



# BASQUE COUNTRY ACTION PLAN



IMPROVING INSTITUTIONAL  
GOVERNANCE FOR EFFECTIVE  
AND BETTER ARTICULATED CCI  
POLICIES IN THE BASQUE RIS3



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## Document history

DATE	VERSION	EDITOR	CHANGE	STATUS
31/03/2019	1	Basque Government	Redaction chapter 1-4	Initial Draft- v1
19/06/2019	2	Basque Government	Reelaboration chapter 4; Chapter 5 first version	Draft-v2
30/09/2019	3	Basque Government	Reelaboration chapter 4 and 5	Draft-v3
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# 1. General Information

## A. Project

Under the Smart Specialisation guidance, the main objective of the Smart Specialisation Creative Districts/CREADIS3 project is to align territorial public policy agendas to support the development of more efficient Culture and Creative Industries/CCIs policies, aiming to generate innovation and economic development in 6 European territories. CREADIS3 addresses the issue of innovation driving territorial development through non-technological forms of innovation.

The idea of the project stems from the work and cooperation of the Regional Initiative for Culture and Creativity (RICC), an informal European network composed of 25 regional governments, cities and territories under the leadership of the Basque Country, Emilia-Romagna and Friuli-Venezia-Giulia since 2014. The network is the only working on CCIs through interregional cooperation under the smart specialisation strategy (S3) principle. Taking a general approach to the European Commission work programme on Culture and Creative Industries (CCIs) and the regional strategic approaches to CCIs in S3, the RICC network concluded to a lack of regional CCIs strategic agendas and a need for multi-level and cross-sector coordination, in order to create positive preconditions and favourable environment to develop CCIs potential, and to reinforce their innovation and competitiveness in line with economic and innovation regional agendas and the S3 principle.

CREADIS3 is declined in 6 sub-objectives along 2 priority themes: improving institutional governance and boosting CCI contribution to regional development. The expected outputs will support the establishment of sustainable smart specialisation creative districts with the following characteristics:

- Better governance models aligning territorial public policy agendas to offer tailored support to CCIs.
- Increased synergies between culture and economic development policy instruments.
- Better policy measures to integrate CCIs in the local innovation ecosystems. Increased partners' attractiveness for creative talents and enterprises.
- Increased cross-collaboration and cross-fertilisation initiatives between CCIs and other sectors of economy, education and research to drive innovation.
- Better policies to support internationalisation of local creative SMEs.
- Reinforced role for CCIs in ESIF and RIS3.

The Project partners are: <https://www.interregeurope.eu/creadis3/contacts/>

Basque Country is framed in Priority 1 –Improving institutional governance– and the sub-objective in the case of the Government of the Basque Country is: Articulate better culture and economic policies for effective CCIs innovation policies.

## B. Partner Organisation

Regional Government of the Basque Country/Department of Culture and Language Policy.

## C. Other Partner Organisations (If relevant)

Not relevant.

## D. Country

Spain

## E. NUTS2 Region

ES21- Basque Country

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## 2. Policy Context

### A. The action plan aims to impact

- Investment for Growth and Jobs programme.
- Other regional development policy instrument.

### B. Policy instrument addressed and justification

The policy instrument addressed is the same that the one indicated at the Project proposal: Basque Country ERDF Operational Programme 20142020/ País Vasco FEDER 20142020 PO OP Priority 1/OT1: Strengthening research, technological development.

There is a need to provide this policy a strategic and a territorial approach, a cross collaboration between CCIs, innovation and research centres in order to foster the relationships and collaboration among the businesses, creators and stakeholders of the “European Creative Sectors”. Link with the regional policy development, and under coherence guidance, the Operational Fund should include further the CCIs in its priorities at the same level as other industries which have already received larger support from ESIF.

In line with by the Regional Initiative for Culture and Creativity/RICC network, different EU reports reinforce the value and the link between Smart Specialisation Strategies, innovation and CCI. As ex ante exercise, the Basque Regional Innovation Strategy (RIS3) and the Basque Country Research and Innovation Strategy (PCTI) already detected CCIs and culture and the creativity as niches of opportunity, and there are already specific test initiatives and concrete results in order to transit to a positive CCI innovation ecosystem with the aim to consolidate and contrast the future Basque CCIs Strategy.



