

Lublin
PRZEDSIĘBIORCZY

RCIA
Interreg Europe



ACTION PLAN CITY OF LUBLIN

Regional Creative
Industries Alliance
– From European
recommendations to
better regional CCI
policies for a more
competitive economy

Lublin ®
MIASTO INSPIRACJI








Regional Creative Industries Alliance – From
European recommendations to better regional CCI
policies for a more competitive economy




www.przedsiębiorczy.lublin.eu

Strategy and Entrepreneurship Department
Lublin Municipal Office

May 2020

Project partners:

		
<p>Austria Wirtschaftsservice Gesellschaft mbH</p> <p>Lead partner</p> <p>Austria (Österreich) 🇦🇹</p> <p>aws is Austria's national promotional bank. As a one-stop-shop for business its set to realize the key objectives of the Austrian government's economic policies.</p> <p>Website</p> <p>Mag. Christina Koch, MA ☎ +43 1 501 75 555 ✉ Send me an email</p>	<p>Public Service of Wallonia</p> <p>Partner</p> <p>Belgium (Belgique-België) 🇧🇪</p> <p>The DGO's Economic Policy Directorate is in charge of the design and monitoring of the Creative hubs policy, in support to the Walloon Government.</p> <p>Website</p> <p>Larissa GROMMERSCH ☎ +32 81 333956 ✉ Send me an email</p>	<p>Creative Business Cup Foundation (until 30/06/2017 "Creative Business Cup")</p> <p>Advisory partner</p> <p>Denmark (Danmark) 🇩🇰</p> <p>CBC empowers entrepreneurs in the creative industries, connects them to investors and global markets and strengthens their innovative capabilities.</p> <p>Website</p> <p>Rasmus Wiinstedt Tscherning ☎ +45 28404668 ✉ Send me an email</p>

		
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<p>IDM Südtirol / Alto Adige</p> <p>Partner</p> <p>Italy (Italia) 🇮🇹</p> <p>IDM stands for Innovation, Development and Marketing. We provide export, innovation, tourism marketing and agricultural marketing services in South Tyrol.</p> <p>Website</p> <p>Renate Ranzi ☎ +39 0471 69 42 73 ✉ Send me an email</p>	<p>City of Lublin</p> <p>Partner</p> <p>Poland (Polska) 🇵🇱</p> <p>Lublin City Office is municipal local government. Lublin is the largest and most dynamically growing city of Eastern Poland.</p> <p>Website</p> <p>Diana Ciszewska ☎ +48 81 466 25 07 ✉ Send me an email</p>	<p>Barcelona Official Chamber of Commerce, Industry, Services and Navigation</p> <p>Partner</p> <p>Spain (España) 🇪🇸</p> <p>The Barcelona Chamber of Commerce promotes economic and business activity, improving SME competitiveness, internationalisation and regional development.</p> <p>Website</p> <p>Berta Perez Pey ☎ +34 934169342 ✉ Send me an email</p>

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1. City of Lublin action plan – details about the project

Project:	Regional Creative Industries Alliance (RCIA) – From European recommendations to better regional CCI policies for a more competitive economy
Partner organisation:	City of Lublin
Other partner organisations involved:	Austria Wirtschaftsservice Gesellschaft mbH – Lead Partner Public Service of Wallonia – Partner Creative Business Cup Foundation – Partner The North-West Regional Development Agency – Partner Region of Central Greece – Partner Joint Stock Company ‘Development Finance Institution Altum’ – Partner IDM Südtirol/Alto Adige – Partner Barcelona Official Chamber of Commerce, Industry, Services and Navigation – Partner
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2. Policy context

The Action Plan aims to impact:	<input checked="" type="checkbox"/> Investment for Growth and Jobs programme
	<input type="checkbox"/> European Territorial Cooperation programme
	<input checked="" type="checkbox"/> Other regional development policy instrument
Name of the policy instrument addressed:	Regional Operational Programme for Lubelskie Voivodeship 2014 – 2020 Lublin Development Strategy 2020 – 2030 Long-Term Financial Projection

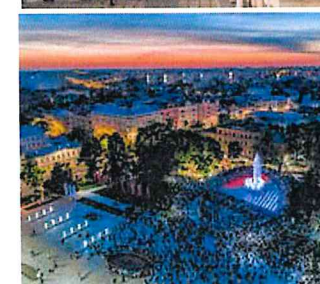
3. Lublin – City of Inspiration

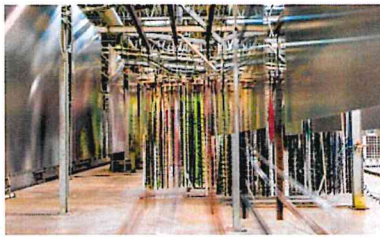
Lublin, administrative centre of the voivodship and the capital of the Lublin Region, and home to 365 thousand inhabitants, is the biggest town in Eastern Poland. The location of the town atop loessial rolling hills of the Lublin Upland in the valley of the Bystrzyca and its tributaries is one of its assets. During the 5th and 7th centuries the inhabitants of Lublin grew in numbers, and by 1317 Lublin was granted municipal status. In 1474 Lublin became the capital of the voivodship, a role it has continuously played to this day. During the years of the first Republic, Lublin, which was centrally located, was inhabited by different nationalities and religious denominations that constituted a rich and varied community.

