

POLICY
BOOKLET



EVALUATION POLICY INSTRUMENT

**Evaluating cross-cutting
actions between
art-culture-design and
ICT sector**





Project Name: RegionArts

Project No: PGI05301

3rd RegionArts Booklet 2021

Contact Us

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Introduction

The RegionArts project has been granted in the framework of the Interreg Europe Programme 2014 – 2020, Category 2. SME competitiveness, Specific objective 2.1. Improving SMEs competitiveness policies.

Eight partners are involved in the implementation of the project:

- 1) **PDF - Porto Polytechnic Institute (Portugal);**
- 2) **ART-ER Attractiveness Research Territory (Italy)**
- 3) **Baltan Laboratories (The Netherlands);**
- 4) **KEPA - Business and Cultural Development Centre (Greece);**
- 5) **SERN (Startup Europe Regions Network) (Belgium);**
- 6) **University of Lapland (Finland);**
- 7) **Enter Koprivnica Ltd. - Business support institution (Croatia);**
- 8) **Molise Region (Italy).**

The main general objective of the project has been to improve the implementation of Structural Funds/other funds in partner regions, through adapting or designing one Action Plan in each region for the promotion of collaborations between artists and ICT companies. The participation in the project has facilitated the improvement of the Governance process on the basis of the RegionArts outputs for the Partners' regions, as well as the enhancement of the addressed policy instruments by including synergies among ITC & Arts as an eligible expenditure and a strategic activity in the financial and non-financial instruments implemented.

The implementation of the project has for foreseen two phases:

- 1) *Phase 1 – Focus on the interregional learning process (from June 2018 to May 2021). During this phase, an interregional learning process has been conducted through the exchange of experiences (EoE) and study visits among partners. At the end of this phase, each partner submitted an Action Plan for the integration of the lessons learnt into their local policies and practices.*
- 2) *Phase 2 – Monitoring of the action plan implementation (from June 2021 to May 2023). In this second phase, the RegionArts partners will be asked to monitor the implementation of their own action plans.*

This policy booklet is produced at the end of phase 1, in order to measure the achievement of these objectives by the project, two types of indicators, quantitative and qualitative. The indicators specifically are detailed as:

1. *Self-defined performance (for each partner, in relation to the policy instrument addressed);*
2. *Impact of policies and supporting measures (action plans).*

The analysis of the indicators gives, as we shall see, interesting results on the implementation of the actions planned by each partner.

RegionARTS expects to improve the management of public policies and public interventions aimed at creating a sustainable collaborative environment between artists, creators and technologists that will ultimately increase the availability of innovative ICT solutions and improve the competitiveness of SMEs. In order to measure the achievement of these objectives by the project, two types of indicators, quantitative and qualitative, have been defined:

1. the first to measure self-defined performance (for each partner, in relation to the policy instrument addressed);
2. the second to measure the impact of policies and supporting measures (action plans).

The methodology considered different stages of work, which have then developed according to the different indicators chosen by each partner.

The first step was to identify the self-defined performance indicators presented by each partner during the project presentation phase and to confirm or change them and, at the same time, the definition of the impact indicators and the related means of verifications, chosen by each partner.

After these evaluations, the methodology for the investigation of the indicators has been elaborated by Molise Region, shared among the partnership and agreed across several meetings and communications. The identified methodology has been developed according to the investigation of these items:

For the SELF-DEFINED PERFORMANCE INDICATORS

- brief introduction to the theme: the reasons for the choice of the indicators, of the target groups;
- self – indicator: designation of the indicator available in the application form;
- means of verifications: survey, interviews, meetings, desk research, application forms;
- target: number indicated in the application form or new indicated target;
- the partner and the policy instrument: brief description;
- target groups: description of the type of the organizations, stakeholders, SMEs involved in the project and interviewed;
- development of the investigation: description of the asked questions, the topic addressed in the surveys etc., nature of the involvement in improving the management of public policies and public interventions;
- evidence of the results: the number of the submitted surveys, brief description of the conducted analysis with content text but also presented in percentage, tables, columns;

For the IMPACT INDICATORS

- brief introduction to the theme
- actions: indicated in the form sent to the Lead Partner for the impact indicators;
- means of data collection: indicated in the form sent to the Lead Partner for the impact indicators;
- qualitative indicators: explanation about the chosen actions, the chosen indicators and the submitted surveys;
- quantitative indicators: explanation about the chosen actions, the chosen indicators and the submitted surveys;
- assess the impact of the project: description of the results of the impact indicators.

Using the set-up methodology, each partner applied the chosen means of verifications to investigate its own results. The tools used were:

- online surveys administered to stakeholders and target groups identified in the methodology development phase;
- meetings with stakeholders and checking the list of participants;
- collection of spontaneous testimonies, both oral and written;
- desk researches;
- check the application forms.

The final phase involved the collection of data through comprehensive databases of the responses obtained and tables summarizing the results achieved. Most partners produced graphs and brief comments on them, others gave detailed descriptions of their achievements.

Methodology

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Policy 1 – North Regional Operational Program 2021 - 2027

PART I – SELF DEFINED INDICATORS



BRIEF INTRODUCTION TO THE THEME

The RegionArts project seeks to strengthen the competitiveness of SMEs by developing new strategies to combine technological development with artistic and creative talent, fostering a cross-functional mindset and interdisciplinary collaboration. The goal is to make use of the enabled synergies to increase the innovation potential of SMEs, a fundamental keystone of competitiveness. Porto Design Factory work's methodology used a framework to investigate the innovation capacities of a multilayered ecosystem that involves Arts, ICT and innovation. With the aim of designing effective and meaningful support measures promoting the connection between ICT & Arts, PDF has adopted a collaborative and open innovation approach (Quadruple helix) involving companies (technology producers and advanced users), universities, institutions, and users.

The Porto Design Factory Local Stakeholder group (LSG) includes Policy Makers, HEIs, Business Associations, Clusters, and Creative Hubs, among others. Promoting the connection between ICT & Arts local stakeholders has been critical to explore their vision on some of the existing challenges and needs of the regional ecosystem. Based on that, it was possible to identify opportunities and gather valuable inputs for the actions to include in the regional action plan. By bringing together a diverse group of local actors who don't necessarily interact on a regular basis, LSG meetings have also promoted knowledge exchange and improved the network of stakeholder collaboration.

PDF aimed at implementing specific initiatives whose goals is to connect a diverse group

of players within the RegionArts project, such as the ICT meets the Arts event and Festival showcase, LSG meetings, dissemination events to present the project learnings and good practices, etc.

PDF indicators for the policy instrument North Regional Operational Program (2021-2027) will be used to monitor the performance of that instrument and therefore to assess throughout phase 2 whether performance has been improved thanks to interregional co-operation.



**SELF - INDICATOR**

Number of people reached out by the project activities in the North Region

**MEANS OF VERIFICATIONS**

Attendance lists of the project activities; Interviews to collect people's testimonies.

**TARGET**

20 people involved in the project activities in the North Region Portugal



1. THE PARTNER AND THE POLICY INSTRUMENT



In the context of the RegionArts project, the main target of Porto Design Factory (PDF) is to influence the equivalent policy instrument of the future regional

operational programme to support SMEs competitiveness in the Northern Portugal region.

2021 is a transition year, NORTE 2020 (Northern Regional Operational Programme 2014/2020) is ending and was highly affected by the Covid-19 pandemic. With this context, the impact on the initially addressed policy instrument would not allow to achieve the aimed outputs of the project. All these constraints are also delaying the new Northern ROP implementation and the concrete support measures are still in the development phase. It is expected that more information about the new ROP will be available later this year (2021). For the project development, PDF has held several meetings with the Regional Managing Authority (CCDR-N) to understand the strategy for the future ROP.

The development strategy for the region in the period 2021-2027, Norte 2030, foresees an intensification of support measures to CCSI as a key development sector since the sector was heavily affected by the pandemic crises. In the context of the new North Portugal RIS strategy, PDF intended to give contributions in two following priority domains: - Culture, Creation and Fashion (CCM) - Symbolic Capital, Technologies, and Services in Tourism (CSTST) Key sectors for region, as textile, fashion and habitat, to address the potential of creativity and arts.

From the iterations with the Managing Authority the expected impact will focus on influencing the implementation of the futures calls and their requirements in the context of the new ROP equivalent support measures of Norte 2020 Priority Axis 2 - Competitiveness of Small and Medium Enterprises. NORTE 2020 (Northern Regional Operational Program 2014/2020) is a financial instrument to support the regional development of Northern Portugal, integrated in the PORTUGAL 2020 Partnership Agreement and in the cycle of structural funds in the European Union. With the management of the Northern Regional Coordination and Development Commission (CCDR-N), NORTE 2020 is an important contribution to the regional development strategy. In view of the cohesion policy paradigm for Europe, which channels most funds to the least competitive regions, the NORTE 2020 allocation, of 3.4 billion Euros, is the most relevant of the Portuguese regional operational programs. NORTE 2020 is organized into ten Priority Axes, together with an axis for technical and financial assistance for the implementation of the program. Each one has a Structural Fund, ERDF and / or ESF budget, for co-financing. The set of Priority Axes of NORTE 2020 results in subsets of specific objectives that, in turn, give rise to types of actions and actions to be supported. In the context of the RegionArts project, we are seeking to strengthen the "Competitiveness of SME's" by developing new strategies to combine technological development and innovation with artistic and creative talent, fostering cross-functional mindset and interdisciplinary collaboration to increase productivity and performance within ICT SME's.

Norte 2020 dedicates 30,2% of its budget to "Competitiveness of SME's" (ca. 1.02 billion Euros ERDF). Norte 2020 Priority Axis 2 - Competitiveness of Small and Medium Enterprises - specific objectives:

- Promote qualified and creative entrepreneurship.
- Strengthen the business capacity necessary for the development of new business models, as well as the commitment to internationalization, thus aiming at increasing the competitiveness of companies, with a positive impact on exports and the visibility of the Northern Region as a region NUTS II with the greatest export orientation in the country.
- Strengthen the entrepreneurial capacity of SMEs in the North Region to develop products and services.

NORTE 2020 strongly invests in qualified and creative entrepreneurship, mainly through two kinds of operations: creation of new companies and new businesses, intensive in knowledge, technology, and creativity, especially in fields of intelligent specialization; and collective actions to stimulate entrepreneurship and the creation of companies. Even within the RIS3 strategy, ICT and design-based consumer goods are a top priority. However, funded, and supported projects from SME's tend to go for tech-heavy investment, neglecting frequently the importance of design, arts and creativity to their innovation strategy.

2. WHO WILL BE THE TARGET GROUPS

SMEs in the field of ICT and/or cultural and Creative Industries, Stakeholders and other players that have taken part in the project activities, such as Policy Makers, HEIs, Business Associations, Clusters, and Creative Hubs, among others.



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3. DEVELOPMENT OF THE INVESTIGATION



survey

Porto Design Factory work's methodology used a framework to investigate the innovation capacities of a multilayered eco-system that involves Arts, ICT and innovation. With the aim of designing effective and meaningful support measures promoting the connection between ICT & Arts, PDF has adopted a collaborative and open innovation

Approach (Quadruple helix) involving companies (technology producers and advanced users), universities, institutions, and users.

To analyze the number of people involved in the project activities in the North Region Portugal, PDF will use the attendance lists of the project activities to gather evidence of the number of people reached out by the project and will conduct interviews to collect people's testimonies.

STAKEHOLDERS' TESTIMONIES / INTERVIEWS

RegionArts in the eyes of Céu Filipe

Céu Filipe, Project Manager of the Enterprise Europe Network at AEP and participant of 2 of RegionArts EoE, accepted our challenge and answered some questions regarding her personal experience and view of RegionArts. [Link to full interview: \(https://www.portoglobalhub.ipp.pt/news/regionarts-in-the-eyes-of-ceu-filipe\)](https://www.portoglobalhub.ipp.pt/news/regionarts-in-the-eyes-of-ceu-filipe)

"Clearly, to learn about real and concrete good practices and examples from our region, identify new possibilities, and get to know the specific agents responsible for the dissemination and dynamization in the field."

Joana Miranda, Braga Media Arts



"The new knowledge and skills acquired through this partnership, were of extreme importance, whether in the improvement of ongoing processes and projects by my institution, and also to be used in future ventures."

Pedro Nunes, Fundação da Juventude



4. EVIDENCE OF THE RESULTS

Survey for the measurement of 'Number of people with increased professional capacity thanks to their participation in interregional cooperation activities'

This survey assessed, to which extent the project has contributed to improve the professional competence of players involved.

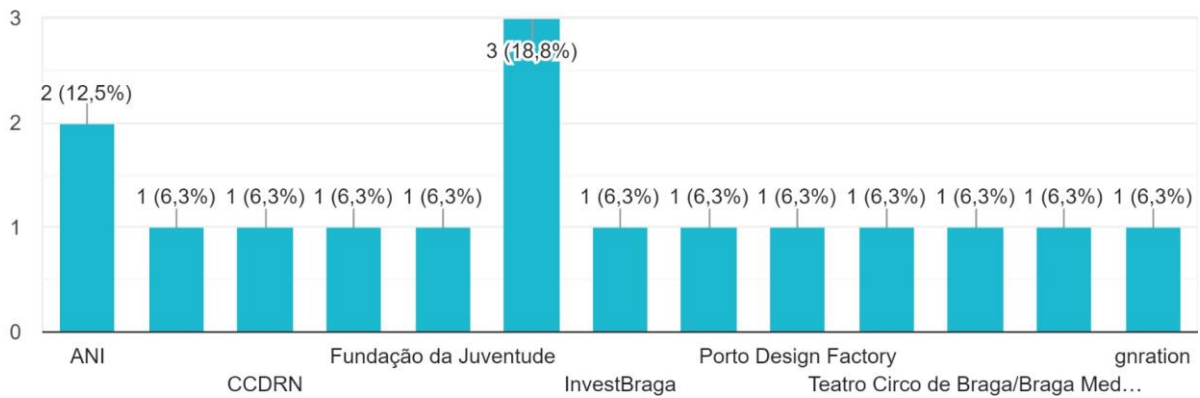
Professional competence refers to the thematic skills gained in the topic of the project. This notion is at the heart of the Interreg Europe programme.

2 versions of this form were made and disseminated:
 National context survey with a total of 16 answers.
 International context survey with a total of 67 answers.

1st Form Answers (PORTUGAL, North Region)

Organização/ Organisation:

16 respostas



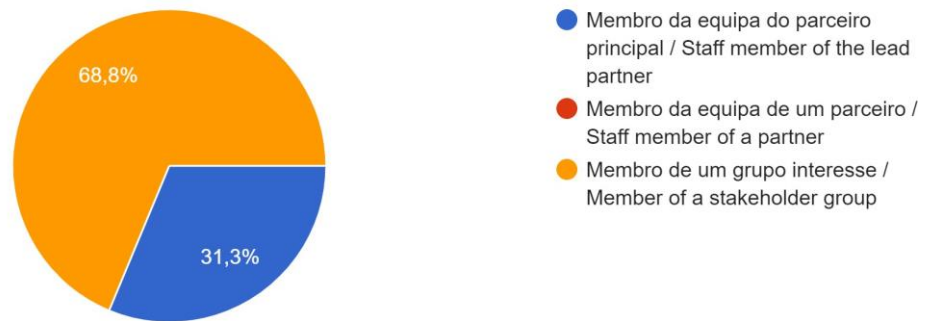
País & NUTS 2 / Country & Regions (NUTS 2):

16 respostas

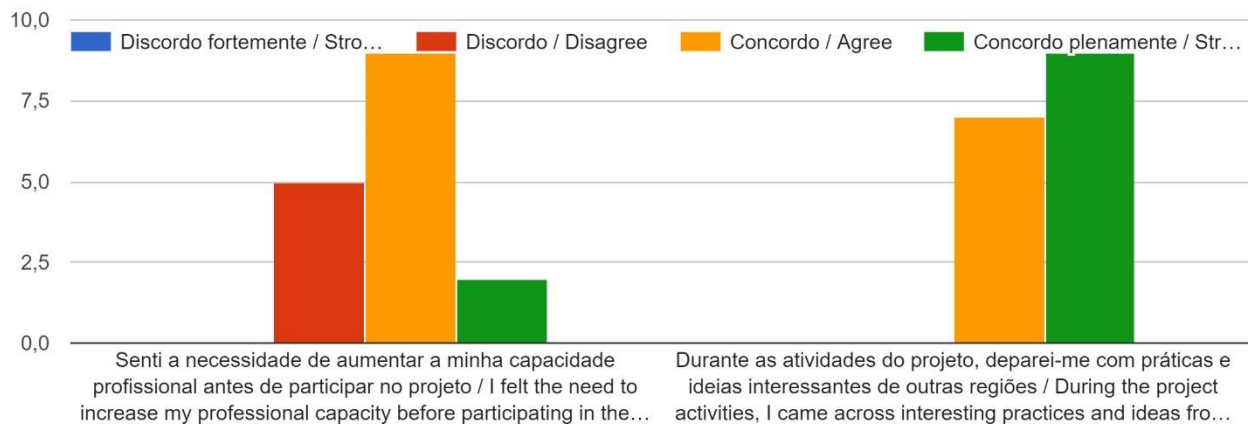


O seu Papel no Projeto / Role in the Project:

16 respostas

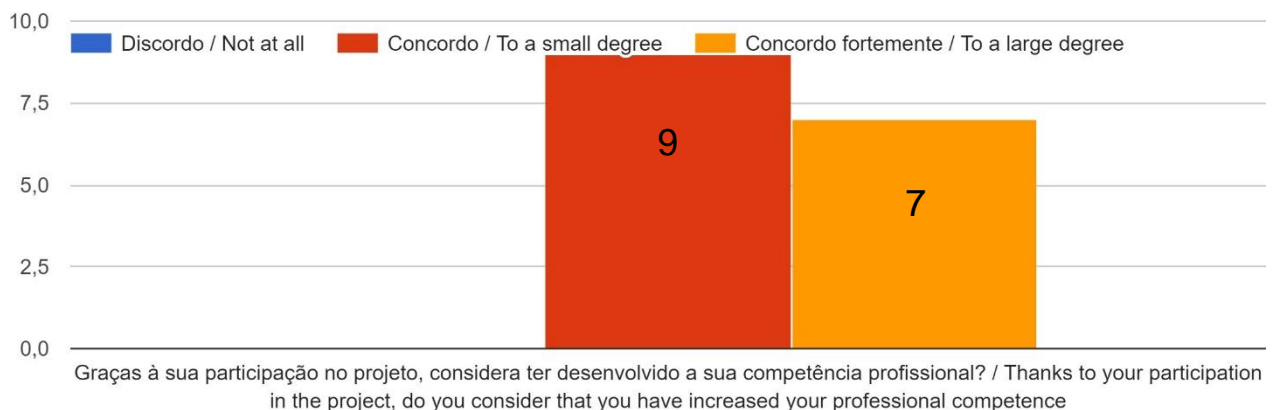


Queira indicar em que medida concorda com as seguintes declarações / Please indicate to which extent you agree with the following statements:



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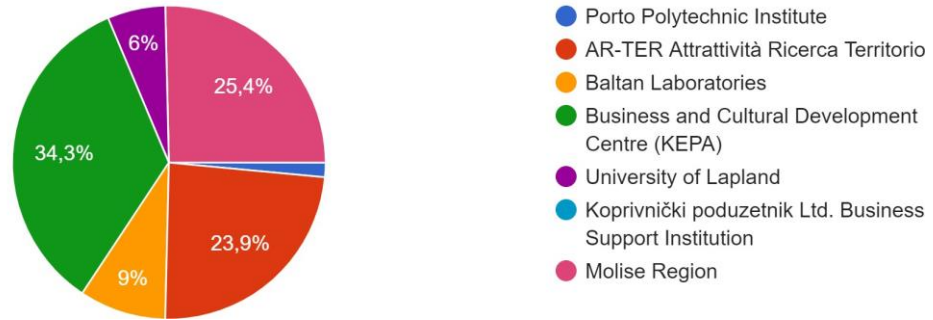
Queira indicar em que medida concorda com as seguintes declarações / Please indicate to which extent you agree with the following statements:



2nd Form Answers (International)

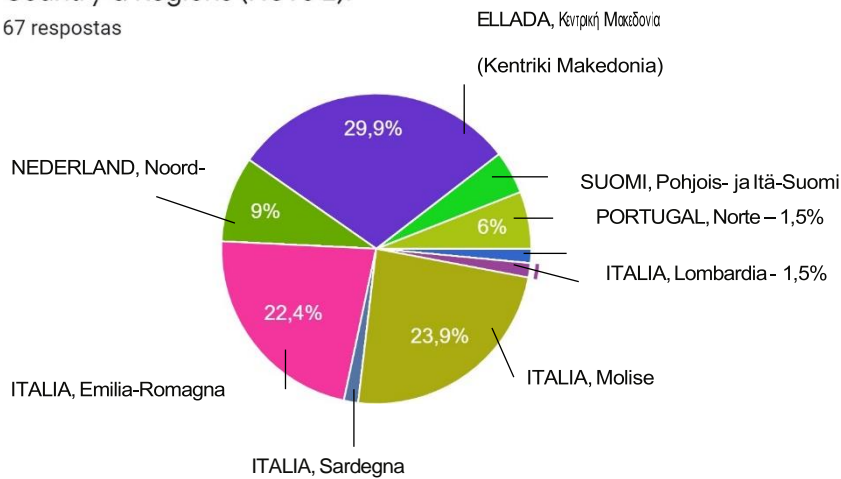
Project Partner sending the survey:

67 respostas



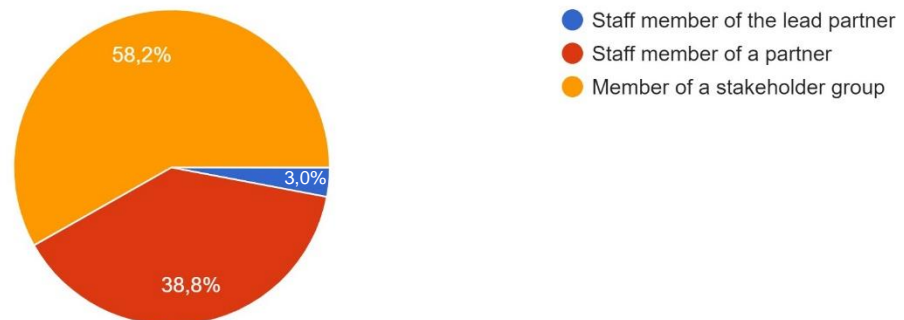
Country & Regions (NUTS 2):

