

**OSIRIS**  
Interreg Europe

# MOBILIZING CREATIVE POTENTIAL

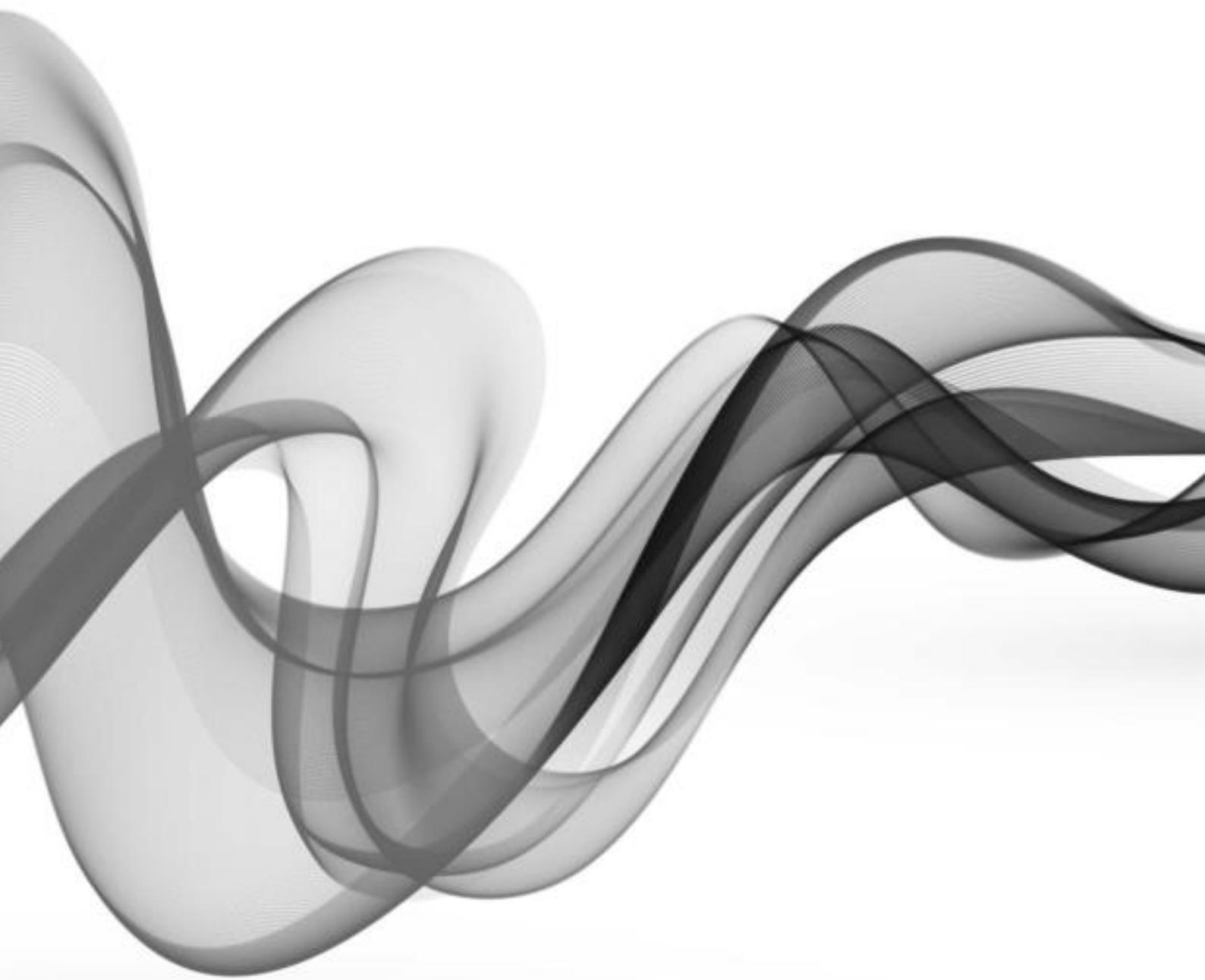
IN PRESOV SELF GOVERNING REGION  
THROUGH OPEN SOCIAL INNOVATIONS

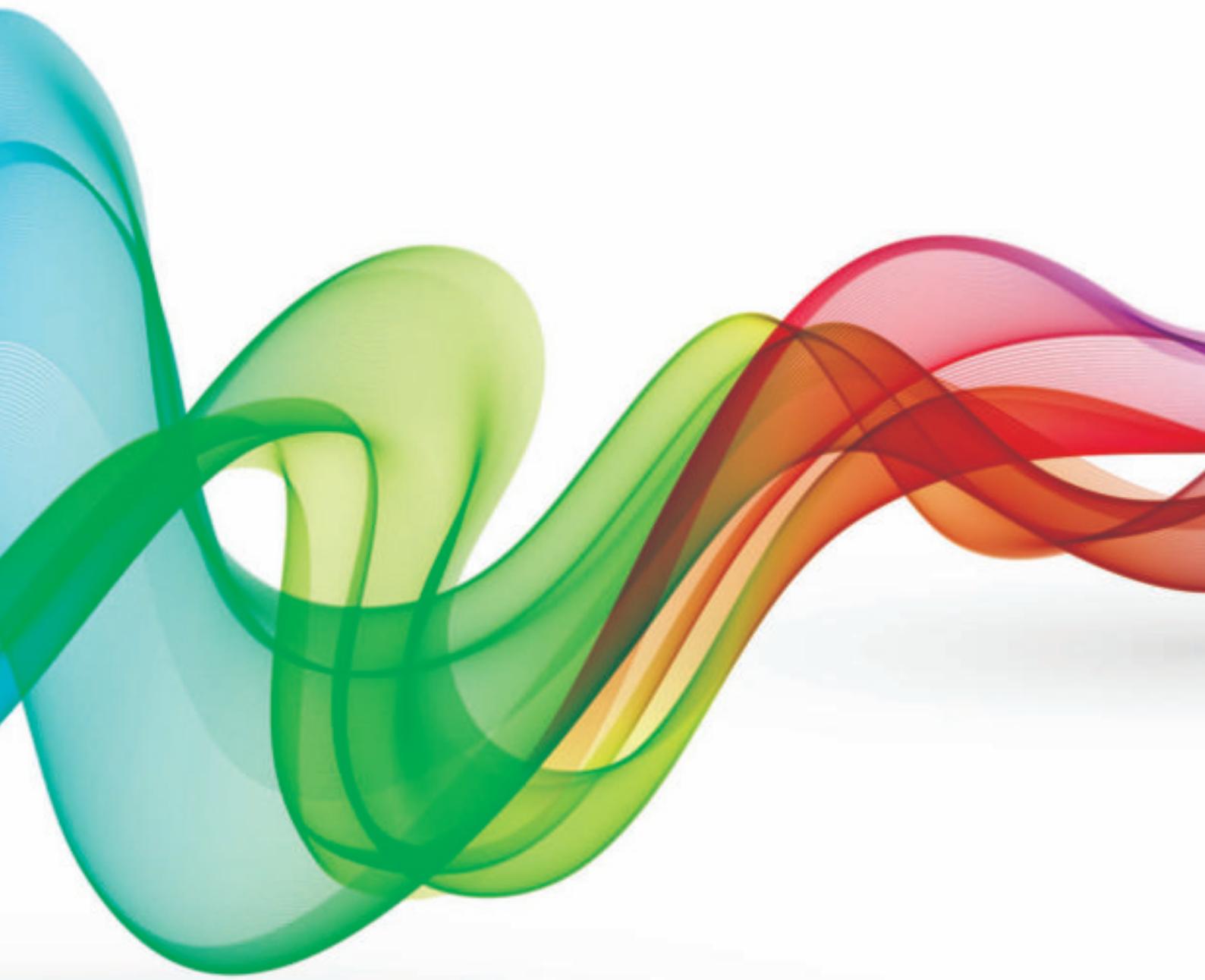
**CREATE**



European Union  
European Regional  
Development Fund







MOBILIZING CREATIVE POTENTIAL ...

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# SUMMARY

The key elements of the Action Plan are to support and kick-start a creative potential in the region, with a support of open social innovation and, thus, a positive impact on the growth of jobs in the region. Despite a significant potential of the cultural and creative industries, which account for more than 3% of gross domestic product, these sectors are underestimated and unrecognized, particularly in terms of their ability to raise seed capital and financing. The European Commission has therefore decided to support these sectors. With regard to the policy instrument (Integrated Regional Operational Program), which was defined in the preparation of the OSIRIS project, the Creative Industry is a key theme of the Action Plan.

Open social innovation is an increasingly common theme not only within the framework of this project, but also at other levels of the EU programs. The Horizon Europe program plans to earmark Open innovation totaling € 13.5 billion. EUR in the next programming period. There is no doubt, therefore, that science and bottom-up innovation are important topics and driving force of the European economy, and need to be supported.

The OSIRIS project methodology and its benefits are indisputable when it comes to designing actions for the region. Peer reviews, as well as series of interregional workshops have helped to find solutions to real problems in our region. Last but not least, visits to partner regions, examples of good practice have been an extremely valuable part of the project.

Under this Action plan, a total of 3 major actions and 1 secondary action are proposed to promote the region's creatives, but in particular to involve all the spheres of the ecosystem in this process - public institutions, private sector, general public, non-profit sector, academy, and thus fulfill the mission of open innovation. A region is created by people who live in it. It is indispensable to use a potential of creative young people for a development of the region and to grasp the initiative coming from below. A vision of a modern, innovative region should be the vision.

Prešov Region - Creative, Open and Innovative.

# 1. BACKGROUND AND POLICY INSTRUMENTS

## 1.1 PROFILE OF THE REGION

The Prešov Region is located in the northeast of the Slovak Republic and is the second largest in Slovakia. The north border is also a state border with the Republic of Poland. In the east the region borders with Ukraine, in the south with the Košice region, in the southwest on a small stretch of border with region Banska Bystrica, and the western border is the Žilina region.





## THE ADMINISTRATIVE DIVISION CONSISTS OF 13 DISTRICTS:

Bardejov  
Humenné  
Kežmarok  
Levoča  
Medzilaborce  
Poprad  
Prešov  
Sabinov  
Snina  
Stará Ľubovňa  
Stropkov  
Svidník  
Vranov nad Topľou.



## BASIC INFORMATION ABOUT THE REGION

**AS OF 31.12.2017**

(source: *Štatistický úrad Slovenskej republiky*):

Area:

**8 973 km<sup>2</sup>**

Population:

**823 826**

Population density per km<sup>2</sup>:

**91.73 inhabitants/km<sup>2</sup>**

Number of districts:

**13**

Number of municipalities:

**665**

Number of towns/cities (among municipalities):

**23**

Registered office:

**Prešov**

Share of urban population (%):

**47.1**

Economically active population (thous. Persons):

**401**

Share of population aged 0-14:

**18%**

Share of population aged 15-64:

**69%**

Share of population aged 65 and over:

**13%**

Average age:

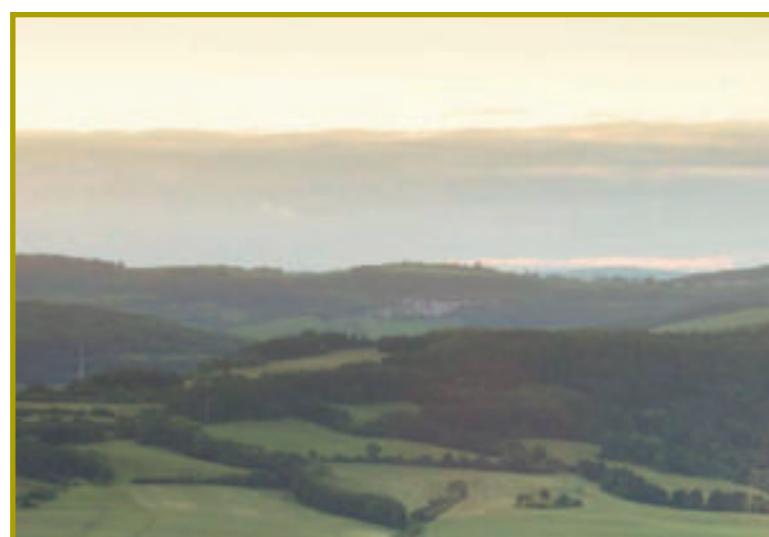
**38.33**

## PLACES OF INTEREST IN THE REGION AND THE CITY:

- High Tatras - the highest mountains in Slovakia and Poland. At the same time the only alpine-style mountain in these states.
- The highest point of the region, also the highest point in Slovakia, is the Gerlach Shield (2 655 m above sea level)
- The most eastern municipality of Slovakia is located in Prešov Region - Nová Sedlica
- Most of the monuments listed in the UNESCO World Heritage List - Levoča, Bardejov, Wooden Churches, Carpathian Beech Forest are in the Prešov Region
- The largest number of historic castle towns in Slovakia lies in the Prešov Region
- Spiš Castle - with its area of more than 4 hectares is one of the largest castle complexes in Slovakia.
- The Prešov Region is the birthplace of Andy Warhol's parents
- For the first time in Europe, J. A. Rayman used a vaccine against measles in Prešov



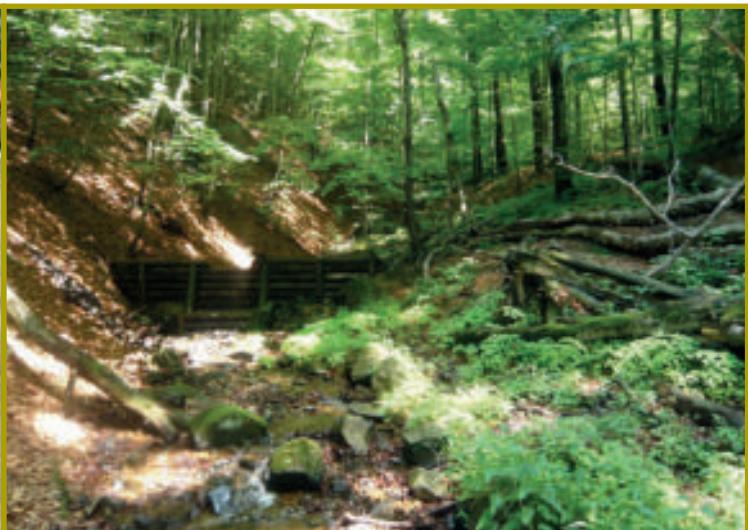
THE PLACES



• HIGH TATRAS - THE GERLACH SHIELD



IN THE UNESCO WORLD HERITAGE LIST - LEVOČA, BARDEJOV, CARPATHIAN BEECH FOREST



SPIŠ CASTLE



## PLACES OF INTEREST IN THE REGION AND THE CITY:

- Opal mines - an internationally significant locality in Prešov, where the Slovak opal was exploited. Slovak opal mines were the only locality in the world, until the discovery of opal mines in Mexico and Australia in the 19th century. Saltern in Prešov - a national cultural monument, one of the most important technical monuments in Slovakia. It is a unique complex of technical objects for pumping and cooking brine salt from the 17th century.
- The largest pilgrimage place is located in the region, with an annual attendance of 500 thousand tourists – „Mariánska hora“ in Levoča
- The Shop on the Main Street-movie, filmed in town of Sabinov was awarded with Oscar for Best Foreign Language Film in 1966.
- The first printed book in Slovakia was created in Prešov 1573 - a Latin textbook
- Altar in the Temple of St. Jacob in Levoča - with its height - 18,62 meters (the highest non-Gothic wing altar in the world)



