

# 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](http://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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  - *3<sup>rd</sup> stakeholder took place in the Basque Country*
  - *3<sup>rd</sup> stakeholder meeting was held in Slovakia*

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- CREADIS3 will participate in the EWRC2018
  - *Workshop How to ensure quality in EU-funded heritage and architectural projects?*
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- European Week of Design
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- CREADIS3 Good Practices
- European Commission publishes the RICC conference results in the context of the European Year of Cultural Heritage: CREADIS3 best practices

## CREADIS3 STUDY VISITS

### Third study visit to the Basque Country on 3-4 July 2018

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Hosted by the Lead Partner, the 3<sup>rd</sup> project study visit took place 3<sup>rd</sup> and 4<sup>th</sup> July in the Basque Country. The previous two study visits in Slovakia and Central Finland and their reports were taken into account to try to organize an interesting and fruitful agenda. As San Sebastian was visited during the kick-off meeting, the attendants had the opportunity to discover initiatives on CCIs in the other two Basque capital cities, Bilbao and Vitoria.

The partnership of the Basque Country in CREADIS3 project is directly related to the Research and Innovation Strategies for Smart Specialisation in the territory. Therefore, it is important to explain the RIS3 in the Basque Country to discover the background of the project and context of the study visit.

#### 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, 4 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.

**Therefore, CREADIS3 priority and collaboration framework is to articulate better culture and economic policies for effective CCIs innovation policies.** For this aim, the close relationships and collaboration with our public and private stakeholders, from culture and economy areas, is a key element. Therefore, the active participation of several of our stakeholders during the study visit was one of the main issues.

Cross sectorial policies are also one of the Basque Country main challenges; three were the main pillars carried out during the study visit:

- **Innovation in CCI's Public Support Policies:** we need to be creative and innovative ourselves, when defining our CCI's Public Support Policies. Beaz, one of our good practices, presented us the Bizkaia Creativa initiative. They also were our hosts for the first day meeting, and collaborated with us in the stakeholders networking session. Our second day workshop also addressed this subject.
- **Cultural Heritage:** we do have an extensive cultural heritage, both tangible (like the Santa Maria Cathedral in Vitoria-Gasteiz, one of our good practices that was visited during the second day, or first line cultural facilities like the Guggenheim or Artium museums) and intangible (Basque culture and language, social habits, etc., that we also tried 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 (The Basque Culinary Centre was presented during the SV).

### **Day 1 – 3<sup>rd</sup> July**

The study visit began with an **internal session** at the BEAZ premises in Bilbao, where CREADIS3 partners started by reviewing activities lead since the past study visit in Finland last May: communication, management, finances, European dimension, and materials edition.

The main milestone of the consortium is now the edition of a Joint Report on Governance: a

**compared analysis of the six CCI's governance models.** Thus, the partners checked together if the data available in their mappings were updated and suitable to be analysed and compared. They also reviewed a common SWOT analysis and conclusions proposed by the LP.



Their comments will be integrated to the analysis, and the Report might be published and officially introduced during the next study visit in Wallonia.

Later a **Basque stakeholders' presentations session** was organized. There two Basque stakeholders were presented: **Beaz and EHMBE**.



**BEAZ**, one of the good practices identified by the project is a public company of the Department for Economic Development of Biscay's County Council, which mission is to contribute to the competitiveness of the companies of the region in close collaboration with the Department for Economic and

Territorial Development. Beaz carries out different activities and offers different services. In this occasion, Aritz Kobeaga, member of Beaz, started introducing the strategy in the creative sector of Biscay's provincial council: Bizkaia Creativa.

<https://www.interregeurope.eu/policylearning/good-practices/item/926/beaz-bizkaia-creativa-strategy/>,

After Beaz's presentation, the floor was given to Myriam Miranda, President of **EHMBE**, The Basque Music Council or **Musika Bulegoa**, in Basque language, was founded in the year 2015 by four different associations of the music field of the Basque Country. Regarding



the legal structure and its employees, Musika Bulegoa it must be understood as a private-public tool as the main incomes are provided by the Culture Department of the Basque Government but the organization and its lines of action are private.

Musika Bulegoa is an open space for people from the world of music – a place to come and work together. It was founded with the main objective of supporting and promoting music created and produced in the Basque Country. It offers resources and services for internal and external development and promotion to all the different agents. Among its sub-objectives there are the increase of the quality and professionalism of all the different stakeholders in the value chain of Basque Music; the support to the music in Basque Language; the support to musical research, audience education and sensitivity towards music; and the generation of new audiences and boost music consumption in the Basque Country.