Lublin is an academic centre recognized in Poland and abroad, with a rich educational offer. The city's main assets are five universities: Maria Curie-Skłodowska-University, Catholic University of Lublin, Lublin University of Technology, Medical University, University of Life Sciences; and a number of other higher education institutions.

On an international scale, Lublin is the winner of the Golden Star of Partnership, the European Diploma, the Flag of Honour and the Plaque of Honour of the European Council for international cooperation.

The city is the hub of bustling cultural life, with different events held annually, and attracting a wide audience. The Night of Culture, "Codes" Festival of Traditional and Avantgarde Music, "Theatre Confrontations", the International Dance Theatre Festival, the 'Magicians' Carnival, the Jagiellonian Fair, or the "East of Culture" - Different Sounds Art'n'Music Festival to name but a few are Lublin's flagship festive events whose prestige has been constantly growing. Economically, Lublin offers a rapidly developing services sector, with favourable conditions for making profitable business. Buoyant international cooperation brings many benefits to the city's multidimensional development, as Lublin signed agreements with numerous cities with its eastern and the western neighbours.





Economic Growth in Lublin

First place in investment expenditure per person, thousands of new enterprises offering job opportunities, as well as successes in using available means to develop the region are just some of the city's assets. Hard economic data prove the significant economic growth of Lublin in the last decade. Cognizant city management supports this positive trend, and proof of this are the new investments made by large international companies, as well as the distinctions given by trade experts, which set the city as an example of efficient actions supporting foreign direct investments. Lublin is the largest and most dynamically growing city of Eastern Poland, and one of the most important economic and cultural centres of the EU's eastern border. The city boasts a long history, and its strategic location guarantees a good position in relations with Eastern Europe, especially with Ukraine. Lublin is an investment centre and the administrative capital city for the entire region. All key business institutions are located within its limits. The urban area is inhabited by more than 600,000 people who are devoted to building the local economy together and creating a highly receptive market. Long-term investment in its surroundings and public services is what makes Lublin the best city in Poland to inhabit.

Lublin is one of the largest academic centres in Poland. It hosts 9 higher education institutions which educate 63,000 students, which means that every fifth resident is actually a student. The well-recognized and respected higher education institutions are also popular among foreign students. These constitute almost 10% of students, which ranks Lublin as first among Polish cities in terms of its multicultural character. They come from almost 100 countries, such as Ukraine, Taiwan, the USA or Saudi Arabia. The variety of faculties and wide scope of research in numerous fields provides vast research and cooperation opportunities. Agreements signed between educational institutions and the business world are aimed at building partnerships in research and development. Such mutual efforts are significant not only in the context of conducted interdisciplinary research projects and the joint usage of specialized infrastructure, but mainly in the field of knowledge commercialization.

Creative Industries in Lublin

Conducted in 2018 research (quantitative and qualitative) and analyzes coherently showed the great potential of Lublin as a city of creative people. The creative sector has the potential to be a showcase

of Lublin - a place not only of inspiration, but also a city famous for creative people, full of passion, and commitment in taking actions.

By the end of 2017, there were 3364 registered entities from the creative sector in Lublin, while for the entire Lublin Functional Area (LFA) had nearly 4400 entities. The report covers the period from 2009 to 2017 and shows that the creative sector increases on average 8% each year in the LFA, which is very good result in comparison to a 1.7% increase for all other sectors.

The report characterized ten subsectors: architecture, design, publishing market, film, music, radio and television, artistic events, games and software, advertising and cultural institutions. The games and software subsector is the largest sector (32.6%), followed by advertising with a 19.6% share in the creative sector.

The creative sector is very diverse in forms of activity, with a noticeable share of freelancers in the structure. The sector is composed mainly of young enterprises - both by the age of owners and the length of the market's activity. A typical form of employment in creative sectors are more often short-term contracts: work contract or commission contract than employment contract, which results from the task / project specificity of the sector's operation. The recipients of this sector's activities are mainly local clients (40%), but 39% of creative service providers have clients in various regions of Poland and / or abroad, which in the absence of specialization and large dispersion of the sector should be considered a very positive phenomenon.

According to the respondents, the main advantages of Lublin are: its size, costs of living, inspiring and eager people, beneficial changes observed in recent years, the operation of many international organizations and initiatives, and gradual opening of entrepreneurs to exchange experiences (for example FackUp Nights), as well as high academic potential.

The research and analysis also showed many challenges faced by Lublin. The respondents pointed out the lack of local demand and the lack of large business orders resulting in the lack of challenges. Lublin is assessed as a "good to start" city, but there are problems with stopping the outflow of valuable, creative people to other cities. In addition to the abovementioned, the respondents pointed to low earnings, low customer awareness, and lack of support for the sector. The most felt needs are: integration of the environment, assistance in acquiring business knowledge and assistance in promotion, as well as financial support.



