

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.

Projects 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)
Regional Council of Central Finland (FI)
Emilia-Romagna Region (IT)
Ministry of Culture of the Slovak Republic (SK)



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CREADIS3 KNOWLEDGE CORNER

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CREADIS3 STUDY VISITS

Second study visit to Central Finland on 16-17 May 2018

The second study visit of the CREADIS3 project to Central Finland took place last 16 and 17 May 2018 in two different venues, Cygnaeus House in Jyväskylä and Säynätsalo Town Hall. The visit was organized by the hosting Partner, the Regional Council of Central Finland, and focused on the thematic axe **Boosting CCIs contribution to regional development** and in the sub-theme **Improve cross fertilisation across culture and technology sectors to trigger spill over effects**.



Day 1 – 16th May

The study visit began with a **workshop** presenting the **concept of proactive structural change**. The presentation was made by Mr Pekka Hokkanen, who works as director of regional development at the Regional Council of Central Finland. He has a good knowledge about proactive structural change, not only because of his present position, but also based on this previous work at the Ministry of Economic Affairs and Employment. The presentation was followed by a workshop in which participants had the opportunity to exercise how to adapt the concept in one's own region, with following questions:



- Regarding the overall regional development in your own region, what kind of foresighting activities are executed?
- What is (or should be) the role of creative economy/CCIs in it?
- How can creative economy/CCIs enhance resilience?



The **second workshop** of the day was led by Basque Country as co-hosting Partner, with a theme ***How to define and articulate better Action Plans for the development of regional strategies on CCIs.***



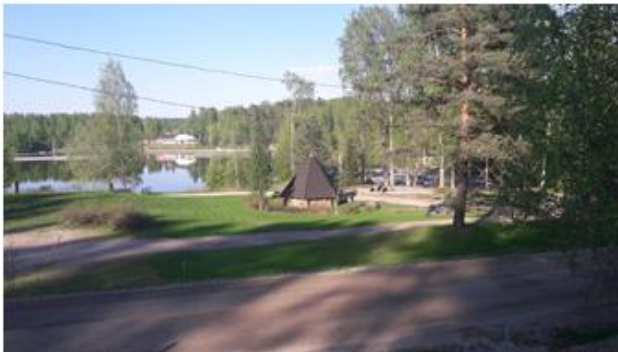
It was followed by two **parallel sessions**, one for the project partners and one for the stakeholders.



In the afternoon, the **first site visit** took place. It was a **traditional Finnish sauna experience**, including dinner. Sauna is the essence of Finnish culture. This bathing ritual has been performed across Finland for thousands of years, ever since the first settlers dug a ditch in the ground and heated a pile of stones. Water was thrown on the hot stones to give off a vapour known as löyly. Each sauna is considered to have its own character and its own distinctive löyly. The better the löyly, the more enjoyable the sauna. One of the most original sauna type is a smoke sauna (a sauna without a chimney). Our sauna experience takes place in at **Varjola guesthouse**, some 30 kilometres from Jyväskylä.

Read more about: Varjola guesthouse: <http://www.varjola.com/home/>

Smoke sauna: <https://www.sauna.fi/in-english/development-of-the-finnish-sauna/smoke-sauna/>



Day 2 –17st May

The second day began with short presentations highlighting two of the four Finnish good practices. First one, the **Kasvu Open**, is a concept for eager-to-grow companies. **Kasvu Open** is free of charge for the companies participating and it welcomes all businesses disregarding the line of business. Several CCI companies have participated in the sparring. The concept was presented by Ms Maria Häkkinen, Kasvun Roihu Ltd and Mr Pete Okkonen, Aava & Bang Ltd.



The second good practise presented was **Arts Wellbeing Residence**. It is related to one of Finnish RIS3 themes, wellbeing industry. The presenter of the Arts wellbeing Residence concept is Ms Pauliina Lapio, regional artist/art and wellbeing, Arts Promotion Centre Finland.



In relation to bioeconomy sector, the study visit to Central Finland included a **workshop about industrial heritage tourism, more precisely concentrating at development of cultural tourism in Säynätsalo area**. The workshop began with short introductory presentations about the industrial history of Säynätsalo and how it is related to Alvar Aalto, the Finnish renowned architect.





