



**RegionArts**  
Interreg Europe



European Union  
European Regional  
Development Fund

# RegionArts - overview, methodology and outputs

**Chiara Frenca**  
Project Manager  
INOVA+

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# The Context

- Improve the implementation of **regional development policies** and programmes, in particular programmes for Investment for Growth and jobs and, where relevant, ETC programmes, supporting SMEs in all stages of their life cycle to develop and achieve growth and engage in innovation.
- Recognition of the importance of **artistic and creative processes** as catalysers of innovation, something particularly noted in Information and Communication Technologies (ICT) that intersect in many fields with artistic processes.
- Digital Agenda for Europe stressed “**under-use the creativity of SMEs**”.
- To tackle this, in 2016 the EC launched ‘**STARTS**’ initiative (Science, Technology and the ARTS) under Horizon 2020.

# The project in brief

Our objective is to improve the implementation of Structural Funds/other funds in partner regions, through **adapting or designing support schemes for the promotion of collaborations between artists and ICT companies.**

Two **main types of partners:**



Org. focused on promoting the role of arts and non-technological innovation as a catalyser of innovation

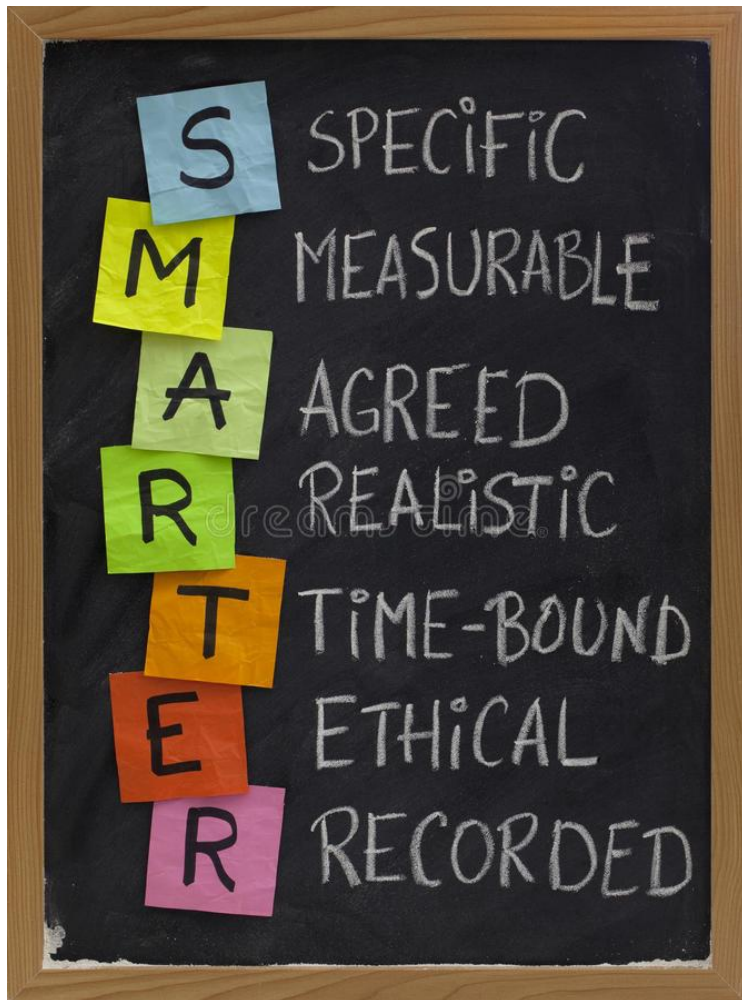


Regions and regional development agencies focused on promoting competitiveness of SMEs and innovation;

# Issues addressed

- **Integration of arts as an essential and fruitful component within research and innovation in ICT**
- **Improve Policy options and public intervention**
  - Firstly, in many places, support to the creation of links between arts, ICT and entrepreneurial spirit for the promotion of successful business innovations will require new policies and actions, as most of policies available today are conceived for an information and knowledge age
  - Bureaucracy: artists find it hard to face the bureaucratic level of funding application processes in the ICT domain
  - Rigidity: tensions between the need for being open and flexible (mainly from the artistic side) versus standard project needs of having well-defined targets
  - Lack of occasions for collaboration and outreach
  - Need for a level-playing field
- **Finding effective policies**

# Projects' Challenges



The ultimate aim of RegionArts is to promote the **competitiveness and innovation** of companies through the integration of, and synergies, between **ICT and artists.**

Consequently, through the improved support scheme, we will promote around **140 new collaborations** in total (around 20 per region), 20% of the beneficiary SMEs introducing an innovation by 2022.

# RegionArts Approach I

## **Analysing the policy instruments**

We will examine the policy instruments and their implementation mechanisms (e.g., vouchers, grants, mentoring, incubators or export programmes). This will enable us to identify where and how programmes promoting collaboration between ICT and arts could be integrated in the policy instrument.

## **Mapping the ecosystem**

When policy-makers design support programmes, it is based on an analysis of the existing ecosystem. We will develop a set of guidelines on mapping the ecosystem. Based on this, partners will identify the organisations and initiatives in their ecosystems, strengths and weaknesses.

## **Understanding user's needs**

The success of any public intervention will not only depend on mapping the ecosystem but on understanding the specificities of the final beneficiaries.

# RegionArts Approach I

## **Screening and analysing existing projects/ programmes at EU national and regional level.**

-> The aim is, on the one hand, to identify good practices, on the other hand, to analyse their transferability, and in the case of EU programmes, potential synergies.

