

CREADIS3
Interreg Europe



CREADIS3: GOOD PRACTICES IN PROGRESS

Good Practices Report
November 2018



1/ INTRODUCTION

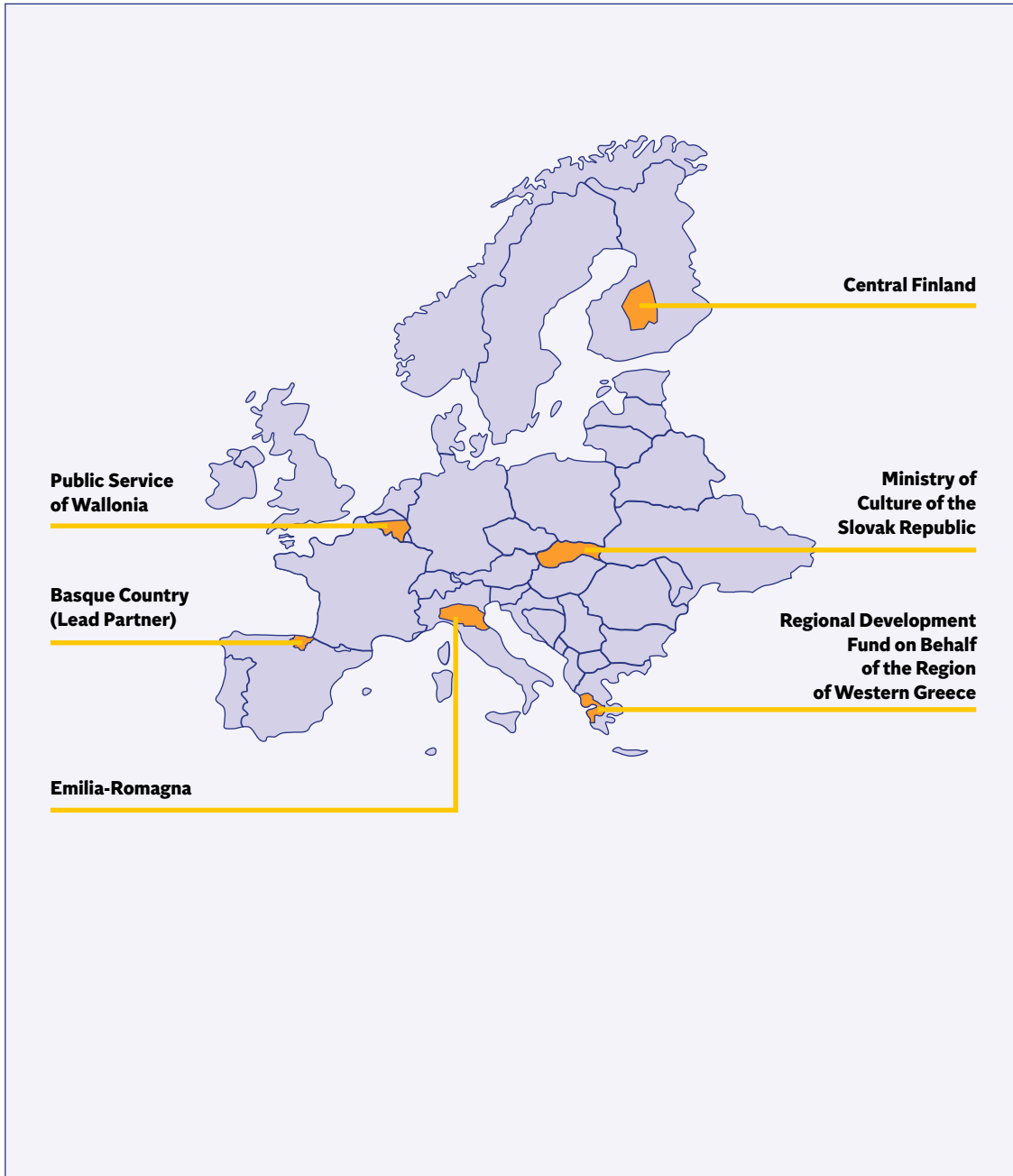
"The main objective of Smart Specialisation Creative Districts/CREADIS3 is to align territorial public policy agendas to support the development of more efficient Cultural and Creative Industry CCI policies in territories aiming to generate innovation and economic development in European regions. It is declined in 6 sub-objectives along 2 priority themes: Improving institutional governance and Boosting CCIs contribution to regional development.

