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*Sharing solutions for
better regional policies*



CRE:HUB
***Policies for Cultural Creative Industries: the hub for
innovative regional development***

RoadMap
Central Transdanubian Regional Innovation Agency



STAGE 1

Short description of the project

The CRE:HUB project (Policies for cultural CREative industries: the HUB for innovative regional development.) was started on April 2016 and it will continue until the end of September 2020. The project is divided into two phases:

- 1) Phase 1. 01.04.2016 – 30.09.2018;
- 2) Phase 2. 01.10.2018 – 30.09.2020.

During the Phase 1 all eight project partners following their Roadmaps will develop Action Plans for improving cultural and creative industries (CCI) in their regions. During the Phase 2 the implementation of Roadmaps will take a place.

In the project context CCIs represent highly innovative SMEs and their promotion can effectively increase regional competitiveness and job creation capacity. For participating regions CCIs represent a strategic sector of development as underlined in many of their RIS3 documents. Despite the dynamic and innovative field of action, CCIs encounter difficulties in access to credit and lack resources to enhance their competitiveness on the global market, build effective partnerships, extend their activity to other countries. CRE:HUB overall objective is to improve 8 programmes for Investment for Growth and Jobs (TO3) to support creation and development of new SMEs in CC sector at regional and national level, thanks to fruitful cooperation among regions with different level of capacities and experiences in CCIs supporting policies.

General Partner information

Partner organisation: Central Transdanubian Regional Innovation Agency Nonprofit Ltd.

Country: Hungary

NUTS2 region: Central Transdanubia (Közép-Dunántúl)

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STAGE 2

- **Policy context**, please identify, which policy instrument you are planning to impact
 - **Investment for Growth and Jobs programme (Policy instrument 1)**
 - European Territorial Cooperation programme (Policy instrument 2)
 - Other regional development policy instrument (please, identify) (Policy instrument 3)
- **Background:** The creative industry has 4.4% of the total employment in Hungary and 3.7% from the GDP. The sector productivity is growing five times and its export is growing two times faster the whole national economy. It has many strengths which are mainly the growth of the sector, high value added activity, strong tradition, talent and innovation added value system. In addition the creativity and the creative environment can affect not just the CCI other sectors too. Despite the high potentials in the CCI many obstacles exist in Hungary, preventing the exploitation of the opportunities in the sector. These are mainly the low willingness of co-operation, lack of business knowledge and capital, low design demand in the country and barriers to reach the international markets. Because of the difficulties in the tax system and the barriers to get capital the grey activities are typical in the sector which has harmful retroactivity to



opportunities in the sector. Because of these the improvement of the business environment and the background supporting system are crucial to enhance the competitiveness in the sector.

- **Targeted Policy instrument No1:** Economic Development and Innovation Operative Program (GINOP), Priority: Development of SMEs' competitiveness: The programme aims to stimulate the economies of the less developed regions in Hungary. Its most important priorities are the competitiveness of small and medium sized enterprises, research and innovation, and employment. The programme also aims to develop the tourism industry, enterprises' energy efficiency, and information and communication technologies. Among the funding priorities of the Programme we will focus on the priority tackling "Increasing the competitiveness and productivity of SMEs" One of objectives tackled by the priority is the development of creativity and business competences but creative industry is only mentioned broadly without any specific recommendations lacking detailed tasks, field actions or target groups. The policy should be therefore improved by focusing CCI in a more detailed way in order to allow the development of the sector.
- **Defined goals:** The new projects and the changes the strategic focus of the policy instrument will result the integration the new initiatives into the regional and national economy. They will help to utilize the opportunities in the CCI. The envisaged improvements cover the integration and implementation of new initiatives into the creative industries of the region (especially into the most underprivileged territories), new funding schemes or local networking.

Goal 1: implementation of new projects

Goal 2: change in the strategic focus of the policy instrument

- **Planned actions towards implementing CRE:HUB project**
 1. Exchange of experience, knowledge and practices with other project partners;
 2. Transfer of knowledge and good practices in the CRE:HUB framework;
 3. Defining problems and possible solutions to achieve defined goals through the regional analysis, SWOT analysis, Barrier&Solution analysis as well as learning from partners;
 4. Preparation of recommendations for policy makers;
 5. Based on the project experience (good practices, peer reviews, interregional learning, etc.) and work with stakeholders, elaboration of the Roadmap for the Action Plan;
 6. Preparation of the Action Plan;
 7. Implementation of the Action Plan;
- **Performance indicator:** Number of newly developed products in CCI
- **Stakeholders:** Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions.



STAGE 3

Table 1. The goals and planned activities.

Goals (defined by each partner)	Activities to implement the goals ¹	Resources (budget, materials, equipment, etc.), if applicable ²	Timing of each activity	Monitoring systems (Please, indicate which monitoring systems will be used for monitoring of implementation of each activity) ³	Players involved
Implementation of new projects	Make a proper definition about the CCI and determine which activities belong to the sector. Also making a definition about the meaning of the creativity in horizontal terms regarding to every type activities (distinguish from innovation).	External expertise (1-2 meetings and other way of co-operations) to set up the definitions, Staff	5th semester	The existence of the definitions	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Reveal the main needs and obstacles from the viewpoint of the enterprises, preparing a comprehensive survey	External expertise to conclude the survey (national level because the operative programme is on	5-6th semester	The existence of the survey	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support

¹ The list of possible activities to reach t defined goals.

² An indicative allocation of resources, if possible to define at this stage.