## 3. Action Plan Vision

### A. Context

Regarding the sector of the CCIs, the conceptual development as well as the first programmes intended to boost all Cultural and Creative Industries are very recent and appeared during the last decade in particular. Since 2010, incipient measures have been developed in the sector of creative industries, both at local and territorial levels.

The Territory priority of the Basque RIS3 identifies niches of high capacities and knowledge including CCIs. Priorities for the CCIs within RIS3 are: 1) Development of R&D projects based on visual technologies/digital media, new/smart materials, languages technologies, digital platforms and services for content creation, 2) Development on R&D projects in cooperation with other RIS3 areas e.g. advanced manufacturing, 3) Technological transfer to these sectors, 4) Innovation in business models.

At the end of 2015, the RIS3 CCIs Pilot Group of Euskadi was set up at the level of the Basque Autonomous Community, with the aim of coordinating and aligning the RIS3 CCIs strategies through a multilevel governance model. Initially, contacts were started by separating the cultural and creative industries, but by the end of 2016 the clear need for a single group to monitor the CCI policies and programs was perceived. During 2016, the 15 RIS3 CCI sectors in Euskadi were defined.

The main objective of the project is to implement a common regional and territorial strategy of economic development and R&I initiatives, actions and measures for the development of the CCIs, shared by the three institutional levels within the Region Initiatives. CREADIS3 will reinforce the cooperation and governance among the 3 institutional levels in more “smart” (under RIS3 values) and efficient way, and will provide an increased visibility to the ICC strategy.

## B. Fields of action

2017 was a strategic year in the development of the RIS3 CCIs Euskadi, since for the first time a comprehensive and agreed strategy for Cultural and Creative Industries was proposed, coinciding with the start of the European project Creadis3.

The main 3 lines of work of the RIS3 CCIs Euskadi 2017-2019 Action Plan are described below, as well as the impact of the measures whose implementation had already started in 2017.

### 1. Delimitation of the perimeter of the CCI-s and systematic generation of data

During 2017 the perimeter of the 15 CCI sectors has been conceptually defined, with representatives of the sectors (based on Creadis3 proposal). A statistical operation has also been prepared to define how to measure the sector in a systematic way. In 2018, apart from the already existing statistical operation directed to the cultural industries, a new statistical operation of Creative Industries is incorporated, and in 2020 both will be merged into a single operation that will be called Cultural and Creative Industries’ statistics, which will be executed every 2 years.

### 2. CCI-s sector transversal policy: “KSI BERRITZAILE” program 2017-2019 (“CCI-s innovation” program 2017-2019)

The KSI BERRITZAILE program was born in relation with the 1st mapping exercise of Creadis3, where the programs of the Basque administrations in CCIs were collected. In 2017, the KSI BERRITZAILE program was started as a pilot project. After the evaluation of results, in 2018 it became a support program for the CCI sectors towards innovation, and this will be renewed in 2019. By the end of 2019 these 3 years of program will be evaluated to guide the future editions of the program. KSI BERRITZAILE is an innovation program of the cultural and creative industries, aimed at the 15 CCI sectors of Euskadi, which has three axes:

**Axis 1:** Innovation and Technology Transfer.

**Axis 2:** Innovation of Organizational Model and business structure.

**Axis 3:** Financial Training and Tools.

The results of the program 2017-2018 show that it is a viable program, with the participation of about 100 companies and associations, and that it is helping to shape the sector as well as new ways of relationship between agents in the sector. 2019 brings the opening of a new axis of the program as pilot project:

**Axis 4:** KSI Atea – Pilot program for the internationalization of CCI-s.

### 3. Management and development of the RIS3 CCI-s piloting group (2017-2019)

The development of the RIS3 CCI piloting group as a driving force for the CCIs in Euskadi is a key factor in the whole process. The strategy of a single piloting group for the 15 CCI sectors during 2017-2018 has been useful in consolidating a broader sector than the previously differentiated cultural and creative sectors. Although with a positive result it is necessary to deepen this perspective during the period 2018-2019. Greater cross-sectoral and inter-administrative knowledge is being achieved, and projects with strategic priority areas of RIS 3 are becoming more common.

