RegionArts
Interreg Europe

ENHANCING SME GROWTH BY THE INTEGRATION OF ARTISTS IN ICT PROJECTS

European Union
European Regional
Development Fund

ABOUT
REGIONARTS

During the last decade, there has been an increasing recognition of the importance of artistic and creative processes as catalysers of innovation, something particularly noted in areas such as Information and Communication Technologies (ICT) that intersect in many fields with artistic processes. Recognising this importance, public authorities at regional, national and EU level have been trying to bring together ICT and artists communities to explore new ways of working.

PARTNERS ARE CONVINCED OF THE NEED OF INTEGRATING ARTS IN ICT FOR SME INNOVATION AND COMPETITIVENESS

RegionArts partners are convinced of the need of integrating arts in ICT for SME innovation and competitiveness. As regional authorities, business development agencies and creative clusters, they have been working on promoting these cross-overs for the last years. But it is not an easy task. Most policies available are conceived for an information and knowledge age that is no longer predominant. Support offer is still fragmented and often provided with a 'research focus' that neglects creativity. Public support programmes are too rigid and there is a lack for occasions for collaboration and outreach. There is also a need for a common language: existing initiatives often start from creative sector and reach out to ICT, or vice versa.

€
1.34 M
ERDF

Jun 2018
May 2023

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OBJECTIVES

"THE ULTIMATE AIM OF REGIONARTS IS TO PROMOTE THE COMPETITIVENESS AND INNOVATION OF COMPANIES THROUGH THE INTEGRATION OF, AND SYNERGIES, BETWEEN ICT AND ARTISTS."

By helping partners in the design and implementation of public regional and local development programmes — funded by ERDF and other public funds— on this field, and by finding effective ways to promote synergies and crossover between these two worlds, RegionArts will promote around 140 new collaborations intotal (around 20 per region), i.e., 20% of the beneficiary SMEs introducing an innovation by 2022.

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WHAT WILL REGIONARTS **CHANGE**

INTEGRATION OF ARTS AS AN ESSENTIAL AND FRUITFUL COMPONENT WITHIN RESEARCH AND INNOVATION IN ICT

Successful innovators in sciences and technology strongly benefit from artistic skills, something that nowadays is particularly noted in an area such as Information and Communication Technologies (ICT). Arts do not just prettify or make technology more aesthetic, they often make it possible in the first place. Despite this recognition, it is commonly accepted that innovation has not yet tapped into the full potential and diversity of artistic talent across Europe. For a more vibrant, competitive ICT-driven economy, it is important that ICT experts, researchers and business adopt creative and artistic visions, or at least work with people who have these qualities. In this regard, integrating arts in ICT when arts are ICT based in themselves will not be enough.

POLICY OPTIONS AND PUBLIC INTERVENTION

During the last years, public authorities at regional, national and European level have been trying to nurture links between arts and in the ICT sector through different public interventions. Nevertheless, there is still a clear need for improvement. 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 (often even for an industrial age) that is no longer predominant.

FINDING EFFECTIVE POLICIES TOGETHER

RegionArts partners are convinced of the potentialities of integrating arts in ICT in terms of innovation and SME competitiveness. As regional and business development agencies, or non-profit agencies, RegionArts partners are working on promoting the afore-mentioned synergies as way to boost SMEs success. Moreover, it is also important to note that the issue addressed by RegionArts is narrower and more specific than CCIs (Cultural and Creative Industries); therefore, policies and support programmes differ from those under CCIs.

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THE PARTNERSHIP

P.PORTO

ART-ER
ATTRATTIVITÀ
RICERCA
TERRITORIO

BALTAN LABORATORIES

KEPA
BUSINESS & CULTURAL
DEVELOPMENT CENTRE

STARTUP EUROPE
REGIONS NETWORK

LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND

ENTER
KOPRIVNICA

REGIONE MOLISE

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REGIONARTS APPROACH

INTERREGIONAL LEARNING

LEARNING JOURNEY COVERING ICT & ARTS

- Analysing the policy instruments: examine the policy instruments and their implementation mechanisms
- Mapping the ecosystem: development of guidelines
- Understanding user's needs: understanding the specificities of the final beneficiaries.
- Analysing existing programmes at EU, national and regional level
- Investigating impact indicators: to help measure the impact of future policies and support measures

GOOD PRACTICES

- Identify and share good practices that demonstrate positive elements as well as challenges
- Enable learning from experiences in other regions, to share and to re-use this knowledge and to develop local action plans

REGIONAL LEARNING

Each semester partners will organise a dissemination activity for local stakeholders in their own region. The goal is to bring the interregional learning back to a wider audience, and for the partners and stakeholders to jointly develop all outputs and validate findings.

POLICY IMPROVEMENT

Elaboration, implementation and monitoring of local action plans to improve policy instruments that ultimately will increase the availability of innovative solutions in the ICT field and improve SME competitiveness

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