³ The AF states that Peer Review will assess: different regional policies/ instruments/ systems to support the creation of CC SMEs, **related monitoring system** and identified experiences.



		national level), Staff			centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Designing the methods of training programmes for enterprises and for other actors in the CCI	CTRIA staff, external expertise	7th semester	Existence of methods, number of companies reached, number of trainings and participants	Business support centres and service providers, enterprises, SMEs, chambers of commerce, financial institutions
	Recommendations, manuals for boosting creativity programmes in high schools and universities (participating or organizing open days)	CTRIA staff	7th semester	Existence of the manuals, number of events, participants	Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions,
	Services to help in accessing European and national funds	Services already exist just some improvements and tailoring to CCI are needed: CTRIA staff in co-operation with the decision-making bodies	7th semester	Number of affected services, number of use of the services, successful applications and projects, amount of retrieved money	Business support centres and service providers, enterprises, SMEs, chambers of commerce, financial institutions
	Services to help in accessing seed capital	Services already exist just some improvements and tailoring to CCI are	7th semester	Number of affected services, number of use of the services, amount of	Business support centres and service providers, enterprises, SMEs, chambers of commerce, financial institutions



		needed: CTRIA staff in co-operation with the decision making bodies		retrieved money	
	Other Advisory services: organizational development, product development, intellectual law, patents, taxing	Services already exist just some improvements and tailoring to CCI are needed: CTRIA staff in co-operation with the decision making bodies	7th semester	Number of affected services, number of use of the services	Business support centres and service providers, enterprises, SMEs, chambers of commerce, financial institutions
	Support of culture, exploit synergies between projects and other initiatives. Preparing a collections of initiatives and make a complex plan in order to exploit synergies.	CTRIA staff, external expertise	8th semester	Existence of the plan	Economic and tourism industry development organizations (policy makers), enterprises, SMEs, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions,
	Better urban and rural environment which is home of culture and creativity (in accordance the finding in 1.2). Designing recommendations for other operative programmes concerning this field, and for local decision makers.	CTRIA staff, external expertise	8th semester	Existence of the recommendations, influence on the policy instrument: new calls, amount of money, application for the calls, retrieved money	Economic and tourism industry development organizations (policy makers, enterprises, SMEs, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions,
	Social innovation: Developing social innovation	CTRIA staff, external	8th	Existence of the plan	Economic and tourism industry development organizations



	tools, Synergies between projects and initiatives. Preparing collections of initiatives and make a complex plan in order to exploit synergies.	expertise	semester		(policy makers, enterprises, SMEs, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions,
	Awareness raising: Campaigns for creativity and culture, promotion events, press releases etc.	External expertise	8th semester	Number of campaigns, reached people	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Developing depositories about cultural and creative values	CTRIA staff, external expertise: 1000 €	8-9th semester	Existence of the recommendations, influence on the policy instrument: new calls, amount of money, application for the calls, retrieved money	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions



	Designing manuals and recommendations about the marketing of the cultural and creative products	CTRIA staff, external expertise	8-9th semester	Existence of the manual and recommendations	Economic and tourism industry development organizations (policy makers), enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Designing manual for international networking	CTRIA staff, external expertise	8-9th semester	Existence of the manuals	Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, chambers of commerce,
Change in the strategic focus of the policy instrument	Calls for relevant companies in the field of monitoring the sector	Designing call recommendations: CTRIA staff, maybe with involvement of external expertise	6th semester	Existence of the recommendations, influence on the policy instrument: new calls, amount of money, application for the calls, retrieved money	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Calls for relevant companies to implement organizational development among SMEs	Designing call recommendations: CTRIA staff, maybe	6th semester	Existence of the recommendations, influence on the policy	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations



	in the CCI (micro enterprises involved too)	with involvement of external expertise 1000€		instrument: new calls, amount of money, application for the calls, retrieved money	(policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Calls for SMEs in the CCI sector and also calls for other companies to implement projects with creative content (creative content based on the definition mentioned in 1.1.)	Designing call recommendations: CTRIA staff, maybe with involvement of external expertise	6th semester	Existence of the recommendations, influence on the policy instrument: new calls, amount of money, application for the calls, retrieved money	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Support of networks of the CCI actors (not just enterprises but local governments, cultural institutes, museums, chambers of commerce, etc.). This activity is strongly related to goal number 6	Resource for designing the recommendations for decision makers: CTRIA staff, maybe with the involvement of external expertise:	7th semester	Existence of the networks, forums, maybe clusters. Number of events, participants	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions,



					chambers of commerce, financial institutions
	Recommendations for designing calls for consortiums, based on the networks established	CTRIA staff, maybe with the involvement of external expertise:	7th semester	Existence of the recommendations, influence on the policy instrument: new calls, amount of money, application for the calls, retrieved money	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Designing calls for SMEs with already developed products to reach the international markets	CTRIA staff, maybe with the involvement of external expertise:	8th semester	Existence of the recommendations, influence on the policy instrument: new calls, amount of money, application for the calls, retrieved money	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations (policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
	Designing recommendations for calls for developing common brands (not just	CTRIA staff, external expertise	8-9th semester	Existence of the recommendations, influence on the policy	Ministry of State for the Utilisation of EU Funding, Economic and tourism industry development organizations



	national but region level) for regional products, cultural heritage			instrument: new calls, amount of money, application for the calls, retrieved money	(policy makers), Business support centres and service providers, enterprises, SMEs, Ministry of Economics, Ministry of Culture, municipalities and regional authorities, cultural institutions, educational institutions, chambers of commerce, financial institutions
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