67 respostas

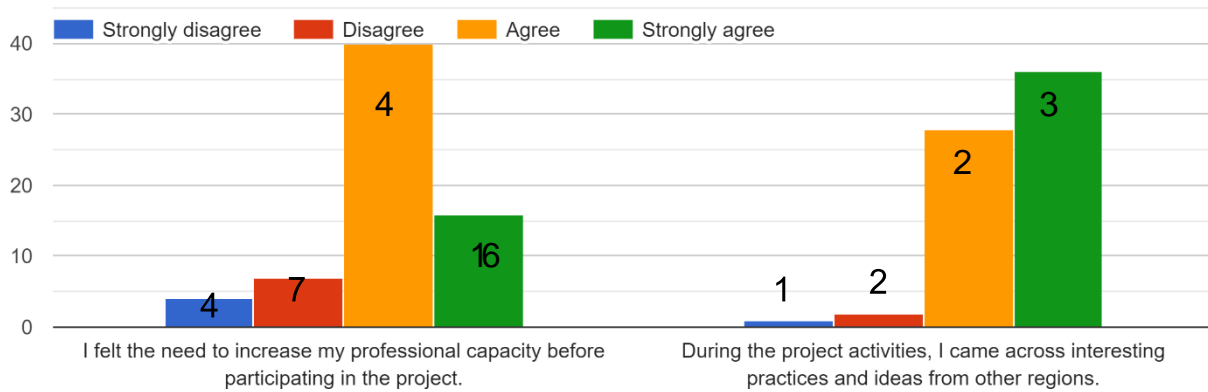


Your role in the project:

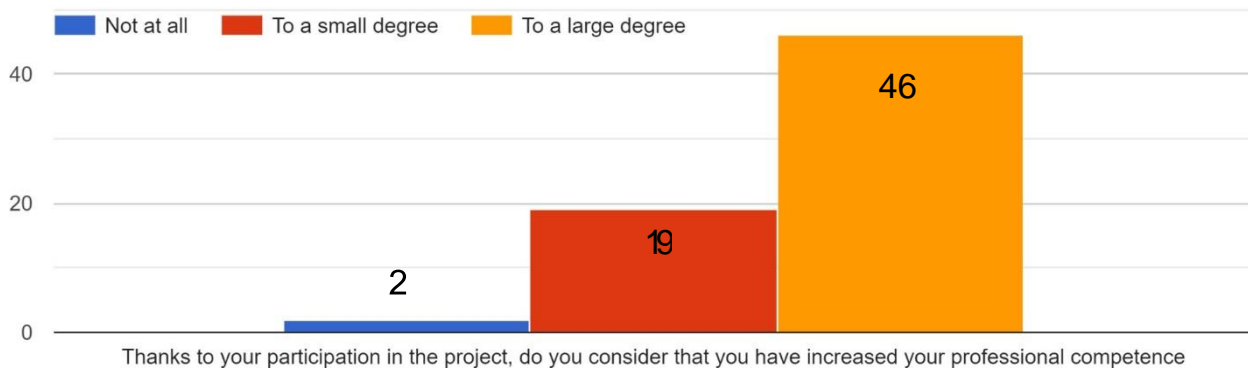
67 respostas



Please indicate to which extent you agree with the following statements*:



Please indicate to which extent you agree with the following statements:



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Conclusions

Through our events, consisting of LSG Meetings, dissemination and networking events, and through our ICT Meets the arts event we managed to reach:

20 local stakeholders actively involved;

An average of 30 people directly reached through ICT Meets the Arts.

An average of 2.800 people reached out through social and traditional media dissemination.

PART II – IMPACT INDICATORS

BRIEF INTRODUCTION TO THE THEME

The Action Plan of the North Portugal Region, developed by PDF, has foreseen three actions designed with specific and concrete activities that can be implemented separately but with complementarity in mind. Altogether they aim to foster interdisciplinary collaboration between arts and technology to strengthen the regional ecosystem.



Action 1. Arts & ICT Project Assessment: Assessment and evaluation of collaboration projects in Arts & ICT under the previous supporting programme “Norte 2020”. Identification of best practices, propose recommendations for the future “Norte 2030” programme. This action will be done in close collaboration with the regional authority CCDR-N and will provide inputs to tune upcoming supporting programmes on competitiveness of SMEs.

Action 2. Creative Ecosystem – Regional Innovation Platform: Development of collaborative platform for identification and networking of stakeholders, facilitation of collaborations, and support development of partnerships and concepts for new projects under the domain priorities for the upcoming period 2021-2027 under the guidance of the new S3 specialization strategy designed for the region. This action will be implemented in close collaboration with AEP, the largest business association in Portugal.

Action 3. Creative Toolkit for Business Innovation (CTBI): Development and dissemination of a toolkit targets young artists and entrepreneurs to team up in collaborative projects. This action will be implemented in close collaboration with Fundação da Juventude (“Youth Foundation”), a non-profit organization working with young artists and entrepreneurs, and with the National Association of Young Entrepreneurs – ANJE.

The monitoring process will make sure the action plan is implemented according to the goals and values of the project. PDF will be responsible for monitoring the implementation of the refereed actions in the context of the Action Plan of the North Portugal Region, to watch the progress and the expected impact. To efficiently monitor the implementation of the actions defined, output and result indicators have been decided for each action.



Actions		KPIs		Data Collection
Qualitative		Quantitative		
Arts & ICT Project Assessment	Monitoring the improvement of the Call implementation	Nº of projects linking Arts and ICT Nº of SMEs with increased innovation capacity	Application Form Project reports Feedback survey	
Creative Ecosystem - Regional Innovation Platform	Establishment of collaborations CCSI ecosystem	Nº of entities involved in the platform Nº of collaborations CCSI ecosystem	Platform database Survey	
Creative Toolkit for Business Innovation (CTBI)	Monitoring of the Toolkit Implementation	Innovation capacity of the ecosystem Nº of Toolkit users	Survey Monitoring reports List of users	

1 – QUALITATIVE INDICATORS

Action 1. Arts & ICT Project Assessment will be assessed through monitoring the improvement of calls implementation.

Through the assessment of projects under the previous support framework, this action will provide valuable inputs to tune up future support measures, namely by highlighting those collaborations that have explored new opportunities between arts and technology. The aim is to influence the equivalent policy instrument of the future regional operational programme to contribute to the improvement of the implementation of the instruments that support the SMEs competitiveness - Priority Axis 2 - Competitiveness of Small and Medium Enterprises. The expected impact will focus on influencing the design of the future calls and their implementation. Namely by fostering the inclusion of artistic and creative players in the partnerships of the projects to be supported.

Action 2. Creative Ecosystem – Regional Innovation Platform impact will be assessed by monitoring the establishment of new collaborations within the Creative and Cultural Sectors and Industries. Bringing the mindset of collaboration, co-creation and open innovation is key in providing a fertile environment for the flourish of new opportunities for businesses to grow and prosper. The aim of the regional innovation platform is to promote cooperation between small and medium sized companies and

between these and key stakeholders, through an interactive and a cooperative hybrid (physical/ digital) Platform that can link the creative ecosystem actors through critical competitiveness and innovation drivers. Establishing of collaborative partnerships to connect several local, regional and central players is key to promote innovation and reinforce the most important assets for the region's competitiveness.

Action 3. Creative Toolkit for Business Innovation (CTBI) impact will be assessed by monitoring the implementation of the toolkit.

The Toolkit will be implemented through a participatory process involving target users and key stakeholders. A training programme will be developed to facilitate the toolkit implementation, testing it with key users - toolkit ambassadors/ influencers. The expected impact will focus on fostering the inclusion of the tool as a dialogue facilitator between consortium partners from different fields to support the project design and call application process. The main goal is to have more arts related actors in innovation projects together with tech companies.



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2- QUANTITATIVE INDICATORS

Despite the relevance of qualitative indicators, the quantitative indicators will also play an important part to provide support in the monitoring and evaluation of the actions implementation.

Action 1. Arts & ICT Project Assessment will be assessed by taking into account:

- Number of projects linking Arts and ICT;
- Number of SMEs with increased innovation capacity.

Action 2. Creative Ecosystem - Regional Innovation Platform will consider the following indicators:

- Number of entities involved in the platform;
- Number of new collaborations within the Creative and Cultural Sectors and Industries ecosystem.

Action 3. Creative Toolkit for Business Innovation (CTBI) impact will be based on:

- Number Toolkit – CTBI users;
- Innovation capacity of the ecosystem



3- ASSESS THE IMPACT OF THE PROJECT



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.

Policy 2 – ROP ERDF of Emilia – Romagna 2014-2020

PART I – SELF DEFINED INDICATORS

BRIEF INTRODUCTION TO THE THEME

The Emilia-Romagna region is characterized by several micro and small-sized cultural and creative organizations as well as world-renowned enterprises which have brought the excellence of the Made in Italy all over the world: this heterogeneous ecosystem fills the territory with a varied offer both in cultural and productive terms. A peculiarity of the Region lies in the fact that, from the start, economic analysis investigating the sector has always included the creativity of the high-tech innovative companies: thus enlarging the spectrum of CCIs.

At the same time, as it occurs in other territories, the majority of CCIs are driven by non-technological innovation, a factor which is essential to foster different types of discoveries and its application in unthought-of domains. However, it is safe to say that CCIs still tend to overlook the gains they could get from new technologies and the digital world, a tendency that the COVID19 outbreak is slightly changing.

On the other hand, it is known that innovation comes from the creative disruption of established thinking, an intrinsic characteristic of artists which should be further fostered in scientists and technologists.

Thus, connections among these seemingly far realms, collaborations and unimagined interactions between creatives and ICT specialists are of the essence to support the growth of the territory and its productive system made, in particular, of SMEs.

Exchanges through an open innovation kind of approach can stimulate competitiveness by offering possibilities to create new ideas and employ different resources and knowledge.

This is what ART-ER aims at: implementing specific initiatives whose goal is to connect a diverse pool of players, as it occurred during events it organized within the RegionArts project: ICT meets the arts and its B2Bs meeting Match and Create as well as during the Digitaltalks.

Despite the subscription being open to the general public, speakers during the conferences were put together wisely so as to have entrepreneurs discussing with researchers, researchers analysing topics with artists, academics exchanging views with scientists.





SELF - INDICATOR

Number of collaborations between artists and ICT companies is the self-defined indicator identified by ART-ER in the framework of the Region- Arts project, in accordance with the needs and regional context aforementioned.



MEANS OF VERIFICATIONS

To analyse the collaborations fostered between artists and ICT companies in the first phase of the project, ART- ER focused on the following aspects:

A. Funding measure influenced through RegionArts initiatives from 2018 to 2021, namely a call dedicated to CCI: Incredibol.

This was carried out through desk research and by detailing the changes that occurred;

B. The connections among professionals from different fields fostered during ICT meets the arts event and the Digitalks.

In this case, data from the matching event organized during ICT meets the Arts (i.e. Match&Create) was analyzed taking into consideration participants who took part in at least one meeting. A survey was shared with participants who took part in the Digitalks to investigate whether after the event, aimed at increasing their knowledge on this matter, they activated new types of collaborations.



TARGET

In particular, ART-ER aimed at achieving 30 collaborations in the broad sense of the term. Collaborations can span from a first meeting among professionals from two, very different spheres (e.g. an artist and a researcher) which stimulates a very first interest for unthought-of sectors or work- fields; more structured relations which can lead the co-designing, participation in projects, commercial channels, etc.



1 – THE PARTNER AND THE POLICY INSTRUMENT



ART-ER is the consortium of Emilia-Romagna promoting the sustainable growth of the region by fostering innovation and knowledge, the attractiveness and internationalization of the territory. For several years now, the organization has been supporting the growth and innovation of Cultural and Creative Industries, particularly ever since they were included in the regional Smart Specialization Strategies 2014-2020 as a high growth potential sector. Actions carried out range from technical support to the Regional Government for the design and implementation of strategies, field analysis, European projects, participation in

national and international networks, coordination of clusters and research laboratories.

Within the RegionArts project, ART-ER had identified a specific policy instrument it would have influenced through specific actions so as to favour collaborations among creative talents, artists and ICT professionals.

Indeed, at the heart of this goal there is the idea that interactions between creativity and the digital sphere can stimulate innovation processes and enhance the competitiveness of SMEs. The measure in question was "1.2.1 Actions to support the participation of the regional actors in networking platforms and national networks for technology specialization, such as the National Technology Clusters, and in projects financed with other European programs for Research

and Innovation (Specific Objective - 1.2 - Strengthening the Regional and National Innovation System, ROP-ERD 2014-2021).

In this context, starting from 2017, under this priority, the Emilia-Romagna Region put in place a cluster system (the "Clust-ER" network) dedicated to S3 priorities and thus funding also the setting up of clusters dedicated to ICT (Cluster Innovate) and Cultural and Creative Industries (Cluster CREATE), whose representatives were among the members of the Stakeholder Group set up for this project, providing inputs on the way forward for a better communication among realms; ie. the creative class, researchers, entrepreneurs, technologists.

It is worth to mention that, being the phase one of the RegionArts project in between programming periods, the Action Plan developed in phase 1 will influence another policy instrument, which is in line with the previous programme: in fact, it will impact on the ERDF 2021-2027 (which will be launched in the next following months), and in particular on Axis 1- Innovation, which has been drafted in continuity with the previous one, being the priorities highlighted by the current S3 an evolution of the previous one.



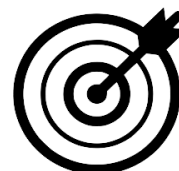
2 – WHO WILL BE THE TARGET GROUPS?

There will be two different types of target groups:

A. SMEs in the field of cultural and Creative Industries that have presented projects to the call for proposal Incredibol

B. players that have taken part in the Match&Create and Digitaltalks events that have answered to the

surveys: CCI organizations, business support organizations, public administrations, universities.



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3 – DEVELOPMENT OF THE INVESTIGATION

A. A specific regional funding measure, i.e. the Incredibol call, was analysed by comparing two different editions so as to point out the changes implemented also thanks to advocacy actions carried out within RegionArts. The topic tackled range from the types of beneficiaries, the budget available, the criteria adopted etc.



survey

For this assessment, one more aspect was taken into account: collaborations and projects developed by the winners of the calls, with particular reference to those that have a strong innovative and/or

technological flair. Numbers have been thus provided.

B. Match&Create B2B meetings have been organized on the B2Match platforms; this tool allows for the monitoring of the meetings. After each event it is possible to download an Excel file with specific details on how the matching went: participants, time spent together, origins etc. This allowed ART-ER to better understand how the start of these collaborations went.

C. The surveys shared with participants in Digitaltalks included the following questions:

- In which category would you (or your organization) fit?
 - Public administration
 - Intermediary/Business support organization
 - University
 - Traditional enterprise (not operating neither in ICT field nor within CCIs)

- Cultural/Creative organization
- Artist
- Researcher
- Other
- The Digitaltalks event helped me understand the possibilities of collaborations among different fields (artists and ICT professionals; creatives and traditional entrepreneurs; researchers and cultural organizations etc.)

- 0 is low
- 5 is high

0 1 2 3 4 5

- Before the Digitaltalks event, had you ever collaborated with an organization/professional with competences/background outside your priority sector? (e.g. if you are a scientist, have you ever developed projects with an artist for instance?)

- Yes
- No

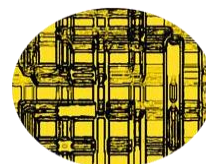
- Would you like to tell us more?

- After the Digitaltalks event, have you started opening up to organizations/professionals out of your priority sector?

- Yes
- No

- If yes, what type of collaboration was it?

- I participated in matching events
- I reached out to organizations outside my sector to co-design new activities
- I opened up relationships with organizations outside my sector to participate in EU projects
- Other



4 – EVIDENCE OF THE RESULTS

4.1 The Incredibol Call

Incredibol is a project managed by the Municipality of Bologna, co-funded by the Emilia-Romagna region and supported by a network of public-private partners offering competencies and advice, among which there is ART-ER.

Incredibol helps cultural & creative startups in developing their business ideas through a tested support path:

- A yearly call for proposals for startups to access grants and boost their activities;
- Unused spaces owned by the Municipality granted for free for 4 years to the winners of the call (enhancing urban regeneration through creativity);
- Consultancy services offered by project partners (e.g. business plan, IP rights etc.);
- Sector-specific opportunities and internationalization activities

The Municipality of Bologna, being among the stakeholders of the RegionArts project, was influenced by the activity carried out by it. This was reflected in adjustments made to the periodic call.

Indeed, in 2019 a new feature was added to the call:

the innovation section. In this framework, the committee also awarded 2 projects coming from the CCIs domain that innovated either products or services or processes. Particular attention was put into initiatives developed in collaboration with other organizations.

In 2020, due to the difficulties generated by COVID19 outbreak, the call only focused on CCIs innovation projects to further support these organizations which, more than in any other sectors, were challenged by the pandemic. Innovation has been key to their survival.

Once again, in 2021, the periodic call included both the startups and innovation sections, with up to 5 projects awarded for the latter.

The following table presents details that will allow for the identification of differences between the Incredibol call of 2018 and the following three editions, which all include the innovation section.

	Incredibol 2018 - startups section	Incredibol 2019 - innovation section	Incredibol 2020 - innovation section	Incredibol 2021 - innovation section
Beneficiaries	- enterprises established less than 4 years ago - freelance professionals under 40 - associations established less than 4 years ago	- enterprises - freelance professionals - associations	- enterprises - freelance professionals - associations	- enterprises - freelance professionals - associations
Budget	150.000 € (10.000 € each)	40.000 € (20.000 € each)	400.000 €	100.000 €
Award Criteria	- quality of the project - team - economic sustainability - territorial impacts - innovation - quality of the presentation	- innovation potential - connection to the CCIs sector - team - economic sustainability - territorial impacts - connection with traditional industries - quality of the presentation	- innovation potential - connection to the CCIs sector - team - economic sustainability - connection to the CCIs sector - connection with traditional industries - quality of the presentation	- innovation potential - connection to the CCIs sector - team - economic sustainability - territorial impacts - connection with traditional industries - quality of the presentation

Some data

Data show the growing interest of CCIs towards the development of their innovative side, both in technological and non-technological terms. In this year's edition among the application forms presented, 61 belonged to the innovation section, out of 102.

In 2019, two projects won the grants to realize innovative initiatives: one belongs to the publishing sector and aimed at increasing accessibility by developing an app supporting people with disabilities in reading; the other one uses street art as a tool to promote the territory and urban regeneration, thus presenting a social innovation type of attitude.

Among the 16 innovation-driven projects awarded in 2020, **9 were focused on the use of new technologies** to tackle the unexpected circumstances generated by the crisis. In particular, most of them decided to use the digital sphere to foster audience engagement and maintain contact with their communities. As far as collaborations are concerned, **7 of them, in particular, are committed to improving the interactions with other domains**: some of them have reached out to other CCIs sub-sectors to innovate their products; some activated dialogues with more traditional industries to attain specific objectives. In general, collaborations tend to be looked for to realize social impact projects. Several actions are connected to the educational realm (with schools) and to integration (of migrants).

4.2 Match&Create B2B event

The data collected on the platform and analysed enabled ART-ER to better investigate the B2B meetings and the nature of these new potential collaborations. The current analysis took into account only those organizations that actually participated in the meeting. Indeed, 50 people subscribed to the event, some of them organized and planned meetings but did not manage to follow through. Those who actively participated were 19 professionals both from Italy and abroad, for **a total number of 24 B2B meetings which we have considered in the spectrum of collaborations**; indeed it was an opportunity to open up new contacts that might be further used in the future. There have been 22 transnational meetings out of 24, thus thickening collaborations out the respective territory of reference.

The nature of exchanges was very heterogeneous: there have been 8 meetings where both participants represented enterprises; followed by 7 meetings between enterprise and business support organization; 4 among business support organizations; 2 between research labs and business support organizations; 2

between enterprise and universities and 1 between a laboratory and an enterprise. What was slightly less diverse was the domains of the people that participated in these matching: 18 were among organizations that deal with technology or innovation, whether it be research of new technologies, development of software or digital solutions; 4 were among organizations that either come from the CCIs sector or ICT, thus allowing for an exchange of different points of view; 2 were among creatives.

4.3 Digitalks

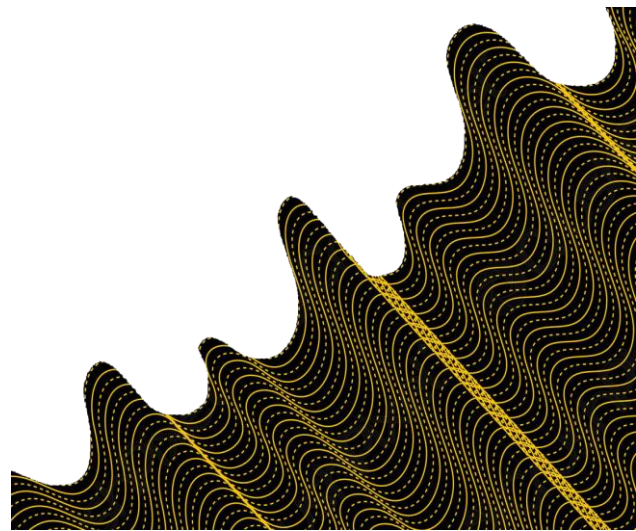
The questionnaire was sent to participants that had subscribed to the 3 Digitalks events that took place in October, November and December 2020.

Among the 13 respondents to the survey, there were 3 business support organizations, 3 CCIs and 1 artist, 2 traditional enterprises, 1 territorial development agency, 2 universities and 1 public administration.

The pool of surveyees were extremely heterogeneous, allowing for the collection of varied perspectives. One of the objectives of the Digitalks was reached: providing a better understanding of the collaborations that can exist among professionals from different sectors. On a scale from 1 to 5, the average response was 4.

Another positive result lies in the fact that 6 participants who had not yet collaborated with professionals operating out of their fields of reference **declared having started new interactions after these events**. Also, 4 of the respondents that were already used to these interdisciplinary interactions affirmed having continued to open up to new collaborations after the Digitalks.

