

**Interreg
Europe**



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Synergies between traditional operators and cultural creative industries

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16 January 2024

Webinar by the Interreg Europe Policy Learning Platform

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Agenda

14h00



Welcome - Introduction

Elena Mengotti

A comprehensive approach to the cultural and creative economy across policy silos
Friuli Venezia Giulia Autonomous Region, Italy

Leandro Camara

Social value of cultural heritage
Fundación Catedral Santa María, Spain

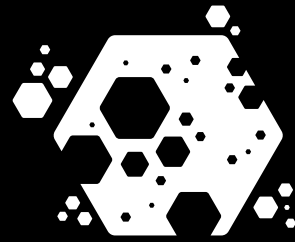
Ilva Grasmane

Exploring the Fusion of Cultural Heritage and Urban Planning
Jelgava Regional Tourism Center, Latvia

Moderated Panel discussion

15h30

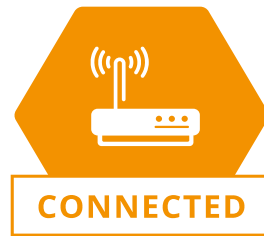
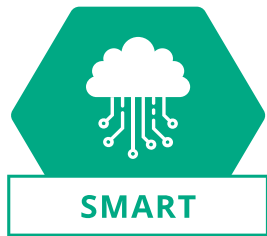
Closing



POLICY LEARNING
PLATFORM

Programme scope

1 cross-cutting priority on capacity building → **six topics**



Concentration principle (80%)

Two actions



Projects

Limited number of regions exchanging and transferring experience on a shared regional development issue



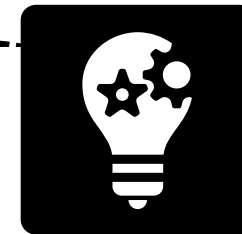
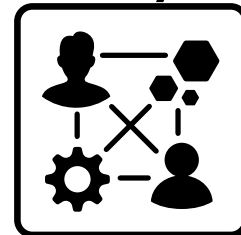
Policy Learning Platform

Further exploiting projects' achievements and opening up the programme benefits to all

The Platform in a nutshell

Policy-learning opportunities through access to:

