

[POLICY BOOKLET] DESIGNING SUPPORT MEASURES PROMOTING CONNECTIONS BETWEEN ARTISTS AND ICT, BY REGIONARTS

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Cultural and creative industries (CCIs) have always played an important driving role in the development of innovative processes that leverage human capital, vertical specializations and networks – often informal – that contribute to the creation of the 'soft economy'. The creative profession is not only the creator of initiatives with a strong social impact but also generates positive effects on the economy. During the lockdown, in fact, CCIs have exponentially increased the use of digital technology: on the one hand, the awareness of the importance of ICT, a channel on which to invest more resources, has increased; on the other hand, the technological gaps of cultural organizations that would need greater interaction with ICT professionals to develop integrated strategies and key competencies have become evident. The crisis also brought to light the urgent need to further encourage cross-fertilization between the cultural and creative sectors and traditional industries – such as health and education – to develop new, more sustainable business models, increase the innovative offer and generate positive spillovers on the territory and the economy.

That is why projects such as [RegionArts](#) are so important. RegionArts – co-funded by the Interreg Europe programme – develops actions and initiatives aimed at fostering collaborations between artists and technology, influencing and improving some regional measures that can make these relations more structured and systematic. Among the activities carried out together with the project partnership is the second Policy Booklet *Designing support measures promoting connections between artists and ICT*. The booklet explores measures and initiatives that already encourage these relationships and analyses the potential for transferability to other regions.

[Read Policy Booklet II](#)

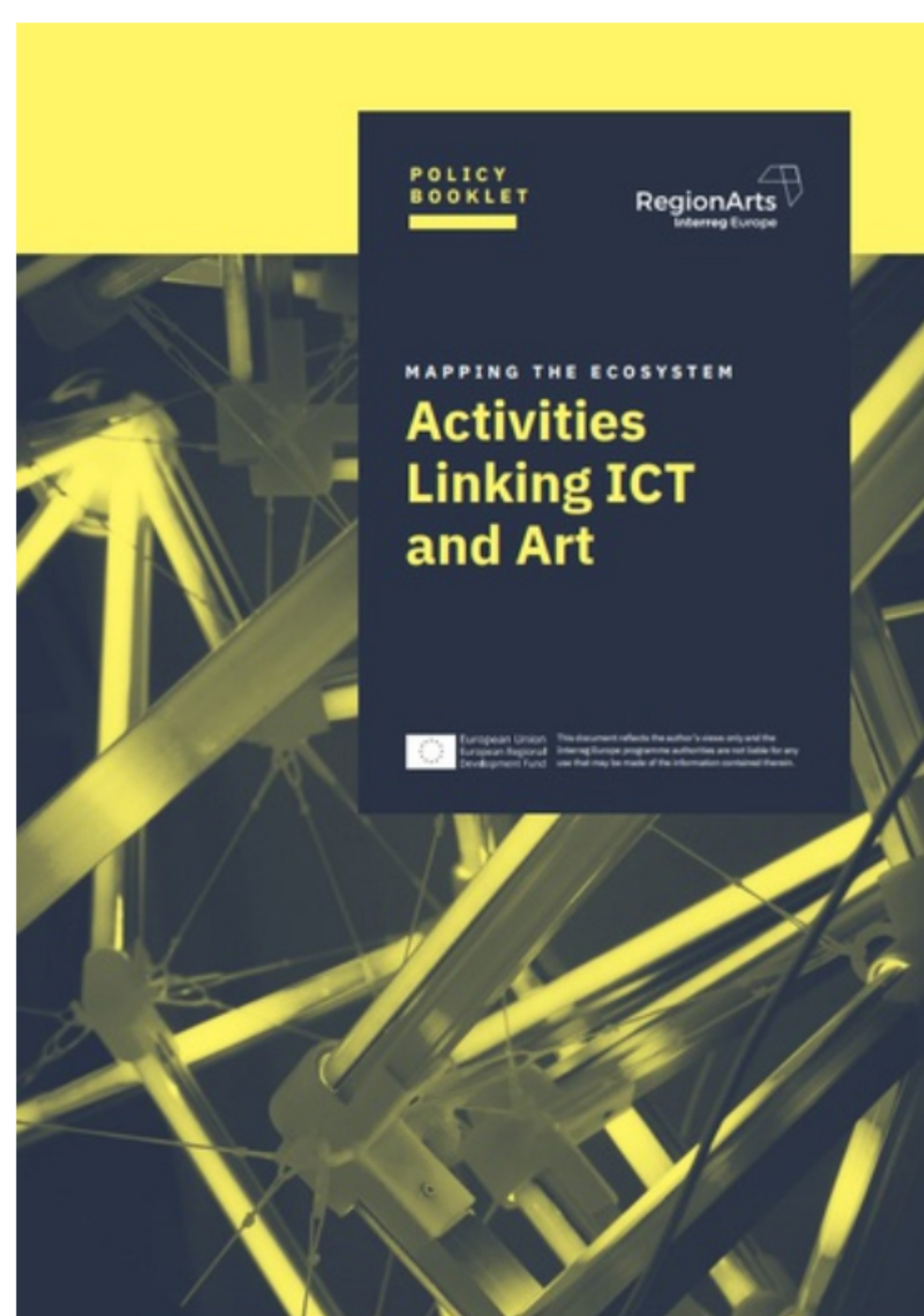
The first Policy Booklet produced by the project was entitled *Activities Linking ICT and Art*. In this policy booklet, RegionArts share the lessons learnt from the project activities on the mapping of regional ecosystems and activities linking ICT and Art, providing, for each region an example subset of the CCI/ICT ecosystem.

