

CREADIS3
Interreg Europe



CREADIS 3: MAPPING 2 - REGIONAL CREATIVE ECOSYSTEM. WALLONIA



**Regional ecosystem around
CCIs, including support
policies and tools,
stakeholders involved
and services provided
in Wallonia**
(January 2018)



The following paper attempts to describe the Walloon environment in which CCI's can grow. Starting from the value chain presented in the first mapping, CCI's ecosystem in Wallonia will be developed following the different types of reinforcement action by identifying the actors that intervene in each step of the chain. As a start, the Stakeholder Local Group was gathered around some brainstorming exercises based on the "Personna methodology". 4 individual situations (Innovation Director in a dairy company, entrepreneur student in performing arts, leader of a creative collective team involved in design and designers who want to develop new activities) were presented in order to stimulate the collective intelligence of the group and create a first overview of the support ecosystem for CCI's in Wallonia.

The ideas, elements and arguments collected were used as a base for drafting the present report.

The methodological report of the CREADIS3 project describes the CCI's value chain and the reinforcement actions as follows:

- 1. Competences Development:** support tools with the aim of acquiring new competences will be included at this level of the value chain. These new competences can be related to creation, management, technological and digital, access to financing, training, etc. Due in large part to the changes caused by digitalisation and new technologies, cultural and creative industries are faced with the need to acquire new competences, with regard

to supply as well as the marketing of works, products, services, etc. For this, it will be necessary for the sector to have support tools aimed at both professional training and consultancy.

- 2. Creation:** The objective of the support tools and measures included at this level or action of reinforcement will be to promote the development of suitable infrastructures to increase the capacity of the CCIs to experiment, innovate, grow, etc., thus contributing to the appearance of new creative communities. Therefore, this level will include items from support programmes aimed at creation infrastructures to promotion programmes for creation and creators: residency programmes, creative centres, physical infrastructures designed for creation, collaborative networks and spaces which offer resources to creators, multidisciplinary environments, etc.
- 3. Entrepreneurship:** Aids aimed at entrepreneurship will be included at this level. That is, aids aimed at companies, people, etc., who undertake business and projects based around the CCI sector. These aid programmes aimed at ensuring the quality and growth of companies and above all aid programmes to support the creation of innovative grass-roots companies or aid allocated to incubation infrastructures will be included.
- 4. Innovation:** At this level of the value chain, support tools and measures allocated to product, service or market innovation will be included. Above all, this means aids allocated to R+D and to research projects.
- 5. Growth:** Measures or aids which help production itself or the creation of products or services in these industries are included in the support measures aimed at the Growth of companies in the CCI sector. Aids included in the Growth phase are very varied, given that they are linked to the CCI companies' activity itself. Support tools linked to acceleration and the good practices of the CCI companies are included at this level too.
- 6. Financing:** Tools which facilitate access to financial instruments for small and medium-sized companies, both public and private, are included at this level of the value chain. This means aids dedicated to covering the financial needs of companies in the CCI sector by means of guarantee mechanisms or risk capital funds.
- 7. Internationalization:** This is the last level of the value chain of reinforcement actions of the CCIs, and measures related to the internationalization of small and medium-sized

companies are included at this level. Companies tend more and more to be offshore and to aim their strategies abroad. Internationalization can be defined as the process by which the company creates the necessary conditions to join the international market, and in this respect, aids allocated to the international dissemination of creations and the creators themselves will be of major importance.

According to that literature, the mapping of the CCI's ecosystem in Wallonia is developed further in that paper. Throughout the value chain will redundantly appear the **Creative Hubs** and their specific offer regarding the reinforcement actions. In Wallonia, Creative Hubs were launched under the **Creative Wallonia programme**¹ in 2014 and are meant to live on as the key players of the Walloon creative economy. They are indeed considered as local creative hotspots that bring together enterprises, universities and associations in order to foster the creative mindset and tools enabling innovation. Therefore, their activities, tools or services cover several stages of CCI's development. The Walloon Hubs are established in cities and are deeply connected to their specific local ecosystem. That is why the services they offer can vary according to territorial and economic potential.