4. Details of the actions envisaged

ACTION 1. Implementation of support for CCI within EU Funds

1. The background

The scarcity of resources such as human, intellectual and financial capital is still one of the most important obstacles of CCI development. This issue was raised during RCIA Study Visit in Greece (2018) and Policy Round Table in Riga (2019). During the local stakeholder meeting (which included the representatives of Managing Authority of Regional Operational Programme) as well as several individual meetings with the representatives, it occurred that within the Regional Operational Program 2014 – 2020 there is the Axis 3: Competitiveness of enterprises, the action 3.4 Adaptation of Business Support Institutions offer to market needs. The funding mechanism was initially designed for the professionalization of services provided by Business Environment Institutions (BEI) for entrepreneurs in the Lublin Region operating in the field of:

- 1) new regional, national and international markets, including development of a company's development strategy and investment policy into those markets;
- 2) gaining new technological or business partners;
- 3) introducing new IT systems, including the use of advanced ICT technologies;
- 4) quality management;
- 5) implementing of new organizational solutions, including auditing / optimization of costs and processes;
- 6) participating in national and international research programs;

Unfortunately, this action was dedicated for a limited group of companies excluding CCI representatives (apart design). The direct inspiration of including CCI to RPO 2014-2010 Axis 3, Action 3.4. has its origin in the meeting with Anna Krzyżanowska-Orlik Head of Department Management of Regional Operational Programme. Therefore the decision was taken to submit an application to broaden a circle of potential beneficiaries by including all CCI companies (proposal by Diana Ciszewska from City of Lublin). The City of Lublin and Maria Curie Skłodowska University were engaged as key players of this application. After numerous of meetings, talks and exchanging the documents with regional authorities, the extra field of BEI services (focused on the cooperation with the CCI representatives) was added:

- 7) developing products and services in the creative sector.

Now, the BEIs are supposed to support also the CCI entrepreneurs in the Lublin Region.

2. Actions

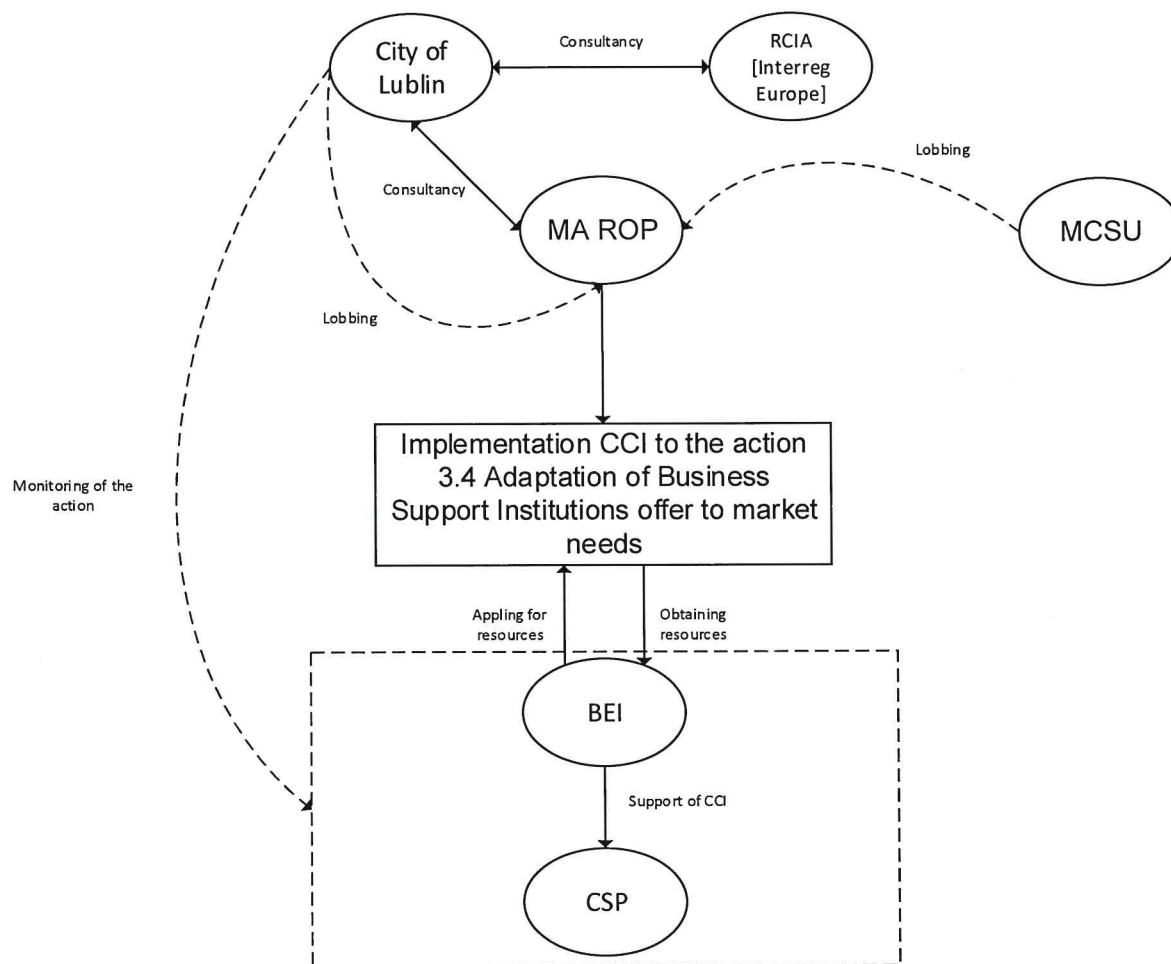
The main activities in this fields were the following:

- 1) Consultancy and meetings devoted to different CCI support measures.
- 2) Acting in favour of CCI as an object of support.
- 3) Implementing the changes in the policy (Regional Operational Programme for Lubelskie Voivodeship 2014-2020).
- 4) Announcing the project (with amendments) call.
- 5) Applying for support.
- 6) Announcing the results of the project.
- 7) Monitoring the level of support obtained by CCI representatives.