All in all, **10 people affirmed having connected with organizations out of their priority area**. There are several reasons stated for contacting other professionals, however the most selected is "to co-design new activities", followed by "to participate in interdisciplinary European projects".



PART II – IMPACT INDICATORS

BRIEF INTRODUCTION TO THE THEME

The Action Plan of the Emilia-Romagna Region, developed by ART-ER and supported by the regional government, has foreseen three different kinds of actions which, in the end, are strictly connected. The aim is to integrate and **strengthen the regional ecosystem as regards the interdisciplinary collaborations**, with a focus on technology and creativity.



1- ACTIONS

Action 1

Multi-stakeholder steering committee, an integrated framework for stakeholder fragmentation.

This action stems from the idea that in today's society, more and more based on a knowledge economy, **a collaborative system** is needed to enable intersectoral knowledge among the relevant players. In addition to that, it is safe to say that the regional CCIs sector tends to be fragmented and transactions with external parties to acquire resources can be very uncertain for the creative class. To overcome this uncertainty, **a governance structure** that instills order in open innovation is needed.

A **coordination group** dealing with stakeholder fragmentation and heterogeneity will be implemented. Taking into account the objectives of this action, among the most relevant players taking active part in it there are Cluster Create and Cluster Innovate, which, due to its nature, have developed an extensive experience in connecting different territorial stakeholders and find common trajectories to be pursued by heterogeneous organizations and professionals.

This action will lead to the production of a methodology for stakeholder fragmentation.

Action 2

The Creative Hub of the Emilia-Romagna, an enabling framework for entrepreneurial, innovative and creative skills

Through Action 2, a **creative hub** for supporting entrepreneurial, innovative and creative skills will be developed. The creative hub for the Emilia-Romagna region will be a one-stop-shop where organizations can improve their business, production processes, products and services using digital transformation and an open innovation type of approach. This structure will support companies, public bodies, research centres, private actors and individuals so that they can benefit from the reciprocal interaction, professionally and socially.

The Creative Hub will come to life through an open process with regional stakeholders during which a public call will be launched, identifying the most suitable players that can design and manage this initiative.

Action 3

A policy task force for innovative measure, a cohesive framework for the fragmentation of funding tools.

The challenge set through Action 3 is the updating of the terms and criteria of the grants dedicated to CCIs, improving the conditions of participation and adapting them to the peculiar features of this field. There are multiple aims: foster the use of technology in the cultural and creative world, encourage the growth of innovative startups and enhance cross-fertilization among different domains.



The working lines are foreseen in the Action Plan will start with an update of the mapping exercise dedicated to the activities linking ICT and Art (Policy Booklet 1).

During phase 1 of the RegionArts project, a mapping process was developed, collecting information, at a regional level, on the following:

- Policies
- Financial instruments
- Non-financial support and networks
- Education and training
- Research centres
- Events and fairs
- Startups, SMEs, large enterprises This assessment allows ART-ER in highlighting the main changes of the ecosystem, so as to have a complete view and evaluate the improvement occurred after the implementation of the actions foreseen with stakeholders, also updating the Local Stakeholder Group.

As for the 3 Actions foreseen, the following means of data verification will be taken into account:

Action 1 will evaluate the impact of its activities by using the following tools:

Minutes drafted after each meeting with the coordination group: this instrument will evaluate the progress made by the group to reach the final output.

Questionnaire collecting the feedback of all the stakeholders that participated in the creation of a methodological framework for stakeholder fragmentation

Guidelines for multi-stakeholder coordination are the final output of this process, the document will assess whether the results will have been reached.

Action 2 will assess the initiatives foreseen through the following:

- A Report on co-design path, aimed at designing the call for proposal for the Creative Hub.
- The text of the call and the funds assigned in due time will be living proof that the action attained its final objective.
- The number of people reached during the communication campaign will provide an overview of the regional territories and organizations that could be potentially interested in taking part in the call.

Action 3 will consider the following means to collect data:

- Minutes drafted after each meeting with the coordination group: this instrument will evaluate the progress made by the group to reach the final output
- A booklet on best practices collected during the implementation, supporting stakeholders in learning more about improved calls for CCIs, will provide an overview of the actors.
- Guidelines for cross-sectorial call, being the final output, will demonstrate the results obtained by stakeholders in improving grants for CCIs.



1 – QUALITATIVE INDICATORS

Action 1. Multi-stakeholder steering committee will be assessed through several qualitative indicators:

- Stakeholder interaction and the sharing of experiences
- Improved multi-stakeholder coordination
- Increased networking opportunities

As mentioned above this action will work on the enhancement of governance mechanisms by setting-up a coordination group: a platform for the coordination of the different decision-making processes to boost synergies among the relevant innovation network. The group will work on the development of guidelines to enable systematic collaborations among arts, new technologies and traditional industries in the long-run, connecting fields and, at the same time, policies and measures to improve the first timid attempts in this direction.

For this reason, it is of the essence to assess, throughout the implementation (from 2021 to 2023) qualitative aspects, namely the quality of relations of such a wide array of stakeholders, their ability to network with each other and design together, which should ultimately lead to a better coordination. The best dynamics created will be part of the methodology for multi-stakeholder coordination so as to exploit this integration in the long-run.

Action 2. The Creative Hub of the Emilia-Romagna can be considered impactful if the following indicators will be fulfilled:

- A collaborative process of co-design involving policy makers and regional key stakeholders (eg. Cluster and Research Labs)
- A regional call including all recommendations stemming from the co-design path.



The creative hub, a hybrid space presenting both a digital and physical dimension, is an instrument fostering networking, business development and community engagement within the creative,

cultural and tech sectors. Due to its multidimensional nature and integration among different realms, there has to be a strong concept behind its implementation. That is why it is pivotal to evaluate the quality of the collaborative process among stakeholders that will lead to the call for proposal to set-up the hub.

Action 3. A policy task force for innovative measure has defined the following qualitative indicators to be monitored

- Contribution to the revision of regional calls
 - Integrated measures for arts/ICT support
- The improvement of existing calls so as to satisfy the needs of its users and the market is a tough task entailing contribution from different departments and decision-makers. That is why the contribution from different players will be assessed, together with the degree of integration of new elements in existing calls for CCIs.

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2- QUANTITATIVE INDICATORS

Despite the relevance of qualitative indicators, now more than ever, the quantitative indicators will also provide support in the monitoring and evaluation of the actions.

Action 1 Multi-stakeholder steering committee will be assessed by taking into account:

- Number of regional stakeholders involved in the coordination group
- Number of workshops/meetings organized (at least 3)
- Number of the practices (support activities, events, best practices etc) shared by the stakeholders
- Number of follow-ups originating from the coordination group (e.g. partnerships originated from the coordination group that have participated to and/ or have been awarded with national and European grants)

Action 2 The Creative Hub of the Emilia-Romagna will consider the following:

- Number of workshop for the co-design process
- 1 call for proposal issued in due time
- Number of applications received and types of partnerships



Action 3 A policy task force for innovative measure will be based on:

Number of policy makers and private actors managing grants/funding programs (e.g. Foundations) involved in the process

- Number of workshops/meetings organized
- Number grants/tenders/calls analyzed
- Number of grants/tenders/calls modified
- The budget amounts and % that are assigned to projects that propose the use of new technologies in the calls tackled by this action, compared with the previous results obtained by the same measures

3- ASSESS THE IMPACT OF THE PROJECT



The map of The ecosystem linking ICT and the Arts in the Emilia-Romagna Region, firstly developed in 2018, was updated by adding actors, measures and tools that were developed in the Region in the past three years also thanks to the RegionArts project (find the mapping in attachment).

In particular, step forwards were carried out in the following domains:

- Policies:
 - A brand new regional Law dedicated to the Publishing Sector was passed, with four main focal points namely supporting:
 - The participation in national and international fairs
 - The development of innovative products through digital solutions
 - The promotion of networks throughout the value chain and with other sectors
 - Training and education
 - A new Smart Specialization Strategy for the period 2021-2017 which not only highlights the importance of CCIs and creativity to innovate other sectors but also focuses on the use of new technologies to foster competitiveness. It's also worth mentioning the significant results and the impact achieved by RegionArts: the document clearly lists a series of strategic initiatives, among which there is the Creative Hub of the Emilia-Romagna (corresponding to Action 2 of the Action Plan developed within RegionArts).
- Financial Instruments:
 - As mentioned before, the Incredibol call - created for the first time 10 years ago to support CCIs startups - has included a new grants dedicated to innovation-driven projects, also encompassing the sphere of digital solutions.

Bologna Game Farm is a new support path launched in 2021 for game developers operating in Emilia-Romagna. The region decided to invest in this sector for several reasons: the increasing importance of this domain at a global level, its economic impacts, the use that can be done in other domains (e.g. promotion of the territory, new solutions for the health and education sectors)

Research Centres: the Emilia-Romagna Region, through a public call, financed the creation of two research centres dedicated specifically, to CCIs: CRICC - Research Centre for the Interaction of Culture and Creativity and DHMore, with a strong focus on Digital Humanities

Fairs and Events: CRICC has launched a new format, the CCIs days, a three-day event dedicated to Cultural and Creative Industries where experts, operators and professionals can discuss, exchange ideas and think of future perspectives for the sector. This mapping exercise will be, once again, carried out at the end of phase 2 of the RegionArts project: this, with the other means of verifications mentioned in the previous sections (questionnaires, reports, minutes guidelines etc), will support us in providing a wide overview of the changes that occurred and the impacts generated.

Mapping the ecosystem linking ICT and the Arts in the Emilia-Romagna Region

Policies

S3 - Smart Specialization Strategy Emilia-Romagna 2021 - 2027, with a strong focus on how CCIs can support traditional sectors through crossfertilization

ERDF ROP 2014-2020

Priority Axis 1 - Research and Innovation
 Priority Axis 3 - Production system competitiveness and attractiveness
 Priority Axis 5 - Enhancement of artistic, cultural and environmental resources
 Priority Axis 6 - Attractive participative cities

ESF ROP 2014-2020

Priority Axis 1 - Employment
 Priority Axis 3 - Education and Training

Regional policies

GECD - Young Artists Support Policy
 Regional Law N. 37/1994 "Cultural Promotion"
 Regional Law N. 18/2000 "Libraries, archives, museums and cultural heritage"
 Regional Law 1/2010 "Protection, promotion and development of craftsmanship"
 Regional Law N. 20/2014 "Cinema and audiovisuals"
 Regional Law N.3/2016 "Support and promotion of the history of the 20th century"
 Regional Law N. 2/2018 "Music sector"
 Regional Law "Publishing Sector"

Non-financial support and networks

EmiliaRomagnaCreativa, EmiliaRomagnaStartup/Creative, ER Internationalization CCI, Film Commission, Parma Cinema District

Education and training

Polytechnical network

ITS, IFTS, Higher Education

University of Bologna

Architecture and project culture, PhD
 Bologna Digital Humanities and Digital Cultural and environmental heritage, PhD
 GIOCA, Innovation and Organization of Culture and the Arts, Master Degree
 DAMS, Bachelor's Degree
 Knowledge, Master Degree
 Fashion culture and management, Master Degree
 Bachelor's degree in Industrial Design
 Master's degree in Advanced Design

University of Ferrara

Architecture and Urban Planning, PhD
 Innovation Design, Master Degree
 Cultural Itineraries Manager, Bachelor's Degree

Industrial Design, Bachelor's degree
 Sciences and technologie for the Cultural Heritage, Bachelor's Degree

University of Modena and Reggio Emilia
 Innovation Design, Master Degree
 Human sciences, PhD

University of Parma
 Communication and Contemporary Media for CCI, Bachelor's Degree
 Sound Technology and Music Composition, Master Course

Higher Institutions
 Conservatory Martini, Bologna
 Conservatory Arrigo Boito, Parma
 Fashion Research Italy
 Fine Arts Academy - Bologna
 Fine Arts Academy - Ravenna
 ISIA - Faenza
 Demetra - CCI area

Events and fairs

AFTER | Futuri digitali
 Angelica, International Music Festival
 ArteFiera - Bologna
 Bologna Children's book fair
 Bologna Design Week
 DIMORE FESTIVAL 2019 - Piacenza
 Future Film Festival - Bologna

Music Inside - Rimini
 R2B | Research to Business - Bologna
 Restoration, Museums and Cultural Business Trade Show - Ferrara
 Regional S3 forums
 Robot Festival - Bologna
 CCI's days - Bologna

Financial instruments

ERDF ROP Priority Axis 1 - Research and Innovation

Call for innovative services and product diversification for SMEs; actions 1.1.2
 Call for projects adopting or testing innovative solutions provided by temporary joint ventures, action 1.1.3
 Call for strategic industrial research project in the framework of the Smart Specialization Strategy - action 1.2.2
 Call for Innovative startups - Action 1.4.1

ERDF ROP Priority Axis 3 - Production System Competitiveness and Attractiveness

Call to support enterprises operating in tourism and in the CCIs sector - Production system competitiveness and attractiveness; Actions 3.3.2 and 3.3.4

ERDF ROP Priority Axis 5 - Enhancement of artistic, cultural and environmental resources

Call for the promotion of artistic, cultural and environmental resources

ERDF ROP Priority Axis 6 - Attractive participative towns

Action 2.3.1. "Technological solutions for digital competencies"

ESF ROP Priority Axis 1

8.1 Call to support access the labour market for the unemployed
 8.5 Support for adapting to change for employees, employers and enterprises

ESF ROP Priority Axis 3

10.2 Enhancing higher education quality and access
 10.4 Improving cohesion between education and the labour market

Regional Program for Productive Activities 2012-2015

Activity 5.1 "Support for the development of infrastructures and for regional competitiveness", 2015 and 2018
 Activity 1.2 "Support for the setting up of a Research Lab dedicated to CCI", 2019

Three-year Program for cinema/audiovisual sector support (2018-2020)

Three-year Program for music sector support (2018-2020)

Incredibol! - Bologna Creative Innovation with a new section dedicated to innovation-driven projects

Bologna Game Farm - a new support path for the videogame industry

Actors

Emilia-Romagna Region
 ART-ER
 AGO Modena
 IBC - Cultural Heritage Institute
 CNA Cinema & Audiovisuals
 CNA Innovation
 GAER - Young Artists
 Mak-ER Association

Foundations

Cineteca di Bologna
 Fashion Research Italy
 Flaminia
 Golinelli
 MAST

Incubators

ATR contemporaneo
 Democenter-Sipe
 Grisù Factory
 Le Serre di ART-ER

Rimini Innovation square
 Urban Hub Piacenza

Urban Open Labs

AEM Modena
 St.Peter's Cloister, Reggio Emilia
 Santarelli, Forlì
 Urban Regeneration Bologna

Clust-ER

Build, Create, Innovate

Research Centres

CIRI Building
 CIRI ICT
 CIRI Mechanics & Materials
 Cross-tec ENEA
 En&Tec
 CSAC

Future technology lab
 Gtechnology
 Immagine Ritrovata Lab
 INFN TTLAB
 Leap Soc. Cons.
 A.R.L.
 Mechlav

Mister S.c.r.l.
 Re.lab S.r.l
 Romagnatech S.c.p.a
 SIAER SCARL
 Softech ICT
 TekneHub

CRICC - research lab on CCIs
DimMore - Digital Humanities

Startups, SMEs, large enterprises

58.142 companies employing **159.695** people (2017) representing 12,7% of Emilia-Romagna productive system and 9,6% of the total work force
402 out of 902 **innovative startups** in Emilia-Romagna have been classified as active in the fields of **Innovation Services** and/or **Cultural and Creative Industries**



Policy 3 – Eindhoven Design District and the Design Vision for Eindhoven

PART I – SELF DEFINED INDICATORS

BRIEF INTRODUCTION TO THE THEME



The profile of Eindhoven and the surrounding Brainport region is based on several elements: the presence of high-tech companies and the associated expat community; the existence of a large art&design community; the leading Technical University TU/e; a diversity of places where tech, design and arts work together; and the TDK profile (technology, design, knowledge) adopted by the city of Eindhoven. The municipality of Eindhoven is looking for ways to nurture this creative and innovative profile and to make it more visible. To do so, the variety of actors and stakeholders summed up above have an active role.

Ideally, they find synergies in their visions and efforts to arrive at an efficient flow from valuable ideas to successful implementation.

From our observation and interactions with the local stakeholders, we learn that in the Eindhoven region an innovation chain has developed, which is aimed at technological development, while in the field of collaborations between art/design and ICT/technology towards societal issues there is no such elaborated chain that guides conceptual projects towards impactful implementations. Our conclusion – the outcome of systematic interactions with our local stakeholders - is that the Eindhoven region needs a shared framework to make a good estimate of the phase in which ideas and projects are; to recognize what is needed to move forward and offer the right support; to judge which projects are almost ready to enter the market and which projects have the potential of strengthening and prop- agating the Eindhoven profile.

To answer to this need, we developed a validation tool that acts as a common framework to map art projects and their journey towards societal impact and to steer the discussions, strategies and policies associated to it. The tool is inspired by the Technology-Readiness Levels that NASA developed in 1970. While these were initially intended for Research and Development in space applications, they have been tuned and are now widely adopted by high-tech research institutes and (technology) startups, for example in their interactions with research partners and investors. In a similar way, the tool that we propose can act as a framework for all the actors that are relevant in the creation and maturation of art/ICT projects.

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SELF-INDICATOR

To evaluate the outcomes of the RegionArts project in the first phase of its development, we have defined the following indicators:

- Quantitative: The number of people that we reached and an indication of the variety of sectors they represent in the Eindhoven region.
- Qualitative: The number of stakeholders that we managed to influence in the Eindhoven region.



MEANS OF VERIFICATIONS

To verify the quantitative results, we have systematically listed the number and type of stakeholders that we have reached through the various activities of the program, for example during the local stakeholder groups and dissemination events. To assess the qualitative results, we have gathered some quotes and testimonials that were spontaneously communicated to us by participants, either orally or in writing. On top of that, we compare two surveys. A first one that we issued at the first local stakeholder group (which acted as the local opening event of the program and can be seen as a reference measurement) and a second one issued during the last local stakeholder group (acting as the local closing event of phase 1 and taking place after the publication of this booklet).



TARGET

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1 – THE PARTNER AND THE POLICY INSTRUMENT



BALTAN LABORATORIES

Baltan Laboratories initiates experimentation on the crossroads of art, design, science and technology, evoking inquisitive ideas and insights by bridging the gaps between disciplines. Baltan aims towards fundamentally new ways of organizing our society as well as the products and services within. Its activities concern practice-oriented and alternative research around societally relevant themes, as well as future-oriented research for the development of alternative scenarios and prototypes. Baltan is inspired by the work of Dick Raaijmakers aka Kid Baltan, a pioneer in electronic music working at the former Physics Laboratory of Philips and as such a personification of the Arts&ICT domains that are at the basis of the RegionArts program.

In the context of RegionArts, Baltan specifically aims for two relevant policies to adopt the framework that it developed within the program. One is the new design vision and policy that are being created by Eindhoven in the course of 2021 and 2022. The second is the Design District that is being funded through the Regio Deal Brainport Eindhoven. This is a joint €370M investment of the national government and the region, focused on enhancing broad prosperity – liveability, business climate and economic strength. As one of the embodiments of this policy, the region wants to select an area as 'Eindhoven Design District'. The aim of this to-be-created Design District is twofold: (1) to justify the claim to be the world capital of design (and technology) and show it in public space and (2) to experiment with new solutions, driven by design and technology.

2 – WHO WILL BE THE TARGET GROUPS?

Following the core focus of RegionArts (being Interreg-funded to influence policies) the main target group of our actions will be policy makers and stakeholders that can directly influence them (e.g. sector federations and funding bodies). Also, the direct actors in the fields of Art&ICT will be targeted by our actions, namely artists, ICT companies and SMEs and organizations that already operate on the crossroads of both domains. For the latter, it must be noted that we consider the maturity of the local ecosystem such that the Art&ICT sector can be viewed as almost a specific sector, on top of the separate Art and ICT sectors.

The Art&ICT landscape in the Eindhoven region counts various stakeholders (amongst which Baltan is just one) that strengthen and



expand their cooperation and invite new stakeholders from across the multiple helixes to join, regardless of their field of expertise.

3 – DEVELOPMENT OF THE INVESTIGATION



The first survey that we conducted during the first Local Stakeholder Group meeting asked participants to specify the sector they are active in

– art and culture, ICT, business, government.

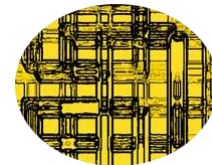
We asked them if they are active in an arts-ICT collaboration, if they think collaboration is valuable and how the RegionArts project could be of value for them.

We will conduct another survey during the final Local Stakeholders Meeting that will be organized

after the publication of this policy booklet. The survey will resemble the one described above. It will be combined with some questions about the specific validation tool that Baltan is developing in its action plan. During the implementation of the RegionArts project, we kept track of the people attending our events – Local Stakeholder Group meetings, dissemination events and the Night of Arts and ICT that we organized. Where possible we also kept track of the sector they are active in, to get insight in the people we are reaching with the project.

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4 – EVIDENCE OF THE RESULTS

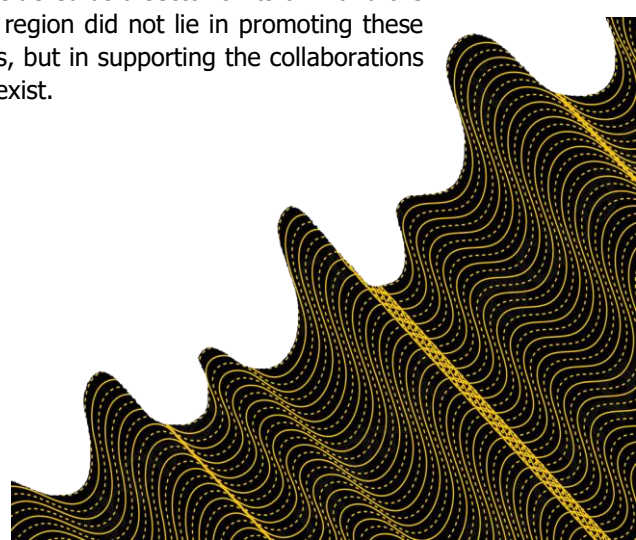


During the first phase of the project, through RegionArts events organized by Baltan, such as Local Stakeholder Group meetings, dissemination events and the organization of the Night of Arts and ICT event, a total of 235 people attended, 63 of which are stakeholders in the Eindhoven ecosystem.

