

Designing support measures promoting connections between artists and ICT

Cultural and creative industries have always played an important driving role in the **development of innovative processes** that leverage human capital, vertical specializations and networks – often informal – that contribute to the creation of the soft economy. The creative profession is not only the creator of initiatives with a strong social impact but also generates positive effects on the economy. During the lockdown, CCIs have exponentially increased the use of **digital technology**: on the one hand, the **awareness of the importance of ICT**, a channel on which to invest more resources, has increased; on the other hand, the technological gaps of cultural organizations that would need greater interaction with ICT professionals to develop integrated strategies and key competencies have become evident.



The crisis also brought to light the urgent need to further **encourage cross-fertilization between the cultural and creative sectors and traditional industries** – such as health and education – to develop new, more sustainable business models, increase the innovative offer and generate positive spillovers on the territory and the economy.

That is why projects such as **RegionArts** are so important. **RegionArts** – co-funded by the Interreg Europe programme – develops actions and initiatives aimed at fostering collaborations between artists and technology, influencing and improving some regional measures that can make these relations more structured and systematic. Among the activities carried out together with the project partnership is the second Policy Booklet 'Designing support measures promoting connections between artists and ICT'. The booklet explores measures and initiatives that already encourage these relationships and analyses the potential for transferability to other regions. These initiatives are derived from the lessons learned and insights during the project activities – more concrete from the Good Practices shared between the project partners' regions. The list of practices in the booklet is not exhaustive – many more good practices can be found online on the project website – <https://www.interregeurope.eu/regionarts/>.

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