3. Players involved

City of Lublin
Managing Authority of Regional Operational Programme (MA ROP)
Maria Curie-Skłodowska University (MCSU)
Business Environment Institutions (BEI)
Creative Services Providers (CSP)

The general scheme of the activities can be depicted as following:



4. Timeframe

January 2018 – December 2020

Timeframe for the action: announced: 30 November 2018; application: 31 December 2018 – 01 April 2019; results: IV Q 2019.

Timeframes for particular activities were illustrated below.

ACTION 2. Voucher for creativeness (pilot programme)

1. The background

Small and medium enterprises (SMEs) that represent various traditional sectors generally are not aware of the potential benefits from the cooperation with representatives of culture and creative industries (CCI). Pioneering nature of CCI related to development and implementation of new forms of products, services and means of work could boost a quality of SMEs functioning. However, it is debatable which kind of instruments should be implemented to trigger cooperation between SMEs and CCI. Following suggestions presented by RCIA leader partner from Austria, the decision was taken to implement as first small scale incentives, called Voucher for Creativeness. The idea was directly inspired by the Creative Voucher operated by the Austria Wirtschaftsservice GmbH, RCIA project leader. The Creative Voucher is a low-threshold grant worth up to 2 500 EUR that enables SME from all industries to use creative services within the framework of an innovation project. The direct beneficiary are the SME that can, through the voucher, buy the service/or product of a creative service provider. The representative of Lublin City learnt about these good practise during the project meeting in Vienna (March 2017) and during the Staff Exchnage in Vienna (October 2018).

Lublin City plans to distribute 20 vouchers in one call during the pilot action. In order to show success cases, each creative service provider – the beneficiary of the voucher – together with SME will be obliged to submit the final report confirming and describing the cooperation. The final report will also confirm spending as expected. Out of these 20 reporepts collected, the City of Lublin will create the one report presenting the creative solutions and the creative vouchers scheme in general. These report will be available publicly. After one year of completion the collaboration, Lublin City will pass to all the participants – 20 SMSs and 20 creative service providers – the questionnaire about a rise in cooperation between SME and creatives which could be used for further improvements of the policy instruments.

After testing these solution, City of Lublin will look for another external souches of finicing in order to up-scale the solution and used the gained expertises. In order to ensure the durability of the results City of Lublin will take followinh steps:

Firstly, the report and recommendation will be presented to the local stakeholders representing the City of Lublin, i.e management board, representatives of the City Council and relevant departments of the City Hall (City of Lublin) as well as to the Marshal office representatives. An interactive debate is planned as a part of this meeting. Secondly, the outcomes from the meeting (presentation + debate) will be taken into account while designing the final recommendations. The final recommendations (which will be an integral part of a formal request for changing the Long-Term Financial Projection) will be submitted by Strategy and Entrepreneurship Department, responsible for the pilot action, to the City Council. When the City Council approves the request, there is a legal basis for further steps (financial activities to be implemented by the Strategy and Entrepreneurship Department).

The expected long-term outcomes are a rise in cooperation between SME and creatives. The Austrian Creative Vouchers scheme has proven that it has stimulated and supported collaboration between creatives and SMEs from other sectors, also after the voucher, because the SME would understand the benefits from working together with creatives.

The main reason to implement similar pilot programme in City of Lublin was to test whether SMEs would be keen to use creativity to level up their businesses. Hence, the aim is to foster innovativeness in SME by the integration with CCI and thereby to stimulate cross-industrial collaboration and cross-sectional economic effects.

The direct beneficiaries of this pilot programme are 20 Creative Services Providers and 20 SMEs that will be obliged, through the vouchers, to cooperate with each other. The most important requirement is that the headquarters of CCI have to be located in City of Lublin or Lublin Functional Area. Additionally, all potential participants of the action (suppliers and purchasers) have to be registered in dataset that will be implemented and administered by City of Lublin.

2. Actions

The main activities that will be implemented within this action are the following:

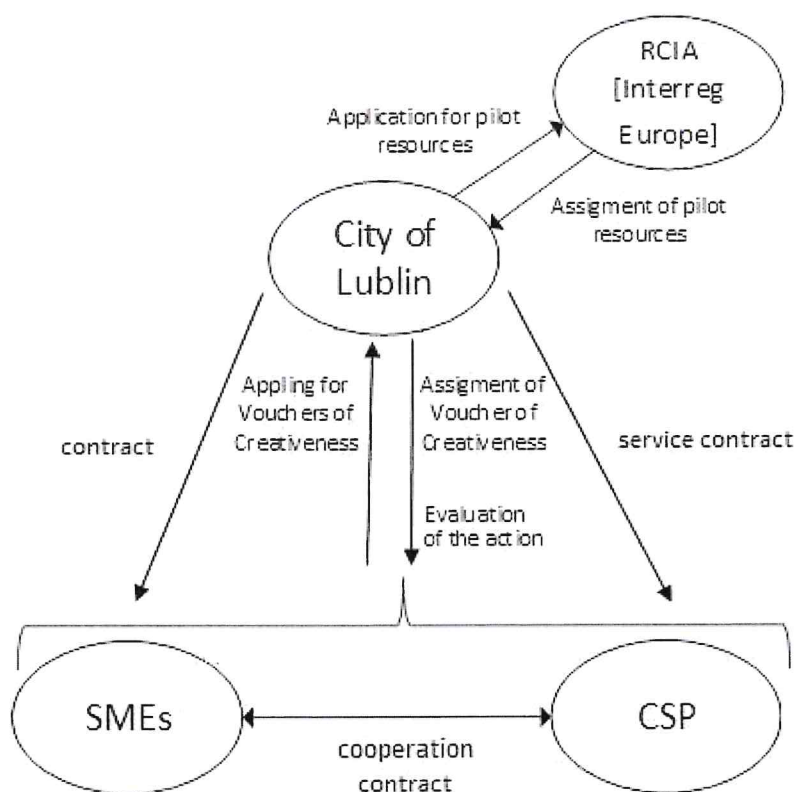
- 1) **Applying for finance resource for pilot actions within RCIA project.** City of Lublin as partner of RCIA project will apply for extra resources to meet Voucher for Creativeness action. With calculation it is expected to obtain 71 825,00 EUR. The 70% will be transferred directly to SMEs in the form of Vouchers. The value of the single voucher will be up to 2 500 EUR. The number of vouchers: 20.
- 2) **Preparing formal requirements for Voucher for Creativeness action.** Lublin Municipality will be responsible for preparation of all formal aspects of voucher's allocation process.
- 3) **Announcing calls for proposals and advertising the action.** General public and SMEs will be informed about action of Voucher for Creativeness allocation.
- 4) **Vouchers for Creativeness allocating.** The processes connected with collection of application forms, evaluation of ideas and vouchers' allocation.
- 5) **Evaluating the action.** General assessment of the action especially in the context of main aim of the action, i.e. fostering innovativeness in SME by the integration with CCI and thereby to stimulate cross-industrial collaboration and cross-sectional economic effects.