Also a **stakeholders session**, namely a brokerage event took place. The participants were, on the one hand, all the stakeholders who came from the five territories, and on the other hand, several Basque stakeholders. Before the event, a meeting schedule for each of the participants, depending on their interests, was prepared.



Each couple had 15 min for the meeting. The participants filled in a sheet, where they could jot down their notes about the meetings. 20 people from 15 organizations participated in the session. From 22 meetings asked by 8 stakeholders, 17 were carried out (77, 27%). Finally, 32 bilateral meetings were carried out in the networking session and 15 high interest meetings (46,88%), were identified, that we would like to follow-up during this year, in order to check if they become real collaborations.



In the afternoon the **1<sup>st</sup> site visit** took place from 14:00 to 16:00. The venue was **ZAWP**, one of the good practices identified by the project:

<https://www.interregeurope.eu/policylearning/good-practices/item/968/zawp-bilbao-zorrotzaurre-art-work-in-progress/>

ZAWP stands for **Zorrotzaurre Art Work in Progress**, a project of Haceria Arteak, a non-profit association. This movement was created in 2008 to address the meanwhile state that is created while the urban development plan for the neighbourhoods of Ribera de Deusto and Zorrotzaurre is finished. In order to revitalize the area from its previous industrial history, they are working to change the landscape of the peninsula through culture and creativity, and encouraging people to see what the area has to offer.

Tania Diez was in charge of the group showing and explaining how a new phase of ZAWP arrives, the sheds in which an important part of the project has been developed, will be demolished but the project continues, "Work in progress". In



Ribera de Deusto consolidated spaces remain in the Plan, such as Papelera Nervión building at the southern part of the Island and Pabellón 6 in the centre of it. She also told that the headquarters of ZAWP and the future Foundation, **Bitartean**, will be moved to Phase 2 of the Urban Plan, to the old factory of Estampaciones y Calderería, which will be called "Lacalde", where opportunities will continue to be generated until its demolition (predictably within 15 years, 2033).

**Read more on Zorrotzaurre Art in Work Progress:** <https://www.zawp.org/en/>

Short after visiting ZAWP, the group enjoyed a **guided tour** in the old Consonni factory in Zorrotzaurre area, provided by the **Basque Association of Industrial Heritage and Public Works**, a non-profit civil association, pioneer in Spain in the preservation and promotion of the reuse of old industrial spaces.



During the tour in Consonni, Ainara Martínez showed and explained some of the most relevant industrial heritage elements of the collection stored in the old factory that is intended to serve as a content for the future **Basque Warehouse-Museum of Industry**.

**Read more on Basque Association of Industrial Heritage and Public Works - AVPIOP:**  
[www.avpiop.com](http://www.avpiop.com)

After the intense 1<sup>st</sup> study visit day, a networking dinner in a Basque typical food restaurant was organized. But just before this the participants enjoyed a guided visit to the Old Town and **“txikiteo” experience**, meeting at the Arriaga Theatre at 19:30. The “txikiteo” is common practice in the Basque Country, which goal is to socialize and snack before having a meal. It is common practice to have a single drink and pintxo at each bar before moving on to the next location.



**Read more on Txikiteo:**

[https://tourism.euskadi.eus/aa30-17792x/en/s12PortalWar/buscadoresJSP/buscadorK8\\_Txikiteo.jsp?r01kLang=en&general=1](https://tourism.euskadi.eus/aa30-17792x/en/s12PortalWar/buscadoresJSP/buscadorK8_Txikiteo.jsp?r01kLang=en&general=1)



## Day 2 –4<sup>th</sup> July

The second day began with the **workshop** organized by the co-hosting partner, Central Finland, “**Branding food with culture**” in the premises of Artium Museum in Vitoria-Gasteiz. One of the main themes of the study visit was **Gastronomy**, considered as a creative industry. Hence, an entire session was dedicated to the theme. Begoña Rodríguez Romero was in charge of the presentation of the **Basque Culinary Center (BCC)** came to introduce her organization, its connection to the local ecosystem, and the project of digital gastronomy lab.



The speaker highlighted that gastronomy was not only about old cuisine but linked to socio-economic development. She then focused on a new tool under construction: **The Digital gastronomy Lab**. The initiative is closely related to the specialization strategy of the Basque Country (Etorikizuna Eraikiz) whose strategic lines include gastronomy 4.0.