Of the total people we reached: 52% comes from the arts, 16% from ICT/Business, 5% from policy and 2% were both from the arts and the ICT/business sector. Next to that 25% of the people we reached were general audience who did not specify the sector they are active in.

During the first Local Stakeholder Group meeting (which kicked-off the RegionArts project in Eindhoven), we asked the audience to fill in a

survey that gave insight in the different sectors they identified with, as well as their attitude towards collaborating with people and/or organizations from other sectors, and their interest in the RegionArts project. We received 20 responses: 17 were already involved in an arts-ict collaboration. These results showed us that in Eindhoven, the arts/ict sector might be considered as a sector of its own and the need for the region did not lie in promoting these collaborations, but in supporting the collaborations that already exist.



PART II – IMPACT INDICATORS

BRIEF INTRODUCTION TO THE THEME



Within the collaborative ecosystem in Eindhoven, Baltan Laboratories does not see Art & ICT as bringing together two separate sectors but sees Art&ICT as a domain in itself. Over the years, Baltan has developed its own and specific approach as a key enabler in this context. For Baltan it is about new content-driven, artistic-social combinations of art, science, and technology collaborations. Baltan aims towards fundamentally new ways of organizing our society as well as the products and services within.

Until now, this way of working – that is fundamental and forward looking and feeds into all of the more applied design and technology developments – has been insufficiently recognized as an important foundation for the TDK-policy of the Eindhoven municipality. The prototype toolkit we have developed can ensure these new and often hardly visible developments and trends are made visible so that they can eventually serve as the basis for new applications and developments in policy and implementation.

We see a lack of a well-developed innovation chain. In practice there are many organizations engaged in this field, many ideas and projects are born, but many get stuck in the conceptual phase or as a first prototype. At the same time there are stakeholders on the other side of the spectrum eagerly waiting for new disruptive ideas.

Therefore we propose a shared framework that can help in building this value chain and its associated support initiatives. We propose to introduce a validation tool for projects in the fields of art, design, technology, and societal issues. This tool intends to initiate a constructive learning dialogue about the developments of a project between various stakeholders, such as artists/makers, intermediaries, and policy makers. From their conversation a joint image emerges that provides validation for the project and clarity on the possibilities for generating future impact.



1- ACTIONS

Our Action Plan aims for the implementation of the validation tool into the TDK-policy of Eindhoven, and more specifically in the Design District Eindhoven and the Design Vision Eindhoven that is currently in development. We have defined three actions:

Action 1: Experimenting with the tool and validate. This first action proposes to organize a series of workshops and information sessions to introduce the tool to local actors and invite them to experiment with it. We will use their learnings to update the tool, validate it and publish it together with some documentation on how it can be used.

By involving the local actors during the try-out and experimental phase, we achieve a bottom-up acceptance of the tool, instead of enforcing a top-down approach on the field.

Action 2: New mapping analysis of the existing support system The second action is to produce a new mapping of the ecosystem of actors in the regions that are involved in this domain. This will give insights in who is active on what level of the tool and where possible gaps exist. The mapping will provide in- sight to three target groups: policy makers, CCI-organizations, and artist/makers.

Action 3: Include the validation tool in municipal policy and start developing a supportive ecosystem.

In the third action we aim to integrate the tool into the policy of the municipality and develop a plan for an ecosystem which supports further use and development of the tool.

Action 1 will be monitored via surveys to participants about how they have experienced the workshops and information sessions. The first session will be conducted soon after the publication of this booklet. The participants will receive a survey that asks them to reflect on the tool and give suggestions for improvement. For a more in-depth reflection on the workshops and the tool we will interview selected participants and report on the sessions.

Action 2 will be followed by interviews with representatives of our main target groups: (1) policy, (2) support organizations, (3) artists and makers.



2- MEANS OF DATA COLLECTION

Action 3 will be monitored via a survey to our partner network, exploring if there is an increased understanding of what is needed for a supportive ecosystem for artistic and concept-driven projects and if it is likely that they will adopt the tool in their practice. For a more in-depth reflection we will interview selected partners from the network.

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1 – QUALITATIVE INDICATORS

The qualitative indicators of action 1 are: 1) acceptance of the Validation Tool, 2) usability of the Validation Tool, 3) how likely are participants to adopt the Validation Tools for use.

For action 2 we defined the following qualitative indicators: mapping of the Eindhoven ecosystem according to the updated Validation Tool that gives more insight in the Eindhoven ecosystem.

The qualitative indicator for Action 3 is: increased understanding of what is needed to create a supportive ecosystem for artistic and concept driven projects.



2 – QUANTITATIVE INDICATORS

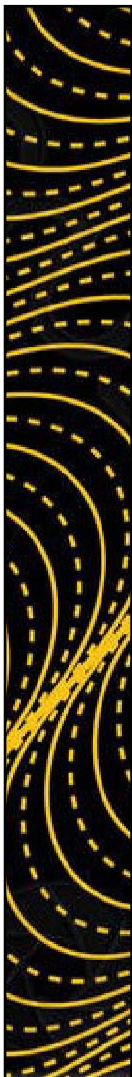
The quantitative indicators for action 1 are: 1) number of sessions with the field, 2) number of participants in workshops on the tool, 3) number of organizations expressing interest in using the tool, 4) number coaching sessions with artists and makers on using the tool, 4) number of sessions with policy partners.

There are no quantitative indicators defined for Action 2.

The quantitative indicator for action 3 is: number of organizations adopting the tool for use. 2) mention of the validation tool in policy documents.



3 – ASSESS THE IMPACT OF THE PROJECT



We expect that the use of a joint tool by policy makers and actors in the field will result in:

- 1) More projects that can grow towards their potential impact, due to a better understanding of the possibilities, risks and needs for further development.
- 2) An increasing number of emerging projects, due to the context the tool gives, consequently making the efforts of the municipality and others more effective.
- 3) A clearer picture for new projects and project owners on what is needed and where the bottlenecks lie (for example when transitioning from one level to another).
- 4) A dynamic overview of the projects that are in development in the region, their status quo at and what contribution they bring to strengthening the TDK profile.
- 5) The development of a knowledge cluster around Arts and ICT projects, which can contribute to the profile of the Eindhoven region as an expert in this field and as a thought leader of innovation. This may lead to the export of the acquired expertise.

Although not part of the action plan, we also sketch our vision for the future of the tool after the Action Plan has ended. In this vision a place is developed, preferably within higher education and in a wider geographical area (e.g. on EU-level), in which the experience and knowledge gained through the use of the tool, both in practice and in policy, is collected, safeguarded, developed and disseminated.

Policy 4 – Regional Operational Programme of Central Macedonia 2014-2020

PART I – SELF DEFINED INDICATORS

BRIEF INTRODUCTION TO THE THEME

Central Macedonia is a region with a significant existing historical and cultural heritage. Its artistic activity has been constantly evolving until nowadays with new vibrant cultural activities emerging. On the other hand, there is the fast-growing sector of Information and Communications Technologies (ICT) with a particularly decisive role in the activation of the advantages of the economy of the region towards innovation, competitiveness and extroversion. Both the sectors of Cultural & Creative Industries (CCIs) and Information and Communications Technologies (ICT) have a great potential to flourish within the region, in not only themselves but also acting as drivers of innovation and competitiveness, when linked to other sectors.

The scope of all the effort placed by KEPA within RegionArts project is to explore, recognise and further stimulate the synergies between CCIs and ICT, as two vital priority sectors in the region. For this reason, the self-defined performance indicator chosen in this respect is the “Number of collaborations between artists and ICT companies”, in order to investigate this intersectoral linkage.

The target group addressed for the measurement of the above-mentioned indicator consists of the beneficiary projects/companies that participated in the Technology Voucher Programme, which has been implemented under the policy instrument Regional Operational Programme (ROP) of Central Macedonia 2014-2020.



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SELF – INDICATOR

Number of collaborations between artists and ICT companies



MEANS OF VERIFICATIONS

Desk research, survey



TARGET

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1 – THE PARTNER AND THE POLICY INSTRUMENT



Since 1993, the Business and Cultural Development Centre (KEPA) has been the oldest Intermediate Managing Authority for National and Regional programmes, on behalf of the Ministry of Development and Investments, for the establishment and the modernisation of SMEs. Since its establishment, KEPA has successfully implemented over 100 programmes/actions and managed more than 30.000 projects/business plans, with a total budget of above 3 billion euros. For the programming period 2014 - 2020, KEPA was the intermediate managing authority for the

actions under the 1st Axis of the Regional Operational Programme (ROP) of Central Macedonia 2014-2020, related to innovation and entrepreneurship.

The ROP seeks to boost economic development and to create job opportunities in the region, contributing to the achieving the EU2020 targets for smart, sustainable, and inclusive growth, also in line with the smart specialisation strategy. The specific aim to help SMEs to become more competitive and innovation-driven was reflected into 3 investment priorities: a) Strengthening research, technological development and innovation (ERDF 2.38% of EU allocation); b) Enhancing access to, and use and quality of ICT (ERDF 1.16% of EU allocation); c) Enhancing competitiveness of SMEs (ERDF 10.79% of EU allocation).

2 – WHO WILL BE THE TARGET GROUPS?

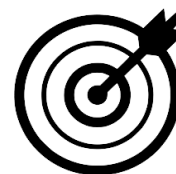
Within RegionArts project, KEPA succeeded to achieve a policy change by including CCIs in the list of eligible sectors in the Technology Voucher Programme under the Regional Operational Programme (ROP) of Central Macedonia 2014 -2020, thus influencing the policy instrument. The purpose of the Action was to strengthen micro and small enterprises through innovative ICT applications, as a basic technological support, to achieve improvements in terms of productivity and promotional actions.

In order to measure and verify the self-defined performance indicator "Number of collaborations between artists and ICT companies", both secondary and primary data are collected and processed.

For this reason, the Intermediate Managing Authority of the Technology Voucher Programme (KEPA/ ANEM) was asked to provide

updated data upon the completion of the programme.

In parallel, feedback from the beneficiaries of Technology Voucher Programme was also sought, in order to examine the added value of such initiatives and the prospect of synergies among CCIs and ICT sectors. More specifically, the targeted companies were those coming from the sector of Cultural and Creative Industries sector, which successfully completed the Technology Voucher Programme.



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3 – DEVELOPMENT OF THE INVESTIGATION

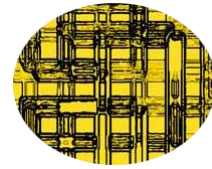


survey

Updating the data of the Technology Voucher Programme, upon its completion, by contacting the Intermediate Managing Authority to get the follow-up quantitative results (Number of collaborations between

artists and ICT companies = Number of projects implemented through the Technology Voucher Programme). Regular meetings and communication with the programme managers of KEPA/ANEM were taking place throughout the project in this respect, to gather validated data but also to identify any issues related to the implementation of the Technology Voucher Programme. Exploring the nature/impact/benefit of this collaboration/project on the beneficiary enterprises, by conducting a survey

with the use of a questionnaire to collect qualitative feedback that will enrich and better interpret the numerical findings. The questions included were related to the kind and the nature of the cooperation (e.g. hardware, software, services) between the companies activated in the CCIs sector and their new technologies partner. The second part of the questionnaire was dedicated to investigate the opinion of the participating beneficiaries on whether initiatives such as the Technology Voucher Programme provides support to micro and small enterprises and if they would be willing to take advantage of equivalent future programmes, as well as on how important they find the synergies between CCIs and ICT and the design of specific actions to support these collaborations.



4 – EVIDENCE OF THE RESULTS

According to the results of the Call on Technology Voucher Programme, the interest from the companies activating in Cultural and Creative Industries reached 18% (157 out of 869 applications was related to cultural and creative sectors).

As a result of the evaluation phase, 81 out of 434 projects approved were related to CCIs, with an allocated budget of 888.384,75€ out of the total budget of 4.747.589,12€. These numbers correspond to almost 20%, reflecting the dynamic perspective that the cultural and creative industries present in the region.

Upon the Programme's completion, within the 402 projects implemented under the Action 'Technology

Vouchers for micro and small enterprises in the Region of Central Macedonia', 57 were related to CCIs.

Out of the total expenses of 4.127.198,39€, the amount of 644.232,12€ referred to projects implemented by micro and small companies in the CCIs sector.

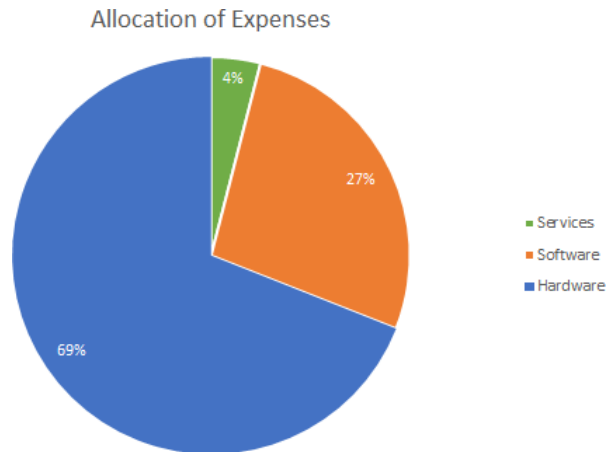
Throughout the implementation of Technology Voucher Programme, issues in relation to administrative procedures were mainly arisen, such as the short available time for the execution of the project work, the small number of suppliers/external experts and the limited possibility of modifications.

Technology Voucher programme in numbers

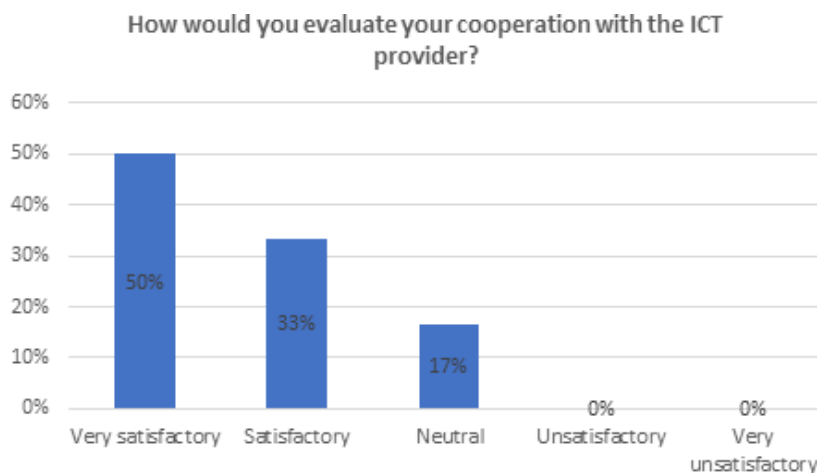
869 applications received	100%
157 applications related to CCIs	18%
434 approved projects	100%
81 approved projects related to CCIs	19%
4.747.589,12€ budget allocated	100%
888.384,75€ budget allocated to CCIs	19%
402 implemented projects	100%
57 implemented projects related to CCIs	14%
4.127.198,39€ total expenses	100%
644.232,12€ expenses related to CCIs	16%

Regarding the allocation of the expenses reported by the beneficiaries of the CCIs sector, an amount of 447.186,81€ (69%) was used for hardware (servers for hosting software applications, their accompanying elements and the required operating system, wired/wireless network equipment and cabling, computers, office equipment, ICT equipment related to the activities of the company), 172.592,41€ (27%)

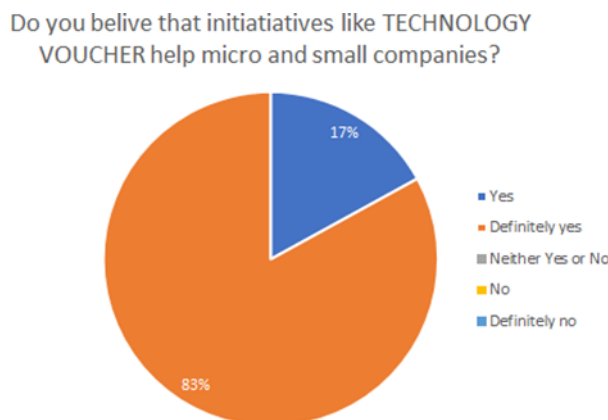
was used for software (office applications, programs for the optimisation of production and business processes, specialised software related to the company's activity, website, e-shop) and 24.452,90€ (4%) was used for other services (e-marketplaces, digital marketing, e-shop development, data registration/ transformation/transfer).



According to the responses received by the participating companies in the online survey that was conducted after the end of the Technology Voucher Programme, a high level of satisfaction by their cooperation with their ICT provider is derived.

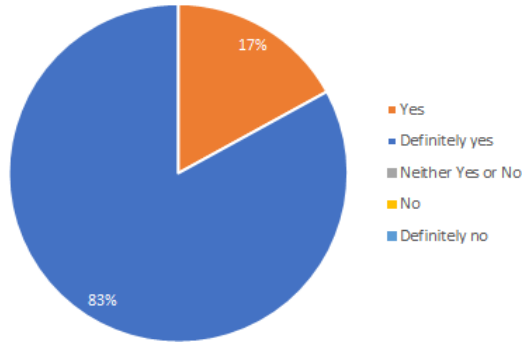


Moreover, the vast majority of the respondents (83%) believe that initiatives such as the Technology Voucher really help micro and small companies to a great extent.



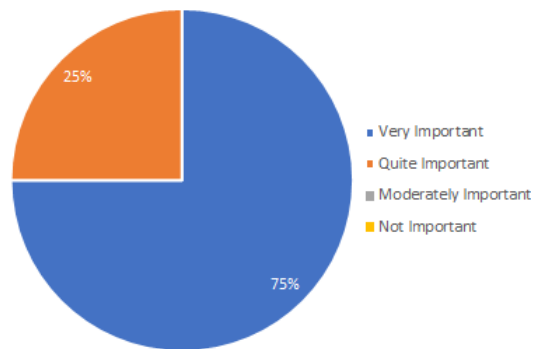
The same percentage state that they would be willing to participate in a programme like the Technology Voucher if they had the opportunity to do so in the future.

Would you take part in a programme like TECHNOLOGY VOUCHER in the future?



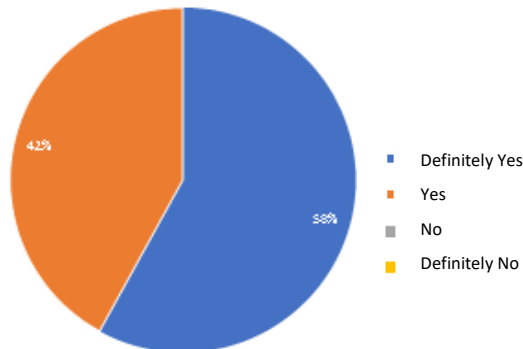
Most of the companies (75%) find the synergies between CCIs and ICT significantly important.

How important do you consider the synergies between CCIs and ICT?



On top of that, they strongly believe in the necessity of designing new funding programmes and schemes to support the synergies between the two sectors of CCIs and ICT...

Do you believe that new funding schemes should be designed to support synergies between CCIs and ICT?



PART II – IMPACT INDICATORS

BRIEF INTRODUCTION TO THE THEME

A major weakness of the ecosystem of Arts/CCIs & ICT in the region of Central Macedonia, as derived from the research conducted and highlighted during the meetings with the relevant stakeholders within RegionArts project, is the lack of synergies among the Arts/CCIs & ICT actors.

Within the general scope of valuing the dynamic sector of Cultural and Creative Industries (CCIs) in the region of Central Macedonia, the Action Plan developed by KEPA within Region- Arts project is about “Strengthening the position of CCIs in the regional policy”. The foreseen activities include gathering evidence on synergies between different actors (enterprises and other organisations) activated in CCIs and new technologies, organising working sessions to co-design a strategy supporting CCIs and participating in consultation process/meetings.

Moreover, the Action shall provide a great networking opportunity, fostering synergies of joint forces and expertise that already exists within the ecosystem, which can also serve as a preparatory stage and space for future projects and initiatives.




1 - ACTIONS

Working sessions to co-design a strategy supporting CCIs.

Number of stakeholders taking part in co-designing a regional strategy to support CCIs.



2 - MEANS OF DATA COLLECTION

1 – QUALITATIVE INDICATORS

As already mentioned above, the result indicator chosen to monitor the progress of KEPA’s Action Plan is the “Number of stakeholders taking part in co-de- signing a regional strategy to support CCIs”, which will be measured before and after the implementation of the Action Plan.

On top of the quantitative results provided, there are some qualitative feedback that is worth exploring, such as the ecosystem’s extroversion and the necessity of co-creating initiatives

amongst the different stakeholders. This kind of data will be asked in the questionnaire addressed to the stakeholder organisations, so that an illustrating aspect will be added to the purely quantitative findings.



2 – QUANTITATIVE INDICATORS

Two (2) co-working sessions are planned to be organized by KEPA during the second phase of RegionArts project, with the participation of relevant stakeholders of the regional ecosystem in Central Macedonia. During these meetings, available results from projects – surveys – initiatives will be shared, trends and perspectives will be discussed and a strategy to support the CCIs sector, focusing on its digital upscaling, will be jointly developed.

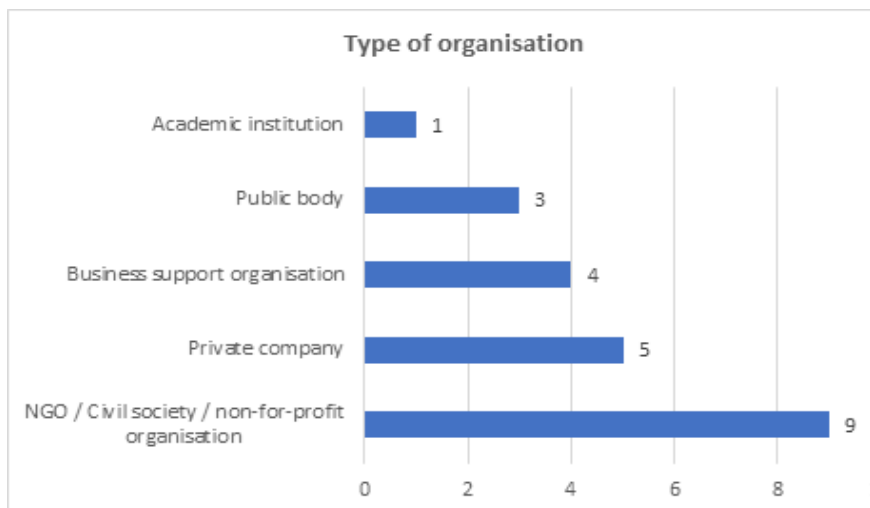
The “number of stakeholders that will take part in co-designing a regional strategy to support CCIs” is the quantitative indicator chosen, which will be measured before (as a percentage of the stakeholders that will respond to the respective questionnaire), as well as upon the completion of the co-working sessions measuring the actual number of stakeholders that will have participated in this process.

