

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

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)



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SUMMARY

CREADIS3 PROJECT MEETINGS & EVENTS

- CREADIS3 meetings
 - *CREADIS3 / Interreg Europe Project at Interreg V-A Greece-Italy 2014-2020 - Info Day – Workshop of project SPARC*
 - *European Creative Industries Summit - Helsinki 10-11 September*
 - *Cooking Tomorrow – towards Central Finland Action Plan, 24-26 September*
 - *Event: Branding the Region with Food and Tourism, 8 October*
 - *CREADIS3 Project mentioned by the regional Vice Minister for Culture of the Basque Country in "The Cultural and Creative Cities monitor" 2019*
 - *The third edition of Smart Regions conference held on 14-15 November in Brussels*

CREADIS3 UPCOMING EVENTS

- CREADIS3 stakeholder meetings
 - *6th stakeholder meeting of the Basque Country taking place on 11th December*

KNOWLEDGE CORNER

- New Commissioners for Research, Innovation, Education, Culture & Youth and for Internal Market, Digital Economy, Audiovisual sector, Industry, Space and Defense elected

CREADIS3 PROJECT MEETINGS & EVENTS

CREADIS3 MEETINGS

CREADIS3 / Interreg Europe Project at Interreg V-A Greece-Italy 2014-2020 - Info Day – Workshop of project SPARC

On Tuesday 23 July 2019, the CREADIS3 / Interreg Europe Project (Smart Specialization Creative Districts) was presented into the frame of project SPARC (Creativity Hubs for Sustainable Development through the Valorization of Cultural Heritage Assets) / Interreg V-A Greece-Italy 2014-2020 Info Day - Workshop.

More than 100 stakeholders and representatives from the Creative and Cultural Industry of Western Greece analyzed the dynamics and prospects of the industry.

Attendants were briefed on the project's general elements, such as its corporate goals, the objectives, as well as its development methodology for the purpose of preparing an Action Plan to be monitoring during the second phase of the project's implementation.



One by one the CREADIS3 project deliverables and their results were taken into account, pointing out that the two mapping phases that took place during the CREADIS3 lifetime were the driving force for further exploration for the SPARC project.

Special reference was made to the actions proposed in the Action Plan of CREADIS3 project, which were tailored to the

Good Practices implemented in the partnership areas.

As part of the CREADIS3 project, the ecosystem of the creative industries of the Region which was presented, noting that new technologies related to the audiovisual and multimedia industries are attracting the greatest interest of creative businesses, which mainly employ young people. Furthermore, promoting Creative Entrepreneurship and Empowering Cultural and Creative Small and Medium-sized Enterprises (SMEs) are key to developing competitiveness and combating unemployment in the Region of Western Greece.



European Creative Industries Summit (Helsinki – Finland) - 10-11 septembre 2019

On 10-11 September, CREADIS3 Partner Wallonia participated in the **9th European Creative Industries Summit (ECIS)** in Helsinki.

ECBN together with Kaapeli proudly organized the event. The ECIS19 is part of the official programme and under the auspices of Finland's EU Presidency.

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

The conference dealt 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?



The Walloon CREADIS3 Partner could get inspiration from some individual presentations. The project and the Kaapeli host building, Aalto University, Creative England and CreativeTech in Paris particularly attracted its attention.

It was also a good opportunity to know about some interesting good practices, particularly within the framework of the Stakeholder Local Group CREADIS3.

In addition to the discovery of inspiring good practices, participation in this conference has allowed the Walloon Partner to forge some links, notably with the Goethe Institut and Cultuur Loket in Brussels, the Cross-Innovation Hub in Hamburg, the European Network of Creative Hubs, the Ministry of the Austrian economy ...



Cooking Tomorrow – towards Central Finland Action Plan, 24-26 September

Central Finland CREADIS3 Action Plan preparation moved to high speed level with the help of experts of the Basque Culinary Center (BCC). Three BCC experts were leading a three-day workshop in Jyväskylä, 24-26 September. Participants of the workshop were representatives of several food-related sectors – producers, developers, support structures, entrepreneurship, education, research and citizens. As a result of a very invigorating and inspiring workshop we got a variety of potential lines of development and examples of potential actions for the Action Plan.



Next workshop with BCC experts will be held in Jyväskylä at the end of November, outlining, refining and designing the outcome of the first workshop as final contents of the Action Plan.

The two workshops were made possible with generous help of the Regional Government of the Basque Country.

Event: Branding the Region with Food and Tourism, 8 October



The guidelines of the first workshop were presented at an event Branding the Region with Food and Tourism, on the 8th of October, arranged by JAMK University of Applied Sciences, Visit Jyväskylä and the Regional Council of Central Finland.

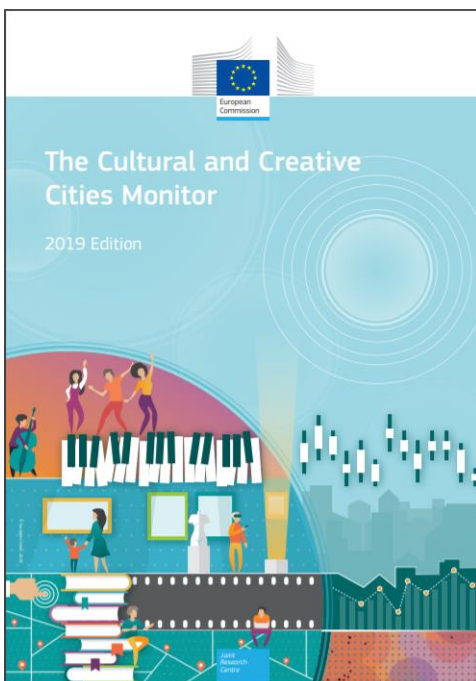
The event gave an excellent opportunity to promote ongoing work for the Action Plan, but also gave an opportunity to inspire new stakeholders and pay attention to local gastronomy as an element for quality tourism.

The participants of the event, some 50 persons, were regional tourism professionals, event organisers, owners of small tourism destinations, food producers and representatives of educational institutions.



Europe identifies CREADIS3 as a reference in the 'Creative cities Monitor 2019' report

CREADIS3 and Euskadi have been positioned as a reference in the annual **Creative Cities Monitor report** of the European Institute of Innovation and Technology (EIT) of the European Commission. This report highlights the wide cultural offer and the creative ecosystem of Bilbao and Donostia/San Sebastian and the commitment of the Basque Government to promote and link innovation and Cultural and Creative Industries.



In recognition of the good practices and efforts, the Vice Minister of Culture of the Basque Government, Joxean Muñoz, was invited to participate in the report. He emphasized the need to capitalize the potential of the regional dimension through the guidance of the European Innovation and Specialization Strategy and its application at the regional level with plans such as the Basque S3 Strategy (PCTI). The CREADIS initiative links six territories of the European Union in the field of Cultural and Creative Industries, led by the Department of Culture and Language Policy of the Basque Government. CREADIS3 has been a major step forward to place Euskadi as a region of reference in a sector that is gaining weight in the European economy and will allow the region to align public policy agendas to achieve innovative development of Cultural and Creative Industries.

More information: <https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/cultural-and-creative-cities-monitor-2019-edition>

The third edition of Smart Regions conference held on 14-15 November in Brussels

This year's edition was titled 'Smart Regions 3.0 - Transforming our societies'. The conference highlighted the role and capacity of regions to foster growth and innovation through smart specialisation. The regions had also an opportunity to demonstrate their capacity to transform societies for instance in terms of energy transition, digital growth, circular economy, agro-food or industrial modernisation.

In addition to workshops, sessions and high-level policy discussions, the participants could discover inspiring examples and continued networking in an exhibition.

Interreg Europe also took part in the event. CREADIS3 Partners, Basque Country and Emilia-Romagna, also took part in the conference, where they shared experiences on how interregional cooperation makes the European regions smarter.



CREADIS3 UPCOMING EVENTS

6th stakeholder meeting of the Basque Country taking place on 11th December

The 6th stakeholder meeting, organized by the Basque Country Partner, will be held next 11th December in Bilbao. Also the **RIS3 CCIs Pilot Group** of Euskadi will participate in the meeting; in total around 50 are expected to take part in the event.

KNOWLEDGE CORNER

New Commissioners for Research, Innovation, Education, Culture & Youth and for Internal Market, Digital Economy, Audiovisual sector, Industry, Space and Defense elected

Mariya Gabriel (Bulgaria) has been elected as the Commissioner for Research, Innovation, Education, Culture & Youth for the upcoming term under Ursula von der Leyen's European Commission presidency (2019-2024). As the new Commission was approved by the European Parliament, the name of the portfolio was officially changed to that of "Research, Innovation, Education, Culture & Youth". Previously, the European Parliament as well as several other actors and institutions had pointed out the lack of reference to culture and research in the original name of the Commissioner's portfolio, which only referred to "Innovation and Youth".

Otherwise, Thierry Breton (France) has been elected as the Commissioner for the Internal Market. After the first proposal of France for a Commissioner, Sylvie Goulard, was rejected by the European Parliament due to legal and ethical concerns and conflicts of interest, French President Macron has nominated Thierry Breton, CEO of Atos. This time, the French proposal was deemed fit for the position by the Parliament last 14th of November, and he will be in charge of internal market, Digital Economy, Audiovisual sector, industry, space and defense.

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



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