

# 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)



Research &  
Innovation

1.24 M  
ERDF

Jan 2017  
Dec 2021



European Union  
European Regional  
Development Fund

## SUMMARY

### CREADIS3 STUDY VISITS

- Sixth study visit to Emilia-Romagna on 26-28 June 2019
  - *1<sup>st</sup> study visit day*
  - *2<sup>nd</sup> study visit day*
  - *3<sup>rd</sup> study visit day*

### CREADIS3 PROJECT MEETINGS & EVENTS

- CREADIS3 meetings
  - *CREADIS3 in the thematic workshop on "The transforming power of cultural and creative industries", 4<sup>th</sup> June in Riga*
  - *RICC Conference "Orange economy shades: regional ecosystems and strategies - Innovation and sustainability models of CCIs in Europe"*
- CREADIS3 stakeholder meetings
  - *5<sup>th</sup> stakeholder meeting took place in the Basque Country*

### CREADIS3 UPCOMING EVENTS

- European Creative Industries Summit 2019 on IMPACT!, 10-11 September, Helsinki

## CREADIS3 STUDY VISITS

### Sixth study visit to Emilia-Romagna on 26-28 June 2019

The 6<sup>th</sup> and last CREADIS3 study visit took place in Emilia-Romagna from 26 to 28 June. The specific thematic was **CREATIVITY AND INDUSTRY - How cultural and creative industries contribute to the competitiveness of the whole ecosystem, including manufacturing firms and clusters.**

Under the thematic axis: **Improving Institutional Governance**, sub-theme of the study visit was be ***Support international territorial attractiveness to increase investment in the creative potential of the region and retain talents/creative entrepreneurs.***

The CREADIS3 Partners and the stakeholders taking part in the study visit, were able to know different good practices, such as ***Support for the development of infrastructures for the competitiveness of the territory*** - a public call aimed at the development of infrastructures for the competitiveness and the strengthening of co-working structures supporting entrepreneurial promotion, with a focus on CCIs (recovery of spaces and consulting/training activities), ***EmiliaRomagnaStartup/CREATIVE*** and the ***INCREDIBOL! Project.***

#### ***Emilia-Romagna background information***

Emilia-Romagna is a region located in the north-eastern part of Italy. It has 9 provinces (Piacenza, Parma, Reggio-Emilia, Modena, Bologna, Forlì-Cesena, Ravenna, Ferrara, Rimini) and a good strategic position thanks to an efficient infrastructure system that connects it with central Europe and with northern and southern Italy.

Bologna (capital of Emilia-Romagna) hosts the oldest University of Europe, the University of Bologna, founded in 1088. With 3 other universities in Modena and Reggio Emilia, Parma, Ferrara and with the presence of the Polytechnic in Piacenza of the Catholic University (both Milanese), the region offers a wide range of academic courses, from art to humanistic to scientific subjects.

The cultural and creative ecosystem in Emilia-Romagna is very extensive. The region has a significant artistic and architectural heritage with a wide network of museums, libraries, theatres, cultural associations, hubs, co-working spaces, fablabs, startups, etc. Furthermore, Emilia-Romagna is noted for its contributions to artisan crafts, fashion, furniture, gastronomy, tourism and the "high-tech" and "high-end" sectors (the latter characterised by a strong creative element in terms of products and manufacturing processes, for example Giorgio Armani, Max Mara, Marina Rinaldi, and in the automobile sector car manufactures known all over the world, such as Ferrari, Ducati, Lamborghini and Maserati).



With the definition of the Regional S3 strategy, in 2013-2014, CCI was included among regional S3 sectors. A specific working group on CCI was set up, with businesses, innovators and experts to define a strategy to develop the sector, launching new policies and supporting actions.

In the framework of the regional S3, CCIs are considered as emerging clusters with a high innovative future potential (Priority B of regional S3). CCIs represent one of the fields in which to invest in order to generate new industries and new employment opportunities, especially for the young and those in the cultural field.