The persons in charge of the presentations were Mr Harri Taskinen, Tavolo Bianco Company, city of Jyväskylä development plans for Säynätsalo tourism; Ms Johanna Maasola, tourism coordinator, Visit Jyväskylä and the state of industrial heritage tourism in Finland and Ms Tiina Kivioja, project coordinator, Regional Council of Central Finland. The workshop was led by Ms Mari Holopainen, lecturer on tourism and service business at JAMK University of Applied Sciences and Ms. Annamari Maukonen, lecturer at Humak University of Applied Sciences.

Wood industry is - and has always been - the strongest branch in Finnish bioeconomy sector. Säynätsalo sprang up around the sawmill and plywood industries well over a hundred years ago, and even today the UPM Jyväskylä plywood mill provides a large number of jobs.

Säyntäsalo community organized an architectural competition to find a design for a town hall to complete their new municipality which was at the end of 1940's the home to around 3000 people. The town hall is designed by Alvar Aalto, and since its construction it has been an internationally renowned monument in modern architectural history. On account of its architectural significance the town hall's courtyard grouping was protected by a building preservation law 3 § 2 on 30th of May 1994.



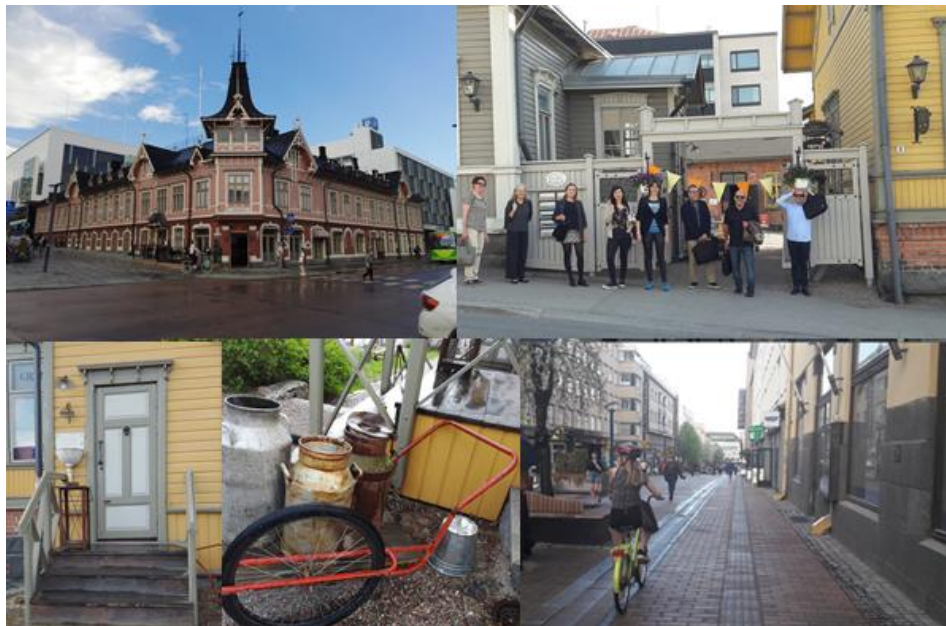
Read more about Säynätsalo Town Hall: <http://www3.jkl.fi/saynatsalo/townhall/index-en.htm>



Säynätsalo



Alvar Aalto Museum, Jyväskylä



Jyväskylä City

CREADIS3 PROJECT MEETINGS & EVENTS

CREADIS3 STAKEHOLDER MEETINGS

4th stakeholder meeting in Western Greece

The 4th stakeholder meeting was held at the Regional Council of Western Greece in Patras, on Friday 25th May 2018. After the welcome by the Regional Governor of Western Greece, Mr. Apostolos Katsifaras and the Deputy Regional Governor of Entrepreneurship and Development Mr Kostas Karpeta, who declared their full support to the project's objectives. Mr. Katsifaras stressed that there are inhibiting factors such as the problematic concept of innovation and its integration and the lack of real and effective decentralization, which should be overcome. He emphasised on the good practices of other European countries that can be a guide as well as the local comparative advantage, given the existence of a large cultural infrastructure and many low-profile shapes that need to be activated.

The CREADIS3 Project Team, represented by Mr. Papaspyrou, presented the project, stressed the importance of the presence of the invited speakers and concluded with the announcement of a forthcoming Call for Proposals in the Creative Industry sector, amounting to € 10 million, which is expected to be pre-published shortly.



The stakeholders had the opportunity to enjoy an excellent presentation on the national - regional synergies in research and technology by Dr. Agni Spilioti, Head of Planning and Programming of Policies & Actions of General Secretariat for Research and Technology. She presented the results of their action to support national research infrastructures where the approved budget for the Region of Western Greece amounts to € 3,8 million. Additionally, the results of the state aid actions and especially that of the "RESEARCH-CREATE-INNOVATE" action were presented, in which the RWG owns 8.26% of the approved budget, meaning that research entities and enterprises of the RWG will be financed with more than € 30 million.