[Read Policy Booklet I](#)

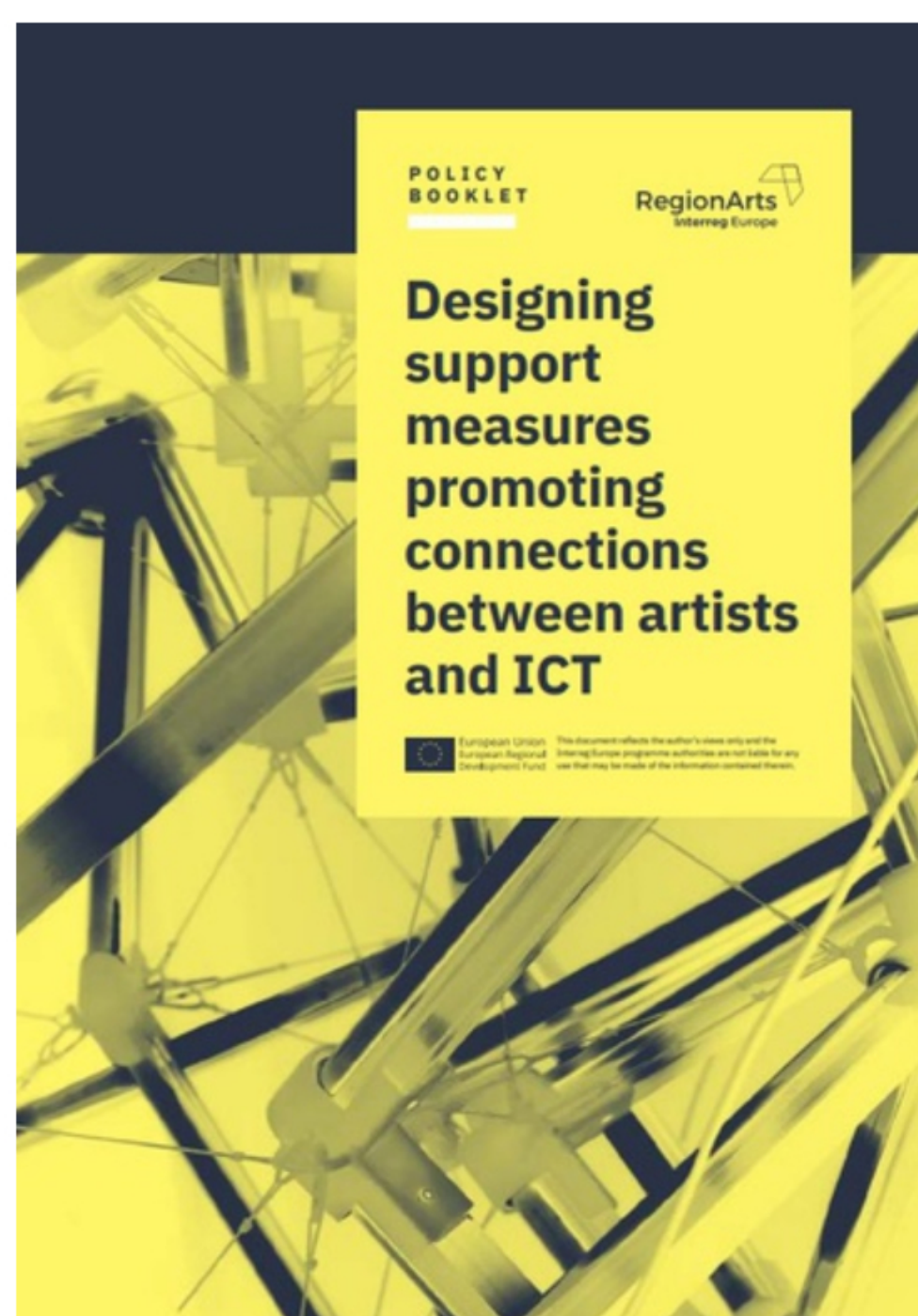
Know More About RegionArts [Here](#)

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Thank you [Andreia Mendes](#) for sharing this news with STARTS community through "[share your content](#)" form.



RegionArts – Policy Booklet I "Activities Linking ICT and Art"



RegionArts – Policy Booklet II "Designing support measures promoting connections between artists and ICT"

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