Emilia-Romagna works to combine cultural, technology and management capabilities, by reinforcing the business dimension and connecting CCIs to other industries and with tourism. To this end, the regional Clust-ER CREATE has been set up, as one of the 7 associations, the so called "S3 Clust-ERs (<https://www.retealtatecnologia.it/en/clust-er>).

The Clust-ER CREATE (<https://create.clust-er.it/en/>) promotes a more efficient dialogue and greater integration among research labs, innovation centers and SMEs, in the CCI field.

The Clust-ER CREATE for the cultural and creative Industries has identified five value chains: Fashion, CultTech (Digital Culture Technology), Advanced Design & Digital Craft Technologies, Multmodel (Multimedia e New Business Models), Tourism and Urban Regeneration. For every value chain, a program has been created which sets out a strategic overview and objectives to strengthen the position of local industries on the global market.

Through the CREADIS3 project, Emilia-Romagna Region aims at improving its institutional governance in terms of cultural and creative policies. By putting a range of strategies into action in cooperation with many regional stakeholders such as ART-ER, Municipality of Bologna, CLUST-ER CREATE and other public and private sector bodies (across multilevel governance), Emilia-Romagna intends to support the region's businesses and creative potential.

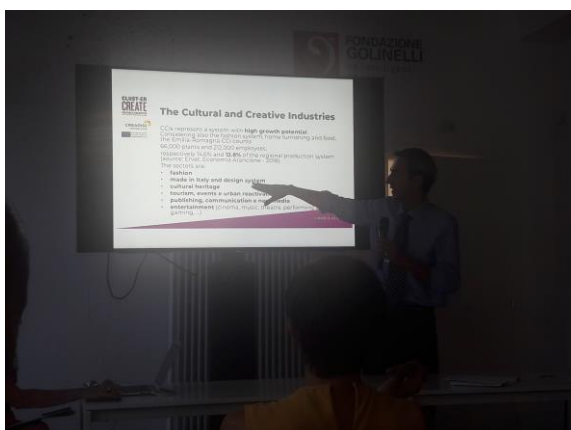
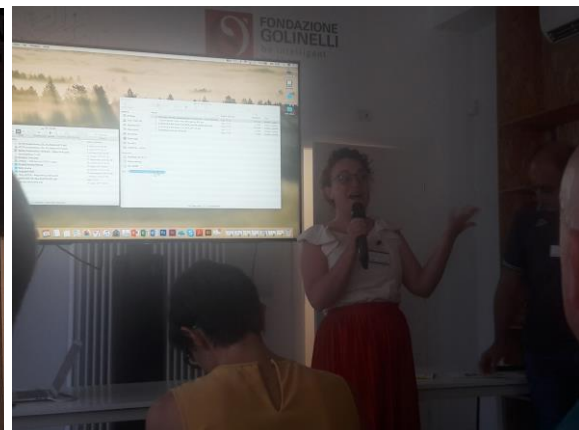


## Day 1 – 26<sup>th</sup> June

The 6<sup>th</sup> Study Visit started in the heart of **Giardini Margherita, at Le Serre**, the metropolitan hub for innovation and for the promotion of entrepreneurial culture: a place for startups, incubation, co-working spaces, exhibitions, training, events and meetings and services (<https://leserre.kilowatt.bo.it/en/>).



After the welcome to the participants by Cristina Lertora from **Fondazione Golinelli** and Anna Romani from **KILOWATT**, first a presentation on the region's **CCI ecosystem** was carried out by CREADIS3 and Emilia-Romagna representative, Silvano Bertini.



Then a second presentation by Massimo Garuti on **Clust-ER CREATE**: the Creative and Cultural Cluster of Emilia-Romagna Region followed. A third presentation by Barbara Busi, outlined the **good practice *Support for the development of in-frastructures for the competitiveness of the territory***, a call for tender which supports startups with a focus on CCI.

3 projects were presented:

- **DAISY**, a project for the regeneration of the Giardini Margherita through a public-private partnership (Emilia-Romagna Region, Bologna Municipality, ART-ER, Fondazione Golinelli and Kilowatt cultural association)
- **Hub Modena Nord**: incubator of hi-tech startup, FabLab, a co-working space dedicated to the digital and creative sector <http://hubmodenarnord.it/>
- Urban Hub Piacenza: Fablab, <http://www.urbanhub.piacenza.it/>



To close the 1<sup>st</sup> day, drinks and networking at **Serra dell'Orto** were offered.



