Cultural & Creative Regional Ecosystems (CCRE-S3)

Partnership led by:

GOBIERNO DE ARAGON

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and supported by the:

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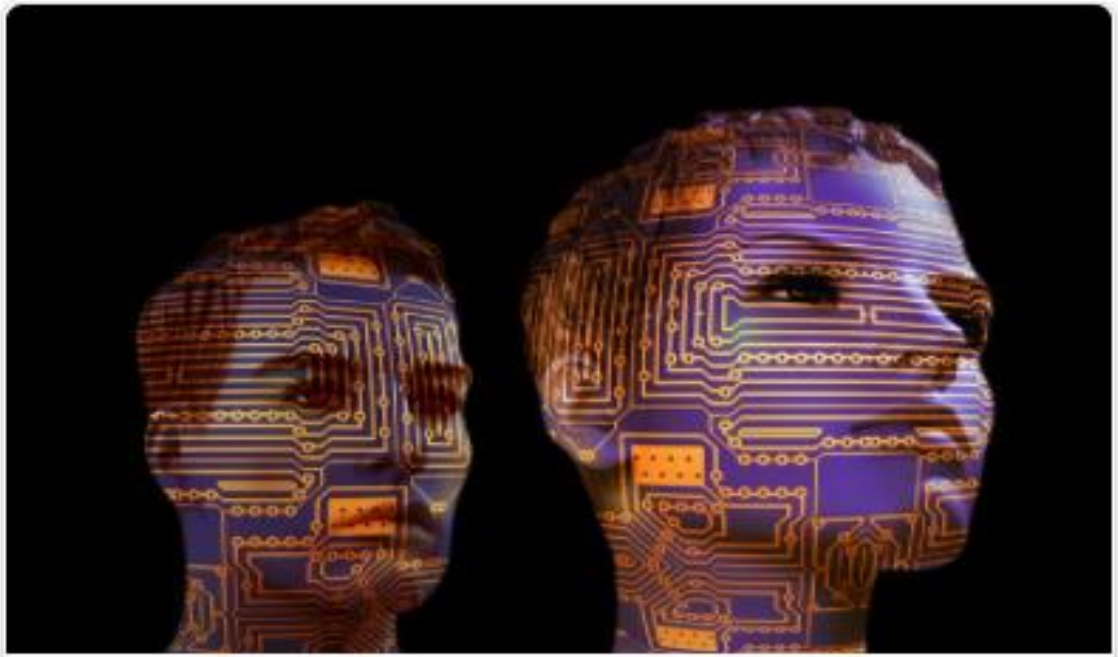

Cultural and Creative Regional Ecosystems

TWO SEPARATE INITIATIVES...

Western Greece + Adriatic-Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ) participating in AI-NURECC events and EUSAIR TSG4 recommendations

→ Focus on spill-over effect of CCI on other sectors

Tuscany & Aragon

→ Focus on NT for modernisation of CCI

Having a common interest: looking for territorial impact

… A MERGED RESULT

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Room for a new thematic area?

Focusing on creativity
in all of industry
but equally on CCI
in addressing
twin transition challenges
on the regional level