A Creative District, in this sense, is defined as an "ecosystem that generates collaboration across public authorities and industrial stakeholders in order to foster the development of culture and creative industries as well as innovation according to its RIS3.

Let's imagine CREADIS3 as an intelligent cultural and creative district, with six nodes or hubs (the six partners) that collaborate within an extensive territory, in which each hub deals with its own territorial context, but based on shared objectives and contrasted situations, developments and experiences."

FIGURE 1

Six partners of CREADIS3-s cultural and creative district



2/ GOOD PRACTICES IN CREADIS3





2.1. Good Practice definition

“According to the Interreg Europe programme manual, a good practice is defined as *“an initiative (e.g. project, project, process, technique) undertaken in one of the programme’s priority axes which has proved to be successful in a region and which is of potential interest to other regions. Proved successful means that the good practice has already provided tangible and measurable results in achieving a specific objective”*.

Since Interreg Europe is dedicated to regional development policy improvements, a good practice is usually related a public intervention.

A private initiative may be considered as a good practice only if there is evidence that this initiative has inspired public policies.

The good practices selected in the case of CREADIS3 are based on the following basic criteria:

- GP with actions with visible and contrasted results.
- GP with a high level of transferability.
- GP with a high level of added value.

In November 2018 there are 18 GPs identified in the project. More detailed information on each of the good practices is available on line (<https://www.interregeurope.eu/creadis3/>).

2.2. Good Practices matrix

19 GPs of CREADIS3 are analyzed through the matrix of good practices. This matrix was developed during the first year of the project, with the aim of having a more global vision of the CREADIS3 GPs approach. The matrix places each of the good practices in relation to two axes:

1. CCI-s value chain (6): competence development, creation, entrepreneurship, innovation, growth and financing.
2. CCI-s scope (3): cultural, mixed (cultural-creative), creative.