Mr. Antonis Economou, Director of INNOVATHENS, analysed as a good practice the example of the "INNOVATHENS" node of the Technopolis of the Municipality of Athens. The importance of cooperation between people from different fields, synergy with major technology companies and high technology networks and the practical support of all the parties involved has been highlighted. He identified the triple helix:

Public - Education - Enterprise as a key element of success and emphasized the need for interconnections with similar hubs around the world, the financial environment (VC) and entrepreneurship. Dr. Iphigenia Stamelou, on behalf of the GSRT, made an informative presentation on the implementation of the business discovery and opportunity discovery process to highlight the thematic priorities of the National Strategy of Smart Specialization in the field of "Tourism - Culture & Creative Industries". The process of prioritizing the RTD sector has been thoroughly analysed to provide a road map for project needs.

The meeting closed with an open discussion with all the attendees, with Mr. Ganos, representative of the Municipality of Patras, to place great emphasis on the need for indicators to measure results to be able to build realistic and efficient policies. Mr. Papachristopoulos, with characteristic examples, emphasized the necessity of investing in the intangible culture, which was supported by both Mr. Mallias, the representative of the Institution Kostis Palamas and Mr. Konstantopoulos, representative of the International Olympia Film Festival for children and young people.

Central Finland celebrates 4th stakeholder meeting

The 4th stakeholder group meeting was held on April the 23rd. Raija Partanen, development manager, Regional Council of Central Finland (chair), and Tiina Kivioja, project coordinator, Regional Council of Central Finland (secretary) gave a briefing about the Study Visit to Slovakia.

Then the content of Central Finland's Study Visit, which took place in May, was introduced to the group. The group members were satisfied with the programme and they also mentioned they would actively participate according to their possibilities.



Afterwards, the study visits to Basque Country and Wallonia were introduced; at this point, there was one group member participating to Basque Country (Lea Goyal) and one to Wallonia (Anna-Liisa Juurinen) Study Visit.

Short after, Raija Partanen introduced the seminar, organised in cooperation with Circwaste and CREADIS3 -projects, held 24th April on Circular economy in craft sector: Creative capacities promoting economic

restructuring towards resource wisdom project. The seminar is a part of the Jyväskylä Educational Consortiums Circular economy in craft sector: Creative capacities promoting economic restructuring towards resource wisdom project, being the speakers professionals in circular economy and entrepreneurs specialized in combining CCIs and circular economy.

There was still time to present Thematic Trail Trigger - Three T"-project, an Interreg Europe funded project that intends to improve policy instruments to protect and enhance natural and cultural heritage, identifying and sharing innovative eco-friendly solutions for accessibility, mobility and visibility to promote thematic trails in Central Finland. The project is strongly connected to Regional Strategy 2040, The Cultural Environment Strategy and the Regional Tourism Strategy partners from eight countries: Finland (Regional Council of Central Finland), Italy, Germany, Poland, Hungary, Spain, Romania and Slovenia JAMK University of Applied Sciences is the co-partner in Finland.

Finally, it was mentioned that Jamsa, the large-scale multi-actor marketing project concentrated on social media that was introduced in the last Stakeholders Group meeting, was progressing well and discussion about the workshop to be organized by Central Finland during Basque Country Study Visit, which could deal with wellbeing industry, bioeconomy or digital economy culinary (tourism) was opened.

3rd stakeholder took place in Wallonia

The 3rd stakeholder group meeting was held on May the 24th. Delphine GODERNIAUX presented the progress of the CREADIS3 project by detailing the schedule. This project is at a pivotal stage of its progress. Indeed, thanks to the various study visits, the exchange of experiences and the analysis of the partners' ICC ecosystem mappings, the drafting phase of the action plan will be able to start in the coming months.

DGO6 is currently collecting data on ICCs in Wallonia. This statistical work aims to have a better vision of this sector on the territory. In view of a comparative evaluation with the other European partners, it was chosen to select the 4-digit NACE codes. NACE is the statistical classification of economic activities in the European Community.



10 sectors have been identified: Advertising, Architecture, Designer Fashion Design, Music, Visual arts, Performing arts, Publishing of books and press, Audiovisual (Cinema, Film, Video, Radio & TV), Heritage, Software, Edition of Multidisciplinary electronic games (photographic activities, PI, ...)