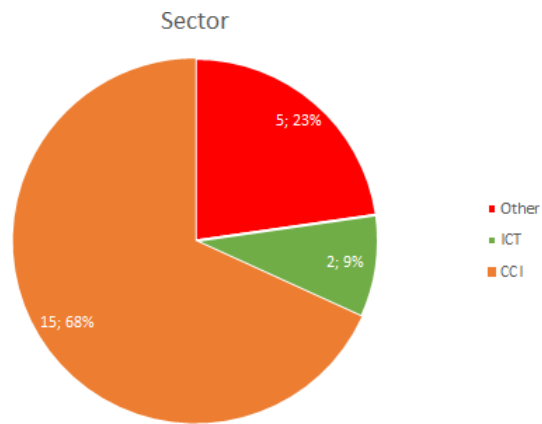
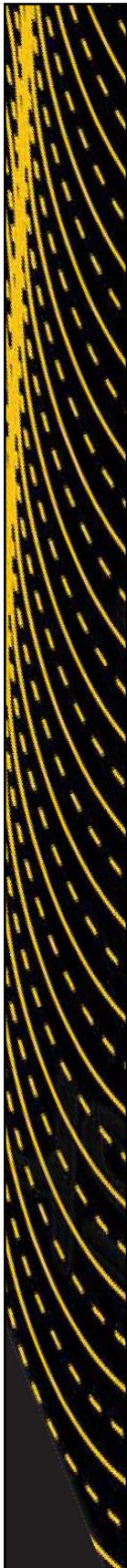


3 – ASSESS THE IMPACT OF THE PROJECT

22 people took part in the online survey that was carried out by answering the relevant questionnaire that was elaborated for this purpose.

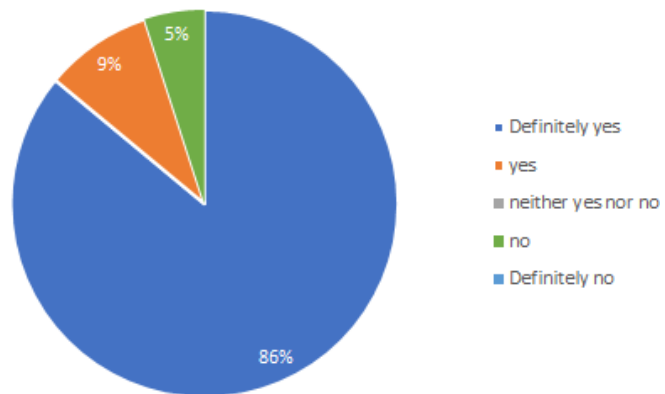
In general, the respondents represent all types of stakeholders within the regional ecosystem. Nevertheless, the majority comes from civil organisations activated in the Cultural and Creative sector.





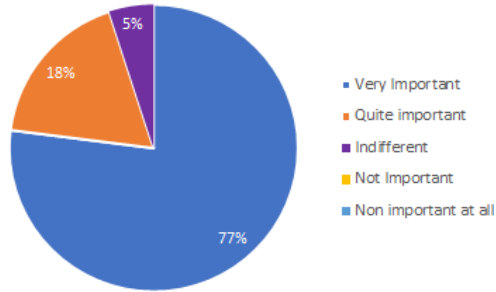
Regarding the position of the CCIs sector in the regional policy, most of the respondents strongly believe that it needs to be further upgraded.

Do you consider necessary the upgrading of the role of CCIs in the regional policy?



Furthermore, most of the participants have recognized the importance of the wide involvement and cooperation amongst the different stakeholders within the ecosystem, for de- signing new initiatives to support the CCI sector.

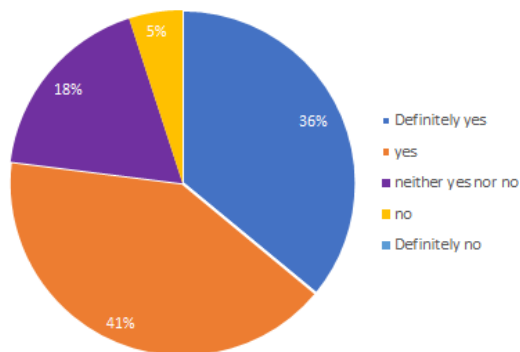
How important do you consider the wide participation and cooperation of the ecosystem actors in designing support initiatives in the field of CCIs?



Regarding the participation of their organisation in consultation for the development of policies and actions related to CCIs, 9 out 22 (40%) representatives state that they have been part of such kind of procedures in the past, indicatively through Entrepreneurial Discovery Processes (EDP), networks and dedicated round tables at regional, national and European level.

Finally, to the question on whether they are willing to actively participate in a consultation and co-creation process for the support and valuing the CCI sector in Central Macedonia, 77% of the respondents declare their willingness to do so.

Willingness to take part in consultation / co-creation process for valuing CCs in the region



Policy 5 – European Regional Development Fund (ERFD), Programme for Sustainable Growth and Jobs 2014 – 2020, Priority axes 2. Producing and Using latest information and knowledge (ERFD)

PART I – SELF DEFINED INDICATORS

BRIEF INTRODUCTION TO THE THEME

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The objective is to improve the governance process of regional strategic programming as a part of operational programmes and to strengthen the role of governance as a steering umbrella for innovations in art, design and generally in Creative Industries and ICT sectors, including other business sectors in Lapland. Design has long since been recognised as adding value to industry sectors in Europe. Industrial design, interaction design, media industry, game industry and service design all have great potential when innovations related to new products and services are created in different industry sectors to provide new jobs and welfare to the region. RegionArts with its across disciplines approach (Creative Industries and ICT) supports innovations. The objective is to strengthen especially SMEs' research and innovation capacity when encouraging actors across disciplines to collaborate. In Lapland, as in all other regions in Europe, a vast majority of businesses are SMEs. Especially in the Creative sector, majority of businesses are either micro enterprises or single person enterprises.

The overall governance should support practices improving the translation of needs identified in the industry to regional planning, policy and decision-making actions, and vice versa. This should lead to the improvement of the operational environment for art, design and ICT sectors, and to encourage more innovations. A multidisciplinary approach and operations across sectors should be a key target throughout these processes. RegionArts project explores practices to improve conditions for development of SMEs and to encourage innovations both on a regional but also on inter regional level.

SELF – INDICATOR	MEANS OF VERIFICATION	TARGET
Number of local companies engaged in the activities and programmes developed under the project	Participant lists of stakeholders in Lapland related to meetings, work-shops and events organised during the Phase 1 of RegionArts project. A Mentimeter survey sent to the stakeholder groups consisting of local businesses in the fields of art, design and Creative Industries in general, and in the ICT sector; regional and local administration; academia (staff and students); NGOs.	150



1 – THE PARTNER AND THE POLICY INSTRUMENT



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND
For the North – For the World

University of Lapland, Faculty of Arts and Design and the Arctic Design Cluster. Is a centre for an active dialogue between art, design and science, offering a dynamic range of academic studies, research and arts productions. We collaborate closely with a variety of actors in the society: public sector actors, local and national NGO's as well as local, national and international businesses, both SMEs and large companies. We carry out internationally groundbreaking work in winter, environmental and community art, and create new, innovative methods for especially service design and art education. Our diverse European and international networks serve as bridges to the culture, art, design and art education especially in the northern regions of Europe. The region of Lapland plays an active role in smart specialisation programmes in Europe. The Faculty of Art and Design at the University of Lapland hosts the Arctic Design Cluster in this context. Arctic Design combines art, design and research from a variety of fields with the ambition to solve challenges in the Arctic region and other sparsely populated regions. These challenges are often systemic and global. The power of design – Arctic Design included - is related to its capacity to act across fields, disciplines, industry sectors and art. Creative problem solving, creative thinking and ability to facilitate across disciplines is inherent to art and design fields. Combining this with digitalisation

University of Lapland, Faculty of Arts and Design and the Arctic Design Cluster.

offers new possibilities to the region.

The policy instrument we have been working with through the Phase 1 is 'Sustainable growth and jobs 2014 - 2020 - Finland's Structural Funds Programme (ERDF)' and its Axis 2, 'Producing and using the latest information and knowledge'. In Lapland, the OP (Policy Instrument) is implemented through Lapland's regional programme coordinated by the Regional Council of Lapland. The University of Lapland has a mandate from the Regional Council to participate in this Interreg Europe project as a project partner. At the time of writing this Policy Booklet, the policy instrument (the ERDF programme 2014-2020) in Finland is fast coming to its end, and the new national ERDF programme for the term 2021-2027 is well under development. The proposed programme Uudistuva ja osaava Suomi has been approved by the government of Finland on the 21st of October 2021, and it is expected to be operational at some point during the month of November 2021 after the approval of the European Commission. Although the new programme includes new elements, continuation is also present. One of the key priority axes is Innovative Finland, with a special focus on advancing research and innovation readiness; application of advanced technologies; utilisation of digitalisation to benefit citizens, companies and governmental organisations, and enhancing the growth of SMEs. The policy instrument to be used in Phase 2 (Action 1) will be defined in detail once the new ERDF programme has been approved by the Commission and it will be in action in Finland.

2 – WHO WILL BE THE TARGET GROUPS?

Educational institutions:

University of Lapland; Lapland University of Applied Sciences; Oulanka Research Centre at the University of Oulu; REDU Lapland Vocational School; Lappia Vocational College

Cultural organisations:

Artists' Association of Lapland; Northern Media Culture Organisation Magneetti; Hiljaisuus! – Silence! Association (specifically Silence Festival organisers), Arctic Design Week

Non-profit organisations, governmental organisations

Regional Council of Lapland Centre for Economic Development, Transport and the Environment in Lapland



City of Rovaniemi, Business Rovaniemi (an Associate Partner, supports inviting and selecting SMEs) Digipolis Kemi Technology Park (an Associate Partner, supports inviting and selecting SMEs)

SMEs To be invited and selected during the project's actions.

3 – DEVELOPMENT OF THE INVESTIGATION



survey

The survey was conducted by the University of Lapland in March— April 2021 to support the impact analysis of RegionArts Phase 1, and second, to learn more about the needs of the project's stakeholder groups, especially businesses in Creative Industries and ICT, education (teaching staff and students), NGOs and local and regional administration to develop the action plan for the Phase 2 of the project. The focus on the survey was on collaboration and interaction across the disciplines, both to improve understanding of what is the current status and what are the immediate future needs of stakeholder groups. The framework of the survey is the understanding that innovations best take place when experts across disciplines meet, learn to know each other and develop a common language. In time and at best the interactions and innovations lead to new job opportunities. The target group of the survey consisted of stakeholder groups identified in the beginning of the project: businesses active in the Creative Industries sector in the region of Lapland, businesses in the ICT sector, NGOs (often associations) in mainly the Creative sector, local and regional administration and the education sector. In Lapland a vast majority of businesses in all sectors are SMEs, and within SMEs, many of the businesses are micro businesses (1–10 employees) and further, of micro businesses many are self-employed. In Creative Industries freelancing is often a mode to employ oneself, not so much in the ICT sector where more traditional business models prevail. It is also worth mentioning that in Lapland the share of the public sector of the GDP in Lapland is somewhat stronger than in many other regions in Finland.

The survey was created on the Mentimeter platform which allows both multiple choice questions, open

questions and word clouds to be used. A total of 51 representatives from various stakeholder groups identified above submitted their responses to the survey. The number of responses to individual questions in the survey varied from 51 to six. The lower figures in response rate are related to open questions. An average response rate to multiple choice questions was over 25. The Mentimeter platform was used, as in spring 2021 restrictions in Finland related to the Covid-19 pandemic still prevented face-to-face workshops and interviews. The survey was conducted in Finnish, and the outcomes have been translated to English for the RegionArts reporting. Access to all raw data in Finnish can be requested from the University of Lapland. The survey was started with general background information on identification of respondent's positioning him/herself (entrepreneur, employee, student, unemployed, freelancer, other) and with identification of the field of expertise (art, culture, design, ICT, other). A multiple-choice question related to the current status and level of collaboration between Creative Industries and ICT sector followed, followed by identification of positive outcomes related to enhanced collaboration using word cloud option. The survey then moved to multiple choice questions related to actions needed to improve collaboration between the Creative Industries and ICT, and further, to identify specific fields both in Creative Industries and ICT sector where more education would be needed, the set of questions complemented by open answer options. A further set of questions related to identify needs related to collaboration with Creative fields and ICT sector respectively, including identification of specific fields related to both sectors regarding collaboration. As before, the multiple-choice questions were complemented with open answer options to receive more nuanced information of needs.

4 – EVIDENCE OF THE RESULTS

As mentioned before, the number of submissions was 51. With independent questions the rate of submissions varied between six and 51, the lower numbers consistently relating to open questions. For multiple-choice questions, the average response rate was over 25.

A set of background questions were posed at the beginning of the survey. Altogether 51 respondents responded to the question Who are you. Majority of respondents were either employees (30/51) or entrepreneurs (20/51). 13/51 were students, two were freelancers and 1 was unemployed and one 'other'. The respondents were given the following options on fields they represented: art, culture, design, ICT and other. More than half of the respondents referred to design as their field (26/51). Art and ICT were both referred to by 14 respondents, culture and 'other' by 11 respondents both. Some 20% of respondents identified their field to be 'other'. No detailed information exists on what exactly the 'other' referred to. Based on other sources, majority of the 'other' represents local or regional administration. It needs to be noted that in both background questions, respondents could identify themselves as part of more than one group. The respondents were offered the following seven (7) options to estimate in which fields collaboration between ICT sector and creative fields currently functions best: software engineering/technology; game design; Internet of Things (IoT) and smart networks; robotics; Artificial Intelligence (AI) and machine learning; TV, film and media production; advertising and marketing. Altogether 38 respondents submitted their response. The scale of multi-choice options was 1–7 throughout the survey. Collaboration between ICT sector and Creative fields was considered best in advertising and marketing (3.2), and in TV, film and media (3.0). Game design did not fall too much behind with 2.8. Software engineering reached

1.9. The least successful collaboration was clearly considered to be in AI and machine learning (1.0), in robotics (1.1), and in IoT and smart grids (1.2).

It is challenging to interpret the figures extensively based on a limited number of multiple-choice questions, but it is safe to say that the figures are no surprise based on the longstanding structural change related to fields like TV, film and media or advertising and marketing. Platforms for game design today are digital with a strong focus on art and design skills.

In a region like Lapland, with two universities (University of Lapland and Lapland University of Applied Sciences) offering higher education in both art and design and ICT fields, opportunities for collaboration naturally exist.

'other' option was provided for the respondents to allow elaboration of responses and to cover more possible

options for collaboration. However, in the survey open questions for additional information were posed.

Seven options were given to the respondents to identify how collaboration between ICT and Creative fields could and should be further developed. 31 respondents answered the question. The respondents needed to split 100% between the options. The options are presented below in **the order of popularity**.

Improving joint education between ICT and Creative fields (25%)

Get-together meetings (17%) Joint workshops to ideate (16%) Policy decisions (12%)

New fund / new funding opportunity (11%) New fund / new funding opportunity (11%) Virtual dating (10%)

Establishing a new cluster (9%) initiatives for collaboration naturally exist. A weakness though related to the question was that no 'other' option was provided for the respondents to allow elaboration of responses and to cover more possible options for collaboration. However, in the survey open questions for additional information were posed. Seven options were given to the respondents to identify how collaboration between ICT and Creative fields could and should be further developed. 31 respondents answered the question. The respondents needed to split 100% between the options. The options are presented below in the order of popularity.

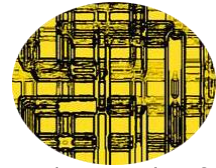
Improving joint education between ICT and Creative fields (25%)

Get-together meetings (17%) Joint workshops to ideate (16%) Policy decisions (12%)

New fund / new funding opportunity (11%) New fund / new funding opportunity (11%) Virtual dating (10%)

Establishing a new cluster (9%)

Lapland is a region with a strong education sector with two university level institutions, University of Lapland and Lapland University of Applied Sciences offering higher education in creative fields and ICT respectively. Hence it is no surprise that improving education in general is found relevant. It is however important to note that developing joint education across and between fields is considered important. Another key need clearly relates to the prerequisite of collaboration — getting to know, meeting each other. Meetings and virtual dating get support, face-to-face meetings are clearly more popular than virtual dating.



Ideation workshops, proactive actions to improve and develop, are also considered of importance. New funding opportunities receive support from respondents too but interestingly enough, not as much as actions requiring direct input from representatives of the fields themselves. Need for policy decisions is considered just a fraction more relevant than new funding opportunities. In a follow-up of the survey it could be relevant to specify the nature of policy decisions needed.

34 respondents created a word cloud on opportunities related to enhancing collaboration between ICT and Creative Industries. Mentimeter's word cloud is a simple and visually effective way to map the interests and needs of respondents. The larger the word in the cloud the more respondents have mentioned the word. New job opportunities (työllistyminen, työtä, työpaikkoja), international (kansainvälisyttä) and bigger projects (isompia projekteja) are the words most mentioned. 'New job opportunities' is clearly the most important opportunity recognised, as three words in Finnish related to job opportunities all made it to the center of the word cloud. The two other words of the same size in the center — international and bigger projects — also relate to the same context. Stakeholder collaboration supports and can even help create bigger projects, while international networks and collaboration, including international education and international business, also relate to jobs and work. A further word cloud analysis brings new products, digital tools and services, agile and multidisciplinary makers and services, and new innovative openings also in the forefront. These approaches receive support from the open answer sections in the survey. However, a deeper analysis of all words in the word cloud through e.g., clustering and interviews of respondents would quite likely provide even more detailed information and knowledge on how the respondents see the opportunities. This could be part of the impact analysis conducted towards the end of the Phase 2.

Concerning what are the specific fields in both Creative Industries and ICT respectively which should be further developed in Lapland, 26 respondents answered the questions. It is good to take notice that the figure is approximately only half of the respondents answering the background questions in the very beginning of the survey, but it can still be considered representative (total 51). The following seven options were given to the respondents in relation to ICT: gaming industry; IoT

technology; smart housing; smart networks; virtual studio technology; robotics; AI and machine learning. The average weight (not at all important to very important, scale 1–7) given to each option was between 3.8 for smart housing and 5.0 to virtual studio technology. At first sight differentiation between the options seems a challenge but a closer look at the distribution of weight shows a clearer difference. Virtual studio technology and IoT and machine learning are more weighed at the 'very important' end of the scale, robotics and gaming industry slightly less.

Concerning Creative Industries, respondents were provided with eight options: music (popular and classical); fine arts; dance; theater; film; cartoon; literature, design. Rather as in the previous question related to ICT, the average weight given to options was a relatively narrow range between 3.7 and 5.7. (the scale 1–7). Taking a closer look at the distribution of weights shows that design was the only field not receiving the lowest weight at all. Design also received the highest average weight (5.7). Film received the second highest weight 4.9. Only the scores related to dance and theater remained under 4. Again, to learn more of the real significance of differences between fields of art, a more detailed study would need to be conducted. A recommendation is that this could be looked at closer at the end of the Phase 2. The initial outcomes of the March–April survey are already reflected on the actions planned for the part II of the project but a deeper analysis could be considered towards the end of the Part II, both in relation to fostering collaboration between the Creative fields and the ICT field in Lapland, (Action 1, Part II) as well as in the context of improving the framework in educational institutions for ICT and Creative Industries (or if you prefer, CCI, Cultural and Creative Industries) (Action 2, Part II).could be looked at closer at the end of the Phase 2.

The initial outcomes of the March–April survey are already reflected on the actions planned for the Part II of the project but a deeper analysis could be considered towards the end of the Part II, both in relation to foster collaboration between the Creative fields and the ICT field in Lapland, (Action 1, Part II) as well as in the context of improving the framework in educational institutions for ICT and Creative Industries (or if you prefer, CCI, Cultural and Creative Industries) (Action 2, Part II).

The survey on the indicators and impact related to the RegionArts Phase 1 was conducted by the University of Lapland in March–April 2021.

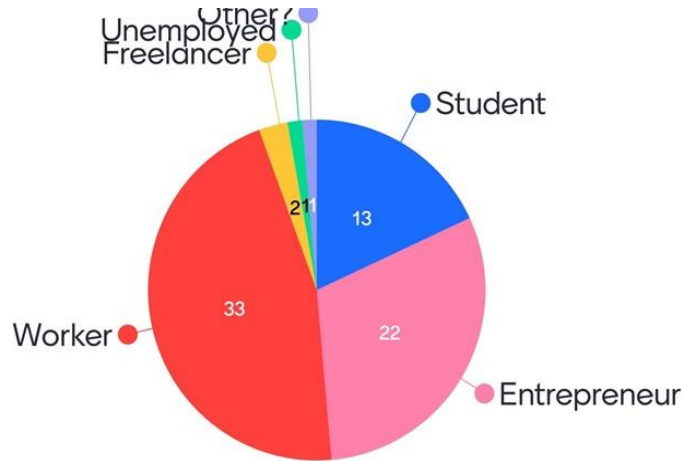
The Mentimeter platform was used, as in spring 2021 restrictions in Finland related to the Covid-19 pandemic still prevented face-to-face workshops and interviews. The survey was conducted in Finnish, and the outcomes have been translated to English for the RegionArts reporting. Access to all raw data in Finnish can be requested from the University of Lapland.

Besides indicators and impact the objective of the survey was to receive more information from stakeholder groups to guide the development of the action Plan for the Phase 2.

Who are you? Your position in work life (choose one or more)

A set of background questions were posed in the beginning of the survey. Altogether 51 respondents responded to the question Who are you. Majority of respondents were either employees (30/51) or entrepreneurs (20/51). 13/51 were students, two were freelancers and 1 was unemployed and one 'other'.