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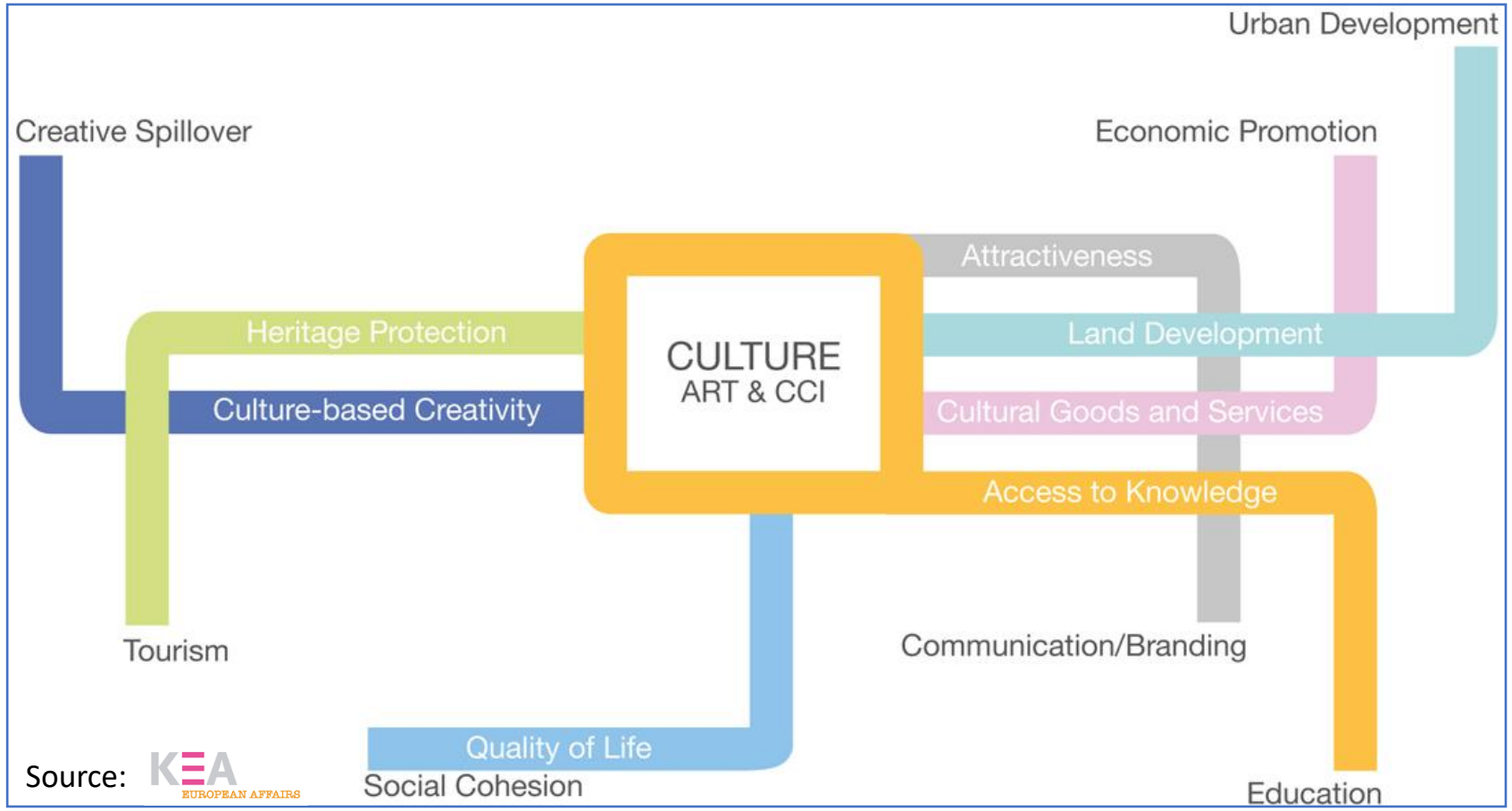
The transversal dimension of culture, art and CCI and their impact on territorial development for regions