OPAL MINES



SNAPSHOTS FROM OSCAR FILM "THE SHOP ON THE MAIN STREET" IN SABINOV



FRAGMENTS FROM ALTAR IN THE TEMPLE OF ST. JACOB IN LEVOČA



## MOBILIZING CREATIVE POTENTIAL ...

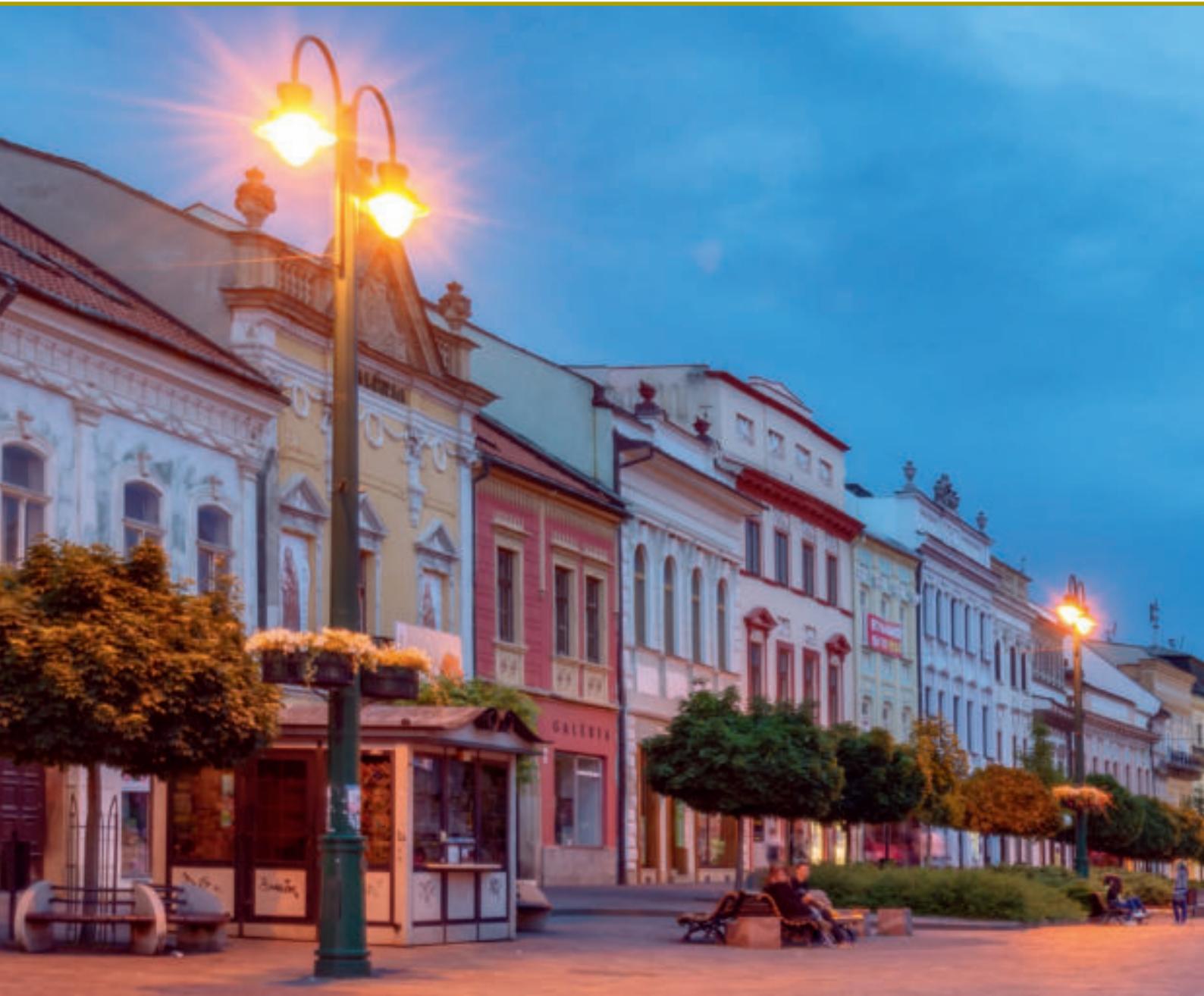
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The natural beauty of the region and the appropriate climatic conditions have created favorable conditions for a development of tourism. A fifth of all accommodation facilities in the SR is located here, and its services are used annually by approximately 700 thousand visitors. Within the region, the most visited regions include the High Tatras and Bardejov, Kežmarok, Prešov and Stará Ľubovňa.

Prešov region has a high potential in the development of cultural, natural, historical or sacral tour-

ism, including rural tourism, mainly due to its size and geographic division. In recent years, the region has seen a surge in traffic. There are also important natural, cultural, sacral, historical and technical monuments, ski resorts, hiking and cycling trails in the region.

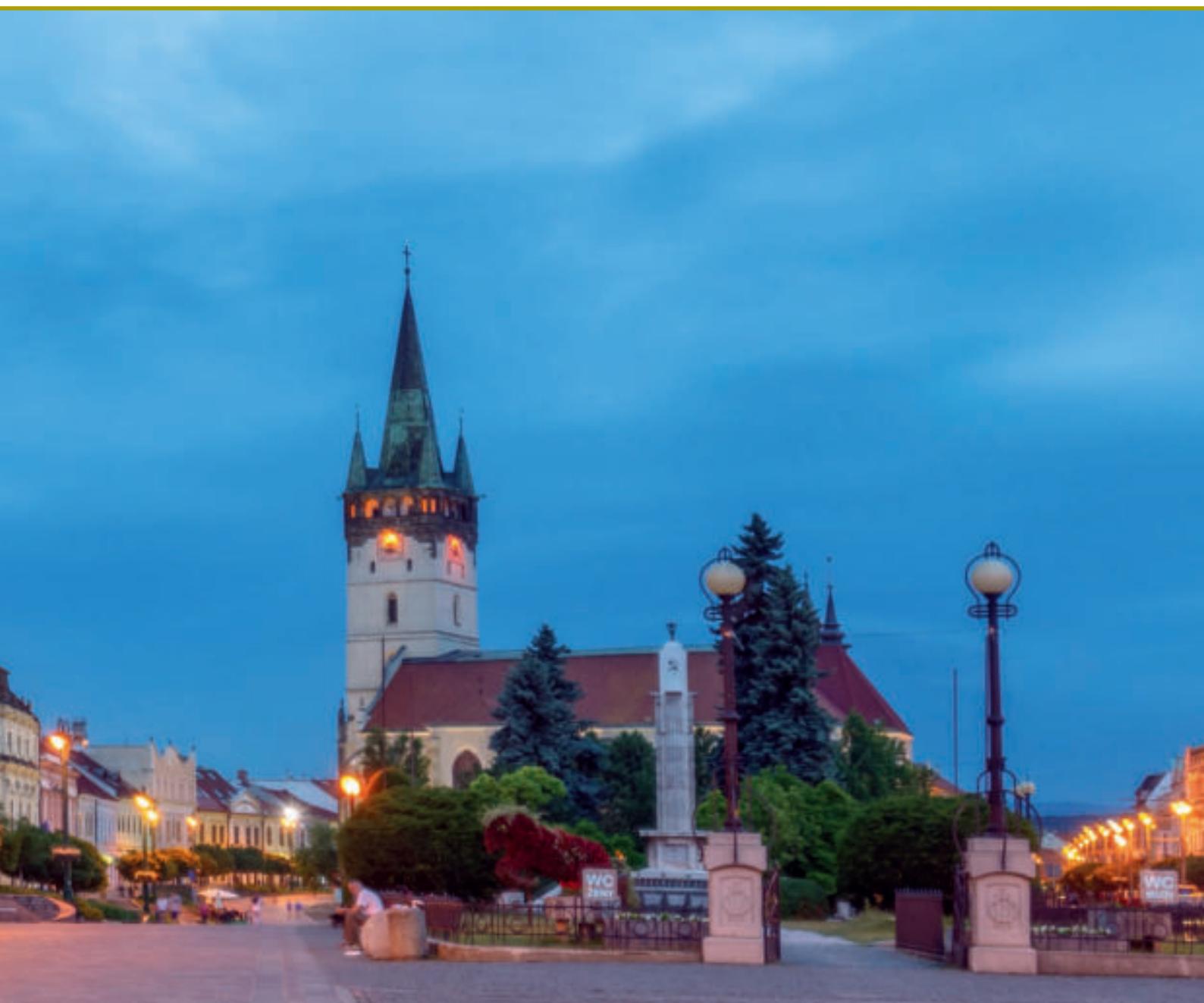
With growing number of visitors, a demand for products typical for this region is increasing, in several areas that are result of creative work. An opportunity for the development of these sectors lies therefore in the fact that Prešov Region is currently



among the regions with the lowest number of registered folk producers, and a quality of accommodation and hospitality in the area lags behind in comparison with abroad.

Creative study departments are part of 3 colleges, 2 secondary art schools, 2 private conservatories and 13 primary art schools. In addition to these schools, 17 secondary vocational schools are dedicated to the education of students in fields such as: marketing, graphic design, art smithing or glass processing.

The University of Prešov associates almost 10,000 students and approximately 1,000 employees, a significant part of which is involved in activities that can be utilized within the creative industry. This is a significant personal capital that is necessary and appropriate to use. Within the Prešov region there is a similar concentration of potential, for example, in the Kežmarok, Medzilaborce districts.



## 1.2 SOCIO-ECONOMIC INDICATORS

<b>2008</b>	610850	557151	599831	706758
<b>2009</b>	616578	559934	599859	706375
<b>2010</b>	622706	561525	599214	705661
<b>2011</b>	599931	554021	594454	690311
<b>2012</b>	606537	555509	594186	689564
<b>2013</b>	612682	556577	593159	688400
<b>2014</b>	618380	557608	592394	686662
<b>2015</b>	625167	558677	591233	684922
<b>2016</b>	633288	559697	589935	682527
<b>2017</b>	<b>641892</b>	<b>561156</b>	<b>588816</b>	<b>680779</b>

BRATISLAVA  
REGION



TRNAVA  
REGION



TRENČÍN  
REGION



NITRA  
REGION



STATE OF THE PERMANENT RESIDENT  
POPULATION AS OF 1.1.2018

ŽILINA  
REGION



BANSKÁ BYSTRICA  
REGION



PREŠOV  
REGION



KOŠICE  
REGION



<b>2008</b>	695698	654668	801939	774103
<b>2009</b>	696347	653697	803955	775509
<b>2010</b>	697502	653186	807011	778120
<b>2011</b>	688295	660991	813606	790837
<b>2012</b>	689601	660128	815806	792991
<b>2013</b>	690121	658490	817382	794025
<b>2014</b>	690420	656813	818916	794756
<b>2015</b>	690449	655359	819977	795565
<b>2016</b>	690434	653024	820697	796650
<b>2017</b>	<b>690778</b>	<b>651509</b>	<b>822310</b>	<b>798103</b>

## REGISTERED UNEMPLOYMENT RATE (IN%)

 BRATISLAVA REGION	2010  4.63%	2011  5.41%	2012  5.72%	2013  6.17%
	2014  6.13%	2015  5.34%	2016  4.51%	2017  3.05%
 TRNAVA REGION	2010  8.17%	2011  8.88%	2012  9.43%	2013  9.16%
	2014  8.03%	2015  6.71%	2016  4.41%	2017  2.60%
 TRENČÍN REGION	2010  9.51%	2011  9.95%	2012  10.89%	2013  10.74%
	2014  9.56%	2015  7.71%	2016  5.85%	2017  3.53%
 NITRA REGION	2010  11.76%	2011  13.27%	2012  14.08%	2013  12.52%
	2014  11.21%	2015  9.71%	2016  6.96%	2017  4.05%
 ŽILINA REGION	2010  10.86%	2011  11.91%	2012  12.79%	2013  12.51%
	2014  10.91%	2015  8.86%	2016  6.92%	2017  4.70%
 B. BYSTRIČA REGION	2010  18.86%	2011  19.83%	2012  20.81%	2013  18.26%
	2014  17.22%	2015  14.94%	2016  12.80%	2017  8.67%
 PREŠOV REGION	2010  17.75%	2011  18.95%	2012  20.66%	2013  19.35%
	2014  17.45%	2015  15.50%	2016  13.91%	2017  9.68%
 KOŠICE REGION	2010  16.78%	2011  18.76%	2012  19.58%	2013  17.23%
	2014  15.92%	2015  14.39%	2016  12.76%	2017  9.94%