People
Meet our community



Knowledge
Find policy solutions

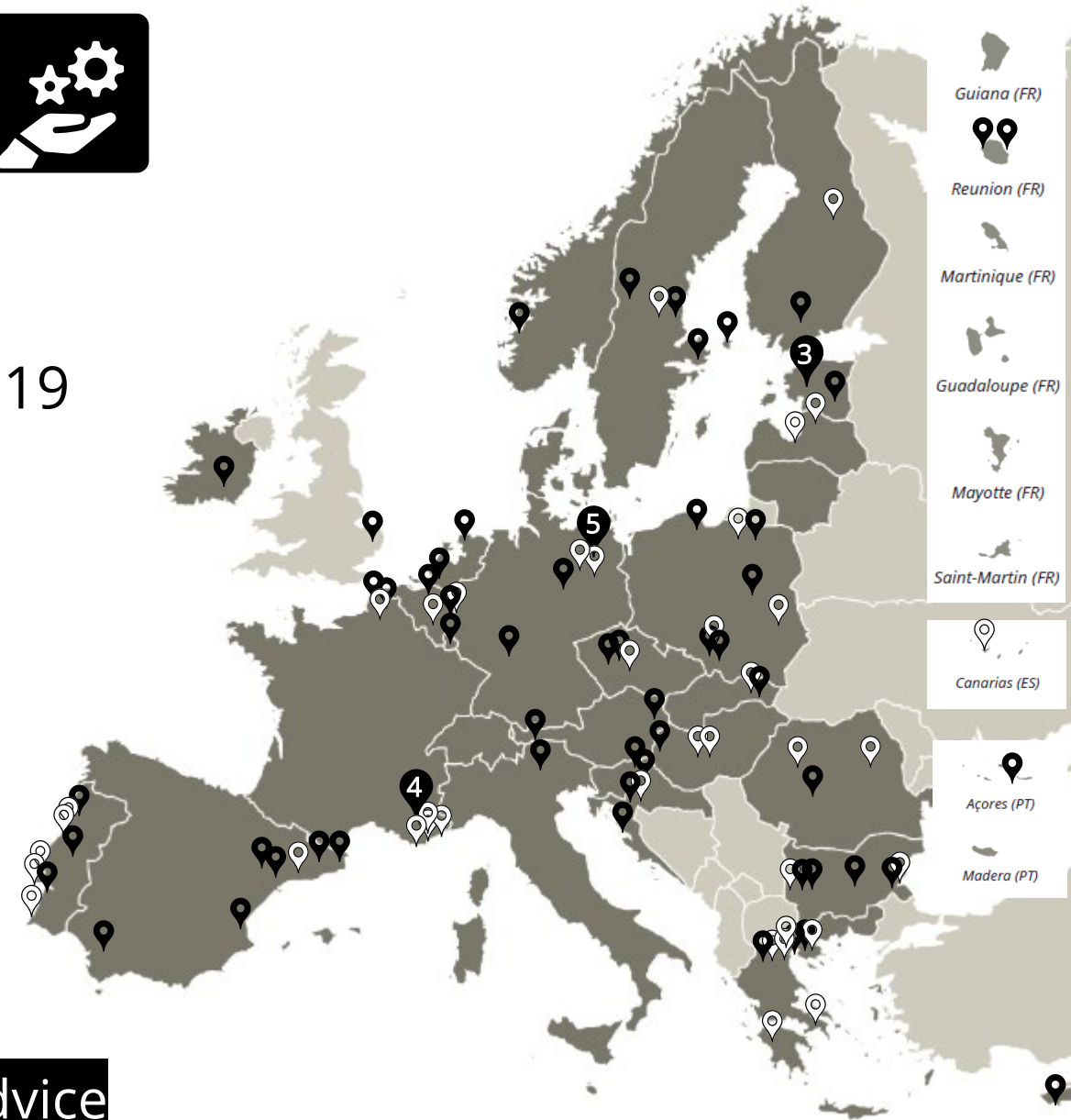


Expertise
Get policy advice

Peer learning in practice

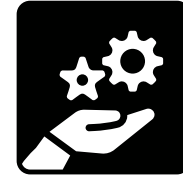


- 📍 69 peer reviews implemented since 2019
6 peer reviews in the pipeline
- 📍 42 matchmaking sessions



<https://www.interregeurope.eu/get-policy-advice>





Peer learning in practice



Governance and digitalisation of fortress heritage in the City of Magdeburg

On 13 and 14 September 2023, the Policy Learning Platform hosted a peer review together with the City of Magdeburg on the topic of governance and digitalisation of fortress heritage. Discover the recommendations.





26 September 2023 | By Platform



Better governance for Cultural and Creative industries

Explore the recommendations from the peer review that took place in Marseille on creative economy issues.

05 July 2023 | By Platform



Creating spaces for innovation

Read through the key insights discussed during the matchmaking on spaces for innovation.

14 June 2023 | By Platform

Online learning possibilities



Good Practices



2014 - 2020

Art Factories

New strategy of urban social cohesion by promoting creative activities in urban districts through a network of 11 Art Factories.

23 Jan 2019 | By project RCIA

 Expert approved



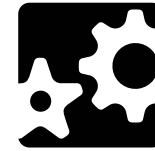
2014 - 2020

Nicosia Pop Up Festival

Nicosia's Pop Up festival is a celebration of the capitals' CCIs and their power to stimulate change for social & economic development and urban revitalization.

11 Oct 2019 | By project Cult-CreaTE

 Expert approved



Policy briefs

Two upcoming policy briefs to be published soon

- Cultural and creative industries
- Social dimension of culture

Online learning possibilities



Webinars – accessible also in replay



Creating social cohesion through cultural initiatives: Key learnings

On 24 October 2023, the Policy Learning Platform hosted a webinar on the topic of cultural initiatives as levers for social cohesion. Watch the recording and access the key learnings.

