



**RegionArts**  
Interreg Europe



European Union  
European Regional  
Development Fund

# The Action Plan of the Emilia-Romagna Region

ART-ER  
24th March 2022

EoE in Lapland, Finland

# Action Plan recap

Action 1

## Multi-stakeholder steering committee

implementation of a permanent working group  
drafting of a methodology for the governance  
guidelines for stakeholders' coordination

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Action 2

## Emilia-Romagna Cultural and Creative Hub

benchmark analysing CCIs hubs  
co-design activities to draft a call for proposal for the hub  
launch of the call for proposal

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Action 3

## A policy task force for innovative measures

implementation of a working group for policy-makers  
co-design activities to innovate instruments for CCIs  
publication of guidelines

# Action 1

## MULTI-STAKEHOLDER STEERING COMMITTEE

### 🎯 OBJECTIVE:

stimulate interactions among regional stakeholders to foster collaborative processes that can generate connections among arts, technology and traditional industries



*Action 1 intends to develop new governance mechanisms to improve the fragmentation of the regional CCIs ecosystem, which is due to its heterogeneity (of actors, opportunities, places etc.)*

# Where are we at now?

## MULTI-STAKEHOLDER STEERING COMMITTEE

Definition of the steering group



Identification of regional stakeholders



Design of the methodology to use with stakeholders



Start-up of the co-design path and implementation



Analysis of feedback and inputs generated during the path

**JUL - SEP**

Drafting of the guidelines for stakeholders' coordination

**OCT - NOV**

Permanent implementation of the working group

**2023 ONWARDS**

1



ISSUE, JUNE NEWS

# LA GAZZETTA DELL'INNOVAZIONE

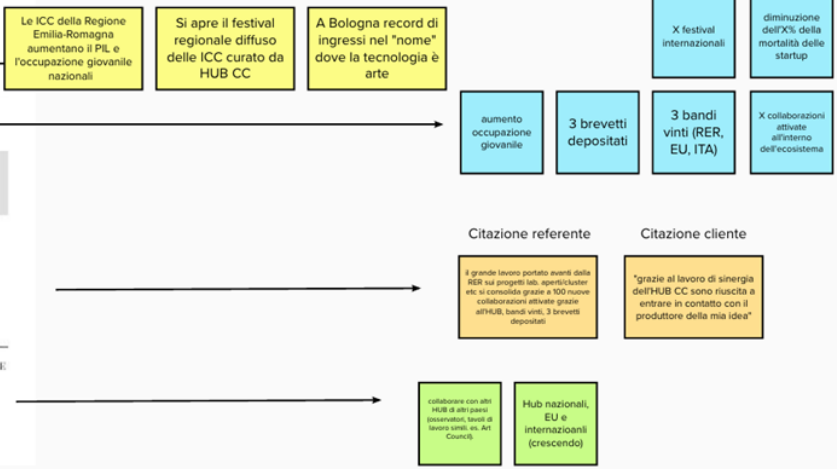
**Titolo**

**Elementi salienti**

**Dichiarazioni: referente e cliente**

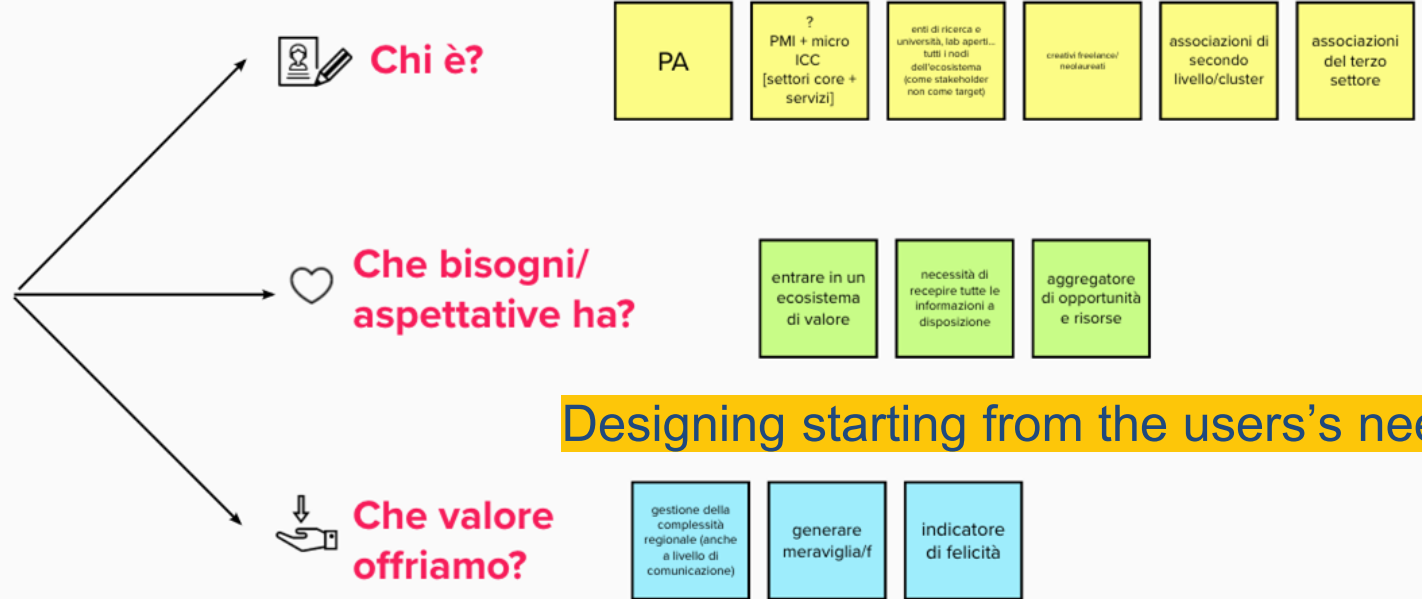
**Prossimi passi**

## 1 marzo 2025: siamo su tutti i giornali!



### A design thinking game on forecasting: it collects expectations and needs through a divergent approach

Il nostro stakeholder



### Designing starting from the users's needs

## MULTI-STAKEHOLDER STEERING COMMITTEE

### QUALITATIVE

stakeholders' interaction

sharing of experience

- improved coordination
- networking

### QUANTITATIVE

30 stakeholders'