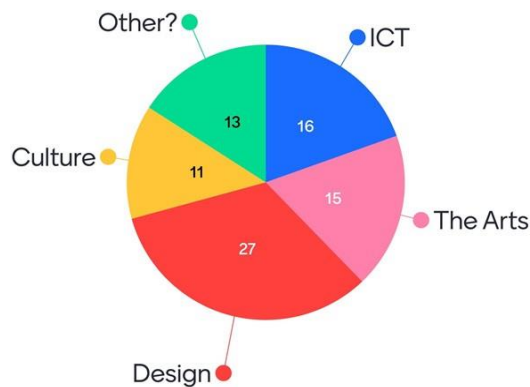
The reason for the total number exceeding 51 is that some respondents identified themselves both as i.e. entrepreneurs and students, or entrepreneurs and employees (as in having a teaching position in the university and being an entrepreneur). The same situation concerns some other questions in the survey as well (fig. 1).



Your field of knowledge? (one or more)

The respondents were given the following options on fields they represented: art, culture, design, ICT and other. More than half of the respondents referred to design as their field (26/51). Art and ICT were both referred to by 14 respondents, culture and 'other' by 11 respondents both. Some 20% of respondents identified their field to be 'other'. No detailed information exists on what exactly the 'other' referred to. Based on other sources, majority of the 'other' represent local or regional administration. (Fig. 2)

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As in question one, respondents could refer to more than one option. Generally speaking it is safe to say that all proposed fields were represented in the survey. It is however clear that Creative fields (art, culture, design) were over representative compared to the ICT sector. The same tendency is visible also in the meetings and workshops organised for the stakeholders throughout the RegionArts project Phase 1 in Lapland.

How should collaboration between ICT and the Creative industries be developed in Lapland?

Seven options were given to the respondents to identify how collaboration between ICT and Creative fields could and should be further developed. 31 respondents answered the question. The respondents needed to split 100% between the options. The options are presented below in the order of popularity (fig. 4).

Improving joint education between ICT and Creative fields (25%)

Get-together meetings (17%)

Joint workshops to ideate (16%)

Policy decisions (12%)

New fund / new funding opportunity (11%)

Virtual dating (10%)

Establishing a new cluster (9%)



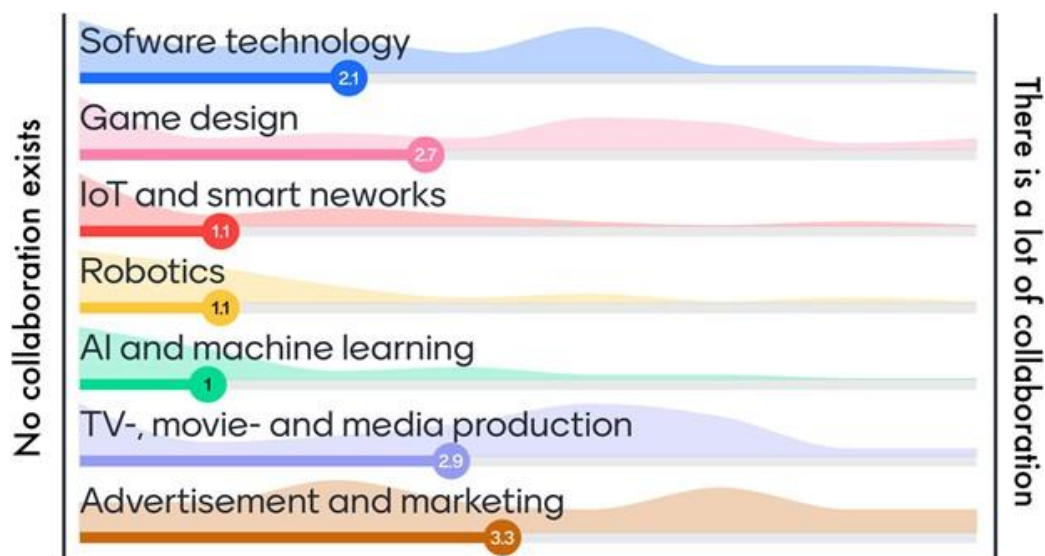
Lapland is a region with a strong education sector with two university level institutions, University of Lapland and Lapland University of Applied Sciences offering higher education on creative fields and ICT respectively. Therefore it is no surprise that improving education is found relevant. It is however important to note that developing joint education across and between fields is considered important.

Another key need clearly relates to the prerequisite of collaboration — getting to know, meeting each other. Meetings and virtual dating get support, face-to-face meetings are clearly more popular than virtual dating. Ideation workshops, proactive actions to improve and develop, are also considered of importance. New funding opportunities receive support from respondents too but interestingly enough, not as much as actions requiring a direct input from representatives of the fields themselves. Need for policy decisions is considered just a fraction more relevant than new funding opportunities. In a follow-up of the survey it could be relevant to specify the nature of policy decisions needed.

In which fields does the collaboration between arts and ICT function best in Lapland at the moment?

The respondents were offered the following seven (7) options to estimate in which fields collaboration between ICT sector and creative fields currently functions best: software engineering/technology; game design; Internet of Things (IoT) and smart networks; robotics; Artificial Intelligence (AI) and machine learning; TV, film and media production; advertising and marketing.

Altogether 38 respondents submitted their responses. The scale of multi-choice options was 1—7 throughout the survey. Collaboration between ICT sector and Creative fields was considered best in advertising and marketing (3.2), and in TV, film and media (3.0). Game design did not fall too much behind with 2.8. Software engineering reached 1.9. The least successful collaboration was clearly considered to be in AI and machine learning (1.0), in robotics (1.1), and in IoT and smart networks (1.2) (fig. 3).



It is challenging to interpret the figures extensively based on one question only, but it is safe to say that the figures are no surprise based on the longstanding structural change related to fields like TV, film and media or advertising and marketing. Platforms for game design today are digital, and require a strong design approach.

A weakness related to the question was that no 'other' option was provided for the respondents to allow the elaboration of responses and to cover more possible options for collaboration. However, in the end of the survey open questions for additional information were posed.

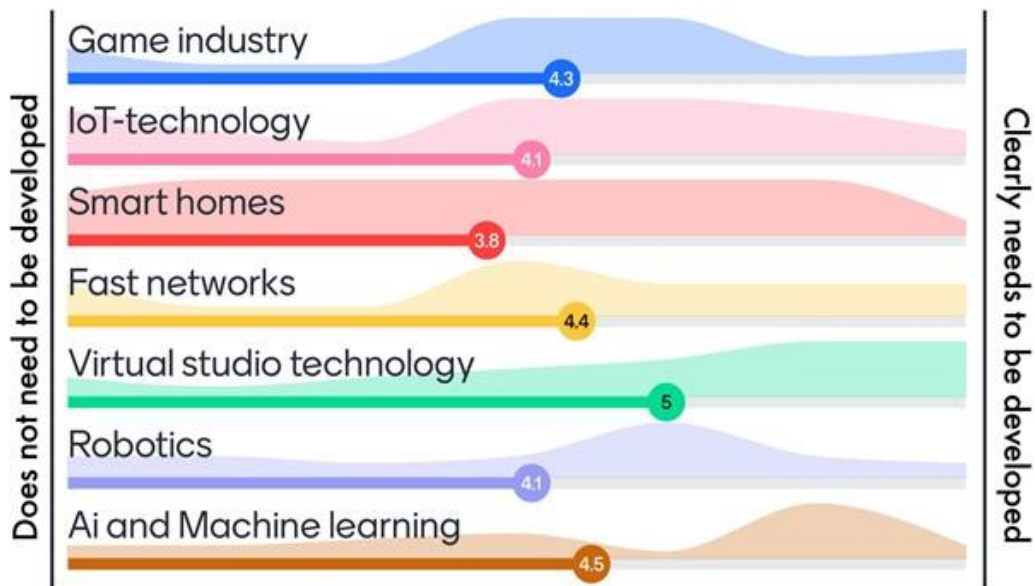
Behind with 2.8. Software engineering reached 1.9. The least successful collaboration was clearly considered to be in AI and machine learning (1.0), in robotics (1.1), and in IoT and smart networks (1.2) (fig. 3).

Which of the following fields of ICT and technology should be developed in Lapland?

26 respondents answered the question on which ICT fields and technologies should be further developed in Lapland. It is good to take notice that the figure is approximately only half of the respondents answering the background questions at the very beginning of the survey (total 51).

The following seven options were given to the respondents: gaming industry; IoT technology; smart housing; smart networks; virtual studio technology; robotics; AI and machine learning.

The average weight (not at all important to very important, scale 1–7) given to each option was between 3.8 for smart housing and 5.0 for virtual studio technology. At first sight differentiation between the options seems a challenge but a closer look at the distribution of weight shows a clearer difference. Virtual studio technology and IoT and machine learning are more weighed at the ‘very important’ end of the scale, robotics and gaming industry slightly less (fig. 6). dents would quite likely provide more detailed information and knowledge on how the respondents see the opportunities. This could be part of the impact analysis conducted towards the end of the Phase 2.



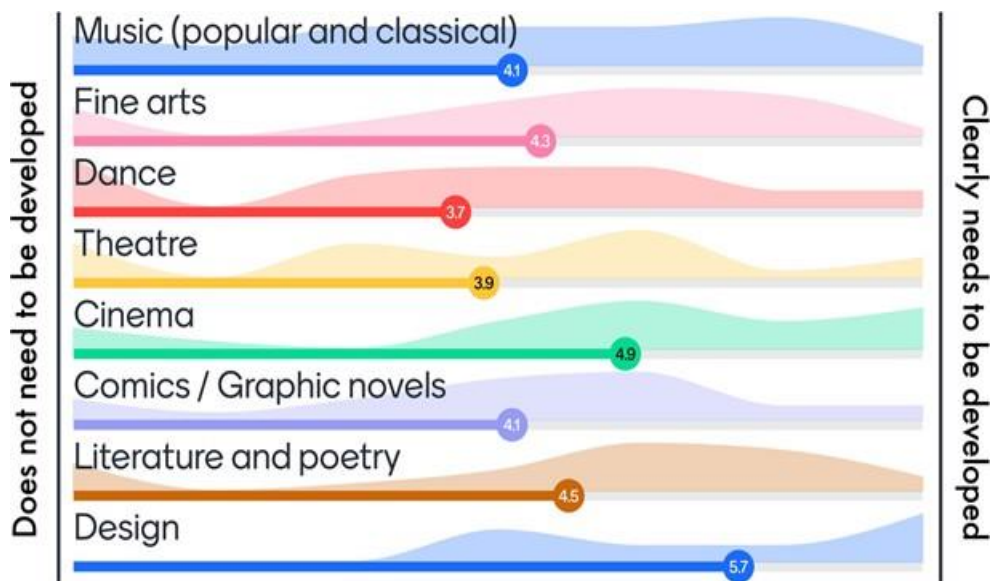
To learn more of the detailed weights, an in-depth interview towards the end of the Phase 2 could be useful. Also, an open field to identify other ICT fields and technologies in the Mentimeter questionnaire could provide useful information.

Which of the following fields of Cultural and Creative industries should be developed in Lapland?

26 respondents again answered the question on which Creative fields should be further developed in Lapland. As in the previous question (development of ICT fields and technologies) respondents were provided with options, this time eight of them.

The Creative fields related options were: music (popular and classical); fine arts; dance; theater; film; cartoon; literature, design. Rather as in the previous question related to ICT, the average weight given to options was a relatively narrow range between 3.7 and 5.7. (on scale 1–7).

Taking a closer look at the distribution of weights shows that design was the only field not receiving the lowest weight at all. Design also received the highest average weight (5.7). Film received the second highest weight 4.9. Only the scores related to dance and theater remained under 4 (fig. 7).



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Again, to learn more of the real significance of differences between fields of art, a more detailed study would need to be conducted. A recommendation is that this could be looked at closer at the end of Phase 2.

PART II – IMPACT INDICATORS

BRIEF INTRODUCTION TO THE THEME



Lapland is the most northern region in Finland, located in and north of the Arctic Circle. The population of the region geographically covering one-third of Finland is just 177 000, with more than one-third of the population, 63 000, living in Rovaniemi, the capital of Lapland. Location in the Arctic with harsh weather conditions with the climate warming three times more than in the world on average, with sparse population and long distances create specific challenges the region – and stakeholders in the region – need to meet every day. Digitalisation, ICT sector included, is seen as part of the solutions related for example to sparse population and long distances, and design is seen as adding value to creating products and services to meet the needs of citizens in the region. Arctic Design has been developed as an approach reacting to the conditions in the Arctic and in other sparsely populated regions, and the Arctic Design Cluster coordinated by the University of Lapland works together with other smart specialisation related clusters in the region to enhance innovations and solutions for the region. To ensure that future solutions needed to solve complex challenges emerging in Lapland, more collaboration across disciplines is needed. As the ICT sector is critical in producing solutions to enhance digitalisation, and as the added value of one of the major growth sectors in Europe to all other industry sectors, the Creative Industries, is well recognised, collaboration across these sectors is seen highly relevant in the region. Learnings from Part I of RegionArts in Lapland, the recognised need for further collaboration through joint education between Creative and ICT fields, and the understanding that meetings and joint ideation across disciplines is the starting point to enhance innovations and new jobs, University of Lapland has proposed two actions for the Part II.

In Part II of the RegionArts project, the lessons learnt in Lapland during Phase 1 on across fields collaboration will be expanded to focus on two specific key actions: 1. Enhancing net- working of various partners from fields related to the RegionArts: ICT, art, design, and other creative industries, natural sciences, SMEs, 3rd party sector (NGOs) etc. by creating workshops and cross-disciplinary collaboration possibilities for artists, scientists and ICT companies. 2. Enhancing collaboration in the ICT and creative educational fields of higher education institutions in Lapland: University of Lapland (UoL), Lapland University of Applied Sciences (LUAS), REDU Vocational School and LAPPYA Vocational College. This collaboration should enhance sharing infrastructure, like sharing equipment, opening up laboratory and studio facilities to all educational institutions, staff exchange, co-teaching, and a possibility for students to take classes and join workshops across educational institutions in Lapland.



Action 1: Ar2SC: Fostering collaboration between the creative field and the ICT field in Lapland. Focus on Arctic Art and Science. Strengthening collaboration between Creative Industries and ICT, communication, and skills action will be focusing on accessibility of new technologies and innovations through cross-disciplinary work between ICT companies, artists, designers and scientists. Action 2: Arctic Smart Future Technologies. RDI and Industry 4.0: Improving the framework of ICT & CCI (Cultural and Creative Industries) fields in educational institutions. The action has targeted especially the Programme for Sustainable Growth and Jobs 2014- 2020, by allocating funding for research, development and innovation activities in infrastructure improvements, aiming at developing a new RDI environment and enhancing collaboration 1)between higher education institutions, and 2)between educational institutions, private sector businesses and public authorities. These two actions aim at providing new visions and input for Lapland’s Smart Specialisation Strategy (S3) which to a large degree neglects to mention the Creative, Art and Design Industries, for example in the International and Smart Specialisation Strategy for 2018 - 2022. The document (Lapland an Arctic and international highflier— The strategic priorities for international and smart specialisation 2018 – 2022, Regional Council of Lapland, Publication series: A52/2018,

https://arcticsmartness.eu/fi/wp-content/uploads/sites/5/2018/12/KV-julkaisu_englanti_4.12.2018.pdf) together with the recently approved Lapland Agreement, the strategic development programme for the region of Lapland for 2022 –2025, will act as the framework guiding concrete actions to implement the new ERDF programme for 2021 – 2027. On the national level the ERDF programme mentions design, brand-making and service design along with some notions of benefits of art and cultural activities to citizens but does not provide in-depth content related to them.



Action 1: Ar2SC

- List of participants in events organised
- Co-creation workshop(s) with local stakeholders
- Feedback collected from stakeholders and an impact survey

Action 2: Arctic Smart Future Technologies

- List of participants in events organised
- Monitoring possible reports related to the Action (desk research)
- Memos of meetings organised
- Co-creation workshop(s) with local stakeholders

1 – QUALITATIVE INDICATORS

Action 1: Ar2SC

Establishment of collaborations between Art, Design and Cultural fields (or wider, Creative industries) with ICT companies. Collaborations are defined as follows: 1)Design of a set of ideations cards to facilitate brainstorming to construct a common language between fields (design and art, new technologies related to ICT) and to enhance collaboration between actors of various disciplines; 2)Three workshops on new and emerging topics, technologies and methods (e.g. AR, smart materials, IoT and semantic web), with a hackathon as an outcome for students and other actors interested, 3)An opportunity provided for a selected set of individuals to continue collaboration in a new form of a dual residency for artist/designer - scientist couples or groups

in collaboration with science centres, festivals, art institutions and/or private companies and universities. Outcomes will be disseminated as exhibitions or research articles etc. to help popularize new technologies, tools and inter-disciplinary working methods. range from face-to-face or online meetings and ideation workshops to for example collaborations related to developing new products, services or business models.

The impact of collaborations of stakeholders involved and to the field(s) in general will be assessed through a survey organised both at the beginning and at the end of the Part II lifespan, and through more in-depth interviews, and/or a co-design workshop



bringing all stakeholders together towards the end of the process. As the Covid-19 pandemic is not yet over (status November 2021), use of specific methods will need to consider possible restrictions related to the pandemic.

- Regional strategy influencing. Two specific documents, Lapland an Arctic and international highflier — The strategic priorities for international and smart specialisation 2018–2022, and Lapland Agreement, the strategic development programme for the region of Lapland for 2022–2025, guide developing the region. The first document relates to the smart specialisation programme initiated by the European Commission. Smart specialisation is an innovative approach aiming at boosting growth and jobs in Europe, by enabling each region to identify and develop its own competitive advantages and through partnerships and bottom-up approach. In Lapland the competitive advantages include the pillar industries bioeconomy, tourism and related industries and mining and metal industries, while the Arctic Design cluster together with the Arctic Development Environments Cluster are seen as horizontal clusters supporting and adding value to all other clusters (e.g. Arctic Industry and Circular Economy and Smart and Sustainable Arctic Tourism). The second document, Lappi Agreement for 2022–2025 is a four-year strategy and action programme guiding the development of the region. As in many regional councils in Finland, the Regional Council of Lapland has combined the regional plan and the regional programme into a single document known as the Lapland Agreement. Since 2017 the document has been created in an extensive co-creation process together with experts from a wide variety of fields in both the public and the private sector. Lapland's smart specialisation programme is in fact Lapland's strategy for internationalisation and as such considered an elementary part of Lapland Agreement. In the context of Region- Arts we will however have a closer look at both documents to see how the two actions defined for Part II of RegionArts project can succeed in creating a policy level impact. Regional strategy influencing will primarily take place through meetings and ideation workshops with local stakeholders, and the impact analysis towards the end of the project will happen through an impact survey

and in-depth interviews, or alternatively through a co-design workshop. Final decisions on methods will take the possible restrictions related to the Covid-19 pandemic into account. Action 2: Arctic Smart Future Technologies

- New collaborative openings combine ICT & CCI fields in RDI development of the local higher education institutions. The development goal of this project is to support educational institutions specialize in their technology choices, create a division of resources and expertise, and, through specialisation, provide companies with better services for Industry 4.0-related business product development.

The project consists of four phases: 1) Mapping of existing technologies and other resources in the region related to ICT and Creative technologies, 2) Technological solutions based on companies' identified challenges and needs, 3) Creating a roadmap for local micro, small and medium size enterprises and 4) Disseminating outcomes. An earlier phase always provides more data and information to the next phase — although due to the quite tight schedule some of the phases will unavoidably overlap. Methods to assess the impact towards the end of the project will be specified later.

- Strengthening cross-disciplinary education & research infrastructure possibilities by generating a report of the various RDI environments and their working models of the institutions. This knowledge is shared not only between the institutions but also with local companies in order to improve opportunities for utilizing the existing opportunities. A Road- map of the complementary future technologies will be created, which will later guide the collaboration between educational institutions. Best tools to support the technological development of companies are selected and are tested in collaborative pilots between the companies and the educational institutions.

- ERDF Application, timewise this can only be elaborated when the new national ERDF programme will be up and running. The government of Finland has approved the national programme in October 2021, at the time of writing the document the final approval from the European Commission is missing still.

2 – QUANTITATIVE INDICATORS

Action 1: Ar2SC

- N° of actors involved both from the CCIs and ICT industries (for context, see Means of data collection above)

Action 2: Arctic Smart Future Technologies

- Establishing new educational collaborations: courses, modules, minor degrees



QUANTITATIVE RESEARCH

- N° of students involved in the studies
- N° of study credits earned
- N° of publications, exhibitions etc.

3 – ASSESS THE IMPACT OF THE PROJECT

The impact of the project will be assessed towards the end of the timespan of Part II. Tentative assessment methods have been described above separately with Action 1 and 2.

Policy 6 – Koprivnica City Development Strategy until 2030

PART I – SELF DEFINED INDICATORS

BRIEF INTRODUCTION TO THE THEME



Enter Koprivnica goal is that, through this project, raise awareness of SMEs to be more competitive. To do this, innovation is crucial, so Enter is organizing workshops, events and meet-ups in order to introduce SMEs with an innovative and multidisciplinary approach. Focus is on SMEs who work in CCI industry including IT sector.

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SELF – INDICATOR

Percentage of beneficiary SMEs introducing an innovation in their company – 50% of SMEs who work in CCI sector and IT in the City of Koprivnica.



MEANS OF VERIFICATION

Expect online workshop materials and presentations that are available to the target group, after the workshops it is planned to conduct a survey, just to test the target group if they are more familiar with innovative processes, did the event meet their expectations, are they planning to apply new knowledge in their companies, are they are planning to cooperate with the ICT or CCI sector etc.



TARGET

Percentage of beneficiary SMEs introducing an innovation in their company – 50%. We have detected from Croatian statistical base SMEs who are working in CCI sector, including ICT sector. The number is for now 109 SMEs who actively are working in that field.



1 – THE PARTNER AND THE POLICY INSTRUMENT



The aim of the Strategy is to define new strategic guidelines for the development of the City of Koprivnica and define the development path through existing and future projects. The document will contain a list of projects which will have a significant influence on the quality of life in the city, increase the competitiveness of entrepreneurs in the city and improve the perspective for young people. It is expected that all subsequent documents of the City and city's companies will be harmonized with the new priorities and goals. This strategy document and similar documents will also be harmonized with the expected new regulations and laws concerning regional development.