26 October 2023 | By Platform



Cultural and Creative Industries: Towards a more social Europe

On 7 February 2023, the Policy Learning Platform hosted the second episode of the Cultural and Creative Industries series: Towards a more social Europe. Watch the recording and explore the key learnings.

10 February 2023 | By Platform



Cultural and Creative Industries: Towards a green and digital Europe

On 31 January 2023, the Policy Learning Platform hosted the first episode of Cultural and Creative Industries series. Watch the recording and explore the key learnings.

03 February 2023 | By Platform



Digitalisation of heritage

On 18 October 2022, the Interreg Europe Policy Learning Platform held an online webinar on digitalisation of heritage, the first episode from the

21 October 2022 | By Platform

Keep up with **our news and services**

- Join our online community

<https://www.interregeurope.eu/user/register>

- Sign up to our newsletter

<https://www.interregeurope.eu/#block-newsletterblock>

- Tap into the knowledge of the Policy Learning Platform

<https://www.interregeurope.eu/policylearning>

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Today's webinar...



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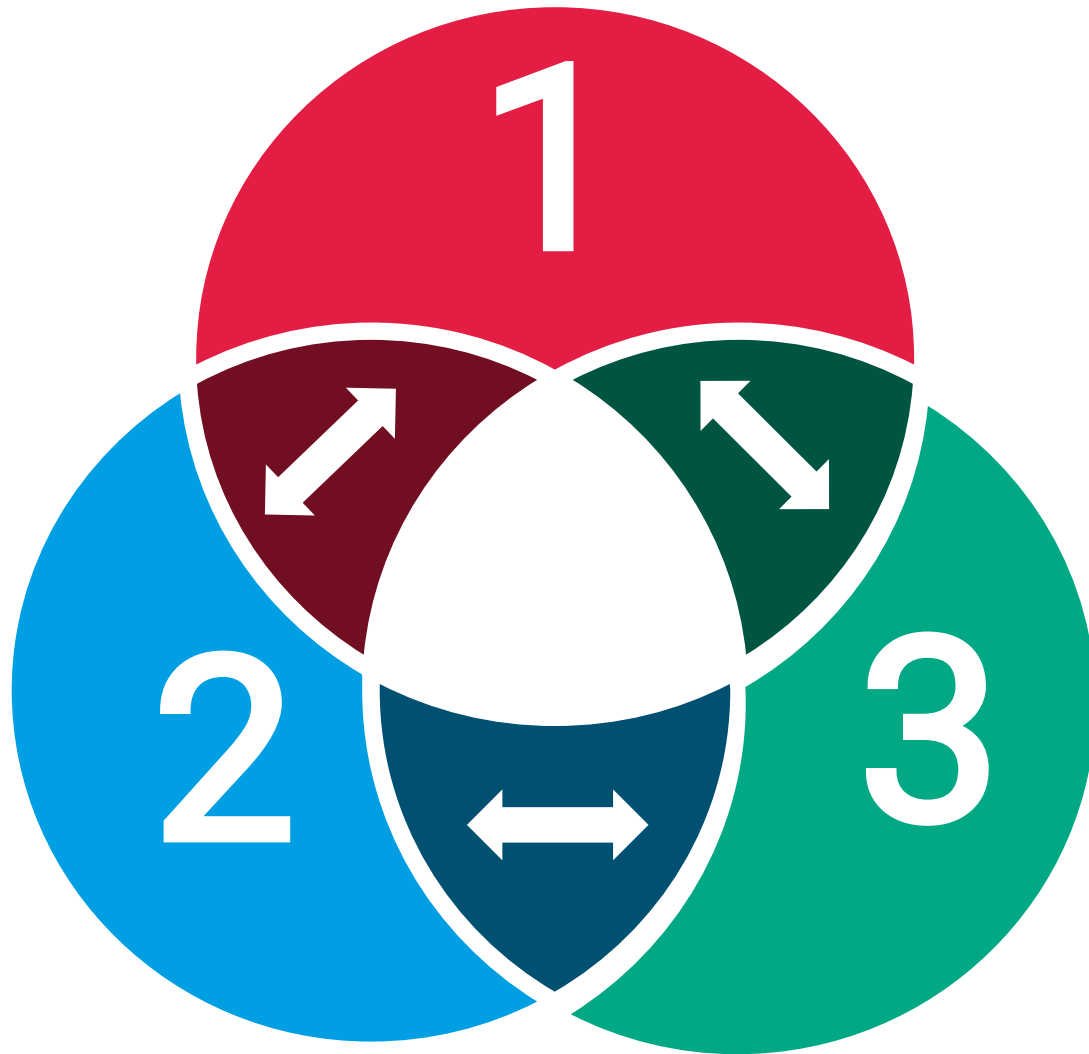
Why are we tackling this topic?