## PEOPLE MOVING FROM PRESOV REGION TO BRATISLAVA REGION

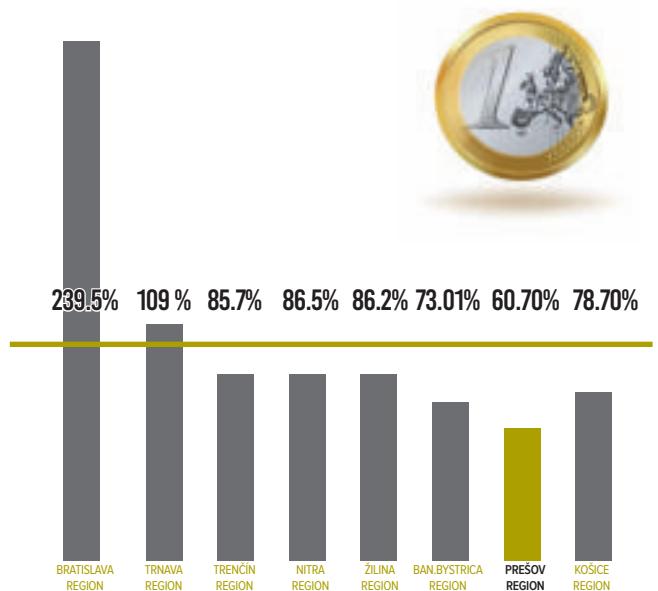
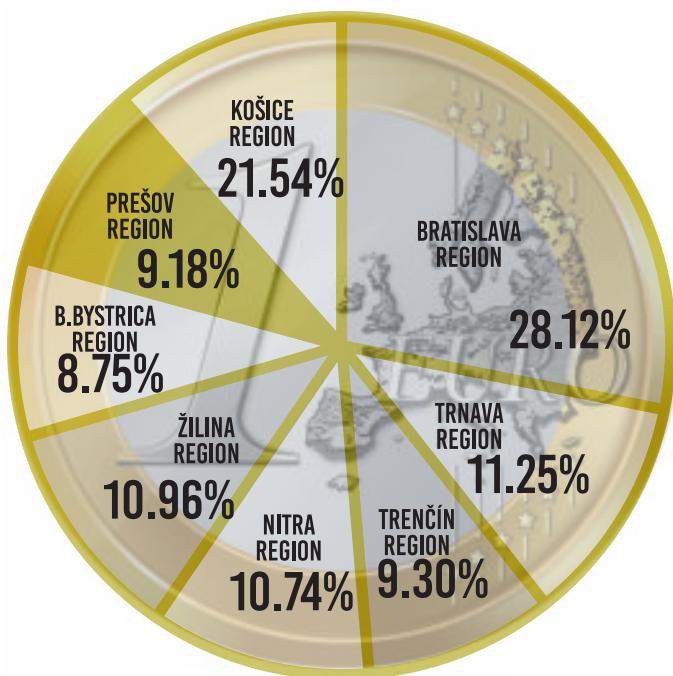


### REGIONAL GROSS DOMESTIC PRODUCT 2016 (IN MIL. EUR)



### SHARE OF REGIONAL GDP ON TOTAL GDP OF SLOVAKIA 2016

### SHARE OF REGIONAL GDP PER CAPITA TO SR 2016 AVERAGE



# BUSINESS ENVIRONMENTS AND BUSINESS INNOVATIONS

## NUMBER OF COMPANIES

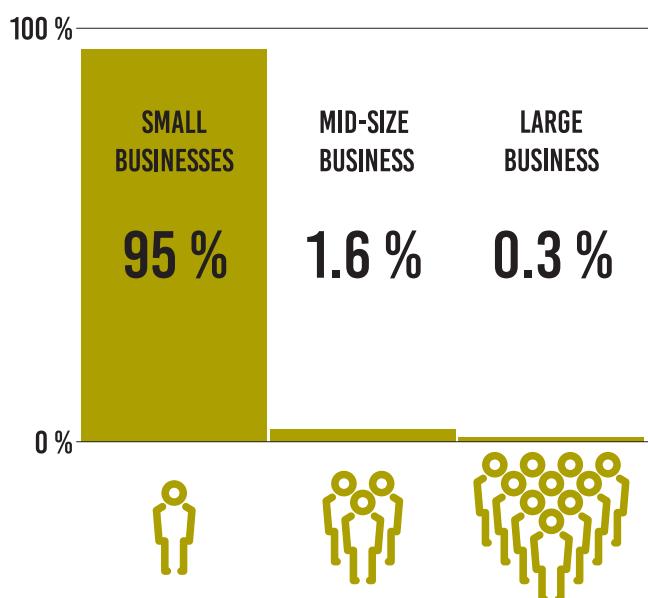
### IN THE REGION:

16,000 companies, 56,000 FOs

### TOP SECTORS:

Construction, Trade, Industry

### SME BY STAFF:



### STRONGEST DISTRICTS:

Poprad, Prešov a Humenné

### THE WEAKEST DISTRICTS:

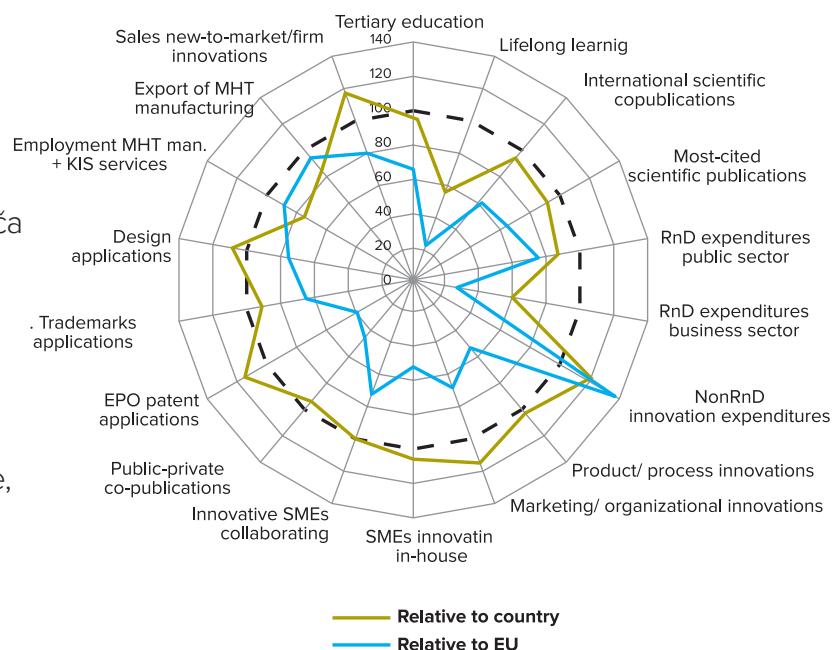
Medzilaborce, Svidník, Stropkov, Levoča a Kežmarok

### THE MOST IMPORTANT

### INDUSTRIES ARE:

processing industry, mainly food, clothing, textile, woodworking, engineering, but also electrical, chemical and pharmaceutical industries.

Slovakia is a “Moderate Innovator” in the EU - which means a mild innovator. However, the region of eastern Slovakia (PSGR and KSK) represents within Slovakia a region with a stronger innovation potential than Western (except BA) and Central Slovakia. The EU identifies Eastern Slovakia as “Moderate + Innovator”, with innovations greatly increasing over time. The radar chart below shows relatively strong points compared to the whole of Slovakia (the orange line) and the EU (blue line), pointing to relative strengths (eg R & D spending) and weaknesses (for example, lifelong learning).



### INTERESTING FACT:

IN JULY 2018, THE WORLD BANK PUBLISHED „DOING BUSINESS“ ANALYSIS IN THE EUROPEAN UNION 2018: CROATIA, THE CZECH REPUBLIC, PORTUGAL AND SLOVAKIA, ACCORDING TO WHICH PREŠOV IS THE MOST BUSINESS-FRIENDLY CITY IN SLOVAKIA. THE STUDY COMPARED SELECTED CITIES IN FIVE INDICATORS: BUSINESS START-UP, BUILDING PERMITS, ACCESS TO ELECTRICITY, PROPERTY REGISTRATION, AND CONTRACT ENFORCEABILITY. THE AIM OF THE RESEARCH WAS TO PROVIDE RECOMMENDATIONS BASED ON EXAMPLES OF GOOD PRACTICE FROM THE REGIONS, WHICH COULD ALSO BE APPLIED AT NATIONAL LEVEL. SLOVAKIA IS COUNTRY WITH THE SECOND SMALLEST REGIONAL DIFFERENCES FROM THE FOUR COUNTRIES SURVEYED.

Factors that negatively affected innovation activities or caused innovation activities to fail were studied in detail. In terms of the number of responses, the critically important parameters were, in particular, **lack of resources needed in a company and high costs of innovation**. Uncertain demand **for new goods and services, lack of resources in a company, unavailability of external resources, high innovation costs, lack of skilled workers in the market, lack of suitable innovation partners, and high costs of intellectual property protection**, were identified as significant parameters. **Lack of information on new technologies** was an insignificant factor. Notable in particular was **lack of information on markets and lack of qualified staff**. Some companies have also mentioned, for example, **lack of time**.



## 1.3 POLICY INSTRUMENTS FOCUSED ON REGIONAL DEVELOPMENT

EU regional policy supports job creation, competitiveness, economic growth, quality of life and sustainable development. These investments support the objectives of the Europe 2020 strategy. Regional policy funding is provided through three main funds:

- the European Regional Development Fund (ERDF),
- Cohesion Fund (CF) and
- the European Social Fund (ESF).

These together with

- the European Agricultural Fund for Rural Development (EAFRD);
- The European Maritime and Fisheries Fund (EFNRH)
- **European Structural and Investment Funds (ESFS)**

**“EUROPEAN STRUCTURAL AND INVESTMENT FUNDS DIRECTLY CONTRIBUTE TO THE IMPLEMENTATION OF THE COMMISSION’S INVESTMENT PLAN AND PRIORITIES.”**

### THERE ARE 11 THEMATIC OBJECTIVES FOR ALL ESFS FUNDS. THEY ARE:

1. strengthening research, technological development and innovation
2. improving access to ICT, use and quality
3. enhancing competitiveness of small and medium-sized enterprises (SMEs)
4. promoting transition to a low-carbon economy in all sectors
5. support for climate change adaptation, risk prevention and management
6. preserving and protecting the environment and promoting efficient use of resources
7. promoting sustainable transport and removing bottlenecks in key network infrastructures
8. **promoting sustainable and quality employment and promoting labor mobility**
9. promoting social inclusion, combating poverty and any discrimination
10. investing in education, skills training and lifelong learning through the development of education and training infrastructure;
11. strengthening the institutional capacity of public authorities and stakeholders and effective public administration.

## IROP (INTEGRATED REGIONAL OPERATIONAL PROGRAM)

On 18.12.2014, the European Commission endorsed the Integrated Operational Program - IROP 2014-2020, and gradually approves other operational programs approved under the EU- 2014-2020.

The Integrated Regional Operational Program (IROP) is the SR programming document for the 2014-2020 programming period. Its global objective is **to**

### IT IS DIVIDED INTO 4 PRIORITY AXES

1. SAFE AND ENVIRONMENTALLY FRIENDLY TRANSPORT IN THE REGIONS
2. EASIER ACCESS TO EFFICIENT AND BETTER PUBLIC SERVICES
- 3. MOBILIZING CREATIVE POTENTIAL IN THE REGIONS**
4. IMPROVING THE QUALITY OF LIFE IN ENVIRONMENTS WITH A FOCUS ON THE ENVIRONMENT

**contribute to the improvement of the quality of life and to ensure the sustainable provision of public services with an impact on balanced and sustainable territorial development, economic, territorial and social cohesion of the regions, towns and villages.**

**“PRIORITY AXIS 3:  
MOBILIZING CREATIVE POTENTIAL IN THE  
REGIONS CONTRIBUTES TO EU THEMATIC  
OBJECTIVE NO.8: PROMOTING SUSTAINABLE  
EMPLOYMENT AND LABOR MOBILITY.”**



Justification of the choice of thematic objectives and related investment priorities with regard to the SRP Partnership Agreement, based on identification of regional needs:

1. The need to promote growth-friendly employment, by developing the NUTS 3's internal potential and enhancing the accessibility and development of specific cultural resources.
2. **Due to insufficient funding over the past 20 years, the Slovak Republic has a gap in building a new type of infrastructure for the needs of creativity. Creativity, along with an adequate organizational culture, is an essential prerequisite for creating innovation and therefore growth and employment.**
3. For the growth of employment in cultural and creative industries, it is necessary to build a completely new type of physical infrastructure (creative centers, incubators, HUBs, co-working places) as places conducive to creation, testing and non-technological innovation with an economically relevant starting point and related support for soft infrastructure (new skills, transfer of knowledge and technology, cross-sectoral partnerships, networking, demand development) and self-employment (self-employed), micro and SMEs.

### INVESTMENT PRIORITY 3.1:

*Promoting growth-friendly employment by developing internal potential as part of a territorial strategy for specific areas, including a conversion of declining industrial regions and enhancing accessibility and development of specific natural and cultural resources*

The specific objective no. 3 should create a favorable environment for a development **of creative talent and non-technological innovation, such as stimulating employment and job creation in the cultural and creative industries.**

**Investments will focus on the following creative industries:** advertising and marketing, architecture, design, fashion design, film, television, video, radio and photography, visual arts, multimedia, publishing, literature and book market, music industry and scenic arts, traditional crafts, folk and urban culture with art.

**\*TODAY'S AND FUTURE GRADUATES OF CREATIVE STUDY DEPARTMENTS CREATE HUMAN CAPITAL, WHICH IS A PREREQUISITE FOR CREATIVE ACTIVITY. HOWEVER, IT IS BETTER TO PREPARE THEM FOR THE LABOR MARKET. THEY NEED TO GAIN PRACTICAL EXPERIENCE FROM THE ENVIRONMENT OF DEVELOPMENT, PRODUCTION AND SALES OF CREATIVE PRODUCTS AND SERVICES, AND ALSO GAIN KNOWLEDGE AND SKILLS FROM THE BUSINESS ENVIRONMENT.**

## RIUS - REGIONAL INTEGRATED TERRITORIAL STRATEGY

The Regional Integrated Territorial Strategy of the Prešov Region for the years 2014-2020 (RÚÚS PSGR) is elaborated for the purpose of coordinated, factual and time-based implementation of the Integrated Regional Operational Program on the territory of the Prešov Region, and **achieving complementarity and synergy with the other OPs.** It is therefore a planning and implementation tool for the application of the Integrated Approach, which is employed in the execution of the IROP in the 2014-2020 programming period. RIUS is based on the Strategy and Objectives of the Integrated Regional Operational Program 2014-2020, ambitious to *direct investment priorities to a particular territory that has the highest development potential for a given priority and will become an engine of further growth with an impact on the widest range of inhabitants.*

The global objective of RIUS in line with the 2014-2020 IROP is *to contribute to improving quality of life of the Prešov region, to ensure sustainable provision of public services, to promote smart, sustainable and inclusive growth and employment with an impact on the economic, social and territorial cohesion of the region and its functional territories (towns and municipalities).*

RIUS is based on area specificities in order to fulfill the common vision of development actors in the ter-

ritory as defined in the forthcoming PSGR Economic and Social Development Program for 2015-2023.