1. Creative Wallonia is a framework programme that puts creativity and innovation at the centre of the Walloon project and its regional development. It extends from 2010 to 2014 then from 2014 to 2019.

Walloon Creative Hubs



1. Competence development

At the start of the value chain stand of course universities and high schools which may provide formal learning in some sectors related to CCIs. The 5 French-speaking universities in Wallonia develop training activities in human or technological sciences that can be connected to traditional CCIs' sectors:

ORGANIZATION	TOOL PROMOTED/SERVICES PROVIDED
UMons - Université de Mons	Bachelors, Masters and/or specializations in Information and communication, performing arts, cultural management, architecture, entrepreneurship, computer sciences and innovation management
FUNDP - Facultés universitaires Notre-Dame de la Paix (Namur)	
ULB - Université libre de Bruxelles	
UCL - Université catholique de Louvain	
ULg - Université de Liège	

20 high schools provide training in other artistic or technical areas such as 3D animation and special effects, graphic arts, advertising, fashion, design, cinematography, photography, publishing, video games.

Wallonia has also a networking of **17 Colleges of Arts**. These are higher education bodies that organize courses combining theory, practice, teaching and research in the following artistic fields: Arts and art sciences, Plastic, visual and spatial arts, Music, Theatre and drama, Performing arts, broadcasting and communication techniques, Dance.

And **7 Higher Institutes of Architecture** prepare students for architect careers.

Finally, Wallonia can count on its **Institute for work-linked training, self-employed and SMEs (IFAPME)** to provide some specific training, among others training in graphic design, mode, performing arts, etc.

Beside these classical higher education courses dedicated to students, **Creative hubs** have worked with universities to develop some specific training focused on creativity and innovation. Most of them are open to every kind of people searching for new competence skills:

AGENT/STAKEHOLDER(S)	TOOL PROMOTED/SERVICES PROVIDED
TRAKK and FUNDP Namur	« Principles and methods of creativity » course
	Summer school in Creativity and innovation (4 sessions to develop an entrepreneurial spirit)
Creative Valley, UMons and Numediart Institute	ICCs option with the course « entrepreneurship, creativity and business models »
	Inter-university certification in innovation and transmedia projects development
	Executive Master in innovation Management
OpenHub and UCL	Innovation and creativity chair
Plug-R, ULg and IDCampus	IDside – Inter-university qualification in practising and managing creativity
	Executive Master’s Degree in CoCreative Innovation

Walloon tools dedicated to innovation, the 25 Competence Centres are additional places for professional training services addressing unemployed people and employees of private companies. The trainings proposed cover several sectors including design, CCI and ICT. The 2 following competence centres can be outlined as particularly relevant for the CCIs’ sector:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Technocité	Training covering the ICT sector and the audiovisual production chain
	The European CCI Academy offers a life-long learning programme to support CCI professionals in the renewal of their practices
Design Innovation	Training dedicated to design

4 regional specialized agencies can be mentioned as well as key players in the field of “new competences development” and fully take into account the CCIs in their daily activities:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
ID Campus	Stimulates the emergence of a creative society through innovation in the field of education by the development of new skills linked to creativity, transdisciplinarity and by implementation of concrete and genuine projects. E.g. its IDMind programme offers training in facilitating collective creativity
Creative Wallonia Engine (CWE)	Promotes new innovation practices in the economy and society. Its Creative School Lab and Creative School Jump are training tools that aim at boosting creativity in schools
Innovatech	Organizes specific innovation-related training for SMEs

Finally, the **Fab Labs** (fabrication laboratory) may also act as competences’ developers in line with the *makers’ movement* and the *do it by yourself* trend. This way of learning is particularly pregnant among the cultural and creative entrepreneurs.

