. We got to know that there are other 2 Hungarian cities among the applicants. They are Veszprém and Debrecen. The Vice Mayor said that the planned developments would be implemented even if the city didn't win the application.

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After the presentation phase we continued the meeting with co-working sessions. During these sessions we created our own cultural and creative industry definition (concerning to our city) and we tried to determine the main strengths (in cultural and creative sense) for which the city can base its application.

As far as the cultural and creative industry definition is concerned we agreed the following elements:

- CCI is an economic and a human activity as well
- CCI uses knowledge and information
- CCI can be defined by TEÁOR codes
- CCI create new value through creative process and / or assets



by Vanda Kovács

We closed the day with a cozy networking dinner.



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### **22<sup>nd</sup> of November 2017, Székesfehérvár**

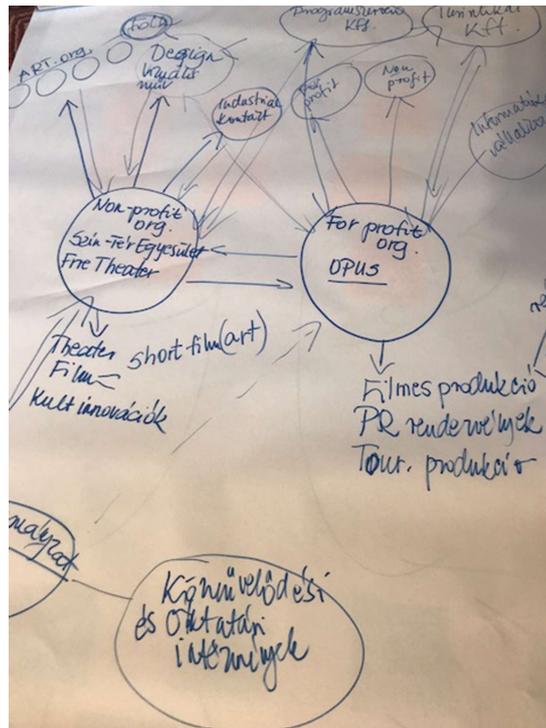
The second day of the Hungarian PR was held in the same place. This building (Petőfi Kultúrtanszék) is a renewed place for young people. There is a concert hall, some meeting rooms, a terrace, a very nice bar there, so the place was cool with a good atmosphere.

The participants were almost the same in both days. According to the pre-registration we expected higher number of local participants, although the composition of the participants was really high quality. E.g. the 80% of the members of the newly established CCI cluster were present.

The aim of the second day was to talk more about CCI sector of the city and to determine some suggestions for the local Municipality.

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In the first session one of our local participant Ms. Judit Nagy presented her “institutional cultural network” in the city which network can be a model for cooperation of different CCI players. The advantage of her short talk was that the experts and our Agency gave some inputs to continue our work. We believe that we could broaden our point of view and our stakeholder group as well. We believe also that with our work we can reach the right actors for the policy implementation in our city and our region.



The final section of the second day was the most exciting. We were impressed to talk “something”. So, we drew up some suggestions for ourselves and for the local municipality need to do in the future:

1. to specify definition of the 6C Cultural and Creative Industry Cluster’s tasks
2. to identify and involve of relevant economic actors
3. to use blue ocean strategy
4. to improve the quality of the culture and creative life
5. to identify the indicators for CCI sector in Székesfehérvár
6. to improve the demand
7. to find people who are willing to pay for the product
8. to create a map of activities and people needs

We closed our PR meeting with a networking lunch.



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The inputs and recommendations received from the Peer Reviewers will be included in the consolidation version of the Roadmap and will be considered in the elaboration of the Action Plan.