



RegionArts
Interreg Europe



European Union
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ICT&ARTS: lessons learnt from the RegionArts regional ecosystem Action Plans

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Action Plan implementation – Self defined 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”

Target: 109 SMEs working in CCI sector, including ICT sector

Enter detected from Croatian statistical base SMEs who are working in CCI sector, including ICT sector. So far, Enter did two extra events in this period, where SMEs were introduced with activities which are encouraging companies to be more innovative, 2 of them was a part of the RegionArts project. For now 7 events were held.



Action Plan implementation – Self defined indicator

Enter Koprivnica goal is for SMEs to be more competitive by introducing innovation into their business through cross-sectoral collaborations.

To do this, innovation is crucial, so Enter is organizing workshops, events and meet-ups like Get excited about failure, W-zone, Art-X, Creative Europe – Culture? in order to introduce SMEs with innovative and multidisciplinary approach. Focus is on SMEs who work in CCI industry including IT sector.



Action 1. implementation- „Creative and Digital Information Hub”

Program I: **SMARTUP - INNOVATION AND CREATIVITY AS PREREQUISITES FOR ENTREPRENEURIAL SUCCESS**

Inovacije i kreativnost.

SMARTUP

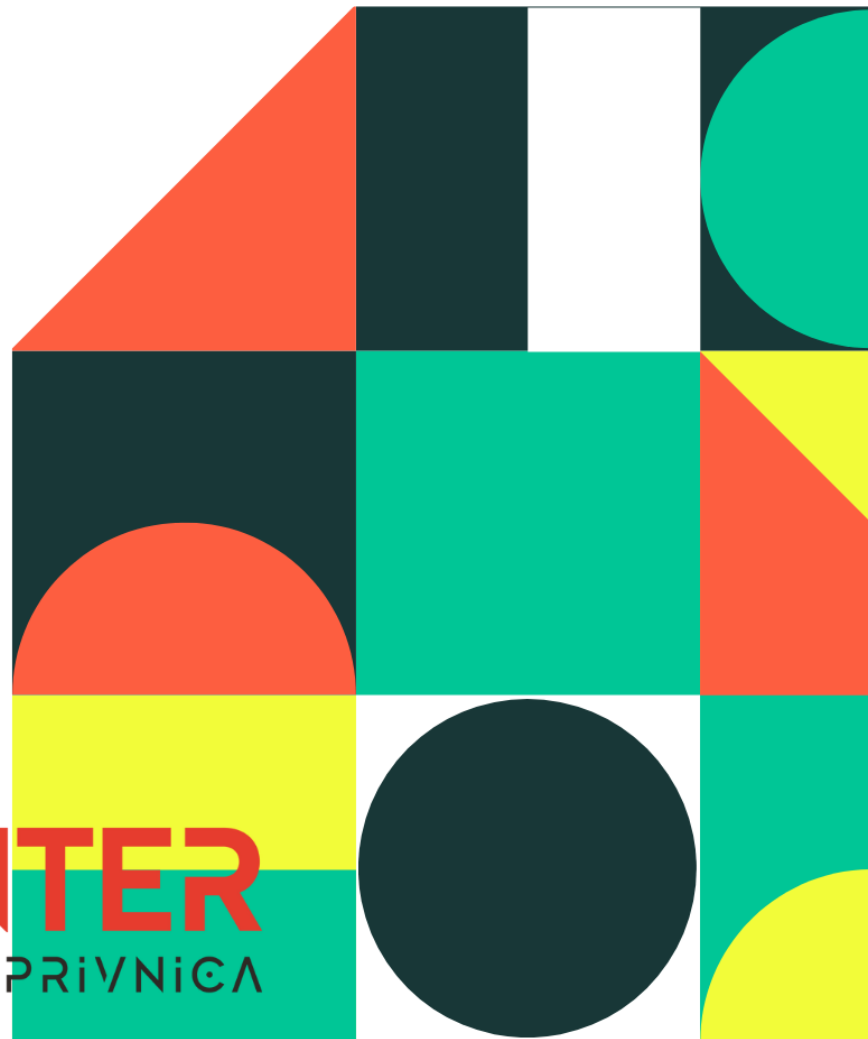
Predbilježi se za uspjeh.

PROGRAM OD 6 TRENINGA O KREATIVNOM
NAČINU RAZMIŠLJANJA, ALATIMA I
TEHNIKAMA ZA DOBIVANJE NOVIH IDEJA

Program je besplatan!

Prijavi se i ti!

**ENTER**
KOPRIVNICA



Program II: TECHSTAR - TECHNOLOGY, CREATIVITY AND ENTREPRENEURSHIP

Tehnologija i kreativnost.

TECHSTAR

Predbilježi se za uspjeh.

PROGRAM OD 6 TRENINGA O TEHNIKAMA
KOJE DOVODE DO BRZOG PROTOTIPIRANJA I
KREIRANJA BRZOG PLANA ZA RAZVOJ IDEJA

Program je besplatan!

Prijavi se i ti!

The logo for M-ENTER KOPRIVNICA features a red ECG line on the left. The word 'M-ENTER' is written in a bold, red, sans-serif font, with the 'M' and 'E' connected. Below it, 'KOPRIVNICA' is written in a smaller, black, sans-serif font. The logo is partially overlaid by a large, colorful geometric graphic on the right side of the slide.

Action 2. implementation - **”Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors”**

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 presents a new measure included in the Program of measures for encouraging the development of entrepreneurship in the City of Koprivnica.