Source: KEA EUROPEAN AFFAIRS

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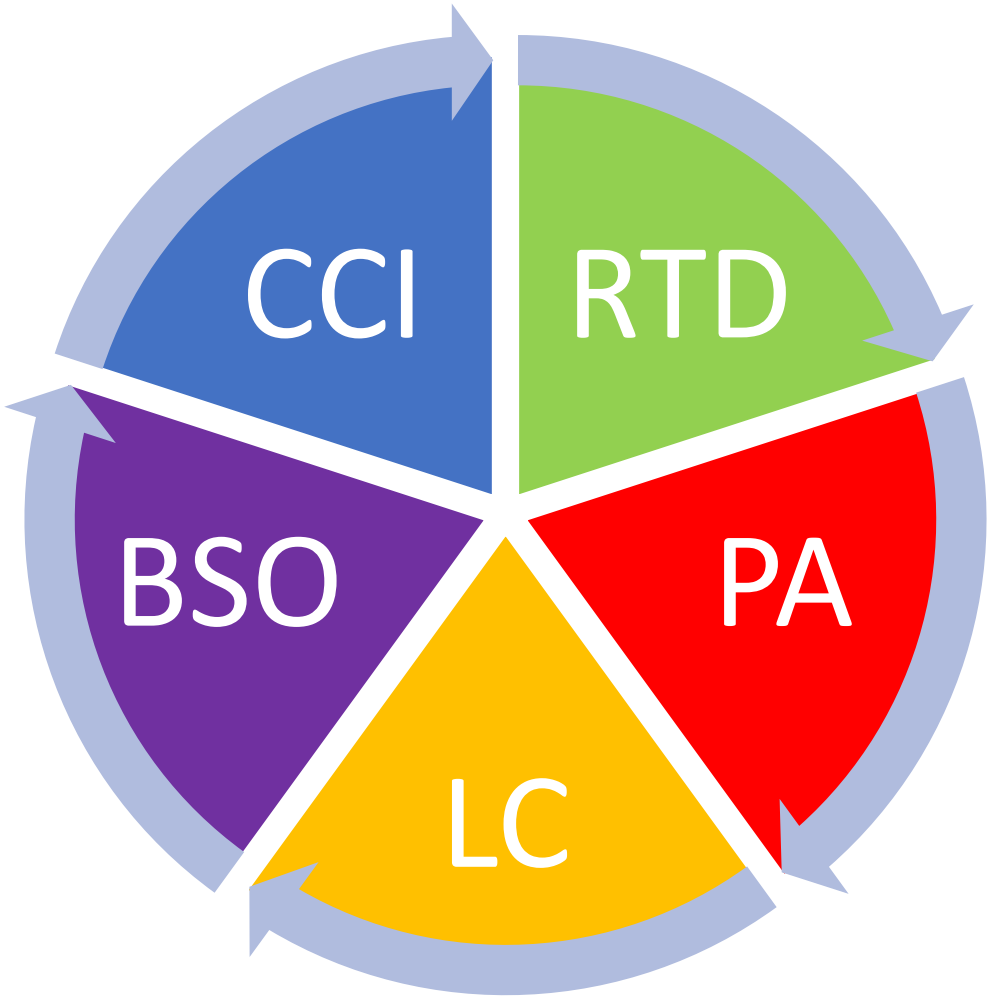
Cultural & Creative Regional Ecosystems (CCRE-S3)Partnership

Targeted Impact: To stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents, through public-private investments.



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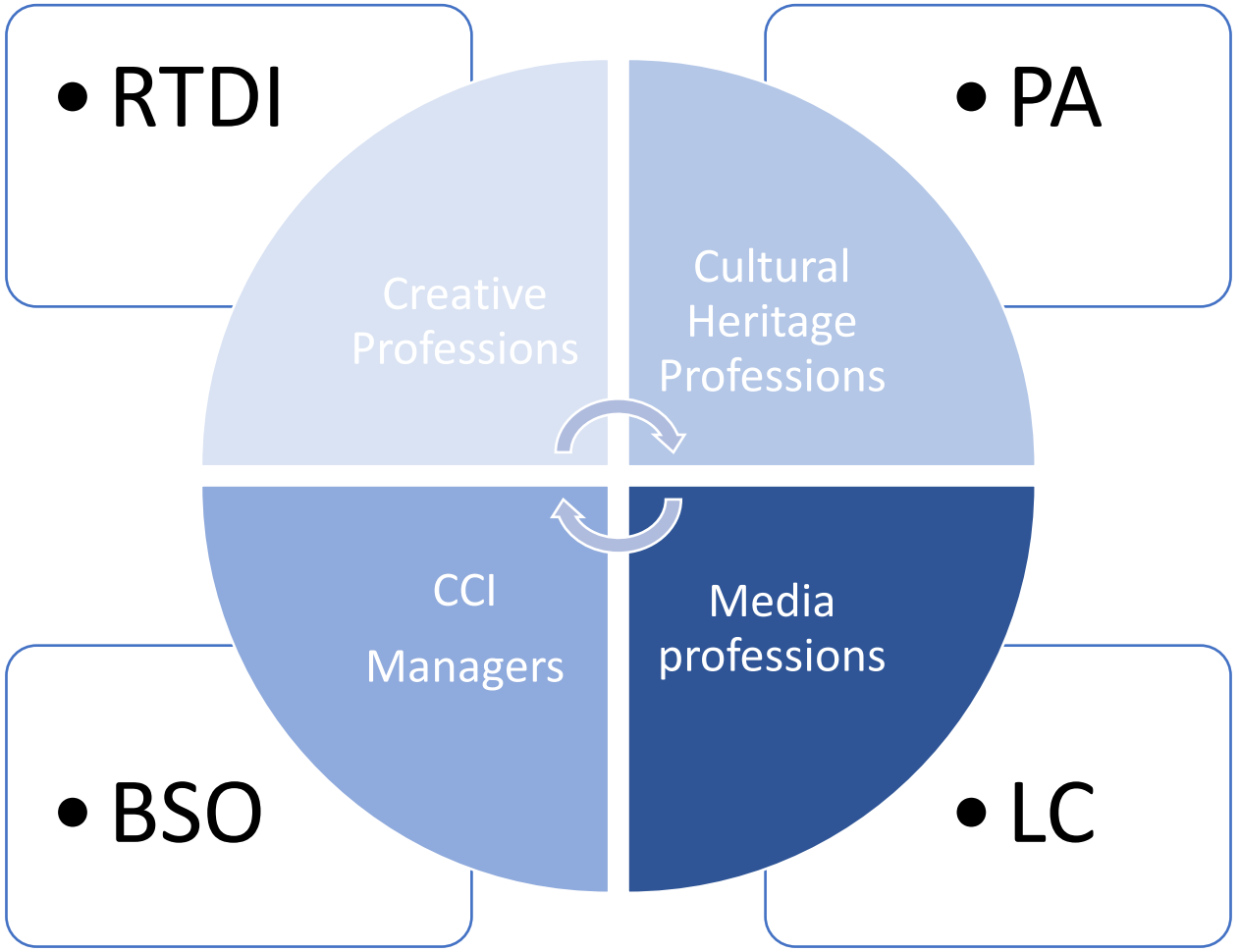
Cultural & Creative Regional Ecosystems (CCRE-S3)Partnership involves involving 4 CCIs-related groups of professions



