

**Policies for cultural CREative industries: the HUB for innovative  
regional development – CRE:HUB**

---

***Peer Review – Field visit in Centru Region, Romania  
4-6 October 2017***

## - MINUTES-

The Regional Development Agency Centru, hosted in the period 4-6 October 2017, in Alba Iulia and Sibiu, the field visit of the CRE:HUB Peer Review teams from Navarra Region (Spain) and Central Transdanubian Region (Hungary). The agenda of the event was designed to offer to the Peer Reviewers a clear picture of the CCIs in Centru Region.

Our main objectives for the event were:

- To position our organization in relation with the Policy instrument;
- To present the regional CCI State of the Art and Roadmap;
- To offer “a taste” of Centru Region’s CCI with the help of our LSG;
- To learn how similar things are done in other European regions.

The Peer Reviewers that visited Centru Region were:

- **from Spain:**
  - Ms. Nuria Álvarez Ajuria – The Government of Navarra
  - Ms. Nancy Tarjenian – External CCI Expert
- **from Hungary:**
  - Mr. Máté Szalók – Central Transdanubian Regional Innovation Agency
  - Mr. Csaba Jakab – External CCI Expert
  - Mr. András Lévai – External CCI Expert

### 4<sup>th</sup> of October 2017 | Alba Iulia

The official agenda of the Peer Review (PR) visit started on the 4<sup>th</sup> of October 2017 with a preliminary discussion dinner between the PR teams from Romania, Hungary and Spain.



During this meeting the PR experts established the first contact and presented to each other their experience and expertise but most of all their expectation regarding this activity. The hosting partner presented the agenda of the next 2 days and offered details concerning the format of the meetings, participants and other logistical aspects. Finally this meeting offered the framework for establishing the

working method that will be adopted by the experts during the PR visit and later on in the drafting of the PR report.

### 5<sup>th</sup> of October 2017 | Alba Iulia

The second day of the Peer Review visit included two sections: a presentations session and the first study visit.

The presentation sessions was held at the premises of RDA Centru where the meeting was opened by the General Director of RDA Centru, Mr. Simion Crețu. The welcoming speech was continued with a short presentation of RDA Centru, its mission, activities and role in relation with the policy instrument approached in the CRE:HUB project.



The presentations included information regarding the general framework of EU funds allocation in Romania, regarding the Regional Operational Program and its investments priorities and regarding the Smart Specialisation Strategy of Centru Region.

The meeting continued with an interactive presentation of the State of the Art of CCI in Centru Region and the Roadmap for improving the CCI financing framework in Centru Region. This part of the meeting was joined by the CCI stakeholders of Alba Iulia that were actively involved in the elaboration of these documents.

The second part of the meeting included both the presentation and the visit of two CCI best practices from Alba County. The first was Carolina Creative Quarter presented by Alba Iulia Municipality and the second one was Museikon, presented by Alba County Council.



The agenda of the 5<sup>th</sup> of October 2017 was concluded with the Feed the Creative Hub dinner, a networking event where the PR experts interacted directly with the members of Centru Region's LSG and CCI experts.

#### 6<sup>th</sup> of October 2017 | Sibiu

The last day of the Peer Review took place at ASTRA Museum in Sibiu, the largest open air ethnological museum in Eastern Europe and one of the best CCI projects in Centru Region.

During this meeting the CRE:HUB LSG members from Sibiu County showcased some of the most impressive CCI activities and projects of our region:

- **Astra Museum** has presented its projects and activities in the field of crafts and preservation of cultural heritage;
- **Sibiu Municipality** has presented the cultural agenda of the city and the project Sibiu – European Capital of Culture 2007;
- **The National Theatre “Radu Stanca”** has presented SIBFEST – the largest international theatre festival in Europe;
- **Lucian Blaga University of Sibiu** has presented its projects in terms of educating the future CCI experts.



The last part of the meeting was devoted to a visit of the open air ethnological museum and a joint interaction lunch between the PR experts and the LSG members from Sibiu.

**Following this PR field visit and the elaboration of the PR report we expect to receive recommendations and opinions from the Peer Reviewers on: How are CCI**

projects financed in other European regions; What are the mechanisms that are used for improving financing programs in other regions; Opinions on the consistency of our Road Map and the policy instrument addressed; Advices on how to improve the involvement of the regional stakeholders in the process of influencing the policy instrument and **New approaches that may work!**

**The inputs and recommendations received for the Peer Reviewers will be included in the consolidated version of the Roadmap and will be considered in the elaboration of the Action Plan.**