



# RegionArts

Interreg Europe



European Union  
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Development Fund

## SHORT GUIDELINES FOR THE REPORT STRUCTURE FOR EXCHANGE OF EXPERIENCE

2018, Brussels

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## EXCHANGE OF EXPERIENCE

Within the RegionArts project, each participating partner is responsible for the preparation and implementation of one Exchange of Experience – intraregional learning. As partners are not directly managing the policy instruments for internationalisation, the exchange of experience meetings aims to:

- a) Analyse policy instruments and their implementation mechanism;
- b) Map the ecosystem, i.e. develop a set of guidelines and investigate the state-of-play in the territory, strengths and weaknesses;
- c) Understands user's needs, i.e. understand the specificities of the final beneficiaries;
- d) Deepen the knowledge of the project partners and stakeholders on a concrete topic and get inspired and aware of possibilities for policy change in other domains;
- e) Find potential synergies with other processes (programs and projects) at the EU, national and regional level;

## Report Elaboration

This report aims to describe and reflect the exchange of experiences and to gain insight into the intraregional learning process. The corresponding project partner should elaborate the report after each exchange of experience event and send it to the Porto Polytechnic Institute (Lead Partner) and Startup Europe Regions Network (advisor partner). The news should be prepared for the RegionArts website accordingly (by SERN).

## 1. Introduction

The seventh Exchange of experience of the Region Arts project organized by Enter Koprivnica was held on 19th and 21st January 2021. This was a virtual Exchange of experience held by Zoom. The two-day event enabled participants to present drafts of their Action Plans, share and discuss the organized “ICT meets the ARTS” event. It was the opportunity to discuss future project activities, project prolongation and budget issues since the project is approaching the end of phase one.

## 2. More information About the Session

The main topic of the interregional meeting was the presentation and discussion about Action Plans. The first day was dedicated to the presentation of the Incubator of the Creative Industries, to the discussion about ICT meets the ARTS and peer learning exercise. Enter Koprivnica presented an Incubator of Creative Industries. This was made through a promo video of Incubator of Creative Industries <https://www.youtube.com/watch?v=YjE0Gp3boKU> and a presentation about Incubator’s activities. The presentation had a focus on incubated SMEs, programs within the incubator, space and equipment of Incubator of Creative Industries. Partners were introduced with workshops, participants and their purpose. Accelerator program was also announced – a program for anyone looking to develop a business idea. Enter present SMEs and start-up’s working within Incubator and sector within their work. The partners had additional questions about the business of the incubator (turnover of incubated SMEs, how many entrepreneurs are in the incubator...).

The next topic of the meeting was the discussion on ICT meets the ARTS and the potential of having these events in the future. Although the coronavirus pandemic has made many things difficult in practice, all partners agreed that such events have the potential of being organized in the future. The partners mainly organized virtual events - online with a live

stream to reach as many interested audiences as possible, while some organized hybrid events - a combination of online and offline - work in small groups. Partners will decide in future period if these events could be conducted as a part of the RegionArts project or something external to the project.

During the peer-learning exercise, partners were divided into two breakout rooms where they present and discuss action plans. Each partner presented their action plan, actions, challenges identified, learnings so far, background and good practice that inspired actions. Partners shortly discussed action plans in breakout rooms and one of the partners in each room took notes on what was present. Stakeholders were involved in this process.

Here are the main actions from partners Action plans:

- ART-ER shared three actions: 1. Integrated framework for stakeholder fragmentation, 2. Building a creative hub, 3. Integrated framework for policy tools.
- Enter Koprivnica shared two actions: 1. Building capacities for introducing innovation in companies through creative and digital information hub, 2. New city measure that will contribute to the strengthening of small and medium companies in the City of Koprivnica
- KEPA present two actions: 1. strengthening the position of arts and ICT in regional policies and Pilot action as the second action.
- PDF present 3 actions: 1. Assess projects linking ARTs and ICT supported by ROP, action 2. Platform to cross-collaborate, 3. Creation of toolkit to foster collaborations.
- Molise Region present one action: identification and planning of postgraduate training courses
- Baltan Laboratories will implement three actions; first is creating a validation tool and then try it out if it works, second is to include the tool to local policy and culture –

implementing it with the policy and the third is collecting experience and knowledge from the process.