For this reason City of Koprivnica in cooperation with Enter announced

„Public Call to co-finance a project of cultural and creative industries”

Digital content that promotes Koprivnica outside Koprivnica borders created by Koprivnica’s creative and cultural artists.

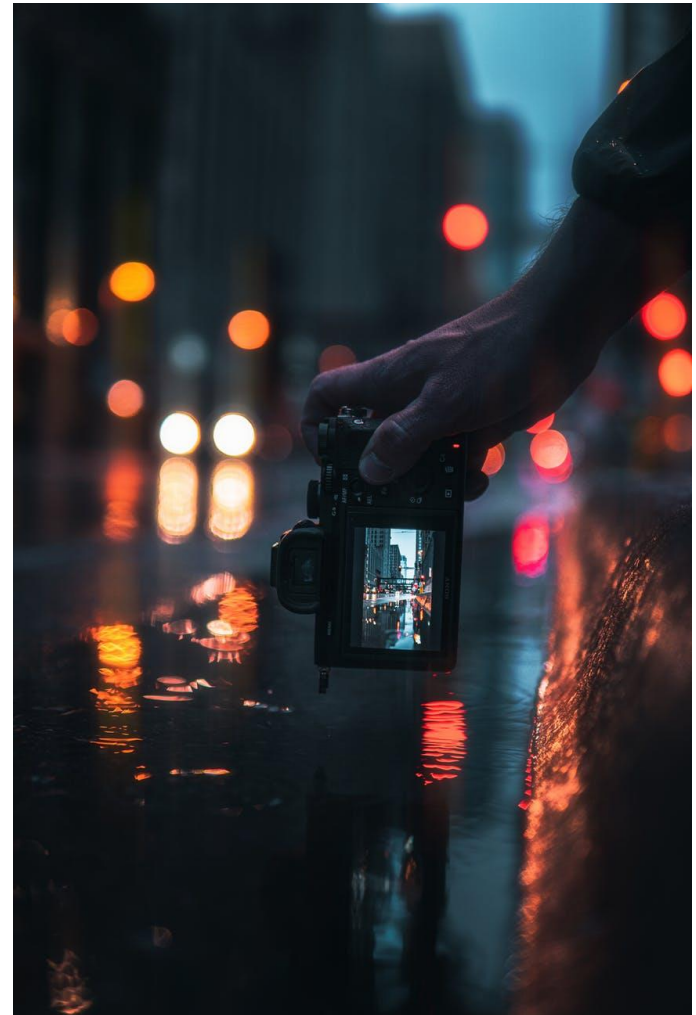
The content of the video is the promotion of cultural and creative identity of Koprivnica through multisector collaboration of culture and ICT sector, and through which other components of the city (University North, Museum of Koprivnica, film industry, photography, contemporary art, festivals like Street art festival, Fest Jazz) are promoted.

The aim of the Public Call is to contribute to the promotion of the city of Koprivnica as an attractive cultural / creative centre of north-western Croatia, an ideal place / backdrop for making videos, commercials, movies and other audio-visual content and all forms of artistic and entrepreneurial works / products / services.

10 000€ for only one project

Duration of the Public call: 60 days

Project duration: from 1/1/2022. to 11/30/2022



Action 2. implementation

”Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors” –

Public Call to co-finance a project of cultural and creative industries

Summary of few project ideas:

KcKlupko

A 3-4 minute film in the style of a modern "musical" that promotes and emphasizes the harmony and togetherness of the entire creative, cultural and entrepreneurial scene of the city of Koprivnica in a fun and innovative style.

The film shows that all activities are connected and interdependent. Presenting in a metaphorical way a mini ecosystem that draws its strength and greatness from togetherness and cooperation.

The eco system is made up of real people, and each of their activities is a wheel that further feeds the mechanism of cultural and creative entrepreneurship and the IT sector. The music that is composed for this work leads the whole rhythm of the film.

The action in the film follows the rhythm of the music, all the actors act as if they hear the music and react to it, that is, their body movements are coordinated. Although the locations of the shots are changing, the illusion is created that there is no interruption of space.



Faces of Koprivnica

It is a Multimedia project based on two basic premises: 1. The city is the people and 2. Experiment is the basis of every innovation. The basis of the project is the video material that is recorded at 5 locations within the city and people’s conversations about certain segments of Koprivnica culture are recorded at those locations.

Their stories will be used as parts of the weaving of a larger story – the story of Koprivnica. The outcome of the conversations are lively and without acting. In that sense the final material is of the experimental type.

The final and main video of the Face of Koprivnica will contain the highlights of these conversations, ie cutout and selected statements of the speakers, accompanied by recordings of the space and events discussed in the conversation and archival photographs.

The viewer will be able to listen to the entire conversation and explore the space through a 360 degree camera and choose which intercut he wants to watch. All materials produced in the project will be published on the new website www.licakoprivnice.hr and will contain 3 main structural parts: videos, photos and stories of participants and an alternative map of the city with places that produce culture.

Conversation will be complimented with photos and alternative interactive map that will enable overview of important cultural places.



Action 2. implementation –

”Grant for stimulating interdisciplinary cooperation between the ART and ICT sectors” -

Public Call to co-finance a project of cultural and creative industries

For evaluation purpose the quality assesment form has been created. Evaluators independently evaluate project proposals according to specific categories.

Some of the questions from quality assesment form are: does the applicat have sufficient expertise in project management? Are the experience and expertise needed for quality project implementation? Has the applicant clearly defined the expert team? Are the listed activities in line with the objectives and expected results of the Public Call? Will the activities lead to high quality digital content?

By the end of the March all project ideas should be evaluated.





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Thank you!

Questions welcome



Projects media