## C. Objectives

Within the general objective of improving institutional governance, Basque Country's specific objective is to articulate better culture and economic policies for effective CCIs innovation policies.

Hence, the three years of work of Creadis3 (2017-2019) have been basic in the elaboration of the Action Plan that is defined below. The Creadis3 project in the Basque Country has been a central element in the definition of the current RIS3 CCI-s policy, so it is logical that the AP is aligned with the policy to be developed in 2020-2021 by the Basque Government.

The period 2020-2021 is a critical phase in the development of the CCI-s in Euskadi, since the objective focuses on consolidating a coordinated governance model of strategies for the CCI field. This process needs to think less about linear instruments and move on to thinking about multidimensional models to develop CCI strategies. In our context, we have prioritized 3 dimensions with their respective actions for this period 2020-2021:

Regarding **dimension 1 of cohesion and visibility of the CCI-s through innovation:**

1. **BASQUE DCC ( Basque District of Culture and Creativity):** Pilot implementation in 2020-2021. The **objective** is to reinforce the Basque cultural and creative ecosystem with an element of coordination and visibility of the CCIs, from a network approach.

Regarding **dimension 2 of multilevel governance and cross fertilization:**

2. **Development of the RIS3 CCI strategic Pilot Group:** At present, the RIS3 CCI pilot group is the most important common strategy and coordination area in the CCI program of Euskadi. The **objective** is to develop this pilot group via working groups with specific objectives.

Regarding **dimension 3 of knowledge and conceptual development of the field of Culture and Creativity:**

3. **Statistical operation of financing and public expenditure on Culture and Creativity in the Basque Country (CAE, Autonomous Community of Euskadi):** The **objective** is to extend the conceptual scope to culture and creativity in the statistical operation 2020 ( actually is limited to the Cultural sector).

## D. Methodology

The Basque Government is the main responsible for the implementation and monitoring of the Action Plan. The Department of Culture and Language Policy along with the Department of Economic Development and Competitiveness, and the Presidency Department including the Basque Government Delegation to the EU are the departments that will be involved in the elaboration and implementation of the plan. Furthermore, the SPRI (Basque Agency for Business Development) and INNOBASQUE (Basque Innovation Agency) will also collaborate.

## E. Endorsement

This Action Plan has been endorsed by the Basque Government, Department of Culture and Language Policy, whose legal representative signs it.

## 4. List of Actions

The Action Plan of the Basque Country includes the 3 dimensions stated in C. Objectives and their respective actions for the period 2020-2021:

**Dimension or action line 1** - Cohesion and visibility of the CCI-s through innovation:

- Action 1. BASQUE DCC ( Basque District of Culture and Creativity): Pilot implementation in 2020-2021.

**Dimension or action line 2** - Multilevel governance and cross fertilization:

- Action 2. Development of the RIS3 CCI strategic Pilot Group.

**Dimension or action line 3** - Knowledge and conceptual development of the field of Culture and Creativity:

- Action 3. Statistical operation of financing and public expenditure on Culture and Creativity in the Basque Country (CAE, Autonomous Community of Euskadi).

## 5. Details of the actions

### A. Action 1

ACTION NUMBER	ACTION NAME	ACTION LINE
1	BASQUE DCC (Basque District of Culture and Creativity): Pilot implementation in 2020-2021	Dimension 1 of cohesion and visibility of the CCI-s through innovation
<b>BACKGROUND</b>	<p>The creation and implementation of an instrument that helps the coordination, optimization, and structuring of the Basque Cultural and Creative Industries has been present since the beginning of the Creadis3 project in the Basque case. On the one hand, this instrument has to help improve coordination with public and private spaces that already exist at the provincial and local levels, and on the other hand, strengthen the business fabric of the CCIs and their nodes.</p> <p>In the learning and definition phase of the Basque DCC (Basque District of Culture and Creativity), different sources has been used. Within the CREADIS3 project, the following sources and good practices has been analyzed and contrasted in detail:</p> <ul style="list-style-type: none"> <li>*<b>The Wallonia model through two of its Good Practices (GPs):</b> “Wallonia European Creative District” and “The Creative Hubs policy: the example of Creative Valley”. From the Walloon model, we have analyzed specially how to improve creative skills and education, improve business support, improve access to finance and facilitating clusters and networking activities.</li> <li>*<b>The Emilia-Romagna model:</b> the regional CCIs Clust-ER CREATE. The CCIs Clust-ER promotes a more efficient dialogue and more integration among research labs, innovation centers and SMEs in the CCIs field, focusing on 5 value chains with specific objectives. It is especially interesting to analyze how ER is trying to coordinate CCIs companies with knowledge institutions in order to better stimulate innovation, in a structured way.</li> <li>*<b>Additionally, beyond the CREADIS3 Project, the models of Flanders DC, Catalonia, Creative Scotland and the case of Québec have been compared.</b></li> </ul>	