FIGURE 2
CREADIS3 Good Practices matrix

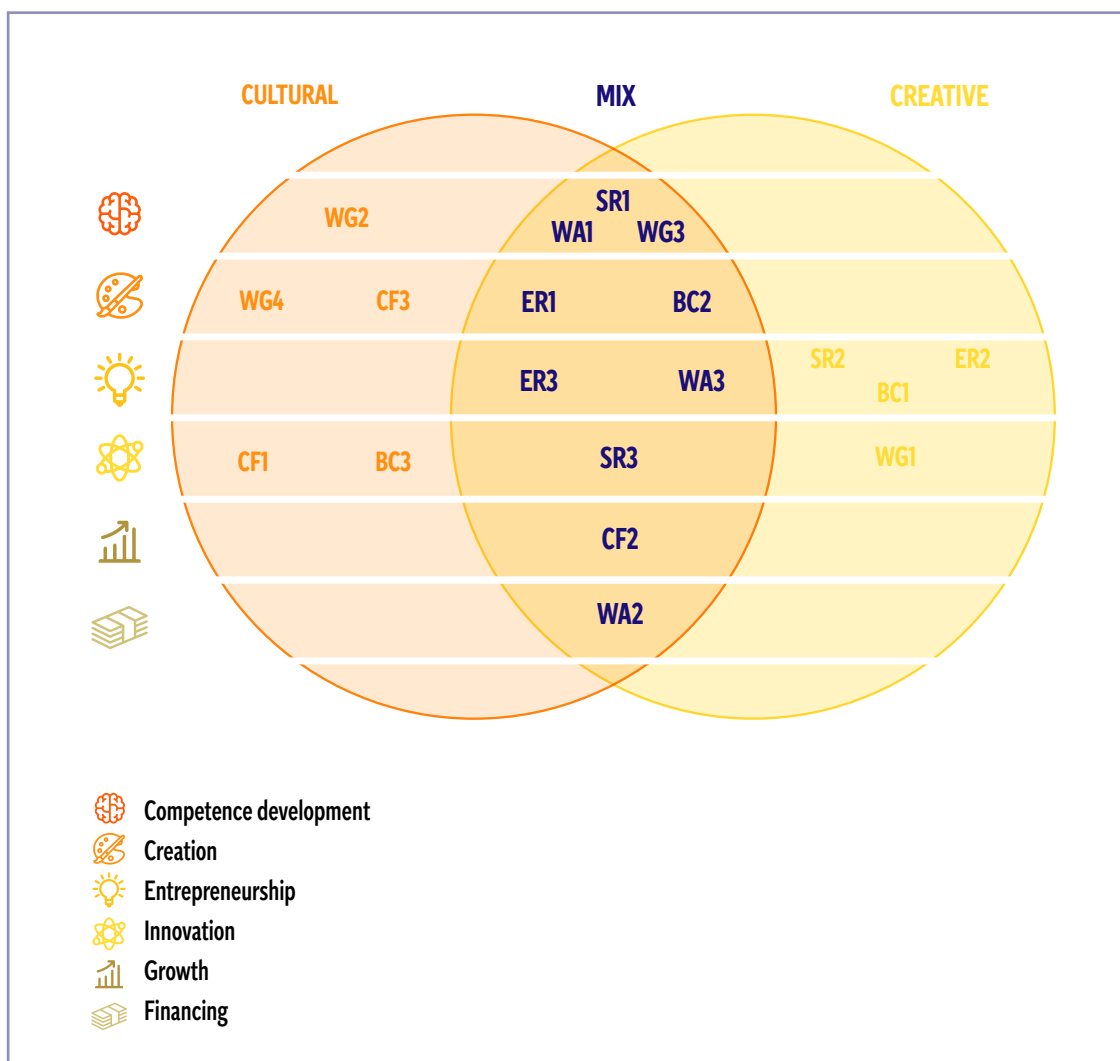


FIGURE 3
CREADIS3 Good Practices matrix

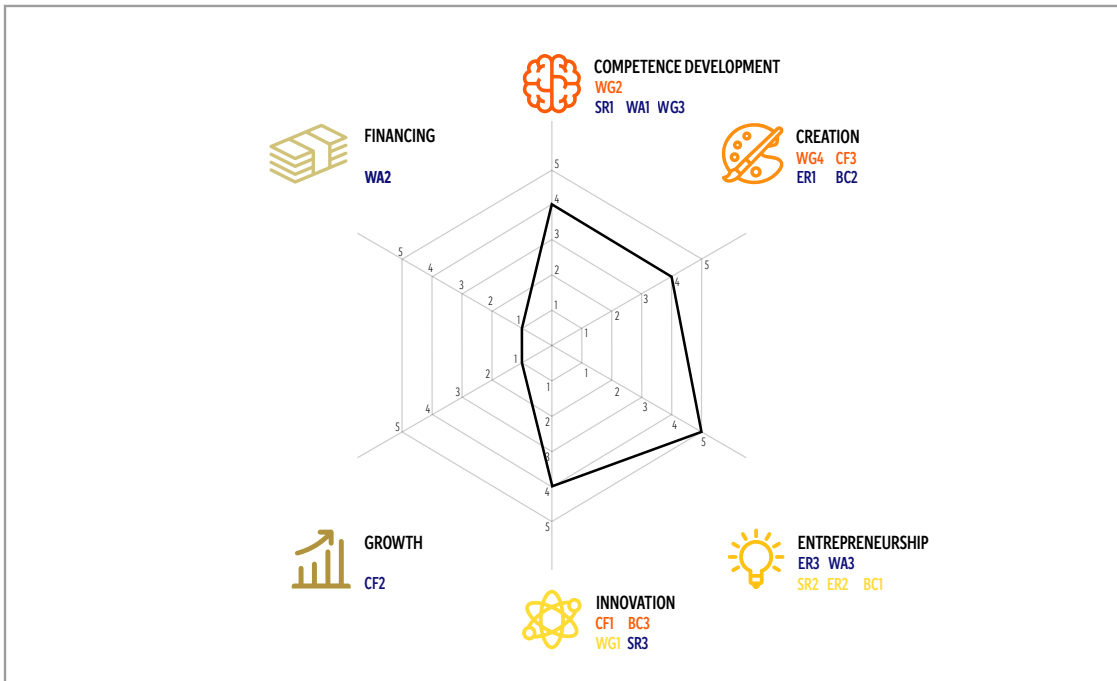


TABLE 1
Good Practices codes

	CODE	NAME
SR	SR1	Creative Industry Košice
	SR2	National Business Centre & Creative point
	SR3	MediaLab
ER	ER1	INCREDIBOLI-
	ER2	EmiliaRomagna STARTUP*
	ER3	Support for the development of infrastructures for the competitiveness of the territory
CF	CF1	Arts and wellbeing Residencies
	CF2	Kasvu Open (Growth Open)
	CF3	Percentage Culture concept in the Kangas area
WA	WA1	Wallonia European Creative District
	WA2	St'Art Invest
	WA3	Creative Valley
WG	WG1	Patras Innovation Quest - Patras IQ
	WG2	Archaeological Museum of Patras
	WG3	Olympia international film festival for children & young people
	WG4	The Carnival Lab of Patras
BC	BC1	BEAZ
	BC2	ZAWP Bilbao (Zorrotzaurre Art Work in Progress)
	BC3	FCSM (Fundation of the Santa Maria Cathedral) / "Open for Works"

*This practice will remain at the regional level of Emilia-Romagna, as it is considered of interest. It will not be sent to the Learning Platform.

2.3 Analysis

- Good practices proposed up to the date of the report: 19. The majority of GPs focus on the core of the value chain (from Competence Development to Innovation). Only two focus on other segments: one in Growth, and another one in Financing.
- GPs deal with:
 - Competence Development, with four GPs from 4 different regions, mainly mixed (Cultural and Creative) GPs.
 - Creation, with 4 GPs from 4 different regions, divided in cultural and mixed areas.
 - Entrepreneurship, with 5 GPs from 4 different regions, mainly in mixed and creative areas.
 - Innovation: we have 4 GPs from 4 different regions, 2 intended to Culture, 1 to Creative industries and 1 Mix.
 - Growth: 1 mixed GP.
 - Financing: 1 mixed GP.

From the point of view of the value chain we can say that

- Competence Development, Creation, Entrepreneurship and Innovation are the phases of the value chain with more best practices.
- Growth and Financing are the ones with the fewest good practices.

From the point of view of cultural / creative / mixed axis we can say that

- Mixed GPs are the most numerous (10), those that contemplate both cultural and creative areas.
- In second place are the GPs related only to the cultural field (5), and third, those corresponding to the creative field (4).

Note

In the case of Wallonia, two of its GPs (WL 1 and WL 3) address several stages of the value chain by offering different kinds of services. To facilitate the analysis, WL1 et WL3 were only counted in their predominant segment of the value chain, respectively competence development and entrepreneurship.