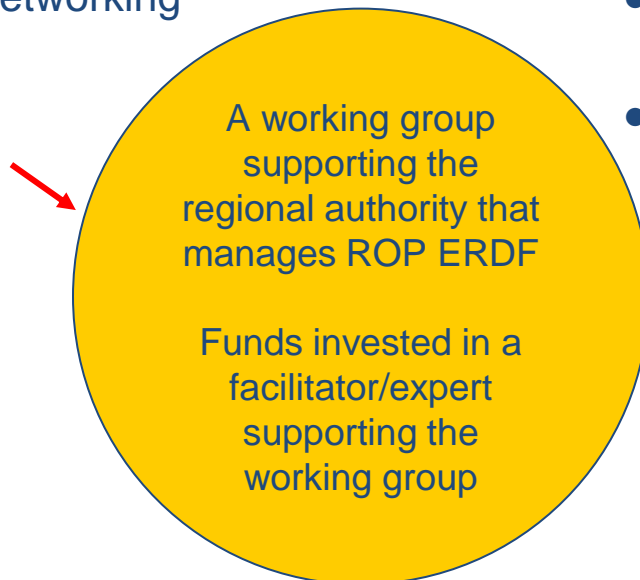
2 meetings

- BPs shared
- follow-ups
- reviewed map of arts/ technology interaction

### DATA

minutes

- feedback
- guidelines

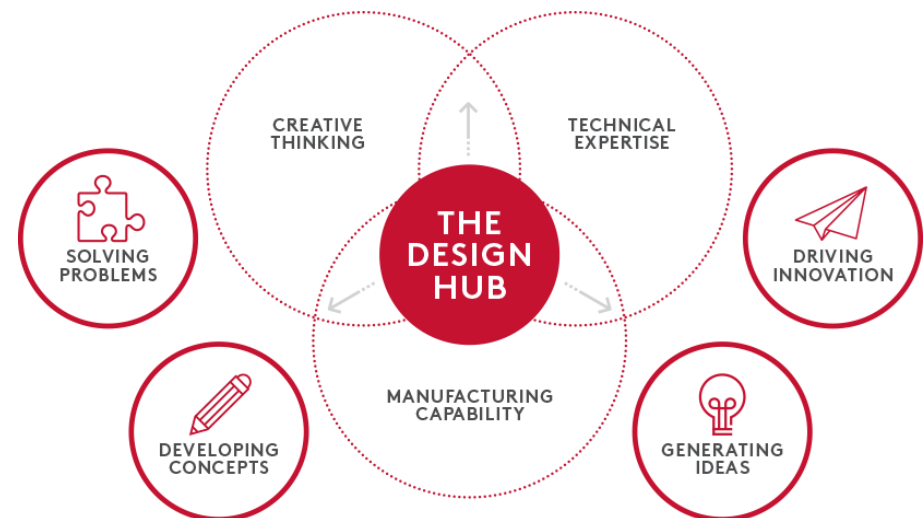


# Action 2

## CULTURAL AND CREATIVE HUB OF EMILIA-ROMAGNA

### 🎯 OBJECTIVE:

design and implementation of a call for proposal that should finance a regional cultural and creative hub to favour cross-sectoral collaboration, capacity building, creativity and innovation



# Where are we at now?

## CULTURAL AND CREATIVE HUB OF EMILIA-ROMAGNA

Benchmark of CCIs hubs



First co-design path implemented with focal stakeholders



Theoretical structure of how the hub (objectives, services)



Inputs from a wider array of regional stakeholders

**MAY - JUL**

Review of the structure and drafting of a call for proposals

**OCT - NOV**

Launch of the call for proposals

**2023**

Implementation of the hub

**2023 ONWARDS**



# First results

## CULTURAL AND CREATIVE HUB OF EMILIA-ROMAGNA

### QUALITATIVE

#### co-design activities

- integrated call for proposals

### QUANTITATIVE

#### 3 workshops

- call for proposals issued
- application forms received
- communication plan to increase awareness

### DATA

#### report on co-design

- text of the call
- funds assigned
- organizations reached by communication

# Action 3

## A POLICY TASK-FORCE FOR INNOVATIVE MEASURES

### 🕒 OBJECTIVE

improve regional call for proposals dedicate to CCIs  
to promote projects that use new technologies  
to innovate and generate added value in different  
productive activities.



# Where are we at now?

## A POLICY TASK-FORCE FOR INNOVATIVE MEASURES

Identification of policy-makers



Active involvement of policy-makers

Organization of meetings

Analysis of regional measures

Collection of suggestions for improvement

Drafting of manual for cross-sectorial calls

Manual on best practices

# First results

## A POLICY TASK-FORCE FOR INNOVATIVE MEASURES

### QUALITATIVE

- contribution to revising regional calls
- integrated measures for ICT/arts support

### QUANTITATIVE

- policy-makers involved
- meetings
- grants analysed
- grants modified
- % of budget given to projects that makes use of new technologies

### DATA

- guidelines
- BPs booklet

## BARRIERS AND LESSONS LEARNED

1. Understanding that the timeline set by a EU project doesn't always correspond to deadlines and timelines of regional authorities → **flexibility**
1. Sharing objectives of actions with a wide array of stakeholders with different backgrounds and know-how → creating a **common vocabulary**
1. Deciding how many stakeholders should be involved and who to involve to reach objectives → applying a **iterative approach** with the regional government and stakeholders themselves
1. Need of generating further impact → **connection** with other policies and initiatives (e.g. NEB)