2. Creation

In order to boost creation itself, a proper infrastructure needs to be available. Again, some **Creative Hubs** will clearly offer spaces for creators and enterprises of the CCI’s world to meet and enforce their projects. The Hubs infrastructures are currently being built. That is why the information provided may evolve. For now, only the Namur Hub, **the TRAKK**, has its own and specific infrastructure (meeting rooms, conference and workshop spaces, office rental, garden, terrace and cafeteria). Other Hubs use spaces in their partners’ buildings while waiting for their own spaces (to be built under 2014-2020 ERDF regional programme).

Beside Hubs, Wallonia has now developed a co-working network (called **CoWallonia**) with 8 co-working spaces that really embrace the creative philosophy.

ORGANIZATION	TOOL PROMOTED/SERVICES PROVIDED
Switch coworking Charleroi	Networking, work and meeting spaces rental, animation, training, consulting. Spaces for benchmarking and exchanges of experiences between ICCs and traditional industries.
Coworking Namur	
Louvain coworking space	
The Cowork Factory (La Louvière)	
Co-nnexion coworking Mons	
Cristal Hub (Seraing)	
La Forge coworking (Liège)	
Espace coworking Tournai	

Countless other co-working spaces have emerged in Wallonia these last years but the CoWallonia network specifically integrates co-creation and collaboration dimensions which are closely linked to CCI’s sectors. Lately, a call for projects has been launched in order to stimulate rural co-working spaces. 13 co-working spaces have been selected in this context.

Other specific regional and local infrastructures offer spaces for CCI's such as:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Comptoirs des ressources créatives	« Physical comptoirs » located in different cities offering working and performing spaces, storage, showrooms as well as other services in order to ensure collaboration between CCI's and other spheres
The Design Station in Liège	Public facilities dedicated to Walloon design including a showroom, a conference room, meeting and creativity rooms, a co-working space and a prototyping space
DynamoCoop Liège, Composite Charleroi, Hang'Art Namur...	Shared creative spaces

About 40 artists' residencies are also listed in Wallonia and Brussels in cultural sectors such as writing, plastic arts, performing arts etc.

3. Entrepreneurship

Beside the Creative Hubs whose goal is to generate innovative projects or activities through creativity, Wallonia has a large number of general or specialized incubators that support the development of start-ups. Their activities range from co-working and training to coaching, technological support, and financial advice. The 5 student incubators specially deserve to be mentioned as key players in the creative economy (some are even integrated in the Creative Hubs community): Venture Lab in Liège, LinKube in Namur, Yncubator in Louvain-la-Neuve, Start Me Up Challenge in Charleroi and Camp in Mons. But only several specialized incubators linked to CCI's have been identified:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Job'in Design	Incubation for design projects
R/O Insitute	Incubation for narrative transmedia projects (storytelling)
Pôle Image	Incubation for the image and sound sector to develop the audiovisual industry
Comptoirs des ressources créatives	Incubation for CCI's in general (Wallonia)
CREATIS	Incubation for CCI's in general (Brussels)

Business and Innovation Centres, chambers of commerce and territorial development agencies can also act as incubators or general adviser but generally offer a larger panel of services and are not specialized by sector. Those structures are sometimes included in the Hubs’ partnership as well.

Beside incubators, **Fab Labs** intensively participate to CCI’s ecosystem by offering small-scale workshop (personal) digital fabrication. All Creative Hubs are equipped with or soon will be. For example, the MakiLab is included in the OpenHub in Louvain-la-Neuve. The TRAKK in Namur also has a dedicated Fab Lab, as for the Creative Valley Hub in Mons or for the Wap’s Hub in Tournai with its WapiFabLab. **Living Labs** (see infra) also use pre and prototyping in their support methodology to entrepreneurs.

The **SAACE** are other Walloon structures that provide help for employment self-creation. It is addressed to unemployed people only and they provide support for anyone who wants to settle as self-employed or create his own enterprise (e.g. Azimut).