### **Priority axis no. 3:**

Mobilization of creative potential in the city of Prešov

#### **Specific objective no. 3.1:**

Mobilization of creative potential in the city of Prešov

The objective of this part of the RIUS is to analyze and define interventions to promote creative entrepreneurship and create jobs with higher added value, to raise awareness of the creative industry and its actors, as well as to use modern technology to promote innovation. The analytical section takes into account available sources of verifiable data and combines quantitative and qualitative primary and secondary data. The strategic part builds on the expected results and experience from the networking of the territorial cooperation actors in the implementation of many projects in the Prešov region of the existing knowledge of the existing endogenous potential - social, natural, cultural (and creative) and economic potential and identified conditions and possibilities of feasibility and sustainability of public interventions to stimulate the promotion of sustainable employment and job creation in the cultural and creative industries.

## THE OPERATIONAL PROGRAM RESEARCH AND INNOVATION:

The Operational Program is based on the priorities of the Europe 2020 strategy as well as the main recommendations of the Small Business Act and the Action Plan for Entrepreneurship 2020. Its focus, structure and content of activities is based directly on needs analysis and development potential as well as the expected results defined in the Partner Agreement 2014-2020. This program is a key implementation tool for the RIS3 SK strategy.



### *the TV of the future is here today*

Some day probably all television will be like the Micro-TV. But today, only with the remarkable SONY can you enjoy "high fidelity picture quality" so obviously superior that all other sets pale in comparison. But picture quality is only one of the unique features. The Micro-TV weighs only 8 lbs., which means it can be carried easily to any room in the house, or to the office as a truly personal set. In addition, since it is fully transistorized (with 3 epitaxial and 5 mesa transistors among its complement of 25), it can be operated on its own rechargeable battery, 12 v auto/bat factory and AC. This means, of course, that it can be used anywhere outdoors, even in a moving car or on a boat. But since a TV set is only as good as its picture, the inherent superiority of Micro-TV with 70° tube deflection and special SONY-developed phosphors must be seen to be appreciated. Your dealer will be happy to arrange for a convincing demonstration. Micro-TV list \$229.95; rechargeable battery, luggage carrying case and auto accessory kit extra.

**SONY**  
RESEARCH MAKES THE DIFFERENCE



For more information on the SONY Micro-TV and innovative audio video inc.  
**SONY CORPORATION OF AMERICA** 514 Broadway, New York 12, N.Y. 10012

### Perspective areas of specialization

- Automation, Robotics and Digital Technology,
- Processing and recovery of light metals and their alloys,
- Production and processing of polymers and progressive chemical substances (including smart fertilizations),
- **Creative industry,**
- Evaluating the domestic raw material base,
- Promoting intelligent technologies in raw materials and waste processing in the region of occurrence.

PARTICULAR ATTENTION WILL BE PAID TO CREATIVE INDUSTRIES WHERE HIGH POTENTIAL FOR ECONOMIC GROWTH HAS BEEN IDENTIFIED. IN THE CREATIVE SECTORS, 20 171 COMPANIES WERE ACTIVE IN 2010, OR 3.8% OF THE TOTAL NUMBER OF COMPANIES IN THE YEAR IN SLOVAKIA. ADVERTISING AND MARKETING (36.3%), FOLLOWED BY PUBLISHING (17.0%) AND IT, SOFTWARE AND COMPUTER SERVICES (16.9%). FILM, TV, VIDEO AND RADIO ARE THE LARGEST CATEGORY IN TERMS OF THE NUMBER OF COMPANIES IN THE CREATIVE SECTORS AND PHOTOGRAPHY (12.6%), ARCHITECTURE (9.2%), MUSIC, SCENIC AND VISUAL ARTS (5.3%) AND DESIGN AND FASHION DESIGN (2.7%).

## 2. CREATIVE INDUSTRY IN A REGIONAL CONTEXT



"YOU HAVE TO FLARE UP WITH AN IDEA OR A PROBLEM OR SOMETHING WRONG THAT YOU WANT TO CHANGE TO SOMETHING RIGHT. IF YOU ARE NOT SUFFICIENTLY PASSIONATE AT FIRST, YOU WILL NEVER DO IT."

STEVE JOBS

## 2.1 CREATIVE INDUSTRY - DEFINITION

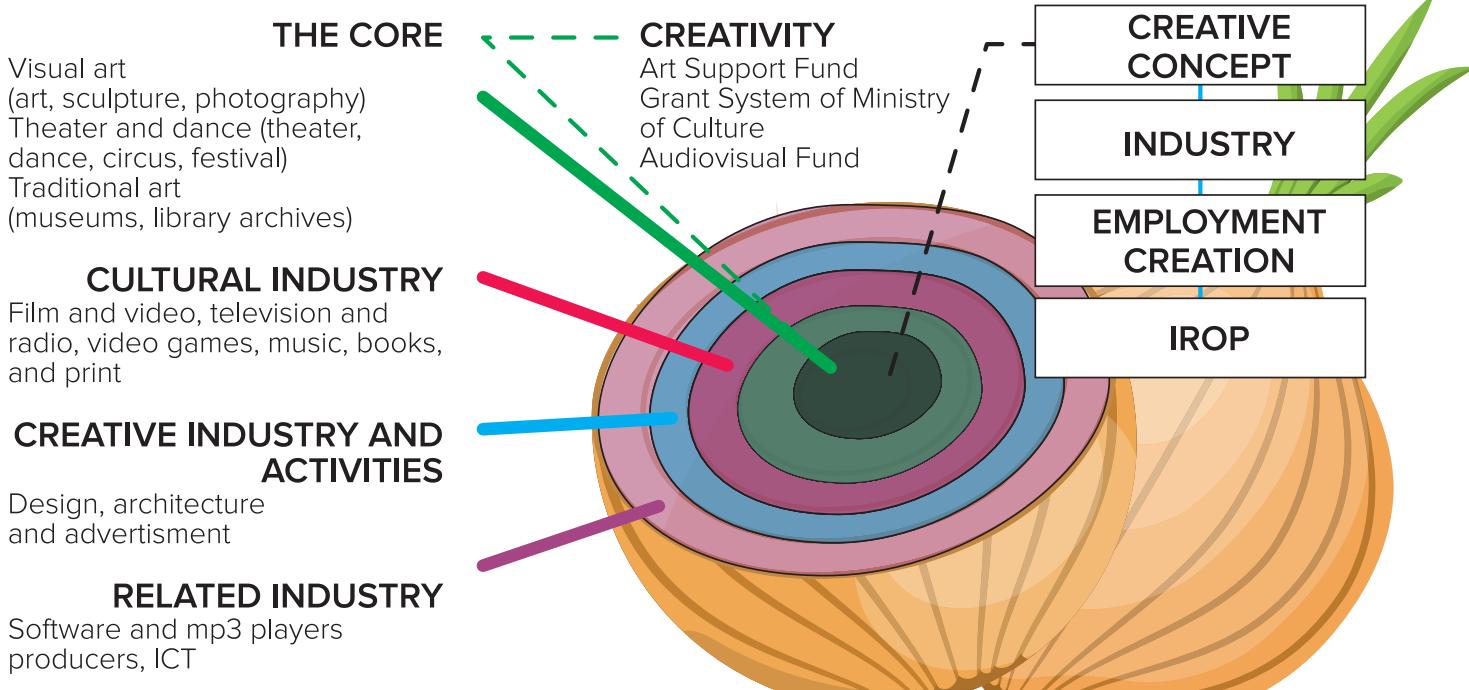
There are many definitions in the cultural and creative industries. UNESCO defines the cultural and creative industries as “*a sector of organized activity whose main purpose is the production or reproduction, promotion, distribution and / or commercialization of goods, services and activities of a cultural, artistic or natural nature*”.

For the purposes of IROP, the definition used was based on Geert Hofstede's onion model of cultural understanding. In the core there is **creative work itself in the field of visual, stage or traditional art**. It is followed by a **cultural industry**, which focuses in many ways on the presentation **of creative concepts created in the core**. **Creative industry** is even more distant from art itself, but uses artistic tools in its activities.

These three levels are subject to support under Priority Axis 3 of the IROP. Creative activities

themselves are perceived only as a secondary object of support, as other public resources are allocated for this purpose, in particular the „Arts Support Fund“, the Ministry of Culture of SR Grant System or the Audiovisual Fund. Support under Priority Axis 3 of the IROP is therefore mainly focused on **cultural and creative industries**, to a lesser extent at the heart of creative activities. The related industry does not fall within the scope of support from IROP - Priority Axis 3.

SCHEME 1: OVERVIEW OF THE CULTURAL AND CREATIVE INDUSTRIES ACCORDING TO THE CURRENT DEFINITION



## 2.2 VISION AND EXPECTED RESULTS

The vision for starting a creative potential in the region is creation and especially sustainability of jobs in this sector, reduction of job fluctuation and generating a demand for creative work results. These expected results can be achieved by creating a favorable environment for the development of creative talent and non-technological innovation in the cultural and creative industries.

Graduates of creative study disciplines who want to assert themselves in their field, constitute human capital, which is a prerequisite for creative activity. However, it is better to prepare them for the labor market. They need to gain practical experience from the environment of development, production and sales of creative products and

services, and also gain knowledge and skills from the business environment.

The IROP points to the need for comprehensive support divided primarily into centralized and decentralized support.

Decentralized support concerns support for individual projects within the calls for proposals. Centralized support envisages the creation of creative centers in each region of Slovakia as institutions covering the promotion and development of the creative in the region. This support is also proposed in a comprehensive way divided into two basic activities:

- 1. Developing creative talent, entrepreneurial spirit and support for non-technological**



### innovation using information technology

- Development of creative talent and skills (open studio services, education, space for prototype development, intellectual property education, fundraising, etc.)
- Business Support (Creative Incubator provide support for next creative entrepreneurs and pilot projects, innovative ideas support, provide MakerSpace, technology equipment and advisory services, Coworking space, Creative Accelerator provides support to existing creative entrepreneurs)
- Market access support (Supporting the sale of creative creative results - expanding business activities to foreign markets, supporting clustering, participation in international fairs and exhibitions, etc.)
- Networking support (Networking services - support for cross-sectoral cooperation, exchange of experience and transfer of knowledge, including international cooperation.)

### 2. Support of demand for creative work

- Support for demand for creative creation is an essential part of the development of the cultural and creative industries. The visibility of these products and services requires a specific kind of promotional

activities from exhibition-presentation activities of non-commercial character, educational activities, customer service, raising awareness of cultural and creative industries (conferences, workshops, campaigns, tours, but not separate festivals or similar activities without clear linkage to the activities of creative centers), targeted support for the performance of coordinated and continuous promotion of the results of activities focusing on the Slovak market as well as on the international context in synergy and complementarity with the Operational Program Research and Innovation.

## EXPECTED RESULTS

Creative industry is the driving force behind innovation and co-creation of jobs. In the creative industry, its impact on the entire supply chain and the secondary benefits of its outputs is important. Creative industries also have another significant impact on cities, municipalities and regions: they help to shape the identity of the city and municipalities. The products and services produced here are connected to this city, thus helping to develop not only domestic tourism and the maintenance of traditions.

The aim of the Action Plan and the activities it proposes is, in particular, to mobilize the creative

## MOBILIZING CREATIVE POTENTIAL ...

potential in the region. But how to achieve this goal. First of all, by creating systematic measures that can positively impact growth of demand after the output of creative work, and thus development of the sector and creation of jobs - whether in the form of self-employment. In this case, there is no need to fluctuate for work in more advanced regions.

The Action Plan proposes activities that can primarily and secondarily influence a development of creative professions. Primarily, it is the direct creation of jobs in this sector and, secondarily, it can be achieved by creating a positive environment in which these sectors will develop and its actors will be interested in co-creating and influencing the region's development and its own contribution.

A region is created by the people who live in it. More and more young people but also entrepreneurs want to contribute to its development. It is therefore indispensable to seize this initiative from the bottom and, in particular, to use this potential for a development of the region. There's nothing better than offering this option to people who come up with innovative solutions to current issues. **A vision of a modern, innovative region should be the vision.**

**THE GENERAL PUBLIC BENEFITS FROM THE DEVELOPED CREATIVE INDUSTRY. CREATIVE CITIES CAN ATTRACT AND RETAIN TALENT, DEVELOP POTENTIAL, ABILITIES AND KNOWLEDGE OF THEIR INHABITANTS AND VISITORS. THE EXPECTED SUPPORT SHOULD SERVE TO DEVELOP LOCAL COMMUNITIES, COMMUNITY PROJECTS, CULTURAL DIVERSITY AND SOCIAL INCLUSION WITHIN THE FRAMEWORK OF CULTURE AND THE CREATIVE INDUSTRY, THUS IMPROVING THE QUALITY OF LIFE IN THE LONG TERM.**

### PREŠOV REGION - CREATIVE, OPEN AND INNOVATIVE.

These three attributes are the cornerstone of the expected change in the region that can radically change the image of our region and contribute to local patriotism and job creation.



## 2.3 BOTTOM-UP APPROACH

Bottom-up workflows planning method, is a way of defining goals and ways to get them from the bottom to top. Firstly, relatively narrow goals are set at lower levels of the organizational hierarchy. They then gradually integrate into the global goals and the global strategy at higher and higher levels. This is therefore a convergent approach.

As part of mapping of the state of cultural and creative potential in the Prešov Region, mapping meetings were held in June 2017 with representa-

tives of the various cultural and creative industries. Status mapping included, in particular, defining the current state, trends and specific needs of actors in the creative industry.