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>DESCRIPTION</b></p>	<p>The objective is to reinforce the Basque cultural and creative ecosystem with an element of coordination and visibility of the CCI, from a network approach.</p> <p>This Basque DCC will consist of a <b>platform</b> that will gather all the information and services addressed to CCIs in Euskadi, networking with the rest of the ecosystem agents, in two lines:</p> <ol style="list-style-type: none"> <li><b>Reference window at internal level:</b> structuring and optimization of existing initiatives at different territorial levels.</li> <li><b>Opening “a window towards the exterior”:</b> internationalization of Basque CCIs, positioning of Euskadi as an international reference.</li> </ol> <p>The Basque DCC is a shared project between the SPRI society (within the Department of Economic Development and Competitiveness of the Basque Government), the Department of Culture of the Basque Government and Innobasque (Basque Innovation Agency). The <b>aid programs</b> will be <b>managed by the public administrations</b> but will be integrated into a single website: the Basque DCC. The services will be structured in a single catalog and will be managed through the agents of the ecosystem or, failing in that, through the structure of the Basque DCC.</p> <p>The implementation of the Basque DCC consists of three phases:</p> <ol style="list-style-type: none"> <li><b>2019 - Contrast of the model with the cultural and creative ecosystem:</b> During 2019, in line with the development of Creadis3, Innobasque has completed the report of the Basque DCC service catalog, which contemplates the implementation of basic services in 2020 and more advanced services in 2021. This work of defining the service catalog has ended in December 2019.</li> <li><b>2020-2021 - Pilot implementation of BASQUE DCC:</b> The single window will be created, the Culture and Economic Development programs will be coordinated and the basic services of the integrated catalog of services will be piloted. In 2021, the development of the single window or frame, the coordination of assistance programs and the integrated service catalog with advanced services will be evaluated. The policy of alliances and cohesion with the ecosystem will be assessed at a regional and international level. Recommendations will be made for the next phase.</li> <li><b>2022-2023: Consolidation of the model and extension of services:</b> During the last phase, the model will be consolidated and will start-up to offer the planned services for articulation and coordination of the CCI sector.</li> </ol>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>POLICY ENDORSEMENT</b></p>	<p>Basque Country ERDF Operational Programme 2014-2020/ País Vasco FEDER 2014-2020 PO OP Priority 1/ OT1: Strengthening research, technological development.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>RESPONSIBLE ORGANISATION</b></p>	<p>Basque Government</p>

