

Minutes

CREADIS3 – 2nd stakeholders meeting

12. October 2017

Ministry of Culture of the Slovak Republic , Nám. SNP 33, Bratislava

13:00 – 13:15h Welcome and introduction

13:15 – 13:30h Introduction of methodology and timeframe of Action plane preparation

13:30 – 14:00h Presentation of the current state of tasks arising from Action Plan for the Development of Cultural and Creative Industry in the Slovak Republic

- Introduction to the *Priority No. 3 – measure No.3.1. raising awareness of the creative industry in the Slovak Republic*

14:00 – 14:30h Presentation of selected examples of good practice in the creative industry by stakeholders:

- J. Kovalčík - Slovak Arts Council / The Cultural Center of Malý Berlín and the cultural and community center Bašta/
 - Malý Berlín is an independent cultural center located in Trnava. It is a project of the civic association Publikum.sk. The aim of the center is to enable and encourage various cultural activities to be enriched and revitalized in the social life of Trnava and its inhabitants.
 - The cultural and community center Bašta currently organizes workshops, debates or community markets and provides space for other local non-profit organizations (to create space for the community), as well as concerts, theater performances, exhibition festivals (FMFest - 11 years, Sie dzieje Fest - pl / sk 3 years) or Cinema KAMEŇ.
- M. Ferko - Slovak Game Developers Association /SGDA/
 - The main activities of SGDA include:

- dissemination of the good name of the industry
 - support for festivals and development events
 - hosting important personalities from abroad
- R. Slovák - The Club of advertising agencies Slovakia /KRAS/
- KRAS is designed to continually increase the level of Slovak advertising and marketing communication as an integral part of the market economy. It is a select professional organization whose members are the most successful and most productive advertising agencies operating on the Slovak market.
- V. Hanuláková - Slovak Architects Society /CEZAAR – price for architecture/
- The role of the CEZAAR Award is to emphasize the cultural value of architectural works, to promote the excellence of professional architects' performances, but to cultivate public awareness of the need to develop high-quality architecture as a basic principle of enhancing the quality of the environment created by the construction.

14:30 – 14:45h Coffe Break

14:45 – 15:45h World cafe - raising awareness of the creative industry in the Slovak Republic (work in groups, presentation of outputs)

15:45 – 16:15h Next steps

Summary:

The focus of the meeting was on Measure no. 3.1: Raising CCI awareness. The area of cultural and creative industry is still facing a lack of awareness from the public. Insufficient attention is paid to examples of good practice and successful projects that have been created in Slovakia. Therefore, more attention needs to be paid to targeted action to raise awareness of the sector as well as to encourage mutual cooperation and awareness within the sector and the wider business environment.

Another identified problem is the lack of awareness of products, skills and services provided by other industries. It is therefore necessary to find effective communication tools to link these sectors.

The new measures under this theme should aim to raise awareness of KKP and its products not only for the general public but also across industries.