The meeting was attended by representatives of the following sectors: theater, music, audiovisual, advertising, design, crafts, architecture. The most important findings and needs verbalized during the meeting were:



**INDUSTRY:**  
**VISUAL ART, ARCHITECTURE,  
CULTURAL HERITAGE**

- Support for networking
- Missing background for visual artists
- Promotion of regional activities in the field of cultural and creative industries
- Active work with recipients of cultural values
- Promotion of regional cultural monuments

**INDUSTRY:**  
**STAGE ART**

- Growing interest of general public in scenic folklore
- Insufficient background for non-professional scene in Prešov
- Lack of skills necessary for the development of activities of non-professional groupings
- Lack of coordination of actors in the field of non-professional scenic art
- Missing relation to art in general
- Poor experience of stage designers with city-level or self-governing leadership

**INDUSTRY:**  
**MUSIC, AUDIOVISUAL,  
MULTIMEDIA**

- High quality creative talent of people coming from the region
- Need to create a background for actors beginning and already active in music
- Need for marketing cover for the regional cultural and creative industries

**INDUSTRY:**  
**ADVERTISING,  
DESIGN, CRAFTS**

- Missing support for a development of cultural and creative industries by PSGR or the Municipality of Prešov
- Insufficient spatial background for the development of individual cultural and creative industries in Prešov
- Absence of spaces to present contemporary art
- Poorly developed ecosystem in the Advertising industry
- Lack of coordination of actors and mutual communication between them
- High quality creative talent of people coming from the region
- Support for networking
- Establishments for Craftsmen, Design, Advertising

The common denominators of all sectors, and the most striking repetition of need - is a requirement of **networking** of all actors in the creative industry, and **a need to roof this cooperation by an institution** that provides a physical space for encounters and creation. Equally important is **support for the promotion** of outputs and hence pressure to increase demand for creative production, as well as **significantly higher levels of interconnection to public administration and institutions** that decide on further direction and strategic steps in the region. (self-government, cities)

These highlights should be reflected in the support that will be provided as part of the strategic direction and regional plan.



### 3. OPEN INNOVATIONS AND THE OSIRIS PROJECT



"GREAT THINGS ARE NOT THE RESULT OF AN  
IMPULSE, BUT A SERIES OF SMALL THINGS COM-  
BINED TOGETHER"

VINCENT VAN GOGH

### 3.1 OPEN SOCIAL INNOVATION - DEFINITION

Open Social Innovation (OSI) is an open innovation to promote sharing of sustainable social practices. Social innovation involves a process of exchanging ideas and values between different actors of society, including the public and private sectors, and non-profit organizations (Phills et al., 2008). It also involves a generation and dissemination of ideas around a specific problem, which should ultimately lead to a systemic change of the actors involved (Murray et al., 2010).

The concept of open social innovation is still unknown among ordinary people, they can not define it. The main measures to be implemented by regional authorities should therefore:

Zvýhodňovať MSP, ktoré prichádzajú s otvorenými inováciami

- Advancing SMEs that come with open innovation
- Promote best practices from the first „earlybirds“ in Slovakia that deal with this issue,
- Engage in international projects and also connect with challenges and platforms dealing with the theme of social innovation.

The theme of Open Innovation also addresses the forthcoming EU-Horizon Europe (Horizon 2020) Science and Innovation Research Program in its third pillar. The total budget of the program proposal amounts to € 94.1 billion for the following breakdown into three pillars:

- 1.** Open Science: 25,8 mld. eur
- 2.** Global Challenges and Industrial Competitiveness: 52,7 mld. eur
- 3.** **Open Innovation:** 13,5 mld. eu

For the field of open innovation, the program sets 5 ambitious goals:

- 1.** Improve the transformation of science to innovation
- 2.** Speed up industrial transformation
- 3.** Increase risk financing
- 4.** Improve and simplify the European funding system and support research and innovation
- 5.** Overcome fragmentation of the innovative ecosystem.

## MOBILIZING CREATIVE POTENTIAL ...

In 2018, the European Commission presented the concept of the European Innovation Council (EIC), which focuses on the coordination of open innovation grant instruments, particularly in SME Instruments, Fast Track To Innovation and Future and Emerging Technologies.

In the new Horizon Europe program, the EIC will address:

- breakthrough innovations with the potential to create new markets,
- bottom-up and open access to all areas of science and technology,
- combining different technological areas (eg physical and digital),

- an innovator providing simplified administrative procedures for selecting and contracting projects,
- support for high-risk projects,
- Flexibility of providing tools, schematics, and support.

In addition to financial support, the EIC will provide a wide range of business acceleration services, including coaching, mentoring, technical support, events, matching with investors and subscribers.



### 3.2 OSIRIS PROJECT - LEARNING AND SHARING AT EU LEVEL

The OSIRIS (Open Social Innovation Policy) is a joint project of 8 EU partners. The project is implemented within **Interreg EUROPE** Program. (1st call)

The main objective is to improve the concept and implementation of open and social innovation policies that are governed by regional innovation ecosystems, enhancing growth and employment in regions, fostering entrepreneurial investment in R & D and enhancing social quality of life. Achieving this goal should be realized through an “inter-regional” learning process that develops the capacity to manage policy makers’ innovation and enables them to make significant improvements to their regional innovation policies that connect to smart specialization strategies (S3) and offset urban and rural contexts .

The key features of the project are OSI approaches and tools that use force in the perspective of citizens, experience, needs and expectations for a better life. The issues of policy tools are the basis of new co-creative processes that address the contributions **of policy-makers, academics, industry, civil society and a sustainable environment**, j. model Pentahelix (Carayannis, Barth and Campbell, 2012).

The cooperative approach in the OSIRIS project is devoted to understanding needs and challenges, creating common visions and transforming ideas for smart products and services provided by the public and private sectors in various areas: health care, social inclusion, transport, **creative industries**, tourism.

#### THE SPECIFIC OBJECTIVES OF THE OSIRIS PROJECT INCLUDE:

- 1.** Exchange of good practices that are capable of addressing citizens’ needs, taking into account the experience of innovative experience,
- 2.** Strengthening relations in the public administration using open tools, data, information and resources available for re-use through interregional cooperation between actors from different sectors
- 3.** Training public authorities to gain leadership in participatory governance by stimulating investment, enhancing business-friendly regional innovation ecosystems and job growth.

## MOBILIZING CREATIVE POTENTIAL ...

OSIRIS project consortium consists of 8 partners:

- Västerbotten Region (Sweden)
- Regional Council of Ostrobothnia (Finland)
- Åbo Akademi University (Finland)
- Province of Drenthe (Netherlands)
- Autonomous Province of Trento (Italy)
- Municipality of Fundão (Portugal)
- Computer Technology Institute and Press Diophantus (Greece)
- Regional Development Agency of PSGR (Slovakia)

The core of the OSIRIS project is a set of 7 co-operative three-day workshops that identify changes, improvements in partner policy tools, and action plans for implementing changes. The diversity of all 7 public institutions, including the different ways, issues and challenges associated with OSI, serves as a driving force in the inter-regional learning process, reinforcing open and social innovation as a driving force for improving regional policy.



### 3.3 OSI METHODOLOGY AND ITS APPLICATION IN THE AFFECTED REGION

The project methodology was set up during the first project implementation phase, which was developed by the project team for transnational meetings and working with local groups. “Peer review” is, in essence, an assessment of a role, project, policy by one or more people with a similar competence to the authors of this role / project / policy (peers). It represents a form of self-regulation and self-assessment of qualified members in the field. Mutual evaluation approaches are used to maintain quality standards, improve performance and **provide credibility**.

In general, the Peer review take place after approximately three visits / collaborations with the above mentioned peers. First of all, the experts meet with Peer reviews, discuss aspects of the visit and get to know each other. Interested parties must understand the reasons and purposes of the peer review and the benefits that will be gained with the results.

In this case (OSIRIS), the open innovation approach also applies in the peer review process. This means that peers as well as experts are among the largest number of stakeholder groups of the OSIRIS project. The process is managed **in five phases**:

- 1.** Region problems are identified in a group of local peers.
- 2.** The questions are answered by local representatives of stakeholder experts.

- 3.** These responses are presented at the International Cocratic Workshop at the OSIRIS 3-Day Meeting.
- 4.** Participants / experts from visiting partners have the opportunity to ask for additional questions to be answered.
- 5.** Participants / experts from the visiting partners discuss possible solutions to the issues to improve the local policy process, fostering open social innovation..

The results of this procedure can be used by peers as suggestions - ideas for creating an action plan.

Partners who send an external expert to the Peer Review are responsible for its comprehensive information. This includes explaining the objectives of the OSIRIS project, the role of partners and the Peer Reviews objectives and tools.

#### PEER REVIEW PREŠOV:

Depending on the nature of the policy instrument (IROP) targeted by the Prešov Region as part of the OSIRIS project, the Peer Review addresses the following actors:

- Prešov Self Governing Region
- Municipality of Prešov
- Innovation Partnership Center (IPC)
- University of Prešov

## SWOT ANALYSIS OF THE REGION IN RELATION TO THE INNOVATION POTENTIAL



### Strengths

#### CITY OF PREŠOV:

- the natural, historical and cultural - tourist potential of the region
- the quality of human resources in traditional sectors
- a large number of small and medium-sized enterprises have grown into many areas of activity
- the existence of an industrial park
- the existence of innovative clusters / centers of excellence / scientific research laboratories
- The existence of Brownfields prepared for investors

#### IPC:

- strong innovation potential
- an increase in the number of startups and innovations in general
- the music industry - the best potential in Slovakia
- regional funding, innovation vouchers

#### UNIVERSITY OF PREŠOV:

- a university with a very wide range of study programs and research activities
- Research Infrastructure
- the quality of human resources at university
- the existence of an innovation partnership



### Oportunities

#### CITY OF PREŠOV:

- Foreign investment inflows
- Creating new jobs
- politically declared innovation support
- long-term support for education - increasing flexibility in the labor market
- More EU funding allocated to integrated projects

#### IPC:

- A creative center as an institution supporting the creative sector
- Systematic support for innovative projects

#### UNIVERSITY OF PREŠOV:

- Greater involvement in innovative projects within the university
- Utilization of the capacity of Prešov University in the area of social, system, technical and marketing innovations



### Weakness

#### CITY OF PREŠOV:

- low qualified labor force in the labor market - high percentage of unemployed
- the existence of corruption and tax evasion
- Low involvement of regional SMEs in further development and innovation
- there is a lack of systematic integrated support for integrated regional development at national level
- Insufficient support for successful innovators

#### IPC:

- a less developed region (economy, infrastructure, wages, unemployment rate,
- bureaucracy, lack of transparency
- low level of involvement in international projects (lack of qualified project managers)
- Low levels of innovative business activities and their commercialization

#### UNIVERSITY OF PREŠOV:

- lack of skilled workers with experience from EU funds
- A weak link between university research and the private sector and the commercialization of results



### Threats

#### CITY OF PREŠOV:

- low financial investment in services and industry
- migration of educated people abroad
- A weak benefit system for the unemployed - no power to find a job
- moving production to lower-cost countries, especially labor

#### IPC:

- Outflow of young people into more developed regions
- The unstable political situation may negatively affect the possibilities for EU funds to support innovation

#### UNIVERSITY OF PREŠOV::

- Non-transparent funding from EU funds
- Low support for science and research

## OSI METHODOLOGY AND ITS APPLICATION IN THE AFFECTED REGION

The main issues behind Open Social Innovations in the Region:

- identification and use of social innovation and job creation,
- low involvement of regional SMEs in further development and innovation,
- absence of systematic integrated support for regional development at national level,
- low financial support for science and research.

The main tasks are therefore:

- supporting new start-ups and existing SMEs through financial instruments;
- the key challenge at local level for business development is social innovation such as the development and implementation of new ideas (products, services, models).
- creating conditions for linking business and non-profit sectors;
- promotion of social entrepreneurship in the social economy;



## 4. ACTIONS!

"BEST IDEAS COME AS JOKES.

THINK AS FUN AS YOU CAN."

DAVID OGILVY



## 4.1 ACTIONS SUGGESTED

### 1. CREATIVE CENTER

The vision for the Creative Center is to create a place where creative people learn, improve their skills, generate prototypes, set up their own businesses and not to move to western regions, work together, present the outputs of their work to the public, meet and relax. The goal of the center as an institution is to follow trends and enter international consortia, networks, clusters, and projects to further develop this idea. By working with existing local communities, it doesn't want to create a competitive but participatory environment for all actors in the cultural and creative sector on the principle of open communication and data, shared ideas and projects.

The creative center will include:

- **Makerspace** - A concept inspired by the FAB-LAB network around the world. These are smaller spaces and premises equipped with professional prototype technology for various industries such as garment design, metalworking, woodworking, screen printing and graphics, 3D printers, and more. This space will serve not only the participants in the incubation program but also general public with a possibility of professional counseling.
- **Creative incubator and accelerator** ( training programs and space to start your own business, or support high innovative creative business projects) Intensive training courses with practitioners. Topics such as financial management, strategic planning, internationalization of business, legislation, intellectual property rights, marketing and many others. Consultation with a personal mentor or the possibility of selecting specialists according to the department of business, preparation of business plan and its implementation itself. Last but not least, the possibility of using a shared office or a MakerSpace (including 3D printer, prototype workshop and other technologies) - In the case of existing companies as accelerator, this is professional and highly specialized advice in the selected area, support for an innovative, disruptive idea, attending the foreign missions, fairs, professional conferences, and more.
- **Coworking space** (shared offices - both for incubation program participants and other creative industry stakeholders.)
- **Space for networking** the actors themselves with the involvement of inspiring speakers. OSI methodology is part of networking regular meetings during which the actors will meet and jointly address current needs in the field of creative industry. This type of discussion can also

- be linked to the Innovation Incubator if the issue addressed by the incubator platform concerns a creative area or specialist expertise is required)
- **Space for public presentation** of creative production and support of a demand for this pro-

duction. Regular and irregular festivals, presentations, conferences for the broad professional and general public.

## 2. INNOVATIVE INCUBATOR

The Innovative Incubator is the second action whose main goal and vision is to link self-government, public, business sector and academy to the solution of the current problems and needs in the region.

Waste processing, urban transport, tourism promotion, public space use, festival organization - all of this and many others - are topical issues at city or region level - which are being discussed on social networks and various informal meetings. It is absolutely clear evidence that change and solutions come from below, but they do not have room for a systematic solution involving self-government (city / region).

Therefore, it is necessary to create such a space (platform), that can result in real and primarily innovative solutions which will also be executed.