In the Basque Country, gastronomy is an important matter (culture, day to day), and also an international reference (tourism, Michelin stars). The region is renowned for its Creative chiefs and wants to be leader of the sector in the future. The actors are aware that to keep and strengthen their leading position, they must also be creative in other fields, such as technology which is going to transform gastronomy (“*Not only products but also technics*”). The Digital Gastronomy Lab will be launched in 2019 in San Sebastian and will take the shape of a living Lab focusing on gastronomy and technology. The objective is to create an environment to enhance interactions between people, gastronomy, and technology, as the BCC assesses that technology will transform both the industry and the user experience.

Then the floor was given to the **Central Finland’s team**. As co-hosting partners (whom theme is “cross fertilization across culture and technology”), they were in charge of coordinating a workshop, and decided to choose the topic “**branding food with culture**”. Gastronomy is not included in the Finnish definition of creative industries. Central Finland saw it as an opportunity, why not being the 1st Finnish region to do so?

Raija Partanen started to introduce the relation between Finland and gastronomy by giving the participants some flagship examples. She assessed that the **common point between these initiatives was definitely branding**. Finnish gastronomy is really governed by the appropriation of **values in the air of the time**: food has to be local, ethic, ecological, vegan, resource wise, circular, responsible, etc.

To these values must be added some megatrends such as **digitalization**, new production methods, storytelling, experiences, ... Participants were divided in two groups, invited to think about two problematics.

Later on, a **workshop** by the hosting partner, **“innovation in public support policies for CCI”** was carried on. The workshop started with the presentation of **KSI Berritzaile**, an accompanying programme for CCI that comprises three axis: innovation & technology transfer, innovation in business



organizational model and structure and financial training, with special emphasis on axis 1, and fairly light on axis 3. The challenges of the initiative are, on the one hand, to complete it with a new internationalisation axis and, on the other, to consolidate the programme.



The participants of the workshop had the opportunity to hear the presentations of two of the axis by Tecnalia-Vicomtech (Axis 1) and Euskalit (axis 2).

After those presentations, Sabin Goitia presented the proposed matrix for the workshop “Innovation in public support policies for CCIs” and the situation of the Basque Country with respect to this matrix.



Then, each territory worked on its own support programmes for CCIs, according to the provided matrix, identifying their possible gaps and, finally, the partners presented their own conclusions.



After the working session a **guided visit to some of the exhibitions of the Artium Museum** is hosting was offered to all participants. Among them, the **ARTRES. The Museum as it should be**; this is the second version of the exhibition *Art and (Art) System*. On this occasion, the Museum decided to put together a new additional exhibition to complement the Collection once the action dedicated to *(Art) System* had been dismantled and the action dedicated to *Art* is still running and on display in a section of the Museum's South Gallery. This means that almost one thousand five hundred square metres of the South Gallery are to be dedicated to the Artium Collection. Short after the visit a lunch was offered at the Artium Museum.



**Read more on Artium:** <http://www.artium.org/en/>

During the afternoon the **2<sup>nd</sup> site visit to the FCSM Fundación Catedral Santa Maria**, a good practice identified by the project took place from 15:00 to 17:30.

<https://www.interregeurope.eu/policylearning/good-practices/item/956/open-for-works-or-the-social-value-of-the-cultural-heritage/>

It is an institution that was created to manage and develop the proposals included in the Master Plan for the Integral Restoration of the most well-known and historically significant temple of the city of Vitoria-Gasteiz. It was formally constituted at the end of 1999 by the

Diputación Foral of Alava (the provincial governing body), the Council of Vitoria-Gasteiz and the Diocese of Vitoria-Gasteiz.



The Santa María Cathedral Foundation not only manages the architectural restoration of the Cathedral; it also develops cultural, educational and tourist activities to bring value to the temple as an instrument to stimulate public participation and bring life back to the historical centre of the city. Some of the most outstanding amongst these activities, as well as the guided tours to the restoration works, are specialized congresses, meetings and seminars; encounters and conferences with prestigious writers; the production of musical concerts, theatre plays, exhibitions and publications; or the organization of workshops and courses on traditional trades and crafts.

This multiplicity of angles is what defines the integral character of the project. Their combination allows the Santa María Cathedral Foundation and its project to generate a wealth of benefits that extend into all areas: monument restoration, urban regeneration, promoting culture and tourism, scientific development and research, educational incentives, historic recovery, while boosting citizens' self-esteem and stimulating economic and social action.

