



# RegionArts

Interreg Europe



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REPORT EXCHANGE OF EXPERIENCE 01  
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## INTRODUCTION

The first **Exchange of Experience** of the RegionARTS project - organized by ASTER - was held in Bologna on 2nd and 3rd October 2018. Partners and stakeholders had the opportunity to start tackling the main theme addressed by the project: the interaction between ICT/ICC, artists and culture to boost regional economic systems.

The two-day event enabled participants to share and discuss the policy instrument that each partner region intends to enhance in order to reach the aforementioned goal. Indeed, the learning workshop was conceived to examine key issues, policy challenges and the current level of activities within the Cultural and Creative sector both at a regional and European level and how these aspects can affect the selected policy instruments. Philippe Kern, CCIs expert and founder of KEA European Affairs, moderated this session providing insightful details on the sector and information on European policies and funds supporting it.

The EoE also included the presentations of the Incredibol! project, the renowned film archive Cineteca di Bologna and the Fondazione Golinelli key projects to boost entrepreneurship: three good practices of the Emilia-Romagna Region, internationally recognized thanks to the successful strategies they have implemented in the field of Culture and Creativity.

On 3rd October, the RegionArts Steering Committee took place: partners discussed the next steps of the project and the aspects that should be improved. They also appointed a person, from each partner region, entitled to vote during decision-making processes.

## ABOUT THE EXCHANGE OF EXPERIENCE

In accordance with framework set by the Interreg Europe programme, RegionArts aims at **improving the implementation of specific regional policy instruments** to foster synergies between ICT and the arts to stimulate innovation processes, thus favouring SMEs competitiveness. Project partners can influence the way Structural Funds are used for a certain thematic (e.g. supporting SMEs competitiveness) by encouraging new funding schemes or by outlining new ways to carry out investment priorities (e.g. new thematic calls, revised monitoring systems etc).

For this reason, **analysing the policy instruments** selected for the purposes of the project was the starting point to open up discussions and decide upon the directions and initiatives that should be developed by the partnership. Each partner presented the implementation mechanisms of their policy instruments, the objectives, the monitoring processes, the available results, then the group tried to understand how programmes and initiatives promoting collaboration between technology and creativity could be integrated in the policy instrument.

To facilitate and stimulate the exchange of new considerations and ideas, ASTER used an interactive approach and organized different types of actions to encourage learning:

- Philippe Kern - KEA European Affairs - was invited to moderate the learning workshop: he gave a keynote speech on CCIs, namely challenges and opportunities for this sector, and contributed with take-home messages for the development of the project and the engagement of regional stakeholders.
- Incredibol! and Cineteca di Bologna, two good-practices supported and co-funded by public administrations (the Emilia-Romagna Region and the Municipality of Bologna), were presented in order to provide attendees with concrete examples of thriving realities operating in the cultural sector: the first is a project supporting CCIs professionals and start-ups with grants and tailor-made services to improve creative talents' entrepreneurial skills; the latter is a world-renowned foundation committed to preserving and restoring film heritage.

- The EoE took place in different locations all over Bologna to show participants a few organizations where culture, creativity and innovation already blossom: Immagine Ritrovata a restoration lab employing state-of-the-art technology to restore films; Opificio Golinelli, a foundation supporting science, technology and the arts through educational activities, events, research etc; le Serre di Aster, a co-working space and accelerator for innovative start-ups.

Partners presented the policy instruments they are going to address throughout the RegionArts project providing an overview, finding common grounds and benefitting from the recommendations and ideas arising during the session. **PDF** focused on **NORTE 2020**, the financial instrument supporting the development of Northern Portugal and highlighted *Axis Competitiveness of SMEs* and the strategy to increase productivity and performance through technological development and interdisciplinary collaborations with the arts.

**ASTER** introduced the Smart Specialization Strategy developed within the Emilia-Romagna Region and an output of the policy instrument selected (measure 1.2.1): the creation of **regional clusters** (e.g. Cluster Create for CCIs). The regional **S3 Monitoring System** was also tackled: a method conceived to understand the thematic orientation of innovation ecosystems in the territory.

**Baltan Labs** communicated **The Smart Society Program Eindhoven** to attendees which aims to support innovation and transformation through, among other things, Arts and ICT - two separate domains with several common points and connections - and people's involvement (e.g. living labs experiments).