- Lapland present 3 actions: There are three actions – first is to continue the meeting between ICT and the Arts (practical workshops, hackathons, game jams, design jams, ideation cards). The second is focus on students after they graduate (smart-up: enhancing the start-up culture of new and innovative fields in Lapland). The third is strengthening the position of arts and CCIs in the regional policy.

After working in outbreak rooms all partners were in one common room and the partners who took notes in the outbreak room presented them in the common room. Stakeholders were involved in this process. The external moderator gave feedback on the partner's actions and explain what to focus on. Stakeholders were welcome to participate and to be actively involved in the discussion.

On the second day, 21st January, Region Arts Steering Group Meeting was held. Partners were debriefing EoE, discuss project activities and potential changes. Policy Booklet was discussed, as well as website status and participation in events.

It was agreed that partners who did not hold on-site EoE, do virtual, interactive study visit and present them on the next EoE which was scheduled for the middle of May.

An important question was the financial issues of the project and the prolongation of the project. Partners should decide on this in March. If partners want an extension, the JS will accept some activity to transfer activities from phase one to phase two. No formal change of project or project contract. No budget changes will be made, but it will be allowed to continue with the activities from phase 1 in the 7th semester and to spend the funds in the 7th semester. This would be allowed to some partners, not for all. Some partners may be full in phase 2 and some still in phase 1.

### 3. Recommendations and Next Steps

Region Arts partners will during the 6-semester work on developing relevant indicators that can help measure the impact of future policies and support measures (Action Plans). Partners will also think about organizing ICT meets the ARTS event and decide if the events will be organized within the project or separated from it.

The next meeting is scheduled for the middle of May organized by Molise Region. By then, partners University of Lapland and Enter must organize virtual study visits, and present them during EoE 8. By the end of the semester, 6 partners are expected to produce a set of indicators collected through an online survey.

### 4. Conclusions

The moderator of the peer learning exercise gave feedback to the partners regards actions and explain what to focus on. Below are general comments on Action plans:

- In several APs, it is rather unclear how the selected and presented best practices or lessons learned correlate to the proposed activities of the AP itself. It should be stated clearly how the selected best practice imposed the solution or the activity of the AP (is it similar to the best practice, new idea arising from it, etc).
- Partners know authorities better than us (future readers of APs, whether national, regional, local or city-wise). Therefore it is wise to use this knowledge to your advantage: write a similar language and use common terminology, try to find the right people, informally contact them before the presentation of the AP, put yourself in their shoes (time-wise, constraints regarding finances, operational structure, risks involved, etc).
- Think of it why would your authority spend the money on this (think of their KPIs, how they are standing, where are their failures and holes need to be fulfilled, it is

hard to get the public money now at the end of the financial perspective for overachieved goals for example).

- Do not try to over-achieve it unless you are already having a mandate or clear role with the authorities. Try baby-steps, simple solutions, pilot actions, vouchers, etc... There is time to properly influence decision-makers to have your AP recognized within the future endeavours of your authorities.
- Think of the time issue regarding your proposed actions, put a Gantt chart or some explanation regarding time. This could play a crucial role. Clearly state time requirements, for example, related to the development of AP, creating documentation, call for proposals, a legal framework for state-aid, etc.
- ICT, digitization, digitalization, green deal...are now buzzwords and are everywhere. Try to put more emphasis on creative and cultural issues because they are the ones being neglect.
- If you have a more strategical AP and a more complex task to achieve, prepare and link it within the new financial perspective framework (mainly still not being adopted, but draft regulations and a lot of information is already available).

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## Contact Information

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## Communication:



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## Consortium RegionArts

