



**RegionArts**  
Interreg Europe



European Union  
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# Project **RegionArts** & Action Plans

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# Overview



The action plan will provide details on how the lessons learnt from the interregional cooperation will be exploited in order to improve the policy instrument tackled within the **North Portugal region**. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs and funding sources.

The actions to be implemented aim to:

- **Raise awareness among both policy makers and other stakeholders**, since there is still a weak understanding of the potentialities offered by arts and non-technological innovation as catalysers of innovation and SME competitiveness;
- **Strengthen non-technological innovation within regional policy instruments**, such as grants, innovation vouchers, etc., as well as potentially non-financial support such as mentoring, incubators and accelerators;
- **Promote non-technological innovation in evaluation and management criteria and KPI in policy instruments**, as well as to consider arts and non- technological innovation as one of the main key drivers of accelerated growth.

# Actions



## **ACTION 1**

### **Arts & ICT Project Assessment**

Main Stakeholder: CCDR-N (North Commission for Regional Development and Coordination);  
Target Group: evaluation of supported projects;



## **ACTION 2**

### **Creative Ecosystem - Regional Innovation Platform**

Main Stakeholder: AEP (Business & Industry Association of Portugal);  
Target Group: SMEs and Entrepreneurs in Arts and ICT



## **ACTION 3**

### **Creative Toolkit for Business Innovation (CTBI)**

Main Stakeholder: F.J. (Youth Foundation) and ANJE Young Entrepreneurs National Association;  
Target: young creatives and tech entrepreneurs;

# Indicators

ACTION	KPIs		DATA COLLECTION
	QUALITATIVE	QUANTITATIVE	
Arts & ICT Project Assessment	Monitoring the improvement of the Call implementation	<p>N° of projects linking Arts and ICT</p> <p>N° of SMEs with increased innovation capacity</p>	<p>Application Form</p> <p>Project reports</p> <p>Feedback survey</p>
Creative Ecosystem - Regional Innovation Platform	Establishment of collaborations CCSI ecosystem	<p>N° of entities involved in the platform</p> <p>N° of collaborations CCSI ecosystem</p>	<p>Platform database</p> <p>Survey</p>
Creative Toolkit for Business Innovation (CTBI)	Monitoring of the Toolkit Implementation	<p>Innovation capacity of the ecosystem</p> <p>N° of Toolkit users</p>	<p>Survey</p> <p>Monitoring reports</p> <p>List of users</p>

# Expected Impact



## Action 1

- **Influence the equivalent policy instrument** of future regional operational programme to contribute to the **improvement of the implementation of the instruments** that support the SMEs competitiveness;
- **Focus on influencing** the design of the **future calls** and their implementation;

## Action 2

- **Set the ground for** the development and consolidation of **clusters of creative industries** as defined in «**Norte 2030**»
- **Develop partnerships** the foreseen programme to support creative industries.
- **Support the design of a future cluster** reuniting several stakeholders from the arts and creative communities.

## Action 3

- **Promote the Creative Toolkit for Business Innovation – CTBI**
- **Influence regional policies bodies in the North Region** to adopt new support models specifically addressing **arts** and technology following the **STARTS programme model**.
- **Have more arts related actors** in innovation projects **together with tech companies**.

# Action 1

**Analysis of the NORTE 2020 supported projects implementation and results, considering the integration of Arts and ICT as catalysts of innovation and SME's competitiveness.**

**Stakeholder Involved:** Comissão de Coordenação e Desenvolvimento Regional do Norte (CCDR-N). Regional Development and Coordination Commission.

**Budget:** 10.000€

**Outputs:** Booklet and shareable content and presentation of analysis results to CCDR-N.

**Current Status:**

276 projects to contact and gather feedback.

Probability to narrow down to 51 projects, with approved budget > 20.000eur

Survey ready to start interviews.

# Action 1

## Timeframe

- Definition of information requirements and assessment indicators:  
July - August 2021.
- Collection of information projects assessment, and identify case studies:  
September – December 2021.
- Presentation of the action results and delivery of support documentation to the North Portugal Regional Coordination and Development Commission:  
**May 2022.**
- Monitoring of call implementation:  
May 2022 - March 2023

# Action 2

## Creative Ecosystem – Regional innovation Platform

**Stakeholder Involved:** Associação Empresarial de Portugal (AEP).

**Budget:** 22.000€

### **Outputs:**

Web Platform and Database

Platform communication and dissemination materials.

Dissemination/Launch Event in May 2022.

### **Current Status:**

2 Companies contacted, waiting for budget proposals.

Looking for at least one more budget proposal from a third company.



# Action 2

## Timeframe

- Platform requirements definition: September – October 2021.
- Dissemination event for raising awareness and Stakeholder engagement: November 2021.
- Platform development and design: **March 2022 – May 2022.**
- Platform activities design and planning: **March 2022 – May 2022.**
- Stakeholder meetings: November 2021, February 2022, April 2022, September 2022, November 2022, February 2023, April 2023.
- Dissemination event for Platform launch: **End of May 2022.**
- Platform coordination: May 2022 (**end of May after launch event**) – May 2023
- Final dissemination event: March 2023

# Action 3

## Creative Toolkit for Business Innovation (CTBI)

### Stakeholder Involved:

- Associação Nacional de Jovens Empreendedores (ANJE) Nacional Association for Young Entrepreneurs.
- Fundação da Juventude (Youth Foundation).

**Budget:** 9.800€ (ScaleUp Porto Contest Program Application).

### Outputs:

Toolkit

Website for toolkit's dissemination.

Dissemination and Toolkit Launch in May.

### Current Status:

Draft version of the toolkit is being developed.

# Action 3

## Timeframe

- State of the art/ benchmarking: July 2021- August 2022
- Toolkit development: **March 2022 – May 2022**
- Website development & design: **March 2022 – May 2022**
- Toolkit training program development: **March 2022 – May 2022.**
- Toolkit training program testing: May 2022 – July 2022

### **Toolkit communication and dissemination:**

- Dissemination events: **May 2022** (, July 2022, October 2022).
- Report of the activity results and outputs: November 2022 – February 2023

# Conclusions and Next Steps

## **A1 (NORTE 2020 Project Assessment)**

Information will now be compiled and analyzed, and we are confident to close A1 by the end of May 2022 / the beginning of July 2022.

## **A2 (Platform) and Action 3 (Toolkit Website)**

The toolkit website can be integrated into the Creative Ecosystem – Regional Innovation Platform.

In case it is not possible to finish the platform by the end of May for the joint dissemination and launch event, we could consider postponing it to July 2022. Ideally, end of May.

## **Joint Dissemination/Launch Event for All action results in May 2022.**

Ideally, this would provide the opportunity to jointly launch the Regional Innovation Platform and the Creative Toolkit Business for Innovation, while having the support from the data collected in A1.



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**Thank you!**

Questions welcome



*Projects media*