**EVIDENCE THAT THERE IS A HUGE POTENTIAL FOR INNOVATION IN THE REGION IS, FOR EXAMPLE, A REGULAR PRESENTATION OF YOUNG ENTREPRENEURS WHO ARE ALSO DEVOTED TO SOCIAL INNOVATION THROUGH A SERIES OF SHORT PRESENTATIONS OF THE PECHA KUCHA NIGHT FORMAT NOT ONLY IN PREŠOV, BUT ALSO IN OTHER SMALLER TOWNS IN THE REGION. PEOPLE CREATE COMMUNITIES AND FIND SOLUTIONS TO CURRENT NEEDS. INCREASINGLY, THE INTEREST OF YOUNG ENTREPRENEURSHIP IN SOLVING SOCIETAL PROBLEMS - SUCH AS ECOLOGY, SHARED ECONOMY, PUBLIC SPACES, WASTE MANAGEMENT AND MANY OTHERS, IS INCREASINGLY VISIBLE.**

However, these self-acting initiatives do not have a real connection and impact on key institutions as well as on city or county councils.

Creation of the Rock-in-Town platform would address this absence, given that process of this action would be implemented within one year, which will commit all persons involved to active attendance and a participation in problem solv-

ing . The incubator itself will be an online platform to focus on current solution requirements as well as present innovative solutions in the region as the output of the project itself. Institutionally this should be an association of legal entities (PSGR, city, university, schools, OZ, ...). At the same time, the platform would shape the current events. The implementation methodology is as follows:

- 1.** Defining a social problem (bottom-up initiative - in this case citizens, civic associations, or even from above - institutions - city, region, companies, universities, etc.)
- 2.** Detailed discussion of the problem - for the best possible understanding of all aspects of the problem. This part is very important in the process of properly understanding the problem and eliminating improper solutions.
- 3.** Work on innovative solutions to the problem - creative weekend, hackathon. Depending on the topic to be addressed, it is necessary to choose the right way. (whether it's an IT solution, a marketing solution or even a prototype design, design, etc.).
- 4.** Public presentation of proposals and selection of a winning proposal (by public vote in the case of a social problem) or by professional selection / voting in the case of a specific problem requiring professional appraisal.

Another option is to realize this process more openly to get more innovative ideas. Letting space for young creative teams to present a variety of ideas to promote creative potential. These ideas will be elaborated in detail during a creative weekend or hackaton, which will include a public vote for the winning design, and this would then be financially rewarded and realized with a help of the city or region.

## EXAMPLE 1:

- 1.** Problem: Plastic waste after various social events (summer festivals) (problem defined from below)
- 2.** Discussion on the topic with a participation of experts - festival organizers (economically), waste processors, ordinary participants, citizens, representatives of the city, etc.
- 3.** Hackaton Solutions: Suggestions for innovative solutions to eliminate the problem of waste. (for example - use of ecological refunds, return cups, a compensation system for using more expensive solutions, organizers' use of ecological solutions, ...)
- 4.** Presentation of selected solutions and in this case expert selection of the solution, which would then be tested at events under the auspices of the city or other public institution. In the end, the city can build an eco-city brand. (and launch a series of other eco solutions in the city)

## EXAMPLE 2:

- 1.** Problem: low level of presentation of the region for domestic tourism (problem defined above)
- 2.** Discussion about the expected results - increasing the visit rate of interesting places with (not just) cultural heritage in the region. Again with the participation of representa-

tives of the county, city, tourism institutions (KOCR), OOCR and others.

3. Hackaton of solutions: Suggestions for cross-casting castles, common brand, or a rewarding program for families visiting multiple places, designing a campaign for adventure tourism, designing innovative tourist products, and more.
4. Public vote for a winning proposal that would be financially rewarded and realized under the auspices of the contestant (in this case, the county, the city).

A benefit of this platform is not only solving real problems but also starting secondary - associated processes such as - promoting traditional crafts (in an innovative concept) in supporting tourism. The whole process is considered to be a perfect application of OPEN SOCIAL INNOVATION. In a farsighted vision, such a platform can be a presentation of the best within a region (people, initiatives, companies, ...), and the city or region can build on it.

rate cultural monuments on the territory of the region (especially castles, chateaus, monuments, ...) in terms of their technical, spatial and personal equipment for the promotion of tourism. The goal is to offer, in the first place, local products of the creative industry.

The vision of establishment of a cultural cluster is based on networking of cultural monuments and establishment of a platform for cultural monuments in the region - positively influencing a development of tourism as well as secondary support for the creative industry actors. The emergence of Cultural Heritage Cluster of PSGR responds to the current inadequate state of support for the restoration of cultural heritage within the Operational Programs and wants to exert long-term pressure to improve this situation.

Cultural heritage is an indispensable part of a modern country that honors traditions, and its importance is significant for preserving the message for the next generations. Insufficient systematic support at program level results in a gradual deterioration of the compounds of cultural heritage, and in assistance only on a basis of community and civic associations and their volunteer work.

Cluster's institutional roofing would have a more significant impact on the potential change.

## OTHER OPPORTUNITIES FOR EMPLOYMENT GROWTH IN THE REGION

### CULTURAL HERITAGE CLUSTER OF PSGR

The aim of the cultural cluster is to incorpo-

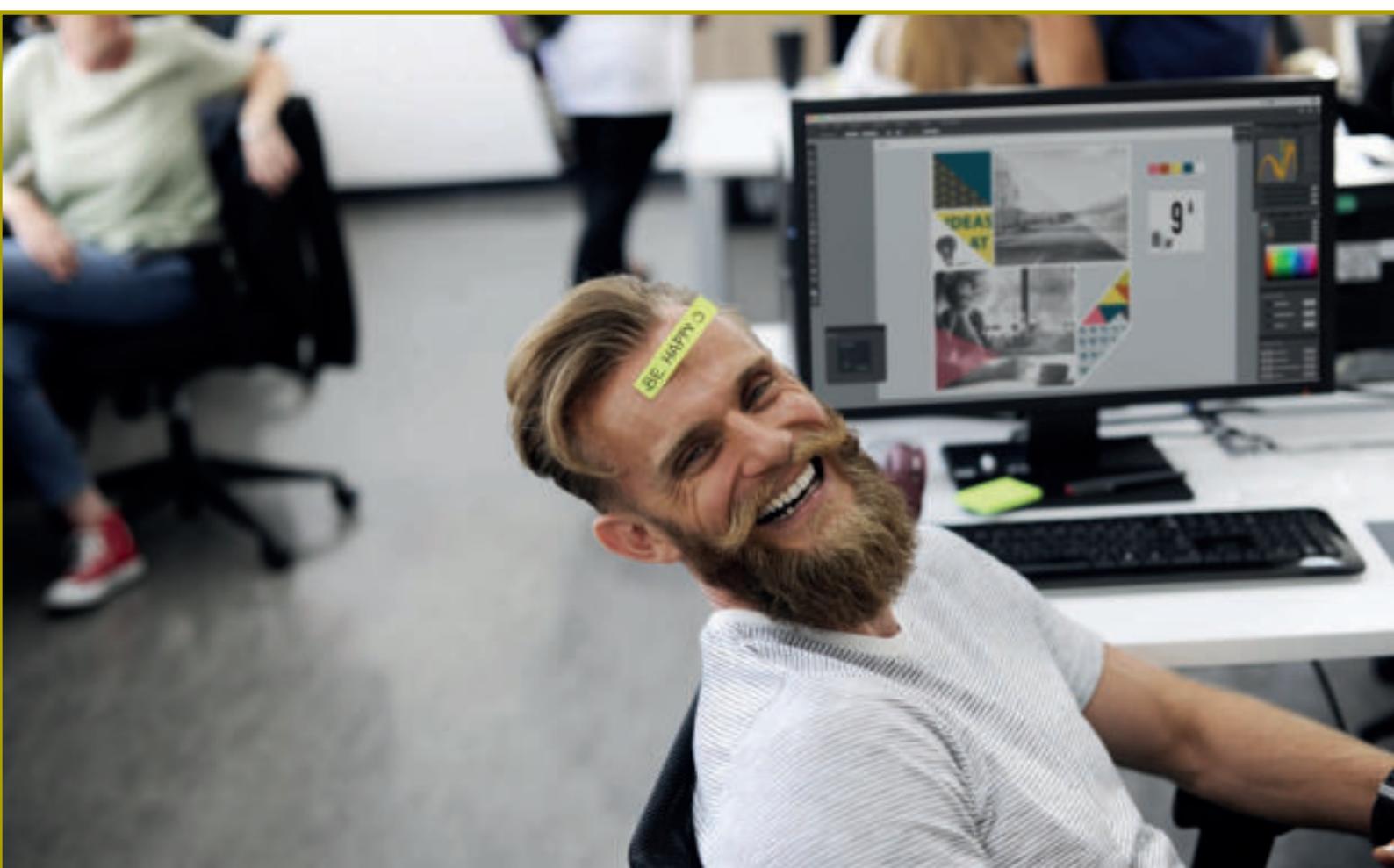
## SCHOOL OF CODING

A purpose of this action is to create jobs within the IT sector, advertising, marketing. Current situation and, in particular, trends indicate that there is a labor shortage in the information and communication technology sector, an increasing demand and, on the other hand, the highest unemployment rate in Slovakia indicates a potential that can be trained. IT-coding services can be used in a variety of sectors - mobile application development, gaming industry, marketing support to a city / county administration which often lacks innovative solutions but there's also a lack of capacities with a certain level of IT skills in the private sector companies, controlling, etc.)

The coding school will serve to retrain can-

dicates from different professions for new job opportunities. The school's principle is based on 3 month intensive courses, during which the candidates will gain some advanced level of IT skills. (However, a pre-requisite for entry into the program is the IT user skill level - not a classic retraining course for the unemployed). The content of the training will be: Work with MS Office at a higher user level, Junior Developer Programming, Website Development and Mobile Application, Website Management - SEO, Optimization, Graphic Design, etc.

As part of the coding school concept, this institution will work with IT companies in the region to find graduate applications as well as training courses themselves.



## ROCK-IN-TOWN

Focus	The objective of the action is to create a platform for connecting key actors of innovative potential with regional structures and addressing current issues and positively impacting on employment in the region and preventing the outflow of innovative ideas, companies in other regions of Slovakia and abroad.
Vision	By networking key actors (Startups, Academy, Citizens,...) it is possible to identify the problems and design their innovative solutions directly in the region. On the one hand, the problem can be defined as a need for a city or region, and on the other hand, the city and the region can respond to citizens' initiatives - in the field of environment, smart solutions, public space, creatives, etc.
Funding	Horizon2020 - Governance, Transformastion, Transfrmaiton

## PROCESS

online platform	Responsible institution	Target group
Establishment of an institution - an Innovative Incubator - as an association of legal entities. Establishment of an online platform that will be pre-filled with information about innovative projects, initiatives and startups from the region (city). On the one hand, these players are at the same time solvers of problems (self-government, citizens); on the other hand, a positive promotion of the city (the region) can be achieved.	Innovative Incubator	Citizens, regional government institution -PSGR
<b>Defining the problem</b>		
Conference/Pannel discussion - during which the concept of the Innovative Incubator will be presented, will outline current and specific problems from the point of view of both local authorities and citizens.	Innovative Incubator	PSGR, City of Prešov, Public
<b>regular meetings of incubator representatives</b>		
Based on defining the main problems, a series of smaller workshops will be implemented in a thematic manner (for example - waste, public space, open data, ...) during which the public will be able to discuss specific problems and views of the problem, and the state of the problem.	Innovation incubator	Start-ups, SME's, Universities
<b>hackaton/innovation weekend</b>		
Hackathon will take place during one weekend of the year. During the boot, startups, civic initiatives, students will be designed to solve problems.	Innovative Incubator	Start-ups, SME's, Universities
<b>Innovative kick off</b>		
The culmination of the annual "Rock-in town" cycle will be a public presentation of proposed solutions to identified problems. The expert group will assess the individual solutions and determine the procedure for their implementation. (selecting a successful, incentive scheme, ...) The public will have the opportunity to vote online for a specific solution that would then be subsidized for further steps leading to its implementation. The evaluation process will involve not only the expert group but also the public.	Innovative Incubator	Public

## STRUCTURE OF THE ACTIONS.



Potencial partners	Structure	Duration
Creative centre, School of coding, Cultural heritage Cluster of PSGR, Greencubator, Wave, ...	The platform will summarize current issues and initiatives at the level of the region (open social). This platform will also inform about the current events in partner institutions - events, innovations, and also about the state of a specific problem. At the same time, it is possible to extend the platform with the "shared" financing of individual solutions - crowdfunding at regional level, thus contributing to raising awareness and local pride and local patriotism.	year-round, continuously
	The theme of the event will be divided into several segments (eg eco-education, open government, creativity, public spaces, ...). Panel discussion on selected topics at a professional level involving the public, the non-profit sector, the training sector and the academy	March - one-day event
Wave, Christiania, Eastcubator, Greencubator,..	Over a period of 3 months, a series of meetings - workshops, seminars - will be held on a specific topic for getting more detailed view on the problem and needs towards all stakeholders.	April-June - regular meetings on a monthly basis
Eastcubator, RPIC Prešov, Wave, ...	During one weekend in September, hackathon / innovative weekend will be held. An event during which solutions, prototypes, models, processes will be created. Outputs will be concrete proposals.	September - weekend
School of coding, Creative centre	Presentation of the year-round work - presentation of innovative solutions, selection of the ones to be implemented (financial support). Possibility of secondary launch of the crowdfunding campaign. The aim is to involve citizens in thematic issues and to have a positive interest in the current events.	October - a one-day event for the general public as well as representatives of the incubator

## CREATIVE DESIGN SCHOOL

Focus	To start the potential in the creative industry, support regional manufacturers and garment designers, and help them get into the market. Prepare space for future clothing designers in the region.
Vision	Linking the region and the creative sector to working together and positively impacting on employment growth and avoiding the outflow of young creative people into more advanced regions
Funding	IROP - 3.1. Mobilizing creative potential in the regions