<p><b>ACTORS INVOLVED</b></p>	<ul style="list-style-type: none"> <li>• Department of Culture and Language Policy, Basque Government.</li> <li>• Department of Economic Development and Competitiveness. SPRI (Basque Agency for Business Development), Basque Government.</li> <li>• INNOBASQUE (Basque Innovation Agency).</li> <li>• Presidency Department, Basque Government.</li> <li>• Basque Government Delegation to the EU, Basque Government.</li> </ul>					
<p><b>BEGINNING DATE</b></p>	<p>January 2020</p>	<p><b>ENDING DATE</b></p>	<p>December 2021 (for the Pilot)</p>			
<p><b>EXPECTED COSTS</b></p>	<p><b>2020:</b> 350.000 € <b>2021:</b> 350.000 € <b>Total:</b> 700.000 €</p>	<p><b>FUNDING SOURCES</b></p>	<ul style="list-style-type: none"> <li>• Department of Culture and Language Policy.</li> <li>• Department of Economic Development and Competitiveness.</li> <li>• Presidency Department.</li> </ul>			
<p><b>EXPECTED IMPACTS</b></p>	<table border="1"> <tr> <td data-bbox="268 1155 780 2047"> <ol style="list-style-type: none"> <li><b>1. COMPLETE DEPLOYMENT OF THE BASQUE DCC</b> service portfolio as a basic element of articulation and coordination of the CCI sector.</li> <li><b>2. INFORMATION AND ORIENTATION</b> Improvement in the orientation to existing support and service programs on CCI.</li> <li><b>3. BUSINESS MANAGEMENT TOOLS</b> Incorporation of new support tools in the business management of CCI companies.</li> <li><b>4. VISIBILITY AND ARTICULATION OF THE CCI SECTOR</b> CCIs joint events organization, development of matchmaking days between CCI companies.</li> </ol> </td> <td data-bbox="780 1155 888 2047"> <p><b>INDICATORS</b></p> </td> <td data-bbox="888 1155 1402 2047"> <p><b>Input or Leading Indicator/s</b></p> <ol style="list-style-type: none"> <li><b>1. % of completion of the integrated catalog (100% by 2021)</b></li> </ol> <p><b>Output or Lagging Indicator/s</b></p> <ol style="list-style-type: none"> <li><b>2.1. N° of domestic visits to the platform (from Basque Country).</b></li> <li><b>2.2. N° of international visits to the platform (out of the Basque Country).</b></li> <li><b>2.3. N° of leads (contacts).</b></li> <li><b>3.1. N° of services offered by the platform (assistance programs, formative courses..).</b></li> <li><b>3.2. N° of beneficiaries (individuals or enterprises) of the services.</b></li> <li><b>4.1. N° of initiatives/activities organized per year by the platform.</b></li> <li><b>4.2. N° of participants to the initiatives/activities.</b></li> </ol> </td> </tr> </table>			<ol style="list-style-type: none"> <li><b>1. COMPLETE DEPLOYMENT OF THE BASQUE DCC</b> service portfolio as a basic element of articulation and coordination of the CCI sector.</li> <li><b>2. INFORMATION AND ORIENTATION</b> Improvement in the orientation to existing support and service programs on CCI.</li> <li><b>3. BUSINESS MANAGEMENT TOOLS</b> Incorporation of new support tools in the business management of CCI companies.</li> <li><b>4. VISIBILITY AND ARTICULATION OF THE CCI SECTOR</b> CCIs joint events organization, development of matchmaking days between CCI companies.</li> </ol>	<p><b>INDICATORS</b></p>	<p><b>Input or Leading Indicator/s</b></p> <ol style="list-style-type: none"> <li><b>1. % of completion of the integrated catalog (100% by 2021)</b></li> </ol> <p><b>Output or Lagging Indicator/s</b></p> <ol style="list-style-type: none"> <li><b>2.1. N° of domestic visits to the platform (from Basque Country).</b></li> <li><b>2.2. N° of international visits to the platform (out of the Basque Country).</b></li> <li><b>2.3. N° of leads (contacts).</b></li> <li><b>3.1. N° of services offered by the platform (assistance programs, formative courses..).</b></li> <li><b>3.2. N° of beneficiaries (individuals or enterprises) of the services.</b></li> <li><b>4.1. N° of initiatives/activities organized per year by the platform.</b></li> <li><b>4.2. N° of participants to the initiatives/activities.</b></li> </ol>
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## B. Action 2