3. Players involved

The main players of this action are:

City of Lublin
Creative Service Providers (CSP)
Small and medium enterprises (SMEs)
RCIA (Interreg Europe)

The general scheme of the activities can be depicted as following:



4. Timeframe

January 2020 – December 2021

The timeframe for particular activities was illustrated below.

No	Activity	Beginning	Termination	Duration	Q1 2020			Q2 2020			Q3 2020			Q4 2020			Q1 2021			Q2 2021		
					Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
1	Applying for finance resource for pilot actions within RCIA project	01.01.2020	31.05.2020	151d	■	■	■	■	■													
2	Preparing formal requirements for Voucher of Creativeness action	01.06.2020	30.09.2020	121d				■	■	■	■											
3	Announcing calls for proposals and advertising the action	01.09.2020	31.10.2020	60d								■	■									
4	Vouchers of Creativeness allocating	01.11.2020	31.05.2021	211d										■	■	■	■	■	■	■	■	■
5	Evaluating the action	01.03.2021	30.06.2021	121d																	■	■

5. Costs (if relevant)

71 825 EUR:

21 825 EUR – administration expenditures (staff costs and promotion)

50 000 EUR – voucher's budget (20 x 2,500 EUR)

6. Funding sources (if relevant):

RCIA resources for pilot actions

ACTION 3. Match!

1. The background

This idea was directly inspired by the project MATCH!#1 developed by IDM Suedtirolo/Alto Agige in the cooperation with Free University of Bozen (UNIBZ) Faculty of Design and Arts and South Tyrolean companies from different sectors. 15 students from the Product Design course at the UNIBZ Faculty of Design and Arts, supervised by Harry Thaler, together with Alessandro Mason and Francesco Galofaro, thus dedicated the first semester of the 2018-2019 academic year to support the creation of new projects (ideas, products, prototypes) along with 6 South Tyrolean companies from different sectors - Betonform, Jokodomus, Lichtstudio Eisenkeil, Mobilrot, Schweitzer – Interstore, 3DW.it - which took up the challenge. The results are 16 different ideas for prototypes which the companies can now decide to develop, but above all a new and concrete awareness of the possibilities of contamination with the Creative Industries sector in South Tyrol.

The representaived of Lublin City got inspired during the Staff Exchange in Bolzano (April 15-18, 2019). Following the suggestions presented by external experts at the Policy Round Table in Lublin, the decision was taken to implement firstly small scale incentives. The project Match! will addressse the Lublin Developmnet Startegy 2020 – 2030 as the policy instrument.

There are two main reasons for implementing this project in Lublin, Poland:

- 1) to stimulate local business entities with the innovative development of their products and processes through the collaboration with the Creative Industries and
- 2) to unlock the power of Culture and Creative Industries in Lublin and make it available to other sectors of the local economy.

There are 85.853 companies running their business in the Lublin Voivodship employing 355.919 people.

Faculty of Arts of Maria Curie Skłodowska University in Lublin runs several studies (first level - BA, second - MA, and postgraduate studies) connected with CCI, eg.: graphics, artistic education, computer graphics, design, photography. Lublin University of Technology and The John Paul II Catholic University of Lublin also run Architecture studies.