Finally, it is important to note that recovering the nature of the Cathedral as a Temple that is open for worship will restore the main use for which it was originally built.



Read more on FCSM Fundación Catedral Santa María: <https://www.catedralvitoria.eus/>

## CREADIS3 PROJECT MEETINGS & EVENTS

### CREADIS3 STAKEHOLDER MEETINGS

#### ***3<sup>rd</sup> stakeholder meeting took place in the Basque Country***

Last 14th June, the Basque Country Region held the 3rd stakeholder meeting in Donostia-San Sebastián.

Joxean Muñoz, the Deputy Minister of Culture and Linguistic Policy of the Basque Government, introduced the 3rd stakeholder meeting and welcomed the participants. Marina Aparicio, CREADIS3 Project manager, gave a brief description of the current situation of the CREADIS3 project and the activities carried out since the last stakeholder meeting, which took place on December 2017.

Later on Josean Urdangarin presented the Territorial Diagnosis report to the stakeholders. The different parts in which the report is structured were presented, especially CCI Sector Analysis: Evolution and current situation, CCI Sector characterization and SWOT Analysis of the CCI Sector. The focus was on the data concerning the number of jobs (source Directory of economic activities) and the CCIs Sector divided into 15 different sectors.

Also it was presented how the SWOFT analysis has been carried out. It was mentioned that it has been based on various studies about the policy mix on CCIs existing in the Basque Country and finally a brief summary of the main strengths, weaknesses,



opportunities and threats was given. The stakeholders participating in the meeting were distributed in two different groups. While one group worked on the prioritization of the Strengths and Weaknesses, the other one worked on the Opportunities and Threats. At the end of the session, every group presented the main conclusions, which were summed up by the Lead Partner and discussion followed up. These conclusions prepared by the participants

in the workshop will be incorporated into the SWOT analysis included in the Territorial Diagnosis.

It was explained that from now on work on the Good practices report on Governance and Ecosystems will be carried out and how this work will take place. It is intended to compare the six Partner territories, so that each Partner can be a characterization model. The final aim is to extract the assets from every model. This work will be finished next September and the report will be presented at the next stakeholder meeting to be held in October.



The agenda of the 3rd study visit, that will take place on 3 and 4 July in the Basque Country was presented to the stakeholders, who were informed that a special session where stakeholders will be able to meet together will be organized on 3rd July in Bilbao.

Concerning the future study visits (Wallonia Region in November, Emilia-Romagna in February 2019 and Western Greece in May 2019) it was explained that the stakeholders could start thinking of their interest to participate in any of the coming study visits.

### ***3<sup>rd</sup> stakeholder meeting was held in Slovakia***

On 10th May 2018 the Slovak Republic held the 3rd stakeholder meeting. First a presentation of the results of the Action Plan of realization of Strategy of CCIs Development for the period 2016-2017 in the Slovak Republic was made. The Action Plan contained 37 specific tasks that implementation was from 2016 to the end of 2017. The aim of the Action plan was to stimulate creativity, to develop a creative environment and to focus on the systemic and cross-sectional perceptions of the creative economy as an integral part of the national economy, including the premise that culture is not only identity but also prosperity. Also an overview of priorities and measures was presented:

- Priority no.1: efficient system for the development of the creative industry
- Priority no. 2: quality human resources
- Priority no. 3: increasing the absorption market capacity
- Priority no. 4: support financing instruments

11 of these tasks were completed, 5 of these tasks were not completed, and 21 are still in progress. The main problems of the implementation of the Action Plan were identified in its evaluation and next steps were also set such as yearly monitoring of the tasks still in progress and creating a new Action plan.

Later on, a presentation of the current state of the CREADIS3 project took place. The focus was put on the study visit in the Slovak Republic held on 20. - 21. March 2018 and other activities included the finalization of the first outputs of the Project, such as Mapping 1 and 2 and Report on Territorial Diagnostic.

Also a presentation of the first CREADIS3 project outputs was made:

- CCI Mapping 1: Competences per administrative level in the Slovak Republic
- CCI Mapping 2: Regional creative ecosystem in the Slovak Republic
- Report on Territorial Diagnostic on CCI in the Slovak Republic

During the meeting the OMC Report - The role of public policies in developing entrepreneurial and innovation potential of the cultural and creative sectors was presented.