Aid for entrepreneurship in CCIs is furthermore provided, among others, by some specialized associations:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Smart	Administrative, legal, fiscal and financial advice to artists, technicians and anyone involved in the creative professional world
	Training and tools to simplify and legalise professional activities in the creative industry
Creative Wallonia Engine (CWE)	NEST’in is a 6-day programme designed to transform ideas into concrete projects
	Start-up Camp is a 6-week programme designed to boost ideas and projects by building-up credible business models
	MVP Lab is a 5-week programme designed to shape a minimum viable product
Picarré	Advice related to intellectual property (particularly relevant for CCIs)
Prométhéa	Corporate philanthropy for the cultural and heritage sector - helps cultural project promoters to go private to find funding

4. Innovation

In the area of innovation, universities and high schools also have an important role to play in particular through research and valorisation activities. Here are equally involved again the Business and Innovation Centres that support applied research.

3 applied research centres in the CCI's field can be pointed out:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Numediart Institute	Digital art technology
Multitel	Video software solutions, Machine vision applications and prototypes
CETIC	Information and communication technologies (ICT)

SIRRIS, Innovatech and WSL are also quite important players in the Wallonia innovation sphere, although they are not focused on the CCI's sector. They support SMEs that develop technical and innovative projects.

Apart from academic research and technological innovation, Wallonia has seen new ways of innovation emerge (also non technological), either through creativity with the **Creative hubs**, either through the user dimension with the **Living Labs**. The Living Labs policy in Wallonia is quite recent. Their mission is to innovate by integrating the user at the heart of the innovation process. Living Labs are specialized by sector at regional scale. Wallonia has 3 Living Labs for now, two of which can be related to CCI's (the other one focuses on e-health).

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
CLICK Living Lab	User-oriented, open-innovation ecosystem around CCI's
Smart Gastronomy Lab	User-oriented, open-innovation ecosystem around gastronomy

5. Growth

The Growth phase includes services provided to existing CCIs to help them expand. First of all, Walloon clusters (networks of companies, training centres and public or private research units) intend to bring together the competencies required to launch more ambitious projects, increase the workers’ skills and the individual visibility of each stakeholder in Wallonia and at the international level. 2 clusters concern the CCIs’ sector:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Cluster TWIST (media)	Network of entities working in the field of digital technologies for image, sound and text manipulation
Cluster ICT-Infopôle	Network of entities working in the field of Information and Communication Technology, among others gaming and transmedia

Several associations work as well to boost CCIs’ development and cross collaborations:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Wallonie Design	Encourage companies to increase their development and their position through the contribution of design; encourage designers to develop their activities to the disposal of companies but also their own projects Tailor-made follow-up as regards: intellectual property, looking for a professional designer or a design agency, financial helps and incentives, companies, promotion bodies, supporting bodies for the launch of activities, prototyping centres, discovering of new materials..
Pôle Image	Boasts facilities for the image and sound sector to develop the audiovisual industry
IDCampus	Acceleration programme IDDays – exchange days Acceleration programme IDSprint – 3-day course to boost your projects
Creative Wallonia Engine (CWE)	Acceleration programme REAKTOR which is an equity-free programme that helps companies accelerating growth and raising money on a larger scale Acceleration programme PME Camp which is a 6-week programme designed to boost innovation projects in existing SME

CCIs’ growth will also be the **Creative Hubs** core business. By being at the centre of the creative economy at a local level, hubs can really enforce the meeting between CCIs and traditional industries to help them gain economic weight.

And finally, the **professional networks** related to cultural or creative activities are another way to growth or expand regionally or nationally.