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RESEARCH & INNOVATION POLICY

PLACE-BASED

Specific local conditions make R&I ecosystems flourish

ECOSYSTEM

Multi-actor and cross-sector collaboration for increased impact

GOVERNANCE

Coordination and complementarities between EU, national, and regional agendas and funding

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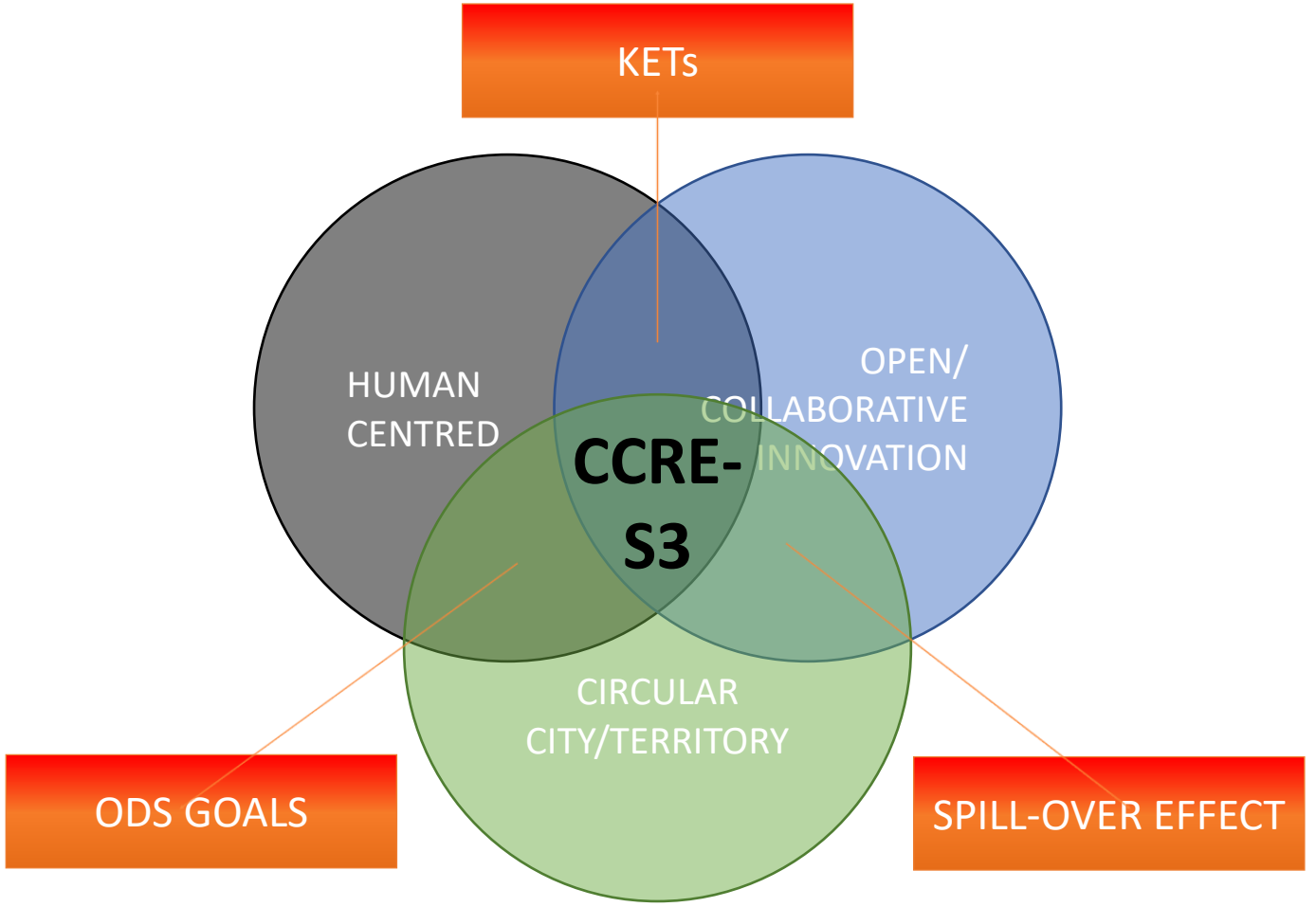
A THREEHOLD APPROACH