The number of legal persons by sector was presented as well as the total number of legal persons by province. The fields of architecture, music, visual arts and entertainment as well as book publishing and the press account for the most legal companies in Wallonia. Following the discussions, the DGO6 notes the absence of a category specifically related to the digital sector. She will learn about the possibility of creating one. However, the digital is often present in several trades, so it will be, a priori, difficult to isolate data related to this sector. In terms of statistics, it is also recommended to contact the Human Org Institute (Numédiart), which has already conducted this type of study as part of Mons 2015. When this work is finalized, the DGO6 will make a more complete presentation.

Delphine Goderniaux presented the progress of the work done at the DGO6 in terms of "mapping" of the ICC sector. It is not a question here of simply responding to the demand for a European project but also to clarify a Walloon landscape that has changed and become blurred over the years. This is an opportunity to put things flat, to take a little height so that everyone can better know the actors of the ICC ecosystem in Wallonia.

The DGO6 will then carried out a work of correction and compilation of the remarks and will propose an amended cartography of the Walloon ICC ecosystem that it will propose on the agenda of a future meeting. In particular, it will be important to harmonize the presentation of the actors / services of the ICC ecosystem and not to mix the structures / infrastructures / operators, the services offered and the general missions of these operators.

Following the workshop, a SWOT / SWOT analysis of the ICC sector conducted by DGO6 was presented. Regarding the weaknesses of Wallonia in relation to the ICC sector, the audience notes that the small size of the Walloon territory does not facilitate expansion or access to this market. Regarding the external factors threatening the ICC sector in Wallonia, it is proposed to add: difficulty understanding and standardization of this heterogeneous sector, lack of studies that could study other impacts than financial profitability, flight of skills / brains (in connection with the small size of the Walloon territory), digitization and artificial intelligence to the detriment of the artistic and the creative.



The persons participating in the study visits to Bratislava (March 2018) and Central Finland (May 2018) took the floor to share their impressions and learnings following their participation in a study visit. After that, the DGO6 quickly presented the next study visits.

Finally, the DGO6 briefly presented the dates and the subject of the study visit to be organized in Wallonia as part of the CREADIS3 project on 1-2 November 2018, which theme will be Digital Arts and site visit to the KIKK Festival is also planned.

For more information please click: <https://www.interregeurope.eu/creadis3/events/>

CREADIS3 project presented at Clust-ER project event in Emilia-Romagna

On 21st February 2018 the CREADIS3 project was presented at a **Clust-ER** project event, organized by representatives of the **Clust-ER CREATE**, the cluster association dedicated to CCIs. Usually, meetings in which representatives of Emilia-Romagna Region sometimes take part in, are periodically organized.

For further information about CLUST-ER Emilia-Romagna:

<https://www.retealtatecnologia.it/en/clust-er/cultural-and-creative-industries>



Lead Partner, Basque Country, participates at the INTERREG Europe Policy Event conference Experience Fair in Sofia, Bulgaria

On 24 and 25 April 2018 CREADIS3 Lead Partner, the Basque Country, participated in the **Experience Fair**, held in Sofia, Bulgaria. This event brought all Interreg Europe projects together to share and exchange experiences. During the first day, the Basque Country Region had the



opportunity to participate at the opening session, where the stage for the exchange of experience with highlights from the programme state of play and inspiration for interregional learning was set and where also the future of interregional cooperation was addressed. Later on, in working groups, participants discussed the most effective strategies and practices to engage with and mobilise their stakeholders. The participants drafted a list of good advice for stakeholder cooperation and shared concrete examples and experiences with each other.

On 25th April the working groups continued sharing their most successful techniques for learning from each other and transferring good practices between regions in order to identify a set of recommendations, tips and tools that can be shared across projects. Short after this, the next session focused on approaches to drafting, approving, implementing and monitoring action plans. Projects from different stages shared their experiences.

During the afternoon two Cross-cutting sessions took place, in which participants shared tips and tricks to fine-tune the process in short interactive sessions on issues related to project management, communication and the learning process.

For further information about Experience Fair:

<https://www.interregeurope.eu/experiencefair/programme/>

RICC Network - Conference *The Regional and Local Dimension under the Cultural Heritage* in Brussels. CREADIS3 highlighting!