## MODEL OF CREATIVE CENTER FUNCTIONALITY IN SELECTED SECTOR - CLOTHING DESIGN

MakerSpace	Responsible institution	Target group
The aim of this activity is to offer space to improve skills in the chosen area (in this case is is clothing industry) and to provide the opportunity to create - models under professional supervision and with the help of modern technologies available in the MakerSpace	Prešovská kreatívna fabrika	Non-Entrepreneurs, Start-ups, Students from 18 years of age
<b>Creative incubator</b>		
It includes in particular providing information and advice, services related to the establishment of own company, organization of events aimed at the creation of new business entities. Also help with completing the business plan, completing product development or prototyping.	Prešovská kreatívna fabrika	Individuals over 18 years of age with an interest in setting up business in the creative industry
<b>Networking evenings</b>		
Informal meetings of the creative community associated with the short presentation of selected guest. The aim of these events is to bring together individual artists, participants in the incubation program to exchange know-how, experience, to initiate discussions on thematic topics within the creative industry.	Prešovská kreatívna fabrika	Designers, Artists, Program participants
<b>Participation in international events</b>		
At this stage of the process, the entrepreneurs will be able to visit selected trade fair, exhibition, B2B event and start potential collaboration or take part in an international conference abroad.	Prešovská kreatívna fabrika	Incubation scheme participants, Existing entrepreneurs
<b>Design and Fashion week</b>		
During the Design and Fashion Week, the outputs of the year-round work of the young designers of the creative center will be presented. The event will be realized with the participation of significant / important foreign guests from this area and the aim is to support the demand for creative creation as well as presenting the brands that came from the KC.	Prešovská kreatívna fabrika	Public, Incubation scheme participants, Existing entrepreneurs

## STRUCTURE OF THE ACTIONS.



Potencial partners	Structure	Duration
ULUV, greencubator, SOŠ podnikania, PU	"Within MakerSpace, you can work in two ways: A. group - use within realized workshops / workshops / workshops / under the guidance of lecturers or consultants, B. individually - use on an individual agreement / scoping."	year-round, continuously
RPIC Prešov, Office of Social Affairs, affairs and families, Prešov University, individual experts in various fields related to business	"The whole program will consist of several forms of support. A. Joint Workshop B. Individual consultations C. Material and technical support"	3 months program
Wave, Christiania, Libresso, Viola, Greencubator	Regular meetings on weekly or monthly basis with a duration of 2 hours, presentation of invited guest. Closed community.In this case, with the focus on fashion design, presentation of designs from abroad.	year-round, continuously
Enterprise Europe Network, Slovak Business Agency ,	Interested parties will be funded to participate in a selected international event for internationalization of business and market penetration.	once a year
PSGR, City of Prešov, event agencies	Event for at least 100-500 guests. A large high-level discussion forum with the potential foreign presence of renowned creative industries experts .	once a year

## CULTURAL HERITAGE CLUSTER OF PSGR

<b>Focus</b>	The aim of the cultural cluster is to incorporate cultural monuments on the territory of the region (especially castles, chateaus, monuments, ...) in terms of their technical, spatial and personal equipment for the promotion of tourism. The goal is to offer, in the first place, local products of the creative industry.
<b>Vision</b>	The vision of the cultural cluster is based on the establishment of a platform for cultural monuments in the region to positively influence the development of tourism as well as to secondarily support the actors of the creative industry. Cluster responds to the current state of inadequate and omitted support for cultural heritage as well as UNESCO sites within iROP and wants to exert long-term pressure to change this situation.
<b>Funding</b>	Interreg - PLSK, Europe, Central Europe, Danube Region, H2020 - cultural RnD

## NAME OF THE ACTION - DEFINITION

<b>Kick off event and cluster foundation</b>	<b>Responsible institution</b>
Introducing the Cultural Heritage Cluster concept- a space for communicating topics with key actors - representatives of towns and municipalities where monuments are located, starting a close communication with castle representatives. The purpose of this event is to point out the state of support for this topic. Equally important is to have a positive impact on the growth of craft industries as well as other creative industries that are closely linked to the theme of the region's cultural heritage.	PSGR
<b>Online platform- Cultural Heritage of Eastern Slovakia</b>	
Establishment of an online platform that summarizes data on all cultural heritage sites in the Prešov Region including monuments registered in UNESCO. (castles, castles, ...) in terms of geographic, historical, but also current events in individual monuments.	Cultural Heritage Cluster of PSGR
<b>Regular networking of cluster representatives</b>	
Regular meeting of partners on a monthly basis, connected with the current needs and cluster direction, systematic development of activities - engagement and participation in international projects of regional development	Cultural Heritage Cluster of PSGR
<b>Workshops for creating new tourist products</b>	
Systematic solution of the spectrum of topics - from the restoration of monuments, through their gradual conversion to objects of interest, to the preparation of innovative tourism products focusing on adventure tourism, cultural trips, etc.)	Cultural Heritage Cluster of PSGR



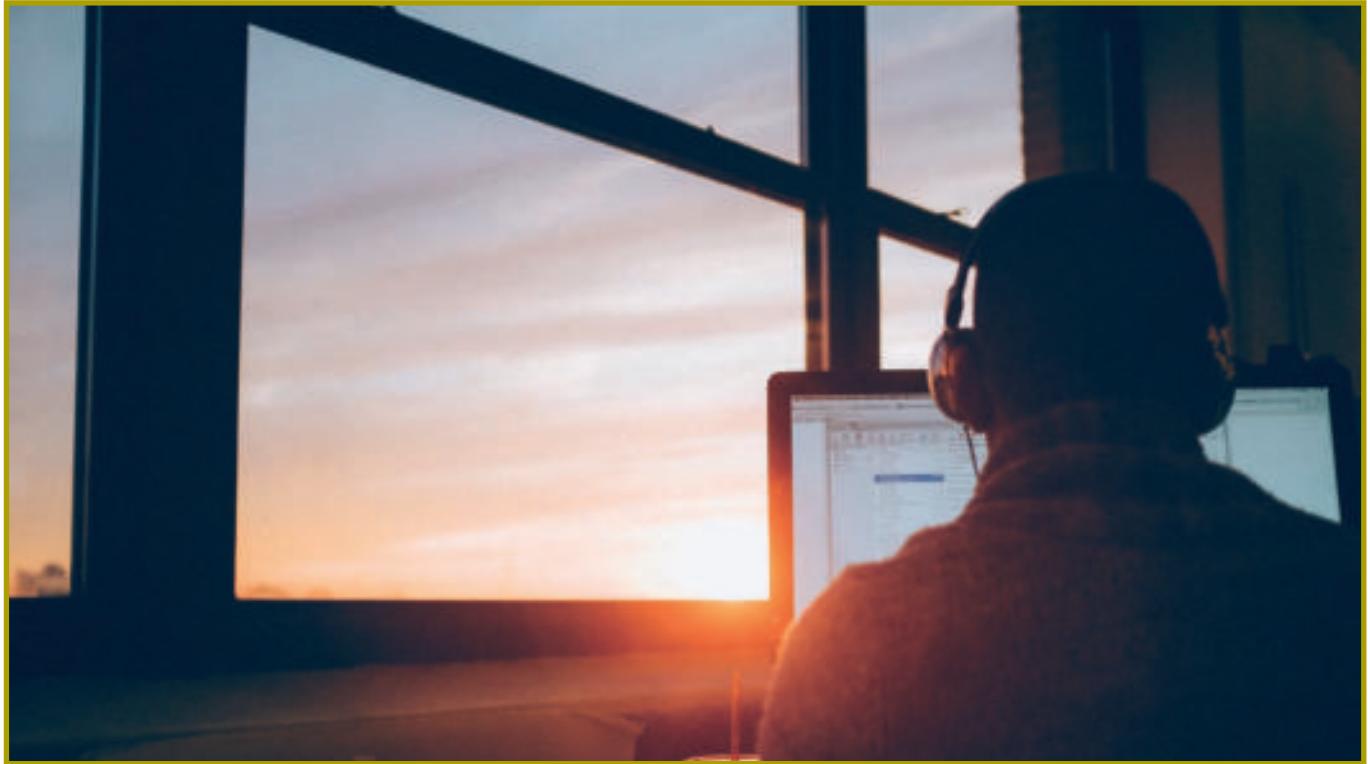
Target group	Potencial partners	Structure	Duration
Ministry of Culture of SR, stakeholders	OZ Rákociho cesta, Mesto Levoča, Mesto Bardejov, mesto Sabinov, Mesto Prešov,...	Panel discussion with representatives of cities, regions, civic associations, the Ministry of Culture, as well as civic associations, the non-profit sector and universities	one day event
domestic and foreign tourists, residents of the cities and municipalities concerned	KOCR, Innovation incubator, Creative centre, marketing agencies	Due to the platform, the Prešov Self Governing Region will be able to monitor the current situation, events, needs, but also the visibility and potential of individual cities in order to raise awareness of cultural heritage for the development of tourism and building the region's brand.	3-6 months
Cluster members	KOCR, Innovation incubator, Creative centre	Working meetings with the possibility of excursion to selected places of cultural heritage in order to better understand the potential of these places.	regularly - once a month
tourists - both domestic and foreign	KOCR, Innovation incubator, Creative centre, marketing agencies	Meetings of key stakeholders on a regular quarterly basis to bring new ideas for tourism products, but also to address the current issues and needs of the sites concerned (reconstruction, research, ...)	regularly basis

## ACADEMY OF CODING

<b>Focus</b>	The goal of this action is to balance supply and demand for IT capabilities. The coding school will provide training for candidates from different professions for new job opportunities. The principle of the school is based on 3-month intensive courses, during which the candidates will gain a certain level of IT skills.
<b>Vision</b>	The vision of the school is to raise the IT literacy of young people in the region, to train them on selected IT areas and offer these graduates work in the IT sector, marketing and advertising.
<b>Funding</b>	Operational program Research and Innovation

## PROCESS

Kick off meeting of IT companies in the region	Responsible institution	Target group	
At the beginning of the process, it is necessary to initiate a meeting of key actors from the private and public spheres to analyze the current situation and needs both on the part of the labor market and its needs, on the part of the self-government, and last but not least on the part of the educational institutions.	PSGR	SMEs, Regional Government, Universities, Secondary schools, Labor Office	
<b>Creating a working group for setting up a coding school</b>  Based on the outcomes of the panel discussion - a working group will be created, represented by representatives of all stakeholders. The group will have the task of developing a project to establish an educational institution - an academy, a training course (based on real needs assessment), and also to design a training system and process. Content, funding, course duration, collaboration with potential employers, and more.	PSGR, City of Prešov	SMEs, Regional Government, Universities, Secondary schools, Labor Office	
<b>Launch of the pilot program</b>  Based on the thorough preparation of the program, the start of the pilot course. The School of Coding itself can be established as an independent institution (association of legal entities) owned by PSGR or City of Presov as well as in cooperation with University.	School of coding	candidates from 18 years of age, students from 18 years of age, unemployed	



Potencial partners	Structure	Duration
Unicorn systems, Orange, BSC, Functu, Tatrabanka, Elcom, Spinea, Eastcubator ...	A one-day conference focusing on the state of the art in the area of IT development in the region and the private sphere. (Potential investors, companies already operating in the region, etc.).	one-off event - prepara- tion, implementation and evaluation for 2 -3 months
Unicorn systems, Orange, BSC, Functu, Tatrabanka Elcom, Spinea, Eastcubator...	Working group meetings on a re- gular basis with specific tasks, with responsibility for preparing the tasks and checking the preparation.	regular meetings for 6 months, on a two- -week basis
University of Prešov, SPŠE Prešov, ...	Launching a 3-month training program on a pilot basis, optimizing processes, removing possible mis- takes before a hot run, and so on.	3 months

## 4.3 POTENTIAL RISKS AND THEIR ELIMINATION

Notwithstanding the ambition to implement the chosen measures, it is necessary to consider the possible risks and threats that may occur at different stages of the process.

### A) PREPARATION PROCESS:

- Lack of interest from key partners
- Lack of financial resources to implement measures
- Lack of capacity for quality preparation of actions
- Poor Marketing of Selected Actions
- The unfavorable political situation in Slovakia

### B) IMPLEMENTATION PROCESS:

- Insufficient mutual cooperation of partners
- Poor equity management
- Insufficient interest of the public to participate in the actions
- Skeps in society
- Non-transparency in the implementation of measures

It is therefore necessary to prepare for these threats. A detailed analysis of risks, variants of stock solutions and their elimination will be handled by a working group formed for each separate action.

Therefore, it is necessary that a person(s) with experience in risk management is/are involved right away since a formation of such a group.

The above listed risks and threats can be captured and minimized as follows:

### A) PREPARATION PROCESS:

- Lack of interest from key partners - consistently presenting positive outcomes and results based on experience from other regions, as well as guaranteeing newly created jobs.
- Lack of financial resources to implement measures - Set up an economic self-financing model
  - Generate revenue in a form of shared maintenance fees. (creative center, coding school).Delegate self-government funds to the Cluster or Incubator. Given that both institutions will be implemented more on an online basis and no investment deposit is expected, the financial needs for their implementation can be minimized.
- Lack of capacity for good preparation of actions - In all cases, partners with a certain level of experience and expertise are proposed, it is therefore necessary to include OZs and active communities operating in the region in the creation of working groups, not to target self-government representatives.



- Poor Marketing of Selected Actions - Need to use regional advertising agencies, individual creatives and students to create campaigns. This step alone demonstrates a support of artists in the region.
- The unfavorable political situation in Slovakia - a hardly influenced risk. Other financial instruments (other than national ones) need to be sought to fund selected actions managed by programs at EU level.
- Insufficient interest of the public to participate in the actions - as mapping meetings have showed, there's overall skeptical mood of any local government initiatives in the region. This situation is caused by many unfavorable experiences from the past, when these initiatives have remained unaccepted, individuals not unheard, and ideas unsupported. It is therefore necessary to change the image of the region and the city as institutions that want to hear and learn from individuals as well. This change of image will not occur immediately, but gradually, open communication and self-government offer can be achieved.
- Non-transparency in the implementation of measures - currently one of the top themes within EU funds, and not quite the best view on Slovakia. In spite of this picture, measures are being taken in Slovakia to improve this condition, but the basis is the awareness of the goals to be achieved. One of the three attributes of the vision of the region is Openness, which is a positive step towards implementing transparent measures.

### B) IMPLEMENTATION PROCESS:

- Insufficient mutual cooperation of partners - partnering parties are required to contract together with the consequences for a non-compliance.
- Poor equity management - One of the most important factors and also one of the greatest risks for the expected quality results. It is not possible for political delegates to be appointed to management positions without sufficient expertise.