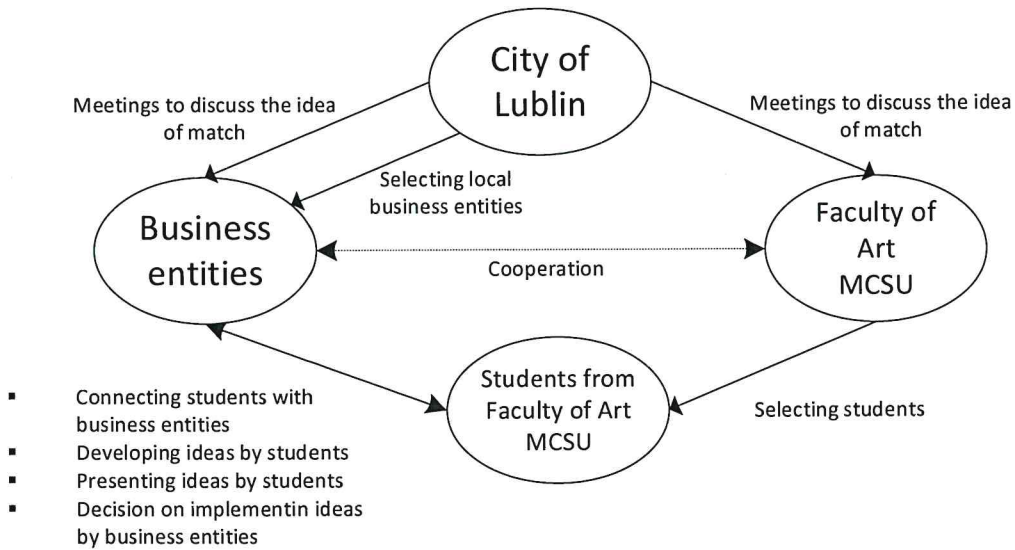
2. Actions

The main activities that will be implemented in the following order:

- 1) **Meetings with the representatives of Faculty of Art of MCSU in Lublin** to discuss the idea of matching students with the business-coordinator: City of Lublin.
- 2) **Meetings with the representatives of business entities located in Lublin** to discuss the idea of matching students with the business and to identify needs of local business entities – coordinator: City of Lublin, participant: local business entities, representatives of Faculty of Arts MCSU.
- 3) **Selecting students and business entities for further cooperation** – coordinator: City of Lublin, participant: representatives of Faculty of Arts MCSU.
- 4) **Connecting students with selected local business entities** – coordinator: City of Lublin, participant: representatives of Faculty of Arts MCSU.
- 5) **Developing business ideas by students** – coordinator: representatives of Faculty of Arts MCSU.
- 6) **Presenting ideas by students** - coordinator: City of Lublin, participant: representatives of Faculty of Arts MCSU.

7) **Deciding on implementing students' ideas by business entities** – participants: local business entities.

The general scheme of the activities can be depicted as following:



3. Players involved

- City of Lublin – initiator and coordinator of the whole project
- Representatives of Faculty of Arts MCSU – participant, coordinator of the students' involvement
- Students from Faculty of Arts MCSU – beneficiary of the project
- Representatives of local business entities – beneficiary of the project

4. Timeframe

March 2020 – December 2021

Timeframes for particular activities are illustrated below.

No	Activity	Beginning	Termination	Duration	Q3 20	Q4 2019			Q1 2020			Q2 2020			Q3 2020			Q4 2020			Q1 2021			Q2 2021			Q3 2021			Q4 2021		
					Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1	Meetings with the representatives of Faculty of Art, MCSU to discuss the idea of matching students with business	2019-09-02	2019-09-30	21d	█																											
2	Meetings with the local business entities to discuss the idea of matching students with business	2019-09-02	2019-09-30	21d	█																											
3	Selecting students and business entities for further cooperation	2019-10-02	2021-12-31	total 64d		█						█										█										
4	Connecting students with selected business entities	2019-10-02	2021-12-31	total 129d		█	█	█				█	█	█								█	█	█								
5	Developing business ideas by students	2019-12-02	2021-12-31	total 390d					█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
6	Presenting ideas by students	2020-05-04	2021-12-31	total 60d																												
7	Decision on implementing students' ideas by business entities	2020-06-02	2021-12-31	total 63d																												

5. Costs

- 360 EUR – costs of arranging several meetings (discussing the idea, identifying the needs, connecting students and local business entities, evaluation).
- 1000 EUR - internal staff costs
- Materials used by students while developing idea for business entities.

6. Funding sources:

City of Lublin resources (City of Lublin Budget for year 2020 and for year 2021) - to arrange several meetings

Local business entities - materials used by students while developing idea for business entities

ACTION 4. The constitution of CCI Advisory Board

1. The background

The idea to constitute the CCI Advisory Board is a direct result of the discussion with Advisory Partners during the Policy Round Table in Lublin (15.05.2019) and previous consultations with CCI representatives and stakeholders. However, the most important inspiration for this action is the good practice from the Austria Wirtschaftsservice Gesellschaft mbH, the RCIA Lead Partner. The representatives of Lublin City have learned about it during the workshop dedicated to Strategy Developmnet, moderated by Lublin, organized during the project meeting in Riga (June 5-6, 2018). The detailed knowledge was gained during the Starff Exchnage in Vienna (October 1-5, 2018). Austria has been one of the first movers to recognize the importance of CCI to innovation policy and has incorporated them into the national strategy. A CCI advisory board has been established to conduct an annual monitoring of the implementation of the measures and to provide recommendations. In case of City of Lublin similar body is also needed. The CCI Advisory Board in the City of Lublin will have two objectives. First of all, to give opinion and recommendation regarding the action towards CCI development planned to be incorporated to the policy instrument Long-Term Financial Projection. Secondly, to propose and recommend the activities or policy changes in that policy instrument.

CCI representatives who has participated in the Policy Round Table in Lublin have declared their readiness to play the role of advisers for City of Lublin policy makers.