## **Day 2 – 27<sup>th</sup> June**

The 2<sup>nd</sup> day began at the **Accademia delle Belle Arti** with a presentation on **The Tradition of Innovation** by Professor Carlo Branzaglia, a teacher at the Department of Design and Applied Arts.

In the framework of the CREADIS3 sub-theme **Support international territorial attractiveness to increase invest in the creative potential of the region and retain talents/creative entrepreneurs**, Emilia-Romagna Region led the workshop **Support CCIs**

***retaining creative entrepreneurs and professional talents and boosting the innovation of the re-gion: multilevel governance and holistic approach***, during which two good practices were presented: **INCREDIBOL!** - **Bologna's Creative Innovation** and **EmiliaRomagnaStartup/CREATIVE**.



**INCREDIBOL! - Bologna's Creative Innovation** is a project to promote creative and cultural activities, by supporting the creative and innovative professions and companies, coordinated by the Municipality of Bologna and supported by the Emilia-Romagna Region, in conjunction with public and private players. [www.incredibol.net/en](http://www.incredibol.net/en)

Emilia-Romagna Startup is the regional strategy to boost innovation and helps start up creation. Its main tool is a website for the provision of services: guidance, information on the existing financing opportunities, online and offline consultation, free participation at trade fairs, financing for research, networking, collaboration with companies, participation in European and internationalization projects.

The specific section of **Emilia-Romagna Startup/CREATIVE** is dedicated to CCI. <http://www.emiliaromagnastartup.it/creative>

Furthermore, 3 regional startups presented their projects:

- **APPARATI EFFIMERI** <https://apparatieffimeri.com/en>
- **PLAYWOOD** <https://www.playwood.it/#close>
- **MAPENDO** <https://mapendo.co/>



Afterwards, a presentation on **Bologna Design Week**, the international event dedicated to the promotion of design culture in Emilia-Romagna, took place <https://www.bolognadesignweek.com/>

Then the co-hosting partner, Western Greece, led the workshop ***The Cultural Heritage as a leverage for the CCI development and internationalisation***, in the framework of the CREADIS3 subtheme ***Support the internationalisation of SMEs through new business models***.



After lunch at the restaurant "La Scuderia", a short tour among some beneficiaries of the INCREDIBOL! Project, in the town centre of Bologna, was carried out.

Finally, CREADIS3 members gathered for the project meeting, while the stakeholders participate in B2B workshops at the **Fondazione Innovazione Urbana** (FIU) and the day ended with a networking dinner at **Giampi e Ciccio restaurant**, in the historic centre of Bologna.





### **Day 3 – 28<sup>th</sup> June**

The 3<sup>rd</sup> day of the Study Visit was dedicated to visits, whose main theme was ***Creativity and Industry***. how the creative industries contribute to the competitiveness of the regional ecosystem.

The first visit was at **EON - Augmented and Virtual Reality Center**, in Casalecchio di Reno (Bologna). <https://www.eonreality.com/locations/bologna-it/>

EON Reality is a Californian company, world leader in software's and digital platforms' development that opened in Casalecchio its own interactive digital center (Cdi) and the Virtual Reality Innovation Academy (Vria) for the development of content and applications related to augmented virtual reality.



The second visit took place at **Carpigiani Gelato Museum**, in Anzola Emilia (Bologna) <https://www.gelatomuseum.com/en/home>, the only Ice-Cream museum that tells in an interactive way the story, the machines and ways of eating ice cream.



The third and last visit was carried out at **FICO Eataly World** (Bologna), the largest theme park in the world dedicated to the agri-food sector and gastronomy. <https://www.eatalyworld.it/en/> The park covers an area of ten hectares and includes shops, restaurants, 150 companies, an educational farm, farming and breeding activities, educational attractions and multimedia spaces.

After lunch, at one of restaurants in FICO, the CREADIS3 Partners and stakeholders participated in a guided tour in some of its factories.