**KEPA** explained that in Central Macedonia, the S3 identified 11 thematic objectives, 3 of which are related to ICT and CCIs (i.e. Research, Technological Development and Innovation; ICT; improving SMEs competitiveness) whereas at a national level Greece has promoted the national programme **Research>Create>Innovate** to encourage R&D cooperation between universities and companies and knowledge transfer among firms.

**University of Lapland** stated that the objectives of **Lapland Regional Programme** (specially *enhancing SMEs technological readiness*) is in line with RegionArts and it aims,

in particular, to improve the regional actions to attract business and talents, and make SMEs internationally appealing and innovative.

**Molise Region** affirmed that the regional S3 includes three economic drivers among which there is *creativity* and that there have been regional investments for ICT infrastructures and grant opportunities for companies. As far as support for SMEs is concerned: the regional system is based mostly on incubators and research centers. In the future Molise will also develop regional clusters so that enterprises can be more involved and provide relevant inputs.

**Koprivnički poduzetnik Ltd** stated that the regional **Operational Programme Competitiveness and Cohesion** aims at supporting SMEs growth, innovation and international capacities - which stem from the need to invest more in innovation to conform to other EU countries. This is done mostly by employing ICT technologies. Despite the fact that there is not a specific measure for CCIs, there are several initiatives carried out by institutions and non-profit organizations at a national and regional level.

## RECOMMENDATIONS & NEXT STEPS

Questions and discussions among partners and stakeholders, starting from either the good practices addressed or the regional policy instruments presented, allowed for a broader understanding of the issues and peculiarities of the CCIs sector, which should be kept in mind throughout the project, particularly:

- supporting creative people with trainings and mentorship and fostering the development of an entrepreneurial mindset is not the only model enabling them to succeed. Indeed, artists don't often aim at becoming entrepreneurs in the first place. Another way to increase their sustainability is to enhance the capacity of companies and economic actors to understand the **added value represented by artistic solutions** which could be integrated in more traditional supply chains and industries.
- encouraging open innovation processes and crossover initiatives among players coming from different sectors and realities: finding the **right match between artists** - who, by definition, tackle unknown domains and can provide creative

outputs, contents and new ideas - **and companies** - which understand the complexity of the market - could allow for the creation of productive and innovation-driven partnerships. However, it is important to develop a shared language and enable these two words to communicate effectively.

- support the creation of a narrative, or a working context, which is easily understandable from all the actors (creatives, entrepreneurs, institutional bodies) who are involved
- make use of "bridge" persons, who can act as a link between different languages, and promote cooperation which is based on mutual trust
- focus on goals and define targets, previously shared with the local communities
- listen and try to respond to the needs of the users (creatives, artists, industries)
- understand on which resources can count on for instance, addressing citizens (as in Eindhoven it is done, through the living labs) in co-production and participation processes can be a driver to introduce CCI support theme on the political agenda.
- be careful on the language: if partners give not-understandable messages, they may lose their audience (stakeholders)

### **Next Meeting**

The 2 EoE will take place in Eindhoven, hosted by Baltan Laboratories, and will focus on *Mapping Ecosystems*: participants will start identifying organizations and initiatives supporting the collaborations between ICT and the arts. All the partners that have already carried out similar actions should provide information and details that could help develop efficient tools for mapping (e.g. papers, documents, methodology etc). Lastly, regions should share with project partners all the topic, initiatives and programmes that they would like to deepen for the purposes of the project.

## CONCLUSION

The 1° EoE allowed participants to explore and understand the challenges of the CCIs sector and the interaction with more traditional enterprises, policywise and in terms of mindset and priorities. To face these difficulties and foster innovation through cross-sectoral collaborations, partners and stakeholders agree it is important to:

- listen to artists' needs and the results they want to achieve with their projects to find the right matchmaking with traditional companies which could lead to a fruitful cooperation.
- map the resources available - people, companies, public administrations, support schemes etc - encouraging crossover relations with all the actors involved.
- involve citizens in raising policy makers' interest on the project and in providing concrete examples of the effectiveness of involving creative people in innovative initiatives.
- employ different types of tools and languages to interact with local stakeholders and make sure that they are fully committed to the project objectives (e.g. involving moderators/intermediaries able to communicate effectively with creative and entrepreneurial world)
- encourage a change in the mindset in regard to how arts and ICT are perceived at various levels (public and private): these actors can play an important role in contributing to innovation.

**Event Promoting the 1<sup>st</sup> Exchange of Experience can be found online:**

<https://www.interregeurope.eu/regionarts/events/event/1966/why-we-need-regionarts-first-exchange-of-experience/>

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## Consortium RegionArts