2. Actions

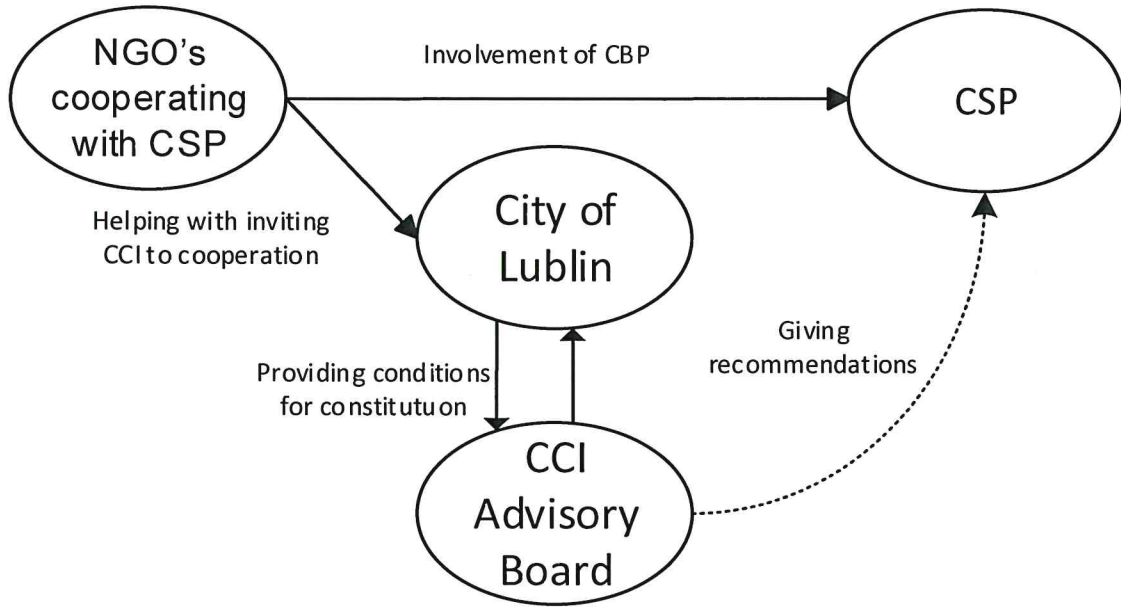
Establishment of an advisory group consisting of representatives of the Lublin CCI aims to encourage a more formal involvement of the sector in shaping the development directions and strategy implementation. In order to do that, following actions should be conducted:

- 1) **Inviting CCI representatives for consultations.** CCI representatives should be aware of the process of creation the Advisory Board and take part actively in it. CCI representatives could be invited directly or by the NGO's which cooperate with them.
- 2) **Deciding on organizational form of CCI Advisory Board, its regulations and tasks.** Members of the Advisory Board will not be remunerated and their accession should be voluntary. Their functions and tasks will be result of the discussion with the City of Lublin.
- 3) **Constituting CCI Advisory Board as an advisory body for the City of Lublin Municipal Office.** The first call to the Board will be carried out by the City of Lublin - based on the declaration of interested CCI representatives. However, the group should develop independently its internal structure and formalize its activities.
- 4) **Regular meetings of CCI Advisory Board and policy makers (2 - 4 times per year at least)** The members of the Advisory Board will be invited for regular meetings with the responsible representative of the City of Lublin. During these meeting current problems of the sector and the tasks implementation will be discussed. After each meeting, a report should be prepared - available for all interested parties. The recommended number of meetings is minimum two - four per year.

3. Players involved

City of Lublin
Creative Services Providers (CSP)
NGO's cooperating with CSP

The general scheme of the activities can be depicted as following:



4. Timeframe

January 2020 – December 2021

Timeframes for particular activities are illustrated below.

No	Activity	Beginning	Termination	Duration	Q1 2020			Q2 2020			Q3 2020			Q4 2020			Q1 2021			Q2 2021			Q3 2021			Q4 2021		
					Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
1	Inviting CCI representatives for consultations	2020-01-01	2020-04-30	87d	■	■	■	■																				
2	Deciding about organizational form of CCI Advisory Board, its regulations and tasks	2020-05-01	2020-05-29	21d				■																				
3	Constitution of CCI Advisory Board as an advisory body for the City of Lublin Municipal Office	2020-06-01	2020-06-30	22d					■																			
4	Regular meetings of CCI Advisory Board and policy makers (4 times per year at least)	2020-07-01	2021-12-31	393d							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	

5. Costs

1000 EUR – Internal staff costs

6. Funding sources

City of Lublin resources (City of Lublin Budget for year 2020 and for year 2021).

ACTION 5. CCI Platform

1. The background

Taking this action is a result of conducted consultations with RCIA international actors during the Policy Round Table as well as during the study visits in Vienna and South Tyrol. The lesson learnt was that the first step for developing CCI is to make the CCI well-recognized sector. In order to reach this goal the general information about its representatives should be gathered and analyzed. This was the lesson learnt from the Project Partner from South Tyrol. The next step is to present collected information to the broad public. The form of presentation and its attractiveness is also vital. In this case, the platform conducted by Agrifood Partnership of Central Greece was the inspiration and a good practice that City of Lublin would like to follow. On their website, a visitor can find the specific details about the Agrifood and creative companies, their location and specialties. It is presented in the form of map which can be useful for potential customers (tourists).

In Lublin, the first step has been already undertaken – the analysis of the CCI in Lublin (funded by RCIA) has been conducted. This analysis revealed that in Lublin City and its functional area there are app. 4,5 thousand of companies that can be qualified as CCI representatives. The research also showed that the number of CCI business entities is dynamically growing (the number of companies grew by 57,4% from 2009 to 2017). Knowing the CCI quantitative potential, the next step is to indicate specific CCI entities and present them to the broad public in the form of open Internet platform. The expected effect of this action is the increase the knowledge of potential investors, local business and individual customers on CCI.