6. Financing

For decades, the CCI's sector has been minimized due to its low-rentable activities, insecure jobs and unpredictable market. Since the 2000s, beside general financial aids granted to all SMEs through regional companies such as the SRIW (the Walloon Regional Investment Agency) and the SOWALFIN (the Walloon Financing and SME's guarantee Agency), CCI's can count on 2 specific investment funds:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Wallimage Enterprise SA	Access to finance for audiovisual industries (The fund intervenes by taking a minority share in the capital, with an obligatory loan part, sometimes convertible in actions or through a subordinated loan)
St'art Invest	<p>Access to finance for cultural and creative industries (loans and acquisition of equity) excepted the audiovisual industry</p> <p>"Cultural Loan" is a loan mechanism between 500,000 euros and 2,000,000 euros dedicated to cultural institutions mainly to finance their infrastructure but also new human resources</p>

CCI's can also count on the **Tax shelter** policy in the audiovisual and performing arts' fields. The intention is to encourage companies to invest in films, TV series, theatre, circus, music, dance, etc. by giving them tax benefits.

Crowdfunding platforms start to enter the CCI's scene with Crowd'in and Sandawe (BDs).

Beside funds and tax incentives, public authorities can provide grants to help CCI's create, innovate or prototype. Under its **Creative Wallonia** programme, Wallonia has launched a call for projects "**Boost-up Creative industries**" which is managed by Wallonie Design and entirely dedicated to CCI's. In partnership with St'art Invest, Boost-up finances cultural and creative SMEs that want to launch their project and conquer the market. The **Digital Wallonia** programme can also provide some good opportunities for CCI's to develop. In a way, those programmes play a part in financing support to the CCI's. They do not directly finance the CCI's but, by enabling economic projects around or for this sector, they increase the "will to finance" among public authorities and private institutions.

Furthermore, both **Wallonia** and **Wallonia-Brussels Federation’s administrations** can allocate subsidies to the CCI:

ORGANIZATION	TOOL PROMOTED/SERVICES PROVIDED
Culture administration of Wallonia-Brussels Federation	Grants/subsidies to cultural institutions, artists or companies that foster artistic creation and employment. Advances on revenues for production.
Public Service of Wallonia – Directorate-General for Economy, Employment and Research (DGO6)	OP'IN: aids for process and organisational innovation (between 15% and 50% of the eligible expenditures) for all types of SMEs
	Prototyping: aids for experimental development in order to create marketable prototype (between 35% and 70% of the eligible expenditures) for all types of SMEs
	“Enterprises vouchers”: these vouchers allow to finance services related to business creation. It includes advice, coaching and training vouchers for all types of SMEs
	“Innovation vouchers”: “First Spin-Off” and “WALInnov”.

Finally, Wallonia has developed specific services for its SMEs in order to facilitate access to **European programmes**:

- The National Contact Point helps Walloon SMEs enter the **Horizon2020** research and innovation programme (including its Starts initiative encouraging the inclusion of artists in innovation projects).
- The **Wallonia-Brussels Creative Europe Desk** supports cultural stakeholders and informs them about the **Creative Europe programme**, a programme designed to improve the diversity and the competitiveness of the cultural and creative sectors.
- And the **COSME programme** has also several calls targeting the CCI.

7. Internationalisation

Wallonia supports CCI's internationalisation essentially through public organisms:

AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
Wallonie-Bruxelles International (WBI)	Agency responsible for the international relations of Wallonia and Brussels . IT supports creators and entrepreneurs from both entities.
Wallonie-Bruxelles Design/Mode	Advice for brand's international development relying on various types of assistance, grants and other opportunities, canvassing of new markets by inviting Design/Mode's companies and artists to trade fairs and other international events
Wallonie-Bruxelles Théâtre/Danse	Stimulates export productions of performing arts and contribute to the professionalization of the sector by offering financial and physical support towards internationalisation
Wallonie-Bruxelles Musiques	Supports the presence of artists at the major festivals and international showcase events that can lead to major breakthroughs; aid in promoting albums released in markets outside Belgium and tour support for artists when a record is released or for showcases intended for professionals; creation of international promotion tools
Wallonie-Bruxelles Architecture	Brokers ties between the architects and international contacts; organizes their presence at trade fairs and exhibitions abroad; develops promotional supports
Wallonie-Bruxelles Image	Acts as an umbrella for Walloon-Brussels professionals with a promotion stand at the most prominent film and television market events; works together with various festivals, notably by organizing screenings for foreign festival programmers and securing a presence of Walloon-Brussels films; supports the marketing of Walloon-Brussels audio-visual works; edits and publishes various professional promotion tools and information
Wallonia Foreign Trade and Investment Agency (AWEX)	Aid aimed at companies in order to help them to export: fairs, promotional tools, grants, advice