ACTION NUMBER	ACTION NAME	ACTION LINE
2	Development of the RIS3 CCI strategic Pilot Group	Dimension 2 of multilevel governance and cross fertilization
BACKGROUND	<p>The inspiration for the improvement of the RIS3 Pilot group in the Basque Country has been based on the following interactions:</p> <ul style="list-style-type: none"> <li>• The <b>opinions of the stakeholders of the Basque Country</b>, as well as the interaction with other pilot groups in the Basque Country, specifically the Food groups. During 2019, members of the RIS3 CCI pilot group participated in the RIS3 Food pilot group, and vice versa, to articulate concrete matchmaking sessions between companies of both sectors in 2020.</li> <li>• The <b>example of complexity of Western Greece stakeholder groups</b>, from the point of view of moving towards more functional groups. During the SV of WG we were able to contrast how there are cases of coordination of public and private initiatives of interest.</li> <li>• The <b>example of Central Finland in the field of Wellbeing and Health</b>. It is specially interesting the Central Finland GP “Arts and wellbeing Residencies”, the concept enhances accessibility to arts from people who cannot participate by their own terms, increasing wellbeing and quality of life among residents of care units.</li> </ul> <p>This action has been treated quite warmly in the <b>last three SVs</b> (Bilbao, Patras and Bologna) and their respective workshops, resulting in a real process of exchange and general learning.</p>	
DESCRIPTION	<p>The action consists in the <b>development of the RIS3 CCI strategic Pilot Group</b>. At present, the RIS3 CCI pilot group is the most important common strategy and coordination area in the CCIs program of Euskadi. The Euskadi RIS3 CCI piloting group can be considered as an extended group of stakeholders, since in all its meetings the pilot group analyzes the development of the Creadis3 project.</p> <p>The RIS3 CCI pilot group includes all the <b>cultural and economic development administrations</b> of the three capitals, the three provincial and regional authorities of Euskadi, as well as the <b>15 sector facilitation nodes, the innovation STIs, and technology centers</b>.</p> <p>This pilot group aims to develop <b>smart specialization policies in the field of culture and creativity</b>, based on a public-private governance model in which information, strategies and projects are shared.</p> <p>Between <b>2017 and 2018</b> this pilot group, among others:</p> <ul style="list-style-type: none"> <li>• Has contrasted the mappings, territorial diagnoses, good practices, and the Action Plan of Creadis3.</li> </ul> <p><a href="https://www.interregeurope.eu/creadis3/outputs/report-on-governance-gp/">https://www.interregeurope.eu/creadis3/outputs/report-on-governance-gp/</a></p> <ul style="list-style-type: none"> <li>• Has analyzed and launched the conceptual delimitation of the CCIs in Euskadi, in collaboration with the Basque Cultural Observatory.</li> </ul> <p><a href="http://www.kultura.ejgv.euskadi.eus/r46-19803/es/contenidos/informacion/keb_argit_ksi_mugaketa_2018/es_def/index.shtml">http://www.kultura.ejgv.euskadi.eus/r46-19803/es/contenidos/informacion/keb_argit_ksi_mugaketa_2018/es_def/index.shtml</a></p>	

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>DESCRIPTION</b></p>	<ul style="list-style-type: none"> <li>• Has contributed to the design, launch, and annually evaluate the program “KSI Berritzaile” (CCI Innovation).</li> <li>• Has given more visibility to the CCI sector in Euskadi, facilitating bridges between projects and strategies, little shared until then.</li> </ul> <p>During 2019 RIS3 CCI pilot group, among others:</p> <ul style="list-style-type: none"> <li>• Has decided to maintain its function as a strategic group of the CCIs with 1-2 annual meetings for 2020 and 2021.</li> <li>• Has decided to create 3 operational working groups sub-depending of the pilot group , with the aim of helping in the design, implementation and monitoring of specific projects in three work spaces. The commitment of these 3 working groups will be for 2 years 2 (020-2021), with annual operational plans. These 3 groups are: <ul style="list-style-type: none"> <li>» Group 1: Basque DCC.</li> <li>» Group 2: R + D + i in the cultural and creative sectors.</li> <li>» Group 3: Cross fertilization between RIS3 pilot groups in the BC.</li> </ul> </li> </ul> <p>These working groups will be constituted by a coordinator person/entity, a consultant, and stakeholders coming from public and private sector.</p> <p>In December 2019, the creation of these 3 groups <b>has been approved</b>, and at the moment <b>the structure, the annual objectives, as well as the functions</b> to be developed are being defined. The guiding criteria of these three groups will be <b>efficiency and scope of results</b>, as well as the promotion of transparency and knowledge transfer through <b>internal and external communication</b> to the interested stakeholders.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>POLICY ENDORSEMENT</b></p>	<p>Basque Country ERDF Operational Programme 20142020/ País Vasco FEDER 20142020 PO OP Priority 1/ OT1: Strengthening research, technological development.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>RESPONSIBLE ORGANISATION</b></p>	<p>Basque Government</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>ACTORS INVOLVED</b></p>	<ul style="list-style-type: none"> <li>• Department of Culture and Language Policy, Basque Government.</li> <li>• Department of Economic Development and Competitiveness, Basque Government.</li> <li>• Presidency Department, Basque Government.</li> <li>• Basque Government Delegation to the EU, Basque Government.</li> </ul>