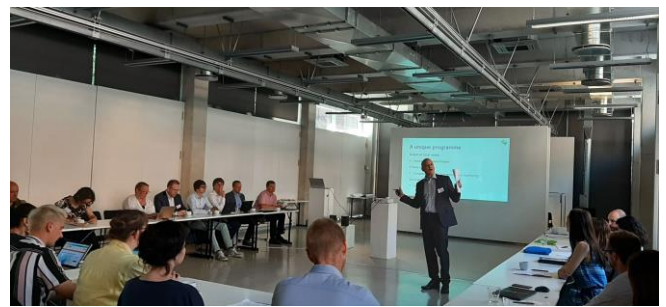


## CREADIS3 PROJECT MEETINGS & EVENTS

### CREADIS3 MEETINGS

#### ***CREADIS3 in the thematic workshop on "The transforming power of cultural and creative industries", 4<sup>th</sup> June in Riga***

On 4<sup>th</sup> June CREADIS3 took part in the Thematic Workshop on ***The transforming power of cultural and creative industries***, organized by the Interreg Europe Policy Learning Platform in Riga.



There, Josean Urdangarin, representing the CREADIS3 project Leader, the Basque Country, had the opportunity to discuss and exchange knowledge concerning CCIs related issues, such as their impact on social, democratic and cultural wealth as well as on the industrial and economic fields.

Also other assets were discussed, e.g. unlocking CCIs potential and increasing their collaboration with other sectors of the economy to become a factor of competitiveness for the European economy.



The CREADIS3 had the opportunity to bring its knowledge and contributions to a small-scale and highly focused workshop, meeting other Interreg Europe projects (CRE:HUB, RCIA...) with experience in unlocking the potential of cultural and creative industries (CCIs) and to discover the Latvian know-how in the field by attending a site visit to the Creative industries incubator.

**More information on:** <https://www.interregeurope.eu/culturalandcreativeindustries/conclusions/>

## ***RICC Conference "Orange economy shades: regional ecosystems and strategies - Innovation and sustainability models of CCIs in Europe"***

In close cooperation with the European Commission and European networks, and in association with CREADIS3 project, the **Regional Initiative for Culture and Creativity Network (RICC)** organized last 24<sup>th</sup> June the conference "***Orange economy shades: regional ecosystems and strategies -Innovation and sustainability models of CCIs in Europe'***".

**RICC** is an informal EU network, led by the Basque Country, Emilia-Romagna and Friuli Venezia Giulia regions, that works in close cooperation with decision makers and experts in the sector. Driven by regional Brussels delegations, RICC provides regional governments and territorial stakeholders with a common platform with the main objectives to: Promote the regional dimension on future cultural and creative policies and key European strategies and actions, participate in relevant EU funding programmes, and work under the Smart Specialisation RIS3 guidance.

In the last years, CCIs regional strategies have proven to be resilient. Under the S3 Strategy, they have positive spillover effects within regional ecosystems and communities, and they are able to shape strong and durable bonds at local, European and international level.



This event represented the opportunity to bring together representatives from the EU Institutions, regional authorities and local stakeholders to further discuss the most innovative and sustainable ways to fully unleash CCIs potential, especially in the light of the next post 2020 MFF and under the Smart Specialisation guidance. It also presented best practices on governance, supporting mechanisms, social cohesion and innovation.

After the welcome and introduction by Lorenza Badiello, Director of the Delegation to the EU - Emilia-Romagna Region, Barbara Stacher, DG EAC - European Commission and Maciej Hofman, DG EAC - European Commission carried out presentations concerning the *state of play* of the issue in the European Union.

Next, the first **Panel: governance and regional ecosystems** took place, in which representatives from the Basque Country, Friuli Venezia Giulia, Skåne and Tuscany regions discussed *How to foster synergies in the creative sectors under the Smart Specialisation Strategy*.

In the case of the Basque Country, it was Sabin Goitia, Basque Government Advisory Board for Cultural and Creative Industries who is directly participating in the CREADIS3 project, the person who presented the actions carried out. Other representatives were Sara Baronio, Area Science Park (Friuli Venezia Giulia), Ola Jacobson, Department of Culture, CCI Development and International Affairs (Skåne) and Mariachiara Esposito, EU Liaison Office of the Tuscany Region.