- There is constant interest from the Interreg Europe community for CCIs (Make a Wish surveys)
 - Popular topic among our projects 2014-2020
 - CLAY
 - CRAFTS CODE
 - CREADIS3
 - CRE:HUB
 - Cult-CreaTE
 - Design 4 Innovation
 - ECoC-SME
 - RegionArts
 - RCIA
 - High on the European policy agenda
 - New policy context in Interreg Europe
- New projects for the period 2021-2027**
- CCSI4CCSI
 - CHARME
 - CHERRY
 - DeCo
 - DEPART
 - DIGITALIZE
 - EDIN
 - JEWELS TOUR
 - OpenRegioCulture
 - REliHE
 - SLOWDOWN
 - TIB
 - TOURISM4SDG

Policy context

- Policy Objective 4 'A more social Europe'
 - **Culture and tourism for economic development, social inclusion, and social innovation**
 - Effectiveness and inclusiveness of labour market, access to quality employment, social economy
 - Equal access to health care, health systems resilience, family-based and community-based care
 - Access to education, training and lifelong learning, distance and on-line education and training
 - Inclusion of marginalised communities, low-income households and disadvantaged groups
 - Socio-economic integration of third country nationals, including migrants
- Policy Objective 5 'A Europe closer to Citizens'
 - Sustainable integrated territorial development, **culture**, natural heritage, sustainable tourism, and security (urban areas)
 - Sustainable integrated territorial development, **culture**, natural heritage, sustainable tourism, and security (other than urban)

Policy context



SOCIAL

Inclusion, labour market, learning

CULTURE & CITIZENS

Artistic creation, cultural heritage,
urban planning

ECONOMY

Innovation, competitiveness, growth

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Presentations!

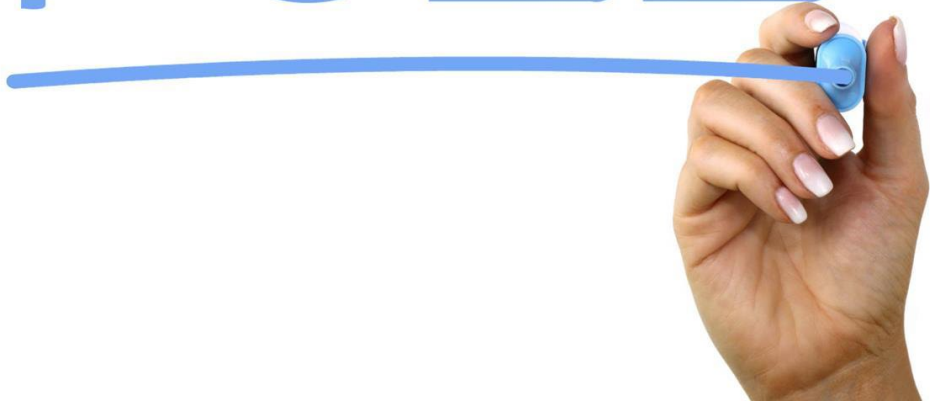
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Moderated Panel Discussion



POLL



Final poll

Which topic related to culture and creativity would you most like to be developed further in future activities of the Policy Learning Platform?

Please describe it in **1 or 2 words**

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Thank you!

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