<b>BEGINNING DATE</b>	January 2020	<b>ENDING DATE</b>	December 2021
<b>EXPECTED COSTS</b>	12.000 € per year	<b>FUNDING SOURCES</b>	Basque Government
<b>EXPECTED IMPACTS</b>	<ol style="list-style-type: none"> <li>1. <b>CONTINUE SUPPORTING THE STRATEGIC LINES OF RIS3 CCI IN EUSKADI</b> Evaluation of strategies in progress, new lines of work, prioritization of CCI assets.</li> <li>2. <b>CREATION, COMMISSIONING AND EVALUATION OF THREE NEW WORKING GROUPS WITHIN THE GENERAL PILOTING GROUP</b> Basque DCC; I + G + i in the CCI; Cross fertilization.</li> </ol>	<b>INDICATORS</b>	<p><b>Input or Leading Indicator/s</b></p> <ol style="list-style-type: none"> <li>1. N<sup>o</sup> of annual meetings of the CCIs piloting group.</li> </ol> <p><b>Output or Lagging Indicator/s</b></p> <ol style="list-style-type: none"> <li>2.1 Number of annual meetings of the 3 working groups.</li> <li>2.2. N<sup>o</sup> of anual projects worked within the working group/s</li> </ol>

### C. Action 3

ACTION NUMBER	ACTION NAME	ACTION LINE
3	Statistical operation of financing and public expenditure on Culture and Creativity in the Basque Country	Dimension 3 of knowledge and conceptual development of the field of Culture and Creativity
BACKGROUND	<p>In the context of developing statistical instruments more appropriate to the current reality of the CCIs, during 2017 the perimeter of the 15 CCI sectors has been conceptually defined, with representatives of the sectors. A statistical operation has also been prepared to define how to measure the sector in a systematic way. In 2018, apart from the already existing statistical operation directed to the cultural industries, a new statistical operation of Creative Industries is incorporated, and in 2020 both will be merged into a single operation that will be called Cultural and Creative Industries’ statistics, which will be executed every 2 years. The first semester of 2018, the Basque Cultural Observatory Culture has organized a seminar with international agents specialized in operations in the sector of the CCIs to compare methodologies. The results of the Statistics of Arts and Cultural and Creative Industries” will be published during the first quarter of 2020.</p> <p>At the present, the <b>statistical operation of financing and public expenditure</b> in the Basque Country is limited to the Cultural Sector. The idea of <b>expanding the conceptual scope</b>, from culture to <b>culture and creativity</b> in the Basque Country 2020, has its origin after the elaboration of territorial mappings in the first phase of Creadis3.</p> <p>As stated in the Creadis3 project governance report, page 23, the objective of the mapping 1 of Creadis3 “is to identify the competences of each department in each administration level regarding CCI sectors. The mappings of each of the territories have their own conditions of availability of information sources, accessibility and conjuncture at the time of preparing the information. There were references to the use of quantitative data on sectorial support programs in the initial proposal of the Project, but finally the analysis was based in qualitative information on the selected sectors and the level of competences by administration type (Culture / Economic Development).”</p> <p>In the Basque case, <b>Mapping 1 was performed with quantitative information</b>, these being its main characteristics:</p> <ul style="list-style-type: none"> <li>• Objective of the study: The identification of public bodies that participate in cultural and creative policies at different administrative levels.</li> <li>• Field of survey: Basque Government, the three Regional Governments and the three. City Councils of the capitals of the Autonomous Community of the Basque Country.</li> <li>• Departments involved: Culture, Basque Language, Education, Economic Promotion.</li> <li>• Time-scope: 2016.</li> <li>• Analyzed information: Nominative subsidies (436) devoted to the CCIs from the 2016 budgets; 2016 aid or competitive programmes (152) in which companies and organisations in the field of CCIs are beneficiaries.</li> </ul>	