to identify synergies, investments and collaborative projects



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❑ Human-centred long-term development & human-centred design:

Challenges: To enhance the cultural assets of historical centres and cultural landscapes by using smart new technologies that improve participation and access for all the people. Positioning CCIs more strongly as "innovation service providers" with international projection.

Enhancing the symbolic and cultural value of historic centres and cultural landscapes, as well as their respective specific local fabric, in response to increased urbaniz[illegible] social exclusion in a globalized world, requires new inclusive, bottom-up and co-creational approaches to stimulate the development of new profess[illegible]ation. While applying New Technologies (NT) to modernise CCIs, the process should contin[illegible]iety for all. Enabling and promotional technologies should not be only smart, fast and the latest [illegible]tive experience of culture to increase its societal impact on citizens beyond on the CCIs sector itself.

TIME MACHINE

Proposed investment idea: NT can help to develop transnational as well as more customized and targeted (inclusive) audiences through the evolution of communication and promotion models. Setting up interconnected "Experience" Living Labs and unleashing the productive capacity of historic centres and cultural landscapes through challenge driven innovation and co-creation models; switch from traditional to more innovative skilled profiles, including accessibility aspects and social integration of marginalised groups (migrants, etc.). Foster informal creative art technology education with the collaboration of companies and industries. Boosting the emergence of interregional CCIs value chains by developing innovative, co-created, sustainable, Experience Economy-led business models as well as related services in a wider perspective (e.g. AI applied to Narrative and Interpretation, Semantics, Augmented Reality and Robots, etc.).

Target: Cultural promotional offices/agencies and operators promoting par[illegible]cation on cultural experiences/offer, creative hubs, cultural European networks; start-ups/SMEs linked to the audio-[illegible]GOs; DIHs, IT developers and urban designers.

S+T+ARTS

Examples of collaborative action in this priority:

Organising user-centric experience and testing practises; developing training modules with a multi-disciplinary approach for research institutes/universities and innovative SMEs about accessibility through technologies; interregional cooperation projects focusing on practises and co-funded methods related to production and distribution of cultural content, to leverage the benefits for end users and operators in taking advantage of the implementation of new technologies. Educational projects promoting integration through culture. Collaborative practices such us Ars Electronica – Future-Lab and Sonar Festival (https://ars.electronica.art/solutions/en/, https://sonarplusd.com/en/news/apply-for-the-sonar-d-masterclasses-by-seat-and-the-sonar-d-workshops).

❑ Circular economy and circular city/territory:

Challenge: To foster CCIs spill-over effects to other industries and act as catalysts for building innovation capacities in the local economy under circular approaches.