CCIs' internationalisation can also take place by involvement in European and international networks or projects. Wallonia's establishment as **Wallonia European Creative District (WECD)** had a significant impact for the CCIs' sector. It really demonstrates the role that innovation in services and creative industries can play in transforming a traditionally industrial region by adding value to its economy through design, creativity, cross-sectoral collaboration, collective intelligence. The actions taken under WECD have fueled the actual reflection on creativity and the role of the CCIs in the Walloon economy.

Likewise, the projects operated under Horizon2020, COSME, Creative Europe or Interreg (RCIA and CREADIS3 for instance, but also cross-borders cooperation with Prototpitch 3.0, COFFEE, TRIPOD, IMPACT and C2L3Play) can be seen as participating to the CCIs' internationalisation. With 4 other European regions, the Twist Cluster has also developed a

strategy for the internationalisation of creative industries outside Europe under the project “Global Content Alliance” (through the “Clusters go International” initiative of the COSME programme).

Wallonia is additionally involved in European networks such as the EEN Network, the European Creative Hubs Network (ECHN), the Regional Initiative for Culture and Creativity (RICC), the European Network of Living Labs (ENOLL) and the European Regional Research and Innovation Network (ERRIN).

Professional international networks (museums, Fab 14, Bureau of European Design Associations...) also participate to the CCIs internationalisation.

Conclusion

Wallonia CCIs’ ecosystem as described earlier is still evolving and structuring itself. If public initiatives such as the Creative Wallonia programme and the Wallonia European Creative District have incredibly boosted the sector, there is still work to do in order to improve the governance and visibility of the sector, as well as the economic and financial services and tools currently provided. Somehow, CCIs lack of specific coaching, specific places and specific measures to help them flourish and grow.

Some initiatives have recently emerged trying to raise CCIs’ awareness among society. It can somehow participate to the growing process of the whole sector:

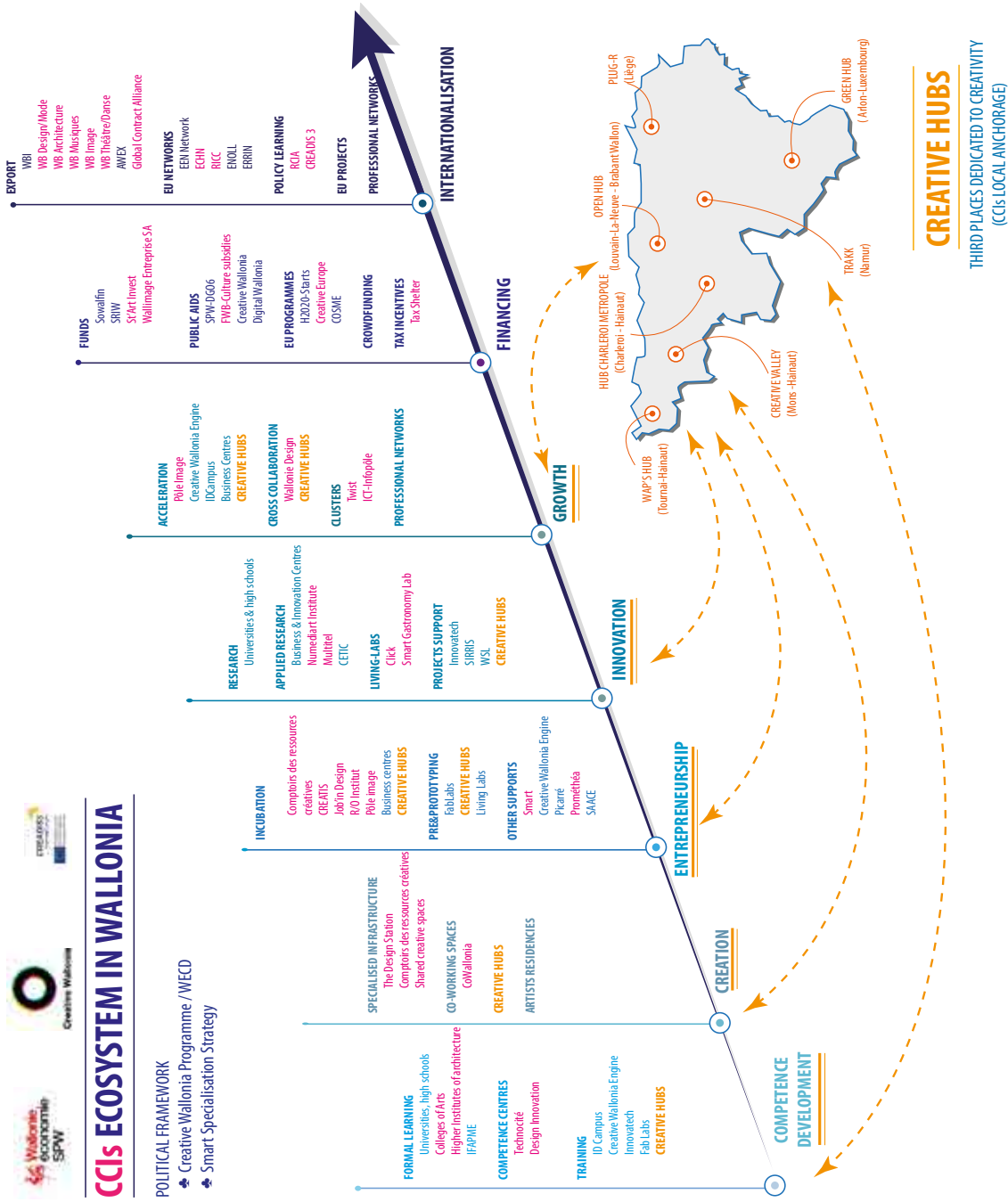
AGENT/STAKEHOLDER	TOOL PROMOTED/SERVICES PROVIDED
KIKK	International festival of digital and creative cultures
Transcultures	Organization, distribution, promotion, publishing related to creative digital, sound and inter/multi/transmedia practices
Creative skills desk	Gathers job offers in the creative industry in Belgium
Mediarte	Web platform with information about Belgian audiovisual, film and digital industry
Creativity Week	Regional Fair open to citizens: creative workshops, self-made innovative products, technological manipulations, interactions with entrepreneurs...

By appearing in the whole CCIs’ value chain, the Creative Hubs can really fill the gaps between the reinforcement actions on a local basis. They act simultaneously as ideas generators, as services providers (co-working spaces, Fab Labs, training, coaching) and as binders

(between CCIs themselves, between CCIs and the classical industry world and between steps of the value chain from competence development to internationalization). It is the reason why they are usually called “third places”. Creative Hubs play a key role linking the underground (artists, creative entrepreneurs, informal networks...) and the upper ground (institutions, classical industries, public bodies...).

Further collaboration with the Wallonia-Brussels Federation that owns the culture&media competence will ensure a better knowledge of the CCIs and will therefore allow better policies, measures and services to emerge.

ANNEX



January 2019

CREATIVE HUBS
THIRD PLACES DEDICATED TO CREATIVITY
(CCIs LOCAL ANCHORAGE)