3/ ANNEX OF GOOD PRACTICES



TABLE 2

Brief description of CREADIS3 good practices

SR1	CREATIVE INDUSTRY KOŠICE (CIKE)	CIKE is focused on development of human capital, creating conditions for talented people in the city and raising the profile of the city at different levels. It's a non-profit organization that helps people from the CCI to become professionals, opening international markets and educating them. The organization also participates in the creation of strategic cultural documents at national and international levels. Its main activities are providing professional trainings, local and international networking, building international partnerships or developing strategies.
SR2	NATIONAL BUSINESS CENTRE (NBC) & CREATIVE POINT (CP)	The strategic goal of the national project was to create a National Business Centre (NBC) as an interface among the private/business sector, research and development. NBC is implementing a concept of a one-stop-shop offering a wide portfolio of services for all starting and established businesses in different stages of their life cycles.
SR3	MEDIALAB	MediaLab is a specialized space within the Department of Visual Communication at the Academy of Fine Arts in Bratislava, that aims to create technological and theoretical background in use of new technologies and principles in fields of art, design and visual communication and incorporate them into educational process.
ER1	INCREDIBOL! - BOLOGNA'S CREATIVE INNOVATION	The INCREDIBOL! Project is coordinated by the Municipality of Bologna and supported by the Emilia-Romagna Region, in conjunction with public and private players. It aims at supporting and stimulating the growth of the entrepreneurial dimension of the CCIs sector, through specific actions and tools. It intends to retain, attract and support creative professionals, during the start-up phase of their business project, by providing the tools they need to develop their idea, in a sustainable manner with a business-driven mindset.
ER2	EMILIAROMAGNAS-TARTUP/CREATIVE (www.emiliaromagnastartup.it/it/creative)	It's the main regional initiative for startups, or future entrepreneurs, aimed at creating a unique regional access point for the provision of up-to-dated services for innovative, creative and knowledge-based startups: updated information on calls for startup; indication of all offices, co-working spaces or laboratories available for startups; support from experts;etc. The web portal has been enriched with a new section, dedicated to CCIs, so-called "Emilia-Romagna STARTUP/CREATIVE", for the promotion of networking, internationalization and information on financing opportunities.
ER3	SUPPORT FOR THE DEVELOPMENT OF INFRASTRUCTURES FOR THE COMPETITIVENESS OF THE TERRITORY	The call is a specific Action in the framework of the Emilia-Romagna Regional Program for Productive Activities 2012-2015 (Action 5.1). Among its main purposes, the call promotes the development of new clusters, in urban centers, with a focus on the cultural and creative industries (CCIs) and the high-tech sectors (manufacturing and services), able to involve young people with high levels of training and competence.
CFI	ARTS AND WELLBEING RESIDENCIES	This concept enhances accessibility to arts for people who cannot participate on their own terms, increases wellbeing and quality of life among residents of care units, gives new working methods to care unit personnel and provides artists work and chance to deepen professional skills, and imbeds artistic methods to social and wellbeing services.

CF2	KASVU OPEN (GROWTH OPEN)	Kasvu Open is Finland's largest company-oriented business coaching program offering free of charge sparring to any SME willing to grow despite their line of business, size or age. Every eager-to-grow company joining Kasvu Open growth program has an opportunity to present their own ideas, test them, receive feedback, polish their plans and try to solve problems together with the business experts.
CF3	PERCENTAGE CULTURE CONCEPT IN THE KANGAS AREA	Kangas area is a unique urban development project, in the city center, turning a 150 years old paper mill area into innovative, green, sustainable and culturally active workplace and home for 5000 new inhabitants by 2040. During the whole development period 1 % of building costs and real estate selling income is ear-marked to different type of cultural contents, e.g. contemporary art and cultural events in the area. Funding is administered by a broker company which collects the income of property sales and addresses it to purchase of culture.
WA1	WALLONIA EUROPEAN CREATIVE DISTRICT:	After three years of implementation of the Creative Wallonia program, Wallonia has been distinguished by the EU as a "European Creative District" and created the WECD project. The Public Service of Wallonia (DG06), Boost-up/Industries créatives (operated by Wallonie Design), St'Art Invest, the Wallonia Agency for Digitalization and ID Campus (involved in the field of education) as well as the clusters Twist (media) and ICT- Infopôle have worked together to enhance the potential of creative industries to lead a region in industrial transition to a creative economy. In accordance with their respective skills, the partners of the WECD project built a four-axes action program: Creative skills, Better Business Support, Better Financial Support, Facilitating clusters and networking activities.
WA2	ST'ART INVEST (INVESTMENT FUND FOR CREATIVE SME'S)	The aim is to support the development of the creative economy by enhancing the solvability and the growth of the creative SMEs. It has indeed been noticed that cultural and creative industries often have difficulties finding financial resources. During decades, the sector was minimized due to its low-rentable activities, insecure jobs and unpredictable market. The fund operates in the form of loans and the acquisition of equity. Regardless of the type of funding, St'art restricts its interventions to 50% of the entity's funding requirement. St'art focuses on small and medium-sized companies, including non-profit-making entities in the field of CCI's.
WA3	THE CREATIVE HUBS POLICY	The example of Creative Valley , the creative hub of the city of Mons. Creative Hubs are third places designed to spread creativity on a local level. Creative Valley is the hub of the city of Mons that mostly focuses on CCI's, especially video gaming and audiovisual. The hub addresses all kinds of publics: students, entrepreneurs, companies, local actors, citizens... Creative Valley has launched several projects: a Fab Lab, Café Europa (European connected social place offering tools and services to understand the technological revolution), Creative Jam (artists' gathering during 1 weekend to end up with new projects ideas), and recently the CLICK living lab (user-oriented, open-innovation ecosystem around CCI's).
WG1	PATRAS INNOVATION QUEST - PATRAS IQ	Patras Innovation Quest initiative, including a series of networking & know-how transfer actions, having the annual PATRAS IQ Exhibition as its flagship event. Patras IQ initiative is trying to enhance entrepreneurial culture by creating a competitive advantage for both the research community and the productive sector, through a continuous effort to resolve real problems and apply innovative ideas through the Patras IQ Exhibition.