## 4.4 EU FINANCIAL INSTRUMENTS TO SUPPORT PROPOSED ACTIONS

PROGRAM	FOCUS
INTEGRATED REGIONAL OPERATIONAL PROGRAM	The main objective of the program is to contribute to improving the quality of life and to ensure the sustainable provision of public services with an impact on balanced and sustainable territorial development, economic, territorial and social cohesion of regions, cities and municipalities.
OPERATIONAL PROGRAM RESEARCH AND INNOVATION	With its focus, structure and content of activities, it is based directly on needs analysis and development potential as well as expected results defined in the Slovak Republic's Partnership Agreement 2014-2020. At the same time, it reflects the principles of state policies on education, research, development and innovation that are contained in the National Reform Program of the SR. OP RnD is a key implementation tool of the "Knowledge for Prosperity - Strategy for Research and Innovation for Intelligent Specialization of the Slovak Republic" ("RIS3 SK").
CREATIVE EUROPE	Creative Europe aims to boost economic growth and jobs in the cultural and creative industries, support artistic activities, professionals, societies and cultural organizations, helping them to reach new audiences in and outside Europe and to improve their skills in the digital age
HORIZON 2020	"Horizon 2020 is the EU's largest research and innovation program. It helps the goal of smart, sustainable and inclusive growth by combining research with innovation and focuses on three main areas: excellent science, industry leadership and societal challenges. The aim is to ensure that Europe produces world-class science and technology that is the driving force behind economic growth. "
INTERREG EUROPE	Interreg Europe helps regional and local governments across Europe to develop and implement a better policy. By creating an environment and sharing solutions, the program aim to ensure that government investment, innovation and implementation efforts lead to an integrated and sustainable impact for people and places.
INTERREG CENTRAL EUROPE	Interreg Central Europe 2014-2020 is the financial instrument of European Territorial Cooperation, which is one of the objectives of the European Union's cohesion policy. The main objective of the Central Europe Program is through cooperation across the borders of Central Europe to make the cities and regions better places to live and work.
INTERREG DANUBE REGION	One of Interreg's financial instruments, also aimed at interregional cooperation, the exchange of know-how, the joint activities of actors in the Danube region.
INTERREG V-A POLAND SLOVAKIA	"European cross-border cooperation, known as Interreg A, promotes co-operation between NUTS III regions from at least two different Member States lying directly or at the borders. Its aim is to address the joint challenges identified jointly in border regions and to exploit the untapped growth potential in border areas while strengthening the cooperation process for the overall harmonious development of the Union. "
COSME	COSME is a Small Business Act implementation program that reflects the Commission's political will to recognize the central role of small and medium-sized enterprises in the EU economy
VISEGRAD FUND	The Fund is an international donor organization established in 2000 by the governments of the Vysehrad countries - the Czech Republic, Hungary, Poland and Slovakia, in order to support regional cooperation in the V4 region as well as between the V4 region and other countries, especially in the Western Balkans and the Eastern Partnership

## EU FINANCIAL INSTRUMENTS TO SUPPORT PROPOSED ACTIONS

ACTIVITES	FUNDING POSSIBILITIES OF ACTIONS SUGGESTED
<ul style="list-style-type: none"> <li>Safe and environmentally friendly transport in the regions</li> <li>Greater access to efficient and better public services</li> <li>Mobilizing creative potential in the regions</li> <li>Improving the quality of life in environments with a focus on the environment“</li> </ul>	3.1 Stimulating the promotion of sustainable employment and job creation in the cultural and creative industries by creating a favorable environment for the development of creative talent and non-technological innovation, project plans - September 2018, projects - November 2018.
<ul style="list-style-type: none"> <li>Support of research, development and innovation</li> <li>Support of research, development and innovation in the Bratislava region</li> <li>Strengthening the competitiveness and growth of SMEs</li> <li>Development of competitive SMEs in the Bratislava region</li> </ul>	3.1.1 Increasing the emergence of new, competitive SMEs, 3.3.1 Increasing the competitiveness of SMEs in the development phase - Making use of social innovations in the SME environment, September 2018, 1.2.2 Growth of R & D and innovation capacities in industry and services - Encouraging business networking - October 2018 1.2.2. Growth of research and development and innovation capacities in industry and services - Support for research and development activities in enterprises or in clusters - December 2018"
<ul style="list-style-type: none"> <li>The Culture sub-program promotes cultural and creative organizations to help them work internationally and to promote cross-border movement of cultural works and the mobility of cultural players.</li> <li>The main objective of the Media sub-program is to increase the competitiveness of the European audiovisual industry in the open European market and the digital age, the circulation of European audiovisual works and media literacy.</li> </ul>	NA
Societal challenges within the following areas: <ul style="list-style-type: none"> <li>Health, demographic change and quality of life</li> <li>Safe, clean and efficiently used energy</li> <li>Safe companies</li> <li>Food safety</li> <li>Climate action</li> <li>Intelligent, environmentally friendly and integrated transport</li> <li>Europe in a Changing World - Inclusive, Innovative and Reflective Society.</li> </ul>	<ul style="list-style-type: none"> <li>GOVERNANCE-18-2019: Innovation in government – building an agile and citizen-centric public sector (CSA)</li> <li>TRANSFORMATIONS-16-2019: Social platform on the impact assessment and the quality of interventions in European historical environment and cultural heritage sites (CSA)</li> <li>TRANSFORMATIONS-17-2019: Societal challenges and the arts (RIA)</li> </ul>
All actions to be implemented with Interreg Europe financial support must be one of the following four categories: <ul style="list-style-type: none"> <li>Research and innovation</li> <li>Competitiveness of SMEs</li> <li>Low-carbon economy</li> <li>Environment and resource efficiency“</li> </ul>	Interreg Europe currently finances 184 projects. An additional 170 project applications submitted in the fourth call for proposals in June 2018 are currently being fully reviewed by October 2018.
„Any activities to be implemented with financial support from the program must fall within one of the following four categories <ul style="list-style-type: none"> <li>Innovations</li> <li>Low-carbon economy</li> <li>Environment/Culture</li> <li>Transport</li> </ul>	Interreg Central Europe currently finances 85 projects with approximately EUR 160 million ERDF. The 127 project applications submitted in the third call for proposals in January 2018 are currently fully assessed by the end of 2018. The next call is scheduled for spring 2019
All actions to be implemented with financial support from the program must fall into one of the following four categories <ul style="list-style-type: none"> <li>Innovative and socially responsible Danube region</li> <li>Environment and cultural responsible Danube region</li> <li>Better connected and energy-responsible Danube region</li> <li>Well-governed Danube region</li> </ul>	The Interreg Danube Region currently finances 76 projects implemented in two calls. The third call is expected at the end of 2018.
<ul style="list-style-type: none"> <li>Preserving and protecting the environment and promoting resource efficiency</li> <li>Promoting sustainable transport and removing bottlenecks in key network infrastructures</li> <li>Investing in education, training and training for skills and lifelong learning</li> </ul>	Priority Axis 3: Education - Scheduled Calls for Microprojects in Autumn 2018
COSME supports SMEs in the following areas: <ul style="list-style-type: none"> <li>Simplifying access to finance</li> <li>Supporting internationalization and access to markets</li> <li>Creating an environment of favorable competitiveness</li> <li>Support for business culture</li> </ul>	NA
Any activities implemented with financial support from the Visegrad Fund must fall into one of the following four categories: <ul style="list-style-type: none"> <li>Culture and common identity</li> <li>Education and capacity building</li> <li>Innovation, research and development, entrepreneurship</li> <li>Democratic values and the media</li> <li>Public policy and institutional partnership</li> <li>Regional development, environment, tourism</li> <li>Social development"</li> </ul>	Annually open calls for standard grants with deadline for submission of projects on 1 February, 1 June and 1 October"

## 5. NEXT STEPS

The first step in implementing the selected actions / action - it is appropriate to define the priorities of the region. It is possible that not all proposed actions will be implemented, given the human resources, finances, etc.

Suggested steps to start the action / actions:

- 1.** Set up a working group for a thorough analysis of the next steps. The members of the working group should be selected from the Department of Regional Development, Culture, Tourism, including representatives of institutions established by the PSGR (ARR, KOCR, IPC, enlightenments, galleries, museums, etc.)
- 2.** Determination of the region's priorities in terms of expected outcomes as well as possibilities of partial prefinancing of individual actions. Each of the selected shares is expected to be funded from the EU funds, so it is necessary to precisely define the timetable for implementation.



## 5.1 RECOMMENDATIONS FOR THE IMPLEMENTATION OF EACH STEP

### CREATIVE CENTRE - RECOMMENDATIONS

In addition to representatives of the PSGR (the Department of Culture, ARR, IPC, ...) and the city of Prešov, the representatives of the NGO which are engaged in the cultural and creative industries in the region are also to be invited to the Working Group: Wave, Christiania, Libresso, Bašta Community Center, Eastcubator, Urbanika, Take town, and so on. Due to the fact that steps have already been taken in the preparation of the project, it is necessary to carefully review the current readiness and suitability of the package focus. In regard of the expected outcomes - creation of jobs, it is necessary to reevaluate the overall focus of the center, which currently concerns mainly the music sector, and that does not necessarily guarantee the needed annual number of jobs that are part of the measurable indicators for the IROP. It is also necessary to focus on other sectors of the cultural and creative industries as well as to seek synergies with other Operational Programs (OP Val) to achieve the most efficient output of the whole project.

#### FINANCING:

According to the current challenge schedule, IROP is a planned prompt for the creation of creative centers planned for November 2018,

#### INTERNATIONAL CHALLENGES:

- TRANSFORMATIONS-17-2019: Societal challenges and the arts
- Opening: November 2018,
- deadline: March 2019

#### OBJECTIVE OF THE CALL:

Projects should create multidisciplinary and comprehensive methods to capture and assess an impact of art on individuals, communities and policymaking. They should also identify and test solutions to strengthen the role and impact of art as a means of individual, social and political change. This should include guidelines on how artists, organizations and scientists can help address societal challenges, for example by influencing prioritization and integrating the perspective of art into social, political and research programs. To that end, opportunities should be created for joint reflection to link actors and stakeholders such as experts, curators, researchers, representatives of civil society and policymakers. Research and outputs in the form of artistic productions (eg exhibitions, performances, executive and fine arts, digital media, community art) are based on practice.

Expected outcomes: The action will support innovative approaches to social challenges that take

into account artistic perspectives. It will create and test innovative arts-based research approaches to mutual understanding, dialogue and civic participation, thereby fostering social inclusion. This action will also contribute to further integration of art into EU policies and strategic objectives.

### EXPECTED OUTCOMES:

The action will support innovative approaches to social challenges that take into account artistic perspectives. It will create and test innovative arts-based research approaches to mutual understanding, dialogue and civic participation, thereby fostering social inclusion. This action will also contribute to further integration of art into EU policies and strategic objectives.

## INNOVATIVE INCUBATOR - RECOMMENDATIONS

Creating a working group - PSGR, City of Prešov, (in both institutions, it would be advisable to reach out to those who have a real interest in participating in the project ) and representatives of local communities - Greencubator, Enterprise Europe Network, University of Prešov, IT companies, etc. The successful creation of the working group will be followed by a thorough reworking of the proposed action, defining the expected outputs, analyzing a possibility of prefinancing partial shares, analyzing a link to other proposed actions, inspiration by other projects to support open innovation in the region in Slovakia and abroad.

### FINANCING:

In the search for financial resources to co-finance innovation incubator activities - human resources, organization of events, material technical security, it is possible to find solutions in international consortia and projects to support open innovation. (Horizon 2020 and, in the future, Horizon Europe, Cosme, Interreg and others).

Within the framework of the Operational Program Effective Government and its Priority Axis 1.1. - Improved systems and optimized public administration processes include, among other things, legitimate activities and expected outputs: - Improving public administration services - Measures aimed at innovation (including social) in public services with an emphasis on addressing the specific needs of their beneficiaries;

Under the Operational Program Research and Innovation, several options are available to support both technological and non-technological innovation. Recipients of this business entities, research institutions, clusters, etc. Public administration can act as an intermediary. (Innovative Vouchers)

### INTERNATIONAL CHALLENGES:

- GOVERNANCE-18-2019: Innovation in government  
- building an agile and citizen-centric public sector
- Opening: November 2018,
- deadline: March 2019

## RECOMMENDATIONS FOR THE IMPLEMENTATION OF EACH STEP

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### OBJECTIVE OF THE CALL:

Given the weight and importance of the public sector in building economic growth and competitiveness, tightening government budgets, increasing the expectation of greater citizen participation in public service design and delivery, and societal challenges requiring new solutions, it is imperative to promote innovation and experimenting in public sector. The aim is to continuously improve a development of public policy, as well as the efficiency and delivery of public programs and services, thus strengthening the creation of public value..

### EXPECTED OUTPUTS OF PROJECTS

#### UNDER CALL:

This action will bring educational programs, intergovernmental cooperation projects, and a growing number of practical experiences and knowledge that will support the development of the model of innovative governance and the 21 st century government. This action will also contribute to integrating innovation as a new norm in governmental operations and to building inclusive and sustainable innovative communities in the public sector..



## CULTURAL HERITAGE CLUSTER OF PSGR - RECOMMENDATIONS

The working group will be composed of representatives of towns and municipalities in whose territory are interesting monuments, castles, ruins, UNESCO World Heritage Sites, representatives from the Regional Monument Office, field archaeologists, as well as from NGO who are actively involved in the renovation these locations.

### FINANCING:

At a national level, there's no operational program dedicated to the theme of cultural heritage – which we see as a possibility of change in line with the objectives of Interreg Europe and incorporating this area into the new operational programs of the future period 2021-2027.

### INTERNATIONAL CHALLENGES:

- TRANSFORMATIONS-16-2019: Social platform on the impact assessment and the quality of interventions in European historical environment and cultural heritage sites
- otvorenie: november 2018,
- deadline: marec 2019

### OBJECTIVE OF THE CALL:

The platform should bring together research communities, heritage professionals, public and private actors and policy makers at local, regional, national and international level to assess the impact and quality of interventions in the historic and cultural heritage sites of Europe. Tangible and intangible heritage, cultural landscape and the ma-



## RECOMMENDATIONS FOR THE IMPLEMENTATION OF EACH STEP

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rine environment, preservation of cultural heritage, cultural identity of groups, communities and minorities, legislation, guidelines and ethical codes and management should be considered. The platform should map out the existing and emerging issues, practices and policy gaps in assessing the impact and quality of interventions in the historic and cultural heritage sites in Europe. It should summarize past and ongoing research and gather, