

## “CREADIS3”

### 6<sup>TH</sup> Regional Stakeholder Group Meeting - Messolonghi, 11/12/2018

#### MINUTES

The sixth meeting of the local partners of the European project: **CREADIS3 Smart Specialization Creative Districts** in the framework of INTERREG Europe was held on Tuesday, December the 11 from 11:00 to 14:00 at the Ground Floor Conference Room of the Government Building of Sacred City of Messolonghi.

The Project “CREADIS3”, in which the Region of Western Greece participates through the Regional Development Fund, 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. 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 consisted of six sub-objectives.

The project 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

The 6<sup>th</sup> Regional Stakeholder Group Meeting had a specific thematic area that was the **“Creative Areas of Smart Skills”**.

The meeting of the project's local stakeholders started with an introductory speech from Mrs. Mavroulia Marisofi, executive officer of the Department of Technical Support and Programme Implementation of the Regional Development Fund on behalf of the Region of Western Greece, who referred to the following issues:

- Presentation of the main parts of the CREADIS3 project: legal framework, timetable, partnership and an overview of the main objectives of the project.
- Definition of Cultural and Creative Industries.

Mrs. Mavroulia stated that CREADIS3 aims to support new ideas in the field of creative and cultural industries; a new idea has to be innovative, personal, with content, be useful and

able to lead to a comparative economic advantage. She stated that new ideas should be able to be implemented via:

- Workshops and Incubators,
- Theatres/ Cultural Centers / Centers of Cultural and Artistic Activities
- Centers, Foundations, Institutes, Collaborative Clusters of Research, Innovation and Technology.

Afterwards, Mrs. Mavroulia made a more elaborative presentation of the CREADIS3 project objectives and she also referred to the results and outcomes of the project. In particular, Mrs. Mavroulia spoke about the definitive goal of the CREADIS3 project, which at regional and local level is:

- The incorporation of CCI and Clusters to the local innovation system
- The internationalization and strengthening of SMEs of the CCI industry,
- Strengthening the role of the creative sector in European structural and investment funds and intelligent specialization strategies.

Subsequently, Mr. Papanikolaou Konstantinos, External Advisor of the Regional Development Fund of the Region of Western Greece presented the Action Plan Draft of the CREADIS3 project to the participants of the meeting. During his presentation Mr Papanikolaou Konstantinos talked about the following topics:

- The Action Plan, according to the regional scope and in alignment with the RIS3, will suggest action with the aim:
  - Best use of available European and regional resources for the CCIs
  - Improving the strategic orientation of the Regional Operational Programme of Western Greece
- The for the Implementation Methodology of the Action Plan, measures should be taken that:
  - Are in accordance with the objectives of the Regional Operational Programme of Western Greece 2014 – 2020
  - Are ambitious and achievable during the implementation period of the project
  - Are measurable with indicators
- The structure of the Action plan includes:
  - Current Situation analysis and mapping of existing bodies and organisations
  - SWOT Analysis
  - Implementation measures
  - Monitoring indicators and measurement of outputs
- The Action Plan suggests the following Priority Axis categories to be incorporated:
  - Management of CCI
  - Data and Information Systems
  - Action Programmes
  - Evaluation of Projects and Programmes

- Dissemination and Information activities

Finally, Mr. Papanikolaou, responding to a question from Mr. Tsiliras Andreas, stated that the objectives of the Action Plan derive from the outputs and results of the previous stakeholder meetings implemented in the framework of the CREADIS3 project.

Following, Mr. Tsiliras Andreas, co – founder of the Social Cooperative Enterprise MOSAIC, gave a presentation regarding “The need to highlight the cultural and creative sector of the Region of Western Greece”. Particularly, Mr. Tsiliras Andreas stressed that:

- Cultural and Creative sectors are based on cultural values or/and are a product of artistic and other creative expression, regardless of whether they are market driven and regardless of the type and mode of financing. "(EUCommission, 2011)
- Some of these sectors are: advertising – media, archives, architecture, design and fashion, software.
- MOSAIC was founded in the summer of 2018, in Patras and its objectives are:
  - Study and strengthening of the Creative and Cultural Industry,
  - Supporting creators & cultural organisations
  - Study of the contribution of culture to local development, economy and social cohesion

Also, he stated that the basic aim of MOSAIC is the promotion of a new cultural and social innovation by supporting new entrepreneurial activities, regional and international partnerships as well as new types of relationships between creative actors, businesses and the public.

After the end of the presentations, a discussion was held between all participants of the meeting. During Q&A session, the following statements were made:

- Mr. Tsiliras Andreas referred to the fact that it is important to unite the actions of the Region with the aim of further developing the creative and cultural industries sector
- Mrs. Koukoulommati Katerina, Executive of the Regional Development Fund of the Region of Western Greece, has mentioned the fact that communication activities and initiatives are one of the key components of programmes and projects supporting the creative and cultural industries sector. It is, therefore, imperative to develop and upgrade communication activities
- Mr. Papaspyrou Spyros, representative of the Regional Development Fund of the Region of Western Greece, stressed that there are still many difficulties that restrain the creation and operation of a complete ecosystem through which to develop the creative and cultural industries.