WG2	BUILDING A NEW RELATIONSHIP WITH THE CHILDREN'S AUDIENCE "BUILDING" THE VISITORS OF THE FUTURE	The Archaeological Museum of Patras (AMP) is a state museum. With the goal of implementing a systematic communication strategy that primarily aims at extroversion, the museum set as a priority the design of new educational programs for both school groups & families with children, the organization of periodical exhibitions on subjects from ancient & contemporary culture, lectures, seminars & entertainment events.
WG3	OLYMPIA INTERNATIONAL FILM FESTIVAL FOR CHILDREN & YOUNG PEOPLE	Aims to promote cinema for children & young people, connected with education & innovation. Establishes a creative relationship with the art of cinema. Olympia IFF for Children & Young People is the only one of its kind in Greece. Olympia IFF collaborates with a number of European festivals, university institutions, schools & other educational bodies, as well as with public and private organizations, in order to communicate its goals for the promotion of European films, supporting the European dimension, as well as geographical & linguistic diversity & approaching new population groups that don't have satisfactory access to the cultural product.
WG4	PATRAS CARNIVAL IS A SPACE OF CARNIVAL & ARTISTIC CREATIVITY WITH PIONEER & INNOVATIVE CHARACTER	The Carnival of Patras, is the largest carnival event in Greece & one of the most important carnivals in Europe, where a lot of fantastic & impressive happenings, theatrical events, dances, parades & games are being developed from the Opening Ceremony to the End of the Festival. The Lab is one of the cornerstones of the local carnival tradition & constitutes a kind of signature mark for the RWG & the city of Patras. The Lab itself dates from the 1950s & is owned by the Municipality of Patras. The Lab is not an actual incubator aiming for the support of start-up firms. Nevertheless, it is an interesting case because it is experiencing a transition period which forces it to seek external financial resources & differentiate its production.
BC1	BEAZ BIZKAIA CREATIVA STRATEGY	BEAZ mission consists in fostering the growth of the business of Biscay in terms of economic activity and employment. Since 2011 when strategy Bizkaia Creativa was outlined to boost CCI grown, BEAZ has developed services and initiatives to CCI. Among other initiatives and aid programs, the main one is BIZKAIA CREATIVA. In the period 2011-2017, 141 projects have been funded, with a 3 year forecast of 58.3M€ of revenue and 486 jobs.
BC2	ZAWP BILBAO (ZORROTZAURRE ART WORK IN PROGRESS)	Originated as an idea of a cultural non-profit association, it has evolved into practice as a citizens' movement, open not only to those in the cultural and creative sector, but to all society. We're a laboratory for research, artistic creation and production, as well as a platform for collective learning and social innovation. Our physical ecosystem, composed of several industrial warehouses, serves as a tool to favor these objectives, especially the most intangible and important values.
BC3	"OPEN FOR WORKS" OR THE SOCIAL VALUE OF THE CULTURAL HERITAGE (FCSM FOUNDATION OF THE SANTA MARIA CATHEDRAL)	Research, conservation and development plan of the heritage site of Santa María Cathedral under visitors eyes. The Foundation has established a program to carry out activities focused on enhancing value and raising public awareness of all interventions. They are grouped together under the motto OPEN FOR WORKS to show that the comprehensive intervention process is visible every step of the way, including planning, execution and results explained to the public.