Last 16th May in Brussels, the **Regional Initiative for Culture and Creativity/RICC Network**, in collaboration with EU institutions and other networks ([NECSTOUR](#), [EuropaNostra](#) and [ERRIN](#)), organized the **conference The Regional and Local Dimension under the Cultural Heritage**. More than 80 representatives of regions and platforms were present at the conference, with experts and speakers from local and regional authorities and representatives of the European Commission (DG EAC and DG Research & Innovation) and the European Parliament.

All these representatives highlighted the relevant role that the CREADIS3 INTERREG Europe project has, both in the European Year of Cultural Heritage and in their contributions to the EU regions development in the scope of the Cultural and Creative Industries (CCIs). In line with the four objectives (engagement, sustainability, protection, innovation and skills) identified for the legacy of the European Year of Cultural Heritage, the RICC representatives introduce their good practices (link to the doc "RICC regional best practices") (local and regional initiatives, INTERREG Europe projects highlighting [CREADIS3](#), [CRE:HUB](#), [CHIMERA](#), etc.) under the Cultural Heritage, and their contributions to the EU regions development reinforcing the Cultural and Creative Industries (CCIs) and Cultural Diplomacy



With a positive feedback from the audience and evaluation from the EU stakeholders, the conference key messages were: the Cultural Heritage and the local and regional dimension plays an important role in creating and enhancing Europe's social inclusion, regional cooperation and development, innovation, competitiveness, sustainability, protection and new skills, and contributes to raise awareness on history and shared values and strengthen a sense of belonging to a common European space.

The event was a contribution too to the discussion on the cultural agenda at EU level also in view of the forthcoming programming period.

For further information about the Conference please click here:

<https://www.interregeurope.eu/creadis3/news/news-article/3272/creadis3-at-ricc-network-conference/>

TEH Conference 85, held from 24 to 27 May in Bilbao

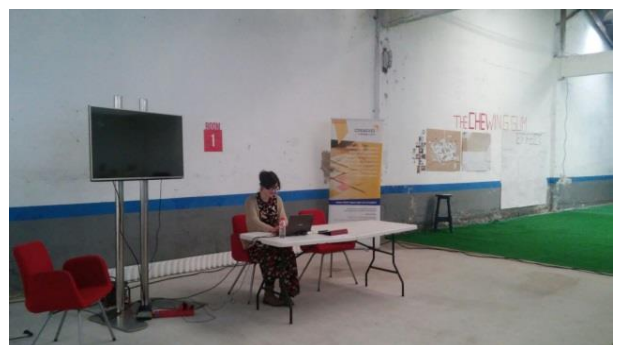
CREADIS3 was presented in the framework of the **TEH Conference 85**, held from 24 to 27 May in Bilbao. **Trans Europe Halles (TEH)** is the European network of cultural centres initiated by citizens and artists. TEH has been at the forefront of re-purposing Europe's industrial buildings for arts, culture and activism since 1983. As of 2018, TEH brings together nearly 90 multidisciplinary cultural centres and other cultural organisations from across Europe. Currently, **Factories of Imagination: Investing in Cultural Changemakers** is the most significant project for TEH that aim to support non-governmental cultural centres in becoming more resilient and internationally connected.



Last 26th May CREADIS3 was presented during the session **Creation Spaces in Basque Country**, dealing with the identification and debate about the current opportunities and obstacles for a less individualized and a more reticular management of the creation spaces.

After the contrast carried out by the different participating work groups with local and international agents, they extracted conclusions and proposals to develop in a near future. These work groups were:

1. Coworking and Entrepreneurship
2. Spaces assignment and residencies
3. Advanced Services: advice and coaching, training, internationalization
4. Internal Resources: technical, staff training, communication



More info on TEH 85: <https://teh85.zawp.org/about/>

More info on ZWAP: <https://www.zawp.org/>

CREADIS3 UPCOMING EVENTS

3rd Study Visit will take place on 3-4 July in the Basque Country

Preparations for the next study visit, to be held next 3 and 4 July 2018 in the Basque Country, have already started. Under the thematic axis is **Improving institutional governance and the sub-theme *Articulate better culture and economic policies for effective CCI innovation policies***, the CREADIS3 partners and the stakeholders taking part in the study visit will have the opportunity to know more about how close relationships and collaboration with public and private stakeholders, from culture and economy areas, is a key element for the Basque Country Region. Therefore, the active participation of several stakeholders during the study visit will be one of the main issues.