EU publications - The role of public policies in developing entrepreneurial and innovation potential of the cultural and creative sectors is a document made by the OMC (Open Method of Coordination) working group of Member States' experts.

The innovative power of the cultural and creative sectors is essential for the further development of European economies and societies, because it: - generates well-being and cohesion; - shapes the public space used by millions of Europeans; - modernises industries and business sectors with new creative input and methods; - provides meaning and a feeling of belonging; - upgrades urban and rural areas; - designs our products and services; - produces and digitises content; - enriches our visual experiences; - provides content for debates.



Finally, the next steps within the CREADIS project, namely the study visits in the Basque Country in July and in Wallonia in November were mentioned.

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

## CREADIS3 UPCOMING EVENTS

### **4<sup>th</sup> study visit will take place on 1-2 November in Namur and Mons, Wallonia**

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Preparations for the next study visit, to be held next 1<sup>st</sup> and 2<sup>nd</sup> of November 2018 in Namur and Mons, in Wallonia, have already started. The visit will happen during the **KIKK Festival** and will be mostly focused on the Digital Arts. More information about the study visit and the agenda will be published in September.

### **CREADIS3 will participate in the EWRC2018**

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#### ***Workshop How to ensure quality in EU-funded heritage and architectural projects?***

On 9<sup>th</sup> October RICC Network, co-leader, Friuli Venezia Giulia, will present the conclusions of the conference ***The Regional and Local Dimension under the Cultural Heritage*** held last May in Brussels, organized by the **Regional Initiative for Culture and Creativity/RICC Network**, in collaboration with EU institutions and other networks ([NECSTOUR](http://www.necstour.eu), [EuropaNostra](http://www.europanostra.eu) and [ERRIN](http://www.errin.eu)).

**More information:** [https://europa.eu/regions-and-cities/programme/sessions/13\\_en](https://europa.eu/regions-and-cities/programme/sessions/13_en)

#### ***Workshop How creative is your city?***

Next 11<sup>th</sup> October Lead Partner of project CREADIS3 will participate in the workshop ***How creative is your city?***, coordinated by the European Commission and that will be held in Brussels in the framework of the European Week of Regions and Cities 2018.

**More information:** [https://europa.eu/regions-and-cities/programme/sessions/167\\_en](https://europa.eu/regions-and-cities/programme/sessions/167_en)

### **European Week of Design**

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#### ***Participation of CREADIS3 in the European Week of Design***

On 14<sup>th</sup> November CREADIS3 will participate in a workshop during the European Week of Design. The ERRIN network as well as Wallonia are already working in the workshops preparations.

**More information:** <https://www.errin.eu/>

## CREADIS3 KNOWLEDGE CORNER

### ***Orange Economy* an analysis on the impact of the creative industry in Emilia-Romagna**

Emilia-Romagna Region has published an extensive research on the impact of the creative industry in the region. The study is composed of different parts, thus defined are in some respects autonomous, even if a clear red thread (well highlighted in the introduction and conclusions) inextricably links them.



***Complete information on the Orange Report – Economia Arancione in Emilia-Romagna:***

<http://www.ervet.it/?p=13363>

### **CREADIS3 Good Practices**

CREADIS3 Project Partners have identified successful initiatives of integrated collaboration amongst public administrations as well as successful support measures and/or tools along specific theme lines identified in Phase 2 of the mapping activity carried out (e.g. support CCI SMEs/support cross sectoral collaboration/ foster entrepreneurship and business development models in the CCI sectors/ support internationalisation of the CCI sectors/ implement innovative public-private partnerships...

***More information on the CREADIS3 good practices on the project website:***

<https://www.interregeurope.eu/creadis3/good-practices/>

## European Commission publishes the RICC conference results in the context of the European Year of Cultural Heritage: CREADIS3 best practices

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The European Commission and the Committee of the Regions have published the 16th May RICC conference (“The Regional and Local dimension under the EYCH2018”) results in the context of the European Year of Cultural Heritage: CREADIS3 best practices.

**More information:**

<https://cor.europa.eu/en/news/Pages/ricc-contribution-eych2018.aspx>

[https://europa.eu/cultural-heritage/news/regions-raising-awareness-europes-shared-values\\_en](https://europa.eu/cultural-heritage/news/regions-raising-awareness-europes-shared-values_en)

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



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OUR HERITAGE:  
WHERE THE PAST  
MEETS THE FUTURE



2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
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