The second **Panel: social and economic dimension of the cultural and creative sector** dealt with the issue *Social cohesion and culture as tools to foster innovation and co-creation at regional level*. In this case, another CREADIS3 representatives, Silvano Bertini (Department of Research, Innovation, Energy and Sustainable Economy of Emilia-Romagna) and Chloé Faton (Economic Policy Directorate for Wallonia) made presentations, followed by Marcos Nogueira (Alentejo Regional Office in Brussels) and Daniela Protti (General Directorate for Culture of Lombardy).



Finally, Rafael Marcel Mondelaers (European Committee of Regions) summed up the conference conclusions.

## CREADIS3 STAKEHOLDER MEETINGS

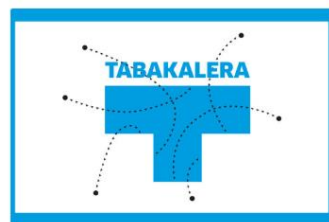
### *5<sup>th</sup> stakeholder meeting took place in the Basque Country*

The 5<sup>th</sup> stakeholder meeting, organized by the Basque Country Partner, was held last 20<sup>th</sup> June in Bilbao. Also the **RIS3 CCIs Pilot Group** of Euskadi participated in the meeting; in total almost 40 persons took part in the event.

After an introduction by the Vicecouncillor of Culture, Joxean Muñoz, a summary of the main actions referring to **RIS3 KSI-CCI 2018-2019** was carried out.



**KSI Berritzaile** is a programme aimed at companies in the field of Basque Cultural and Creative Industries, with the objective of creating and developing opportunities for new projects in three areas of action: technological innovation, organizational model innovation and financial training of companies.



**More information:** <http://www.euskadi.eus/web01-a1kulind/es/>

Later on, the **CREADIS3 Project update** took place, followed by a presentation of the **BASQUE DC2 – Basque District of Culture and Creativity**.

BASQUE DC2 is about taking a first step towards the consolidation of Euskadi as a Cultural and Creative District, both in our environment and outside borders. It is also the Basque contribution to the consolidation of a cohesive and networked CCI sector, with a qualified and specialized support service focused on improving the capabilities and future opportunities of companies and people in the sector. In addition, it would offer Euskadi the opportunity to position itself internationally as a Cultural and Creative District, and this, in turn, would facilitate the attraction of talent and the generation of collaborations on an international scale.

During 2019 the BASQUE DC2 has launched its implementation process: BASQUE DC2 window placed in SPRI (Basque Development Agency); Programmes catalogue; Service catalogue.

Afterwards, several presentations referring to the **RIS3 - Strategic priorities and Territories of Opportunity** were carried out. The focus was put mainly on the Food sector: Biosciences and Health; Food; Cross: Health Food.

The last part of the meeting was devoted to three workshops, where the participants were divided into: RIS3 Cross – Food; BASQUE DC2 - Strengths – Weaknesses; BASQUE DC2 – Development model.



Finally, the conclusions of the three groups were presented.



## CREADIS3 UPCOMING EVENTS

### ***European Creative Industries Summit 2019 on IMPACT! (10-11 September, Helsinki)***

ECBN together with Kaapeli proudly organizes the 9<sup>th</sup> European Creative Industries Summit (ECIS) in Helsinki. The ECIS19 is part of the official programme and under the auspices of Finland's EU Presidency.

The ECIS 2019 focuses on the IMPACT of cross-innovations for the competitiveness of the wider economy –driven by the cultural and creative industries.

The conference will deal with the following questions:

- How can the cultural and creative sectors increase their impact on European competitiveness ?
- How to overcome obstacles and challenges for cross-innovations?
- How can cultural and creative entrepreneurs by cross-innovation actions respond to the challenges facing European society and the economy over the next 25 years?



**More information on:**

<http://ecbnetwork.eu/european-creative-industries-summit-2019-on-impact-10-11-september-helsinki/>



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



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