

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

**ON-FIELD VISIT**

Leveraging the potential of Cultural and Creative Industries in Navarre:  
Strategic Alignment of Public Policies  
PEER REVIEW

**Pamplona, 30 –31 October 2017**

**Government of Navarre  
Department for Culture, Sport and Youth**



## MINUTES

Navarra region hosted the on-field visit on 30<sup>th</sup> and 31<sup>st</sup> October 2017 in the capital city of Pamplona. The peer review team consisted of experts from Basilicata Region, Italy and from Centru Region, Romania.

### BASILICATA REGION – ITALY



#### **Roberto Linzalone**

President and founder of the Institute for Knowledge Asset Management - IKAM Center for Research and Research.

### CENTRU REGION - ROMANIA



#### **Ionut Tata**

President and Senior Consultant of Iceberg Consultancy for Strategic Management.



#### **Ioan Levitchi**

Expert and Head of Office  
Regional Development Agency Centru  
Alba, Romania

The main objective of the visit was to provide the visiting experts with an overview on the policy landscape the Culture Department of the Government of Navarre is acting in, as well as to offer “spotlight” insights on key policy developments affecting the field of cultural and creative industries, and to present organizations and initiatives that are considered key players in enhancing SME competitiveness in the CCI sectors.

An important aspect was to create as many occasions as possible for face-to-face and ad-hoc dialogue, so that experts could deepen their understanding of the situation of CCI policy in Navarre in the best possible way.

After an informal welcoming tapas dinner at Bar Gaucho on the arrival day, the formal part of the visit took place on Monday 30<sup>th</sup> and Tuesday 31<sup>st</sup> October.

**30<sup>th</sup> October 2017**



The formal visit began with a welcome of the experts by the **General Director of the Culture Department, Fernando Pérez**, and the **Minister of Culture, Ana Herrera**.

In a session of approximately one hour, both presented the renewed vision of the Government of Navarra in matters of cultural policy generally and particularly in terms of developing the cultural and creative industry enterprises.

After this introduction, the CREHUB team of Navarra offered the experts a summary of the state of art analysis with a focus on barriers and solutions encountered, as well as the roadmap draft.

Several personal interviews with representatives of key institutions and organizations followed. These interviews consisted in a short presentation by the representative followed by space for questions and answers, which was vividly used by the visiting experts. Present representatives:

- **Luis Goñi Navarro**, Director of the Regional Strategy Section, SODENA Navarre Regional Development Organization, presenting the RIS3 Specialization Strategy and its update from 2016.
- **María Sáenz de Galdeano Arcena**, CEIN European Centre for Entreprises and Innovation, presenting the most important support system for entrepreneurship and innovation in Navarra.
- **Carmen Oroz Iribarren**, Section for Cultural Activity, Department for Culture, Sport and Youth, presenting insights into the setting up and organization of Navarre's 1st CCI and Arts Fair MERKATUA.



After a networking lunch, which was joined by several stakeholders, the afternoon was dedicated to learning from the insights of different stakeholders. Present stakeholders were:

- ANICC Navarre Association for Innovation, Creativity and Culture
- CLAVNA Audiovisual Cluster Navarra
- AEGRAN Association of Graphic Arts/ Cluster Network
- Research group AS20 of the School for Architecture of Navarra
- Department for Education and Training, Government of Navarra

Each presented shortly his or her view on the state of art and potential to foster cultural and creative industry In Navarre, to start conversation with the experts.



The late afternoon offered the experts some time to work on their recommendations before the Networking Dinner »Feed the Creative Hub«, which was again joined by stakeholder representatives. The encounter with the local artist Mikel Belascoain, who exhibits art works in the restaurant, enriched the interaction during dinner.

### 31<sup>st</sup> October 2017

The second day consisted in a public session in which the Culture Department presented regional cultural policy advances to a wider public (including e.g. responsables for culture of different municipalities or representatives of cultural institutions).

This session provided the experts with the opportunity to witness a milestone moment in this year's cultural policy development, as the public session included the presentation of the draft versions of both the Strategic Plan for Culture of Navarre and the Law on Cultural Rights.

The Law on Cultural Rights was the first to be explained. This law, when it enters into force, would help secure and improve the support of public institutions for activity related to culture and creativity. **Jesús Prieto, international expert on cultural rights**, assisted both the presentation and the elaboration of the draft law.

The presentation of the draft Strategic Plan for Culture by **María Camino Barcenilla Tirapu, Head of the Culture Department Section for Strategic Development**, included an insight into its elaboration process and then offered details on its content, allowed the experts to learn about the way the specific strategic line on cultural and creative industries is embedded into the whole plan. It is in this section, where during the revision phase of this draft version the recommendations of the experts can materialize into concrete policy improvements.

The visit of the experts formally ended with a late networking lunch after the session.