## **Evaluation of the learning activities and elaborating actions plans**

## **Investigating impact indicators and tweaking the action plans**

-> RegionArts partners will work on developing relevant indicators that can help them measure the impact of their future policies and support measures

## **Monitoring the developed action plans and disseminating the lesson at EU level (phase 2)**

# RegionArts Communication Approach

- Improving the **understanding of STARS field by policy-makers** in our partner regions and beyond.
- **Three policy booklets**
- **‘ICT meets the Arts’ night:** Organised by each partner, the event will bring together policy-makers, public authorities and most importantly, ICT and arts experts.
- **Pan-European initiatives and events at national, local and regional** (3 per partner)
- **EU and Interreg Europe visibility and publicity**
- Wide use of **Social Network**



# RegionArts approach II

## *The importance of the policy instruments and the stakeholders*



# Policy instruments

- Key role
- A better understanding among regional policy-makers
- Improvement of the 7 addressed policy Instruments.

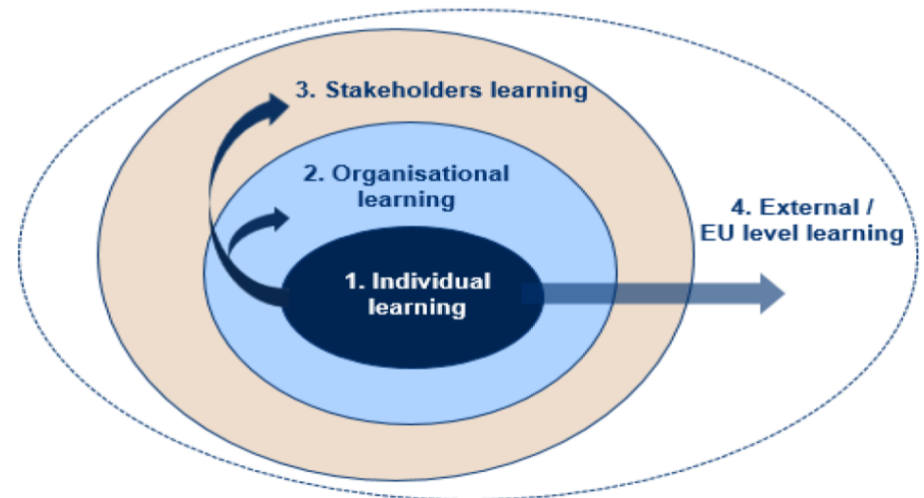


# The Stakeholders

Involvement of regional stakeholders:

- Each partner will **bring 2 stakeholders** to each interregional learning activity. A total of 14 external stakeholders per partner should have been involved in the interregional activities by the end of the project.
- Each semester, after the exchange of experience events, each partner will organise a **meeting with relevant identified stakeholders** or a dissemination event.

*Four levels of learning*

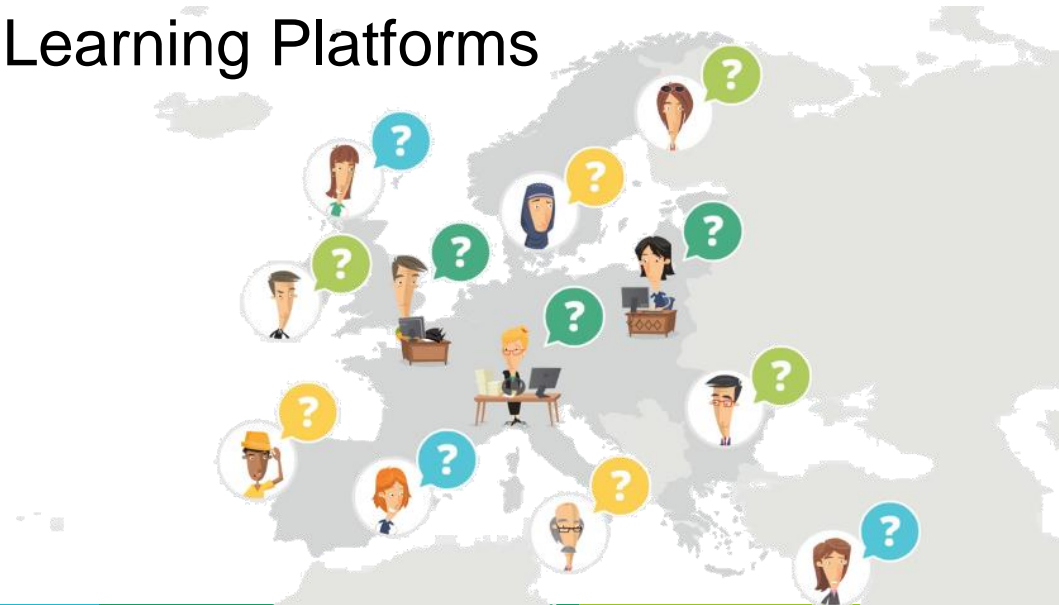


# Project's results

- A **better understanding** among regional policy-makers on the role of artists in ICT and technology projects as a catalyser of relevant innovation
- A better understanding among **regional policy-makers and other stakeholders** (including society) on the role of artists not only in innovation, but in an emerging new paradigm on innovation
- The design and roll-out of new and **better support programmes** (vouchers, mentoring, match-making, fellowships, grants, etc.)
- The **transfer of knowledge** from more advanced, more knowledgeable regions to regions where the potentialities of integrating arts in ICT are not yet fully understood by policy-makers
- **Better capitalisation of Horizon 2020** projects.

# General outputs

- Partnership agreement
- Minutes of the meetings (KoM, SCM and LSG meetings)
- Reports on all the exchanges of experience events (7 reports)
- Participation in Interreg Learning Platforms



# Specific outputs

- 7 thematic workshops and 7 study visits
- 3 policy booklets for governments on steps to build support programme
- 7 regional match-making events 'ICT meet the arts'
- 7 Design Action Plans
- 1 high-level conference in collaboration with SERN

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# Thank you!

Questions welcome



*Project media*