CCIs may have the role to connect innovative project designer with sponsorship, public funding's, or cooperate / collaborate with other institutions alike to foster designing prototypes out of the industry field. Nevertheless, CCIs show very specific characteristics in their entrepreneurial behaviour and value systems. Thus to foster spill-over effects to other industries requires intermediaries implementing the support programmes or sector-specific strategies (e.g. specific funding agencies for CCIs/subsectors, platforms, incubators, co-working spaces, research institutes, etc.). As a consequence, repeatedly, there are questions of administrative and institutional responsibilities and of the commercial vs. non-commercial character of projects and activities (e.g. this may be a major problem in applications for funding). In this sense, an educational approach is a must in order to encourage vocations or engage a community in a creative project that may come up with an industrial/business value. Moreover, it is becoming increasingly important to design and develop access to data for spatial planning management which can provide powerful evidence to public authori cy choices and make more informed decisions in terms of where to prioritise investments. For that, (big/smart) data need a cooperative, structured and controlled manner (e.g. supported by AI), taking care of data privacy and i

BAUHAUS EU

Proposed investment: Promoting innovative and c the integration of artists in technology and social innovation, using IT (IoT. Digital platforms) to create new collaborative public and private institutions. Foster connection among art, high-end industries and circular economy in the frame of the digital transition. Setting up advanced governance tools based on GIS (Geographic Information System), Big Data and AI technologies to ensure a fair access to structured data and that Experience Economy strategies are developed in a sustainable and efficient manner, and in line with individuals' and businesses' privacy.

Target: Social researchers, start-ups, SMEs, local authorities, health, cultural and social authorities, urban planners, cultural institutions.

Examples of collaborative action in this priority: Creating a European open-data platform dedicated to CCIS services/experiences (CCI Observatory). Co-creation between service providers/infrastructure developers and the targeted groups to exploit open projects (from Horizon, Creative Europe, etc.) through incubation activities. Exploring block-chain and data analytics opportunities for developing linkages between circular and social economy. Addressing skills and structural support development, staff awareness raising and training courses. Developing a pan regional/national seed/start up co investment fund (co-inventing alongside with business angels or other private investors) that facilitate access to capital for the start-ups.

❑ **Open and Collaborative Innovation:**

Challenge: Technological [illegible] and innovative preservation of Cultural Heritage: Urban pollution, extreme weather events produced [illegible] the growing anthropic impact associated with the growth of tourist flows determine an acceleration of [illegible] which puts at risk the preservation of the material heritage and its transfer to future generations. These are [illegible] dynamics, which require developing new instruments of low-impact intervention to be mitigated and scale [illegible] of implementation.

Proposed investment idea: Highly innovative enabling te[illegible]thods of material knowledge for the preservation of heritage goods has meaningfully grown above all th[illegible] European resources destined for Research & Innovation in this area. Nevertheless, their use by cultura[illegible] for preservation still requires more significant awareness of their multiple values as well [illegible] to get them more affordable. The partnership will contribute to develop c[illegible]tural institu[illegible] to identify suitable technological solutions and ensure a level of deman[illegible]stly.

Target: Entrepreneurs and cultural operat[illegible]ve Museums and Restoration specialised centres.

Examples of collaborative a[illegible] interregional projects focusing on co-design of methodologies and applied innovation tools, w[illegible] of improving the understanding and feasibility of using new technologies according to the specific need[illegible] dynamics of the actors involved, to the benefit of the whole ecosystem and not only to facilitate technological developers/providers in the field. To develop this cooperation in a sustainable way, these projects should include the design of, for instance, a financial instrument supporting joint ventures or a joint master programme (to develop in collaboration with the EIT possibly).

DIGITOURISM

CREADIS 3

Cultural & Creative Regional Ecosystems (CCRE-S3)Partnership

Project Background

“BE.CULTOUR” - Beyond CULtural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy.”

“CIAK – Common Initiatives to AcKnowledge and valorize tourism potential of the programme area through cinema.”

“CICERONE - Creative Industries Cultural Economy pROduction Network.”

“CREATIVE@HUBs - Innovation and Competitiveness.”

“CREADIS3 – Smart Specialization Creative Districts project.”

“Crowdfunding4Culture”

“DISCE – Developing Inclusive and Sustainable Creative Economies.”

“DELYRAMUS”

“ECSITE- European Network Science Centres & Museums ”

“European Creative Hubs Network”

“ROCK – Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities.”

“RURITAGE - Rural regeneration through systemic heritage-led strategies.”

“SPARC – Creativity Hubs for Sustainable DeveloPment through the VAloRization of Cultural Heritage Assets.”

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HOW TO JOIN US?

- ❑ ASK YOUR REGIONAL AUTHORITY TO GET A LETTTER OF INTEREST SUPPORTING YOU
- ❑ COMPLETE A LIST OF STAKEHOLDERS FROM YOUR REGION
- ❑ SEND AN E-MAIL EXPLAINING YOUR MOTIVATION

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