The small and medium-sized enterprise (SME) sector is thus defined as one that needs encouragement and development. Despite the existence of large industry in the city, the SME sector, in order to ensure the economic stability of the city and increase its competitiveness, has become a strategic determinant of the city.

Thus, the mission of the City of Koprivnica will be defined as a city that actively works to ensure the highest quality of life for all citizens. Through the efficient and effective use of available resources, the system of measures for the development of communal, transport and energy efficient infrastructure, the City of Koprivnica will achieve the set goals and vision defined in that document.

Strategy will be developed by the City of Koprivnica and will cover City of Koprivnica geographical area, including surrounding settlements. Enter Koprivnica proposes to add the new measure under the priority related to influencing the innovative entrepreneurship. Future City of Koprivnica Development Strategy until 2030 will be aligned with the Croatian National Development Strategy until 2030. The strategic priorities under the strategy will include 3 main priorities: smart growth, sustainable growth and inclusive growth.

The newly added measure will represent a structural change.

Smart growth as a priority has the goal, perhaps more than others, of influencing the innovativeness of small and medium-sized enterprises. In the long run, the impact on product innovation is expected on the example of both, as in local business environment as well as in the EU environment.

One of the strategic goals is to start innovative entrepreneurship through the cooperation of SMEs, large companies and the scientific sector, and to open large companies to small ones through information, education and presentation activities. The aim is also to ensure the transfer of knowledge to small and medium-sized enterprises through the involvement of business support institutions (BSOs) in projects that ensure cooperation with SMEs.

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2 – WHO WILL BE THE TARGET GROUPS?



Target group will be SMEs who work in the field of creative and cultural sector and ICT sector in the city of Koprivnica.

3 – DEVELOPMENT OF THE INVESTIGATION

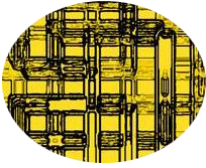


survey

After the events and activities that will affect the fulfillment of indicators, there will be conducted a survey disseminated to detected SMEs with several questions:

1. Company name
2. Did this event/workshop meet your expectations and did you gain new knowledge about innovative business and multidisciplinary approach?
3. Are you thinking or have an idea to apply some new knowledge or innovation process in your business?
4. Do you think that it is important to cooperate with different sectors (encourage multidisciplinary approach), in this case ICT and art, to be more innovative?

4 – EVIDENCE OF THE RESULTS



Enter detected from Croatian statistical base SMEs who are working in CCI sector, including ICT sector. The number is for now 109 SMEs who actively are working in that field.

Until now, Enter held 5 events where there were introduced activities which are encouraging companies to be more innovative.

2 of them was a part of the RegionArts project - 1st RegionArts meeting (including stakeholder meeting) in Koprivnica and ICT meets the Arts event. Another two events were organized by ENTER – Digital software

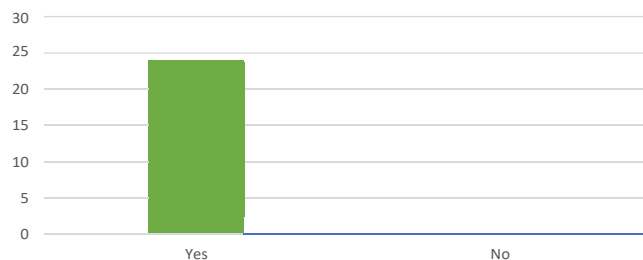
training/workshops (importance of innovative design and art in business) and Using new technologies in business. Last event was LinkedIn meetup where SMEs were introduced with innovative businesses, the aim was to motivate them to cooperate with ICT or SMEs who are working in creative fields. After the events, Enter conducted a survey among SMEs that will be presented policy makers in order to influence on improvement of policy instrument.

Until now, after the events Enter submitted and evaluated 25 answers needed for the survey results.

Below are results.

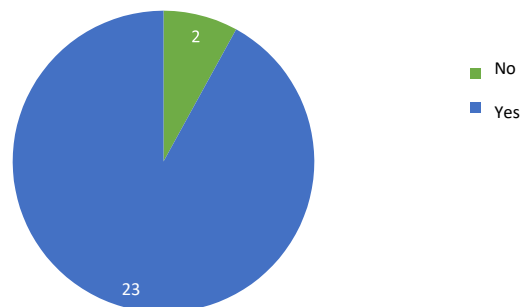
This graph shows that 24 of SMEs after the events gain new knowledge about innovative business and multidisciplinary approach. This result is showing that these kinds of events can have an impact on motivation of SMEs to be more innovative and competitive.

Did this event/workshop meet your expectations and did you gain new knowledge about innovative business and multidisciplinary

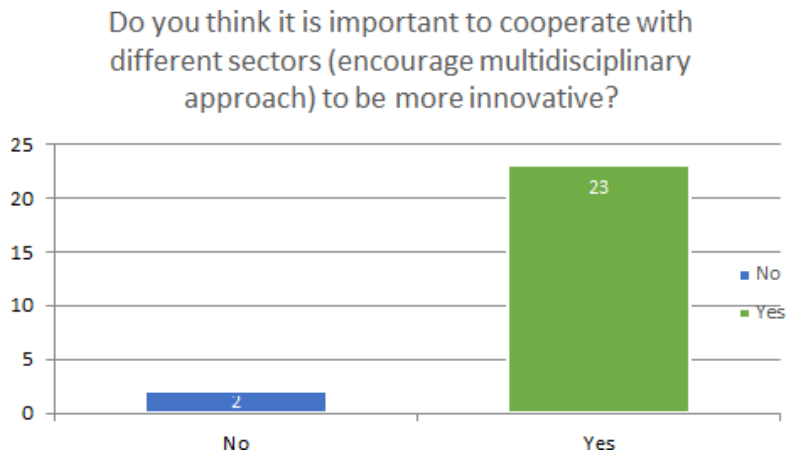


23 of SMEs answered that they have an idea how to apply some new knowledge or innovation process about innovation process into their business.

Are you thinking of have an idea to apply some new knowledge or innovation process in you business?

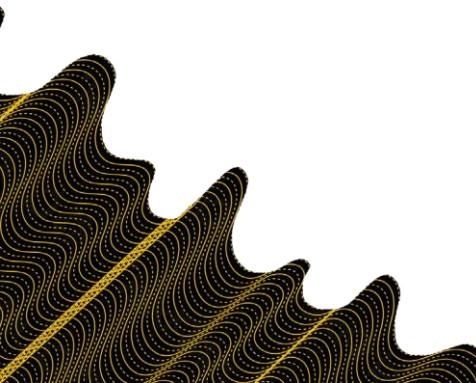
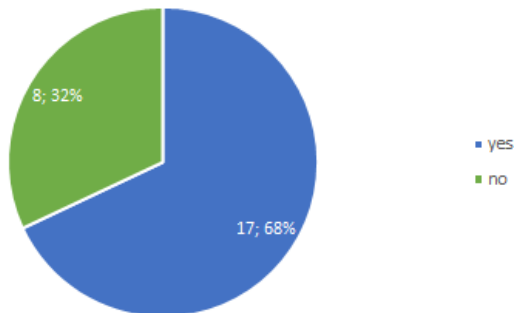


23 of SMEs answered that they have an idea how to apply some new knowledge or innovation process about innovation process into their business.



23 of SMEs answered that they have an idea how to apply some new knowledge or innovation process about innovation process into their business.

Are you planning to cooperate with ICT or SMEs who work in creative and cultural sector?



PART II – IMPACT INDICATORS

BRIEF INTRODUCTION TO THE THEME



1 - ACTIONS

Action 1 "Creative and Digital Information Hub" will focus on stimulating cooperation between ART & ICT through workshops with results of incremental, gradual, continuous improvements on existing services / products through different activities that will complement this action.

Through this action goal is to create systematic eco-system by involving relevant support organizations for Building capacities for introducing innovation in company comprises several steps:

- 1- Detecting SMEs who have capacities (financial, operational...) for introducing innovation in their company
- 2- Creating online and offline materials for building capacities of those detected SMEs
- 3- Creative workshops organized for the purpose of building innovation capacity of detected SMEs

"Creative and Digital Information Hub" - list of participants and workshop reports

Action 2 is "Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors".

This action refers to addressing authorities of City of Koprivnica to include a new measure named "Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors" in the Program of measures for encouraging the development of entrepreneurship in the City of Koprivnica. This will be new City measure that will contribute to the strengthening of small and medium companies in City of Koprivnica.



2- MEANS OF DATA COLLECTION

This action will influence on addressed Policy Instrument City of Koprivnica Development strategy until 2030, since Program of measures for encouraging development of entrepreneurship in the City of Koprivnica is based on City of Koprivnica Development Strategy until 2030.

"Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors" – number of grants approved

1 – QUALITATIVE INDICATORS

Creative and Digital Information HUB serves as a "one stop shop" for SMEs who wants to build their capacity, learn more about innovativeness, become more competitive, have support from experts/mentors and connect with other SMEs in cultural and creative sector. Enter detected that this kind of services are needed and can have a direct impact on innovative entrepreneurship.

Result of the action will be:

- 2- Established a Digital and creative information HUB, a place where detected entrepreneurs can find useful information about new trends in business, innovation, cooperation with other sectors, online materials, mentoring services etc.
- 3- Created materials that will be conducted under Digital and creative information HUB

Conducted creative workshops specially designed for creative SMEs, who have capacity and willingness to cooperate with different sectors in order to become more innovative and competitive.



"Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors" presents a new measure (Grant) included in the Program of measures for encouraging the development of entrepreneurship in the City of Koprivnica. Grant represents a financial contribution that includes activities for strengthening innovation of small and medium companies in City of Koprivnica especially those working in ICT and ART sector.

2 – QUANTITATIVE INDICATORS

Establishment of Digital and creative information HUB can have a concrete impact on the City of Koprivnica Development Strategy until 2030 in a way that it will represent a place where innovative SMEs can become more competitive using the services of it, especially mentoring support and trainings.

Through the Region arts project there will be detected at least local 20 SMEs and at least 3 innovative trainings will be conducted with the aim of increasing innovation, supporting multispectral cooperation and creative entrepreneurship. That kind of HUB doesn't exist in the region, and based on the current local and adopted national strategy, this kind of

This Creative and digital information HUB will be managed by the staff under the Incubator of creative industries who will continuously work on it in order to ensure sustainably.



QUANTITATIVE RESEARCH

Through the "Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors" approx. 6.500,00 EUR will be the amount available for the whole measure (this amount will be divided for smaller grants, for example approx. 650,00 € per grant). This measure will support the target group by ensuring financial support.

3 – ASSESS THE IMPACT OF THE PROJECT



Results of the submitted survey will be available after the implementation of the actions. Timeframe for the action 1:

01/03/2023 – 01/06/2023 – Results of the action will be monitored and disseminated with the authorities at local level

01/09/2021 – 1/11/2021 - Detect SMEs who have capacities (financial, operational...) for introducing innovation in their company – this will be done at the local level, SMEs will be contacted and invited to state whether they have the needs, desires and capacities to participate in activities of introducing innovation into their business. At the same time, hub will be established and while contacting SME its activities and purpose will be present to SMEs. The activity includes also announcements through social media, newsletter and website.

01/10/2021 – 31/01/2022 - Online and offline materials will be created for building capacities of those detected SMEs 01/02/2022 – 01/03/2023 - Have creative workshops organized (onsite or online) for building innovation capacity of the detected SMEs. Online materials will be shared through BOND - Network of BSO at National level. This activity also

01/03/2023 – 01/06/2023 – Results of the action will be monitored and disseminated with the authorities at local level

Timeframe for the action 2:

01/09/2021 – 31/12/2021 – Drafting, finishing, proposing and adopting measure (Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors) to the city authorities

01/01/2022 – 01/06/2023 – Monitoring of adopted measure (monitoring how many SMEs applied for a subsidy). Finalisation of monitoring of the action plan implementation, discussing results of the action with the Local authorities and disseminating results with the Ministry of Economy and Sustainable Development.

Within this project it is expected that at least 20 SMEs get support through trainings and workshops under new established Digital and creative information HUB and in that way become more competitive and innovative. Through the new grant suggested to the policy makers, to SMEs will be provided financial support and they will be able to achieve some activities which can lead to new cooperation between ICT and art and boost their businesses even more.

Policy 7 – Regional Operational Programme (ROP) – Molise Region 2014-2020

PART I – SELF DEFINED INDICATORS

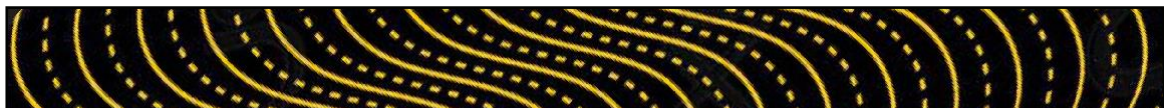
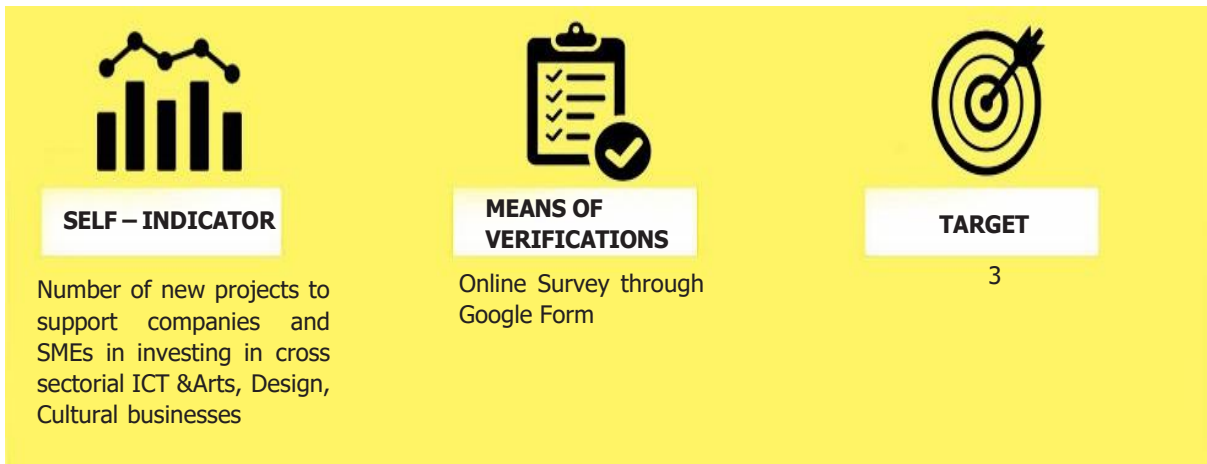
BRIEF INTRODUCTION TO THE THEME

In the framework of the RegionArts project, Molise Region has the aim to improve its policy instrument by including synergies among ITC & Arts as an eligible expenditure and a strategic activity in the financial and non-financial instruments to be implemented within the Molise Region ROP ERDF – ESF Molise Region 2014 – 2020. Thanks to the exchange of best practices and lessons learnt from the other project partners, Molise Region has been able to address its policy instrument to the connection between ITC and creative world, dedicating part its financial support to this topic with the Public Notice “Post-graduate courses and Territory.... My future in Molise”, launched within the ROP ERDF/ESF 2014/2020 of Molise Region - Axis 8 – Education and Training. The final goal has been to encourage the implementation of new projects supporting companies and SMEs in investing in cross-sectorial ICT & Arts, Design, Cultural businesses. The Self-defined performance indicator to reach is 3

The Public Notice has the aim to support the participation of young students in post-graduate education through the creation of higher education courses in order to promote employment and qualification of young people, particularly qualified and prepared, and support the development and competitiveness, also of the enterprises working in the art and creative fields, creating opportunities especially for high technical and scientific profiles. These education paths are focused on the acquisition of specific managerial skills to facilitate access to employment in companies already existing in the area but also to start paths of self-entrepreneurship. Within this context, the high-level training courses that will be financed must also be consistent with the regional smart specialization strategy (S3), providing a strong link with the economic realities of the territory. Indeed, Molise S3 underlines, as development drivers and vertical and horizontal interventions, just the involvement of the cultural, tourist and creative industries and innovation in the ICT system and, as development driver just the creative sector, in line with the RegionArts topics.

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1 – THE PARTNER AND THE POLICY INSTRUMENT



Molise Region is a Regional Public Body and its administrative organization is divided into 4 departments, which pursue specific activities and objectives. This system enables an efficient governance providing

development of economy, health, infrastructures and employment, protection of historical and cultural heritage, support for local investments and research. The regional service in charge of the management of RegionArts project is the "Service for Competitiveness of Production Systems, Development of Industrial, Commercial and Craft Activities - European Territorial Cooperation - Competition Policies, Internationalisation of Enterprises and Territorial Marketing".

The policy instrument addressed in the framework of RegionArts project is the ROP ERDF/ESF 2014/2020 of Molise Region. With a total budget of about 153 million, the Programme aims to achieve the Europe 2020 objectives. The instrument covers all the sectors and it

Axis 1: Research, technical development and innovation (ERDF)

Axis 2: Digital Agenda (ERDF)

Axis 3: Competitiveness of the productive system Sustainable Energy (ERDF)

Axis 4: Sustainable Energy (ERDF)

Axis 5: Environment, Culture and Tourism (ERDF)

Axis 6: Employment (ESF)

Axis 7: Social inclusion and fight against poverty (ESF)

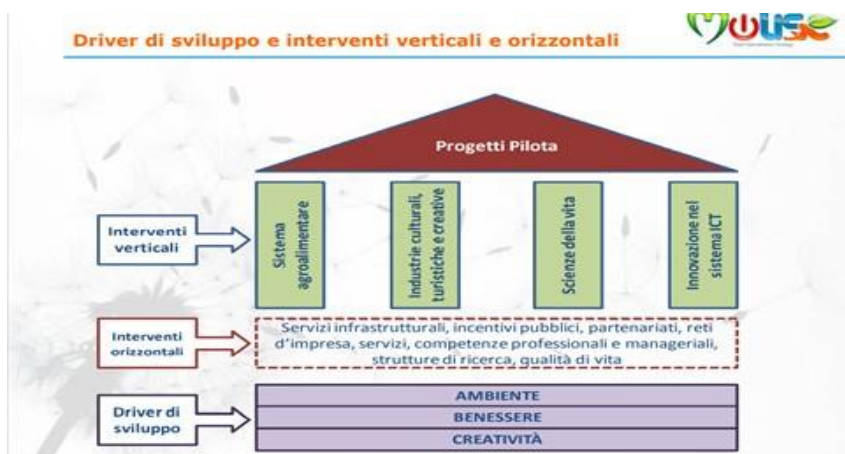
Axis 8: Education and training (ESF)

Axis 9: Institutional and administrative capacity (ESF)

Axis 10: Technical assistance (ERDF)

Axis 11: Technical assistance (ESF)

According to the RegionArts objectives, Molise Region would like to improve its policy instrument by including synergies among ITC & Arts as an eligible expenditure and a strategic activity in the financial and non-financial instruments to be implemented within the ROP ERDF/ESF 2014/2020 of Molise Region.



2 – WHO WILL BE THE TARGET GROUPS?

Molise Region investigates the Universities and Higher education Institutions that submitted a project in the framework of the public notice launched by Molise Region for the Action: "Identification and planning of postgraduate training courses", planned in its Action Plan.

The final beneficiaries of the projects will be local students, particularly qualified and skilled in the

sector, that will have the opportunity to work in an interdisciplinary, cross-sectorial context, highlighting the connection of the art area with the technical and professional sector inspired the development of this action.



3 – DEVELOPMENT OF THE INVESTIGATION



survey

In order to investigate its self-defined performance indicator, Molise Region choose, as instrument of analysis, the submission of an on-line survey to the identified target groups, by using the google form system.

In order to evaluate if the target number of new projects to support companies and SMEs in investing in cross-sectorial ICT & Arts, Design, Cultural businesses, planned in the Region- Arts project, has been reached, specific and direct questions have been asked:

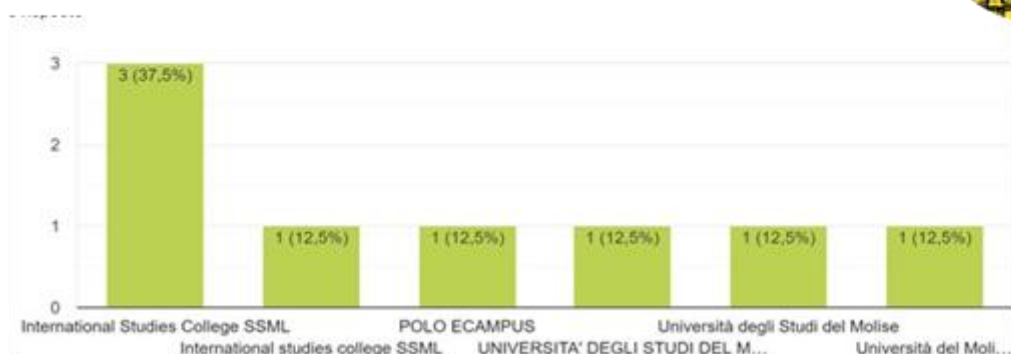
- 1) Questions about the general information of the applicants to the Public Notice, such as

the name of the organization, type of organization, title and topic of the submitted project.

- 2) Questions about the specific connections regarding the support given to the companies and SMEs investing in the ICT and creative sectors, such as the possible cooperation among design, art, creativity and ITC, if SMEs and companies have been involved in the implementation of the project, and the type of companies, if the project activities provide support to the enterprises involved and the type of support? (financial, human resources etc. etc.)