2. Actions

It is reasonable to create a widely available database (platform) of CCI representatives. The platform should be placed directly on the City of Lublin website or appropriate redirection should be found there. The database should contain basic data about the CCI entity, the scope of its activities and contact details. In order to do that, following actions should be conducted:

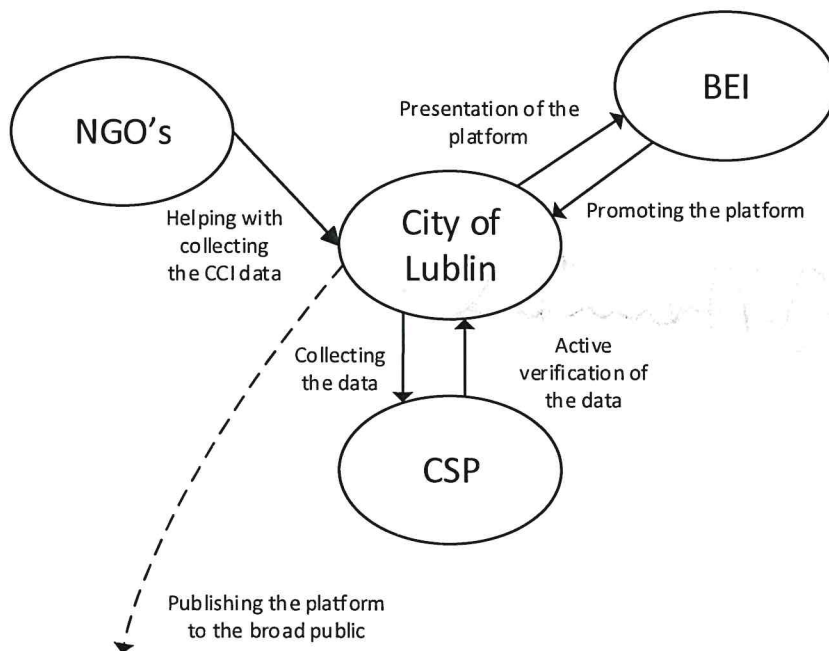
- 1) **Organizing the technical infrastructure.** Preparing the space on the City of Lublin server, projecting and preparing the interface of the platform.
- 2) **Dealing with legal issues connected with sharing the collected data.** In order to publish the specific information about CCI entities, their representatives will be asked to signed the proper agreements.
- 3) **Collecting data on CCI representatives.** Entities that meet the requirements of the CCI definition may be entered into the database. The call for entering the platform will be disseminated by NGO's that cooperate with CCI businesses. CCI entities interested in being "visible" on the platform will be asked to fill in the questionnaire.
- 4) **Sharing information related to CCI representatives on the municipal office website.** The platform has to be visible. On the main website of the City Hall, there will be a redirection button prepared.
- 5) **Promoting the new tool.** The information on the database should be presented during meetings with representatives of Business Environment Institutions (BEI), such as the Regional Chamber of Commerce, Chamber of Industry and Commerce, Lublin Business Club, Employers of the Lublin "Lewiatan", etc. A further step is to agree on the ways to disseminate knowledge on the database, e.g. on the websites of the aforementioned institutions. Another option is the press conference organized by City of Lublin.
- 6) **Monitoring the platform.** Data presented on the platform will be regularly updated at the request of the CCI businesses. Every six months, a comprehensive database update should be

carried out (deleting non-existent entities, data sorting). The designated employee of City of Lublin Office should be responsible for creating and updating the database.

3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- City of Lublin
- Creative Services Providers (CSP)
- Business Environment Institutions (BEI)
- NGO's integrating CCI

The general scheme of the activities can be depicted as following:



4. Timeframe

January 2020 – December 2021

The timeframe for particular activities was illustrated below.

No	Activity	Beginning	Termination	Duration	Q1 2020			Q2 2020			Q3 2020			Q4 2020			Q1 2021			Q2 2021			Q3 2021			Q4 2021		
					Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
1	Zadanie 1 Organizing the technical infrastructure	2020-01-01	2020-01-31	23d	█																							
2	Collecting primary data about CCI representatives	2020-02-03	2020-04-30	64d		█	█	█																				
3	Dealing with legal issues connected with sharing the collected data	2020-02-03	2020-04-30	64d		█	█	█																				
4	Sharing information related to CCI representatives on the municipal office website	2020-02-03	2021-12-31	500d		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█		
5	Promoting the new tool	2020-06-01	2020-12-31	154d						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█		
6	Monitoring of the platform	2021-01-01	2021-12-31	261d																								

5. Costs

- 1,000 EUR – administration expenditures (staff, IT support)
- 500 EUR – costs of promotion (organizing meetings with BEI, press conference)

6. Funding sources:

City of Lublin resources.

5. List of abbreviations

BEI – Business Environment Institutions

CCI – Creative and Cultural Industries

CSP – Creative Services Providers

MCSU – Maria Curie-Skłodowska University in Lublin

NGO – Non-Government Organization

RCIA - Regional Creative Industry Alliance

SME – Small and Medium Enterprises

Date: 11-05-2020

Signature: 
MARSZAŁEK WOJEWÓDZTWA
Jarosław Stawiarski

Stamp of the organisation (if available):



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