The RIS3 in the Basque Country, in the process of identifying vertical priorities, the basic document was the Science, Technology and Innovation Plan, PCTI-2020, which establishes a deliberate and explicit strategy of diversifying the Basque economy, based on three essential enabling technologies (biosciences, nanosciences and advanced manufacturing) and five priority markets (transport and mobility, digital world, science industry, ageing and health, and energy). Consequently, three priorities have been defined in the Basque Country that affect different sectors in which the Basque Country has strong specialization and skills, with the focus on a key area in the Basque Country, all combined with a commitment to diversify the business fabric towards a high technology level and high growth potential sector. These are Advanced Manufacturing, Energy and bio-health Convergence.

In addition to these three priorities, 5 other opportunity territories have been identified, one of which is Culture and Creative Industries. The development of this new territory of opportunity has been assigned to the Department of Culture and Language Policies of the Basque Government. In this context, the participation of the Basque Country as Lead Partner in CREADIS3 project is fundamental.

Cross sectorial policies are also one of the main challenges, where innovative tools to cross CCIs with the rest of priorities and opportunity territories identified in the Basque RIS3 are needed. So, exchanging knowledge and experiences with the rest of Creadis3 Partners about this subject, will be of great value.

And even looking to the future, the Basque Country can't forget about its past, and its strong cultural identity, that are also one of its main actives as a nation.

Taking all this into account, three are the main pillars to be carried out during this study visit:

- Innovation in CCI Public Support Policies: the need to be creative and innovative ourselves, when defining our CCI Public Support Policies (Beaz, one of our GPs, will present us the Bizkaia Creativa initiative. They will also be our hosts for first day meeting, and collaborate with us in the stakeholders networking session). Our second day workshop will also address this subject.
- Cultural Heritage: we do have an extensive cultural heritage, both tangible (like the Santa Maria Cathedral in Vitoria-Gasteiz, one of our GP that we will have the opportunity to visit, or first line cultural facilities like the Guggenheim Museum or the Artium), and intangible (Basque culture and language, social habits, etc., that we will also try to show you)
- Gastronomy: Basque Country is well known for its fantastic gastronomy. There are not only Michelin stars restaurants but also a wide range of RDi facilities and industries developing around this sector (Tabakalera Gastronomy Living Lab, a project currently being developed by the province council of Gipuzkoa, with the technical support of BCC-Basque Culinary Centre- will also be presented during the SV)

More information on 1st Site Visit: ZAWP-Zorrozaurre Art in Work Progress

<https://www.zawp.org/en/>

More information on 2nd Site Visit: FCSM –Fundación Catedral Santa

<https://www.catedralvitoria.eus/>

CREADIS3 KNOWLEDGE CORNER

The European Commission proposal to increase funding for Creative Europe programme 2021-2027

For the next long-term EU budget 2021-2027, the European Commission is proposing to increase funding for **Creative Europe**, the programme supporting European cultural and creative sectors and audiovisual works, to €1.85 billion.

The Commission's proposal to reinforce the EU's cultural and creative sectors is focused on three areas: MEDIA – the Creative Europe programme to support the EU's film and other audiovisual industries; Culture; and cross-sectoral action:

1. **MEDIA:** €1.081 billion will fund audiovisual projects and stimulate competitiveness in the audiovisual sector in Europe. The MEDIA programme will continue to support the development, distribution and promotion of European films, TV programmes and video games. In the coming years, more money will be invested in the international promotion and distribution of European works and innovative storytelling, including virtual reality. An online directory of EU films will be created to reinforce the accessibility and visibility of European works.
2. **CULTURE:** €609 million from the new budget will be allocated to promoting Europe's cultural and creative sectors. Cooperation projects, networks and platforms will be set up to connect talented artists across Europe and make it easier for creators to cooperate across borders.
3. **ACROSS CULTURAL AND MEDIA SECTORS:** €160 million will fund SMEs and other organisations working in the cultural and creative sectors. The funding will also be used to promote cultural policy cooperation across the EU, to promote a free, diverse and pluralistic media environment, and to support qualitative journalism and media literacy.

To read the official documents published by the European Commission please click:

Global framework Creative Europe (CCIs, Culture + Media):

https://ec.europa.eu/commission/sites/beta-political/files/budget-may2018-establishing-creative-europe-regulation_en.pdf

Annexes:

https://ec.europa.eu/commission/sites/beta-political/files/budget-may2018-establishing-creative-europe-annex_en.pdf

European Commission - [Press release](#)

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



<https://twitter.com/Creadis3Europe>

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE

2018 
EUROPEAN YEAR
OF CULTURAL
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