4 – EVIDENCE OF THE RESULTS

Organization

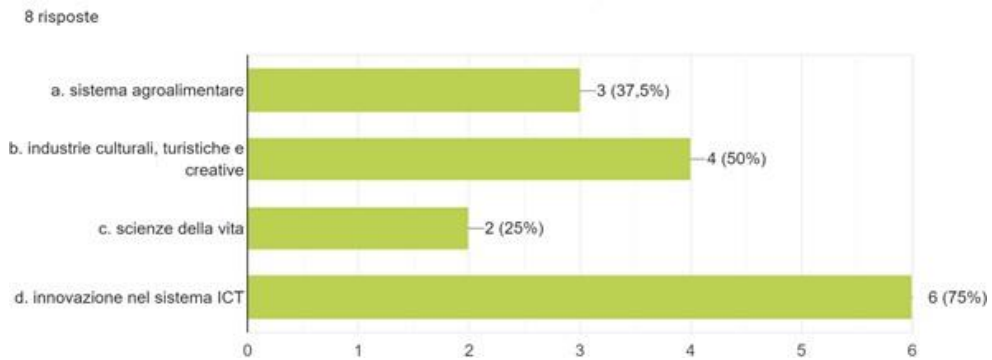


Organization and Projects

International Studies College SSML	Polo Ecampus	University of Studies of Molise
Digital Export Management	Futur-Lab - Expert Management of Tourism and Cultural Heritage	Master "Innovation and Public Resource Management"
European Project Planning and Management		Digital Territories. ICT, social innovation, network of heritage communities
Hospitality & Tourism Management		Ecology applied to Salutogenesis
Web marketing		

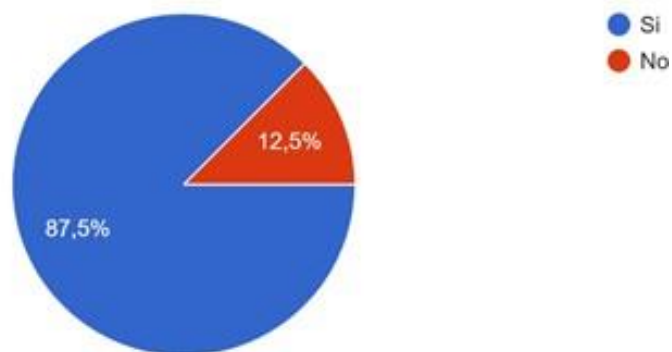
Survey for self-assessment indicators

1) What vertical S3 interventions does your project impact?

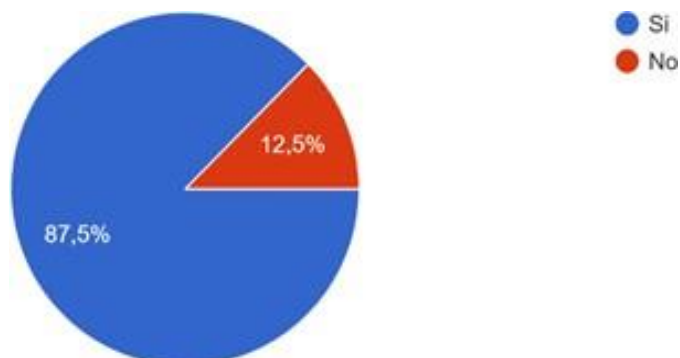


2) Does your project envisage cooperation between the design, art and creativity sectors (point b. of S3) and the ICT sector (point d. of S3)?

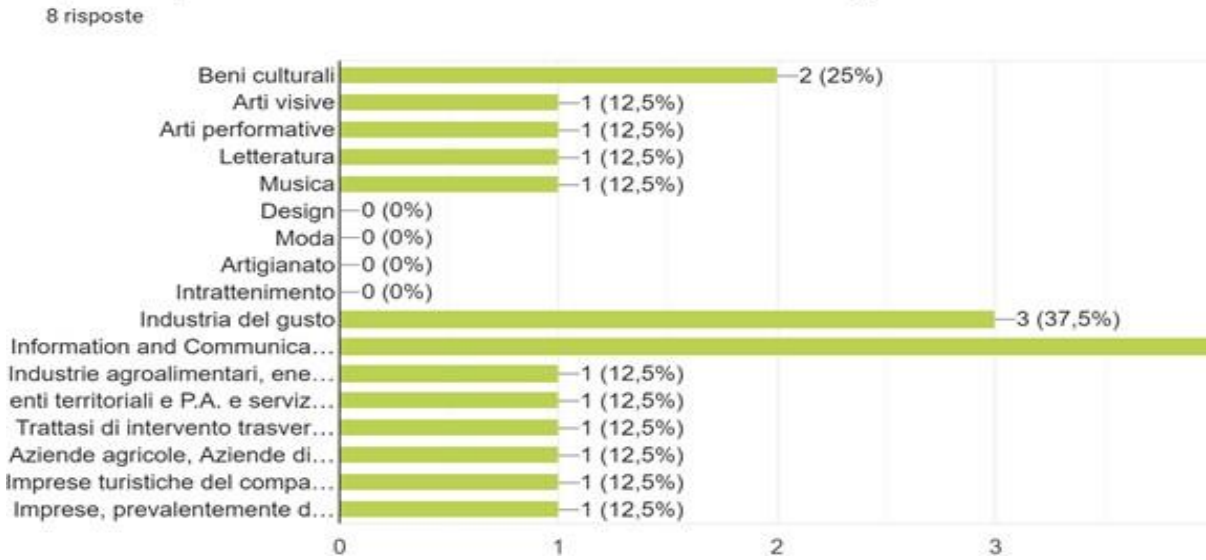
8 risposte



3) Will SMEs/associations with VAT numbers/companies be involved in the implementation of the project?

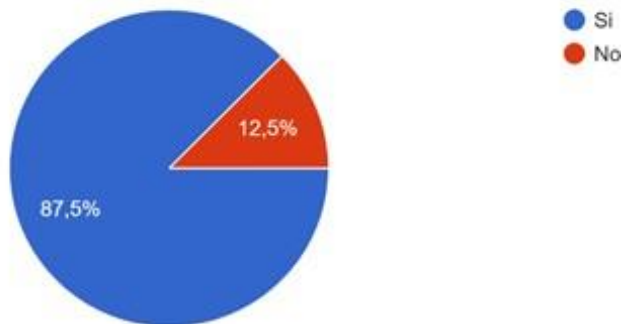


5) What types of companies/SMEs/VAT registered associations in the following industries are involved?

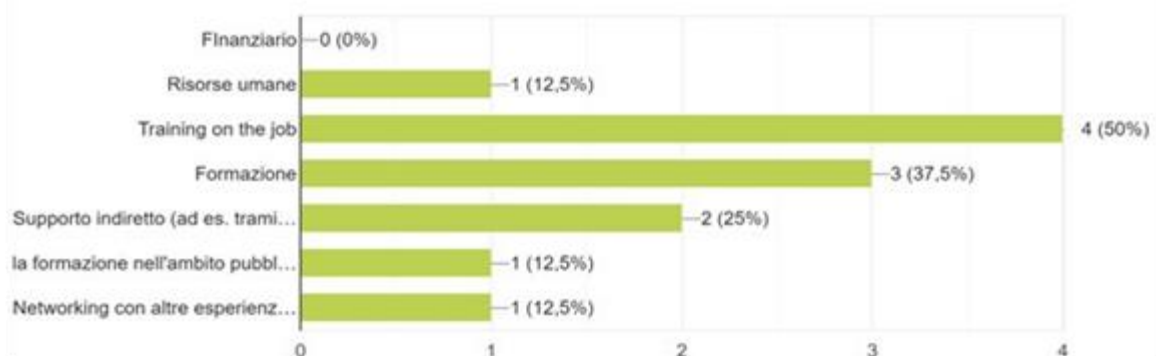


4) Will the project activities provide support to the businesses involved?

8 risposte



6) What kind of support?



PART II – IMPACT INDICATORS

BRIEF INTRODUCTION TO THE THEME

In Molise, the current state of the art regarding the technical knowledge and skills about artistic and creative processes in the framework of the innovation sector, especially in the Information and Communication Technology (ICT), suggests that the sector must be strongly promoted and enhanced. Indeed, not so many projects, presenting all these factors and interconnections among themselves, have been submitted in the framework of the ROP ERDF ESF Molise Region 2014 – 2020 call for proposals. Starting from this awareness, Molise Region, in its Action Plan focused the attention on the launch of a Public Notice called "Post-graduate courses and Territory.... My future in Molise". The main purpose is to support participation of young students in post-graduate education through the creation of higher education courses in order to promote employment and qualification of young people, particularly qualified and prepared, and support the development and competitiveness, also of the enterprises working in the art and creative fields, creating opportunities especially for high technical and scientific profiles.



1 - ACTIONS

Identification and planning of postgraduate training courses

Call Application Form, Feedback survey



2 - MEANS OF DATA COLLECTION

1 – QUALITATIVE INDICATORS

The basic purpose is to enable students to work in an interdisciplinary, cross-sectorial context, highlighting the connection of the art area with the technical and professional sector inspired the launch of the public notice "Post-graduate courses and Territory.... My future in Molise", along with the opportunity offered to the students of different professional and scientific backgrounds, to integrate theoretical knowledge in the art sector with practical experiences. These 2 elements have been the basis for the identification of the Action "Identification and planning of postgraduate training courses".

submitted projects focused on ICT and arts and culture and monitoring of their implementation". Through the check of the Application Forms

submitted in the public notice, the Partner may take over the proposals that must take into consideration the connections between the presented projects and the valorisation of the technological innovation connected with the art and culture. Moreover, by using an online survey, sent to all the projects approved in the framework of the public notice, the PP8 can deeply investigate the nature of these connections.



In order to investigate the impact of this action on the territory and on the addressed policy instrument, Molise Region choose the qualitative indicator "Monitorina of

2 – QUANTITATIVE INDICATORS

Regarding the investigation of the impact indicators through quantitative indicators, Molise Region, besides the identification of the number of submitted projects in the framework of the public notice "Post-graduate courses and Territory... My future in Molise, investigated these 2 following indicators:

1. The number of cultural Institutions collaborating in the projects;
2. The number of SMEs developing ICT tools and platforms

The target to reach for both the indicators is 5.

As for the qualitative indicator, the examination of the Application Forms submitted in the public notice and the feedbacks of the submitted surveys to the applicants, were the 2 means of verification applied during the investigation to find out whether the applicant had already foreseen the involvement of such organisations when submitting the project proposal, how many and what kind of cultural Institutions and SMEs they will involve in their projects. The survey directly asked these questions.

Considering the analysis of a larger range of the planned impact indicators, both qualitative and quantitative, Molise Region, in order to monitor the impact of its approved Action Plan, will investigate, during the semester 9 of the RegionArts project, also the number of the final beneficiaries involved in the postgraduate training courses granted by the public notice "Post-graduate courses and Territory... My future in Molise". Nowadays, considering the control of the submitted Application Forms, Molise Region can assume that, for each granted training course, at least 15 participants will obtain their qualifications, for a minimum number of around 75 local students, particularly qualified and skilled in the sectors of the ICT and the Arts. These students, after the conclusions of their training paths, both considering the educative part and the training on the job session (stage and internship), could have a great impact on the regional productive sector, entering the workforce of SMEs in the referred sectors or even with self-entrepreneurship activities.



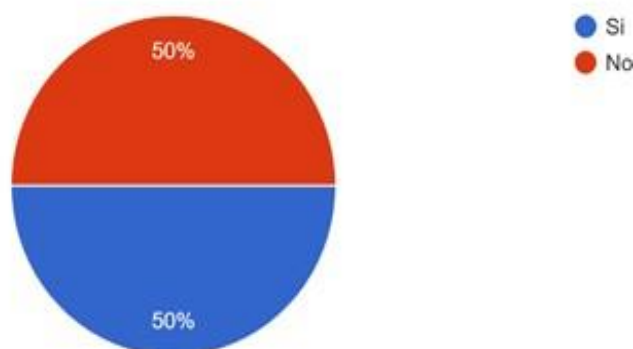
QUANTITATIVE RESEARCH

3 – ASSESS THE IMPACT OF THE PROJECT

Survey for impact indicators

- 1) Will your project involve Cultural Institutions?

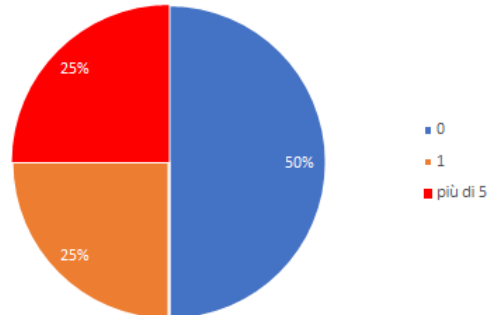
8 risposte





2) If yes, how many?

Se si, quante?



3) Which ones? Please specify if indicated in the project, identified in the start-up phase or to be identified in the implementation phase

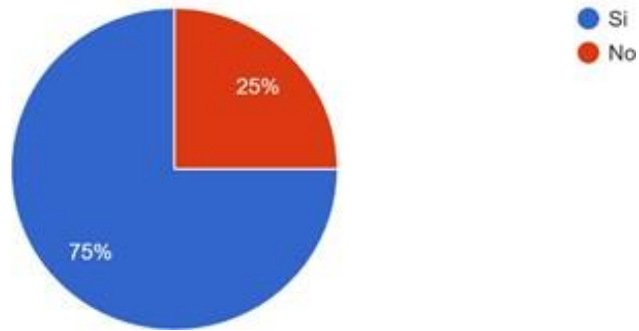
International Studies College SSML	Polo Ecampus	University of Studies of Molise	
European Project Planning and Management	Futur-Lab - Expert Management of Tourism and Cultural Heritage	Digital Territories. ICT, social innovation, network of heritage communities	Ecology applied to Salutogenesis
It is intended to involve at least one cultural institution to be identified during the implementation phase.	Several municipalities of the region have expressed interest, such as: Castel San Vincenzo, Pietrabbondante, Rocchetta al Volturno, Larino, Sepino. But also private companies, such as La Fonte Del Benessere Resort and Centro Messegue di Castelpetroso.	ICPI (Central Institute for the Intangible Heritage); INDIRE; Molise Culture Foundation; State Archives of Campobasso; Superintendence Molise; General Management - Molise Museum Complex.	Garden of Apennine Flora (Capracotta, IS)

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Will your project involve SMEs/VAT Registered Associations/Companies developing ICT tools

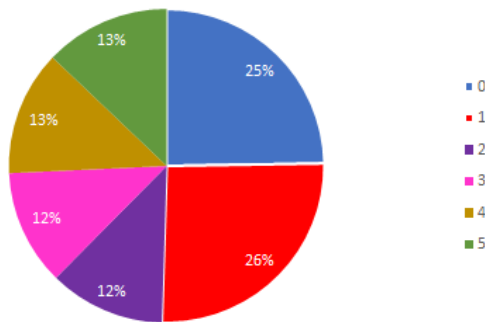
5) If yes, how many?

8 risposte

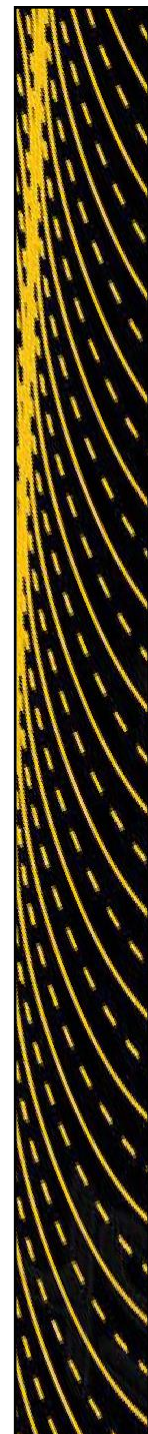


6) Which ones? Please specify if indicated in the project, identified in the start-up phase or to be identified in the implementation phase

Se si, quante?



International Studies College SSML	University of Studies of Molise
Digital Export Management	Digital Territories. ICT, social innovation, network of heritage communities
At least three companies will be identified to provide support for the development of ICT projects and digitization of export procedures of the project partner companies	Sharevision; LabGraf3D; Scuola d'Impresa; AR3D; Unimpresa
European Project Planning and Management	
It is intended to involve at least one cultural institution to be identified during the implementation phase.	
Hospitality & Tourism Management	
Two companies will be identified to provide support for the development of management platforms and digital promotion and communication during training on the job for partner companies that highlight this type of need.	
Web marketing	
One indicated in the project (The heart in the head – “Il cuore in testa”), 3 to be identified in the implementation phase on the basis of the needs identified by the other partner companies in the project	



CONCLUSION

Porto Design Factory of the Polytechnic of Porto

"PDF is satisfied with the results of the self-defined performance indicators. Through our Events, we managed to reach:

- 20 local stakeholders actively involved;
- 30 people directly reached through ICT Meets the Arts.
- An average of 2,800 people reached out through social media dissemination."

ARTER

ART-ER has successfully reached its performance indicator "Number of collaborations between artists and ICT companies", identified in the Application Form: more than 30 interactions - in the broad sense of the term - were fostered by the activities developed by RegionArts.

Impact indicators will be further monitored during the second phase of the project, however, so far, ART-ER has managed to update the "Map of the ecosystems linking arts and ICT in Emilia-Romagna", assessing that the number of measures, policies and players supporting this domain has increased compared to when RegionArts first started.

Lapland Laboratories

University of Lapland has hosted workshops, events and local stakeholder meetings, in which we have managed to connect people from the ICT sector with people from the CCIs. Through the actions related to the RegionArts project, the University and the Arctic Design Cluster has been able to contribute more actively in regional policymaking, and to promote the benefits of interaction between Arts and ICT.

Baltan Laboratories

The Baltan impact indicators aim to get insight in the reflections of stakeholder on the validation tool, provide guidance for a new mapping of the Eindhoven ecosystem and find if there is an increased understanding of the needs for a supportive ecosystem of artistic and concept driven projects in the Eindhoven ecosystem.

KEPA Business and Cultural Development Centre

The main conclusions derived from KEPA's exploration of the self-defined and impact indicators, refer to a) acknowledging once more the dynamic perspective that the sector of CCIs has in the region of Central Macedonia, b) highlighting the contribution of RegionArts project to valuing the CCIs in the regional policy, and c) understanding the necessity to actively involve the target groups, in order to achieve higher impact.

ENTER:

CCIs including IT sector from the City of Koprivnica are very well reacting to workshops, events and meet-ups in order to introduce SMEs with innovative and multidisciplinary approach. All these activities are resulting in the very good achievement of impact and self-defined performance indicators.

REGIONE MOLISE:

Molise Region is satisfied with the result of the self performance indicator as already identified in the Application Form. The expected value has been largely achieved. Also the impact indicators have been positively attested by the target groups to whom questionnaires have been administered.

The RegionArts consortium would like to thank the external stake- holders of the project, as well as the participants in the surveys and meetings, for the very active and engaged participation in the evaluation of the Policy Instruments.

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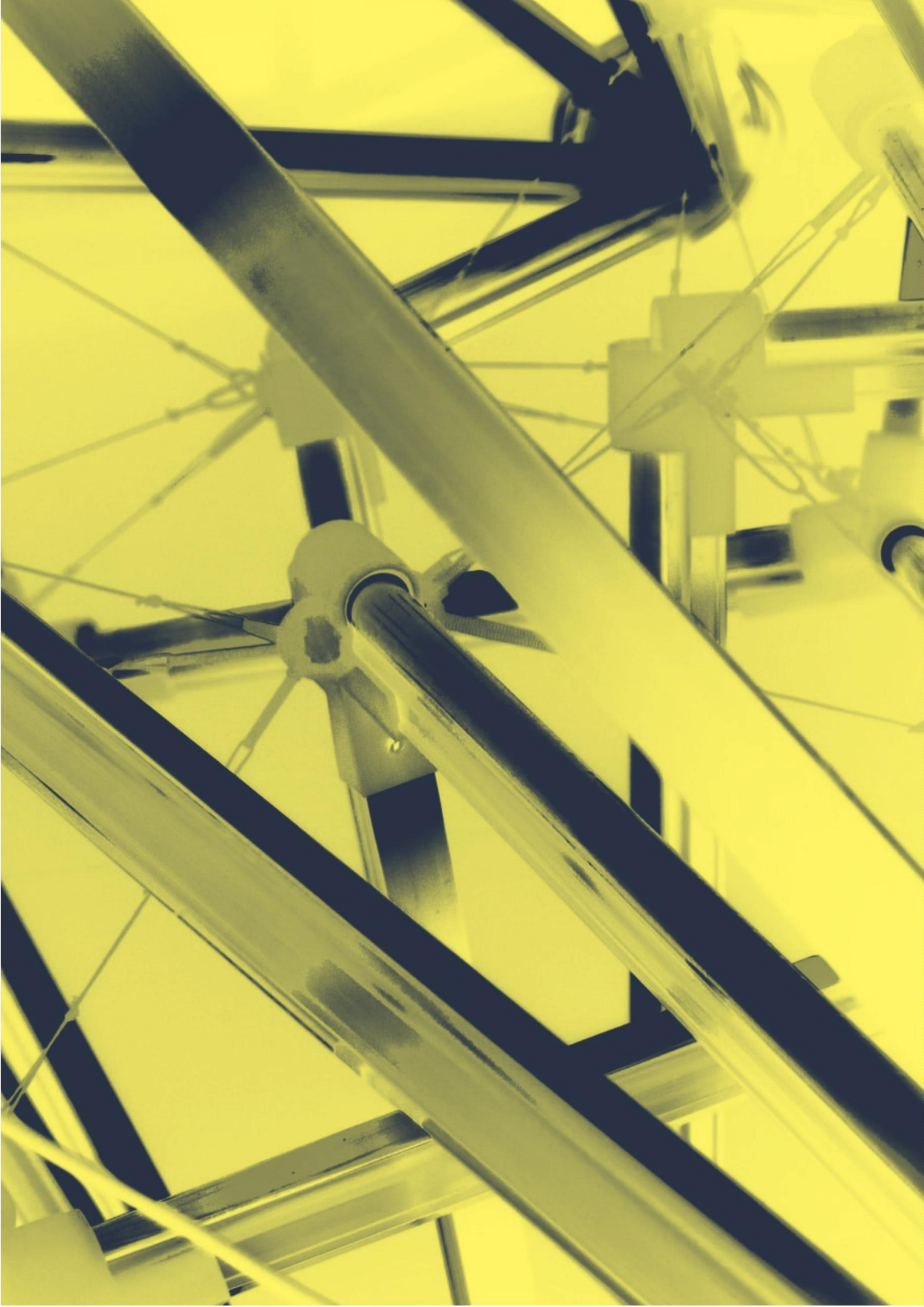
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Acknowledgments



**POLICY
BOOKLET**

RegionArts
Interreg Europe



EVALUATION POLICY INSTRUMENT

**Evaluating cross-cutting
actions between
art-culture-design and
ICT sector**

Scientific and technical coordination:

REGIONE MOLISE

Internal staff and technical experts:

Patrizia Niro

Clea Zurlo

Fabrizio Tomasso



European Union
European Regional
Development Fund