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>BACKGROUND</b></p>	<ul style="list-style-type: none"> <li>• CCI-s sectors included in the study (15): Architecture, Performing Arts, Visual Arts, Craftsmanship, Audiovisual, Digital Contents, Design, Publishing and Printed Media, Gastronomy, Language Industries, Fashion, Music, Cultural Heritage, Advertising and Marketing, Video Games.</li> <li>• Competencies have been reflected, with quantitative data (amounts allocated in each of the 15 sectors).</li> </ul> <p><a href="https://www.interregeurope.eu/creadis3/outputs/territorial-diagnosis/">https://www.interregeurope.eu/creadis3/outputs/territorial-diagnosis/</a></p> <p>Performing a specific mapping every 2-3 years it is an interesting but <b>expensive tool</b>. The objective in the Basque case was to find experiences that statistically incorporated the field of cultural and creative industries in public spending operations, that it is what administrations spend, both the Departments of Economy and Culture, in cultural and creative fields . In the Basque case, only cultural fields are measured statistically every 2 years.</p> <p>*We have contrasted this action with the <b>Emilia Romagna Orange Economy report</b>, a very large study, which has the advantage of repeating periodically and with many collection points. The contrast was made in the SV of Emilia Romagna.</p> <p>ERVET (Joint Stock Company of the Emilia-Romagna Region). Sector study, Report</p> <p>Orange Economy in Emilia-Romagna, Bologna, 2018. <a href="http://www.ervet.it/?p=13363">http://www.ervet.it/?p=13363</a></p> <p>*Internationally, the Catalan case and the case of Québec, among others, have been contrasted.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>DESCRIPTION</b></p>	<p>The action consists in the obtaining the <b>statistical operation of financing and public expenditure on Culture and Creativity in the Basque Country</b>. The objective is to extend the conceptual scope to culture and creativity in the statistical operation 2020 (at the present, it is limited to the Cultural sector).</p> <p>As an objective for 2020-2021, the following development is proposed:</p> <ul style="list-style-type: none"> <li>• 2020: In the line of <b>develop tools for knowledge and monitoring</b> of the situation of the CCIs in Euskadi, this operation will be based on: <b>data from 2020, the collection and exploitation of data in 2021, and the public report in 2022</b>. The information collection points are extended and a new exploitation of data will be carried out for the CCIs domain. Thus, it becomes the second statistical operation of the Basque Cultural Observatory that broadens its perspective to the CCIs field. This decision is a direct consequence of the mapping of competences of the CREADIS3 project, which already offers tangible results and it is now consolidated within an official statistical operation.</li> <li>• 2021: The <b>number of collection points to be added to the current operation</b> will be specified, as well as their contact and validation. The statistical exploitation will also be adapted for the <b>preparation of the new reports in 2022</b>.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>POLICY ENDORSEMENT</b></p>	<p>None except for the approval on the Actions Plan by Basque Government.</p>

RESPONSIBLE ORGANISATION	Department of Culture and Language Policy (Basque Observatory of Culture), Basque Government.		
ACTORS INVOLVED	Department of Culture and Language Policy, Basque Government		
BEGINNING DATE	January 2021	ENDING DATE	December 2021
EXPECTED COSTS	25.000 €	FUNDING SOURCES	Department of Culture and Language Policy (Basque Observatory of Culture), Basque Government.
EXPECTED IMPACTS	<p><b>1. EXTENSION OF THE SCOPE</b> of collection of the statistical operation of public expenditure on culture to the Departments of Economy, and include the creative industries sector. The comparison will be made in relation to the last published operation.</p>	INDICATORS	<p><b>Output or Lagging Indicator/s</b></p>
			<p>1.1. N° of collection points of the current operation.</p> <p>1.2. N° of collection points added in the current operation, in relation to the last published operation.</p> <p>1.3. Growth percentage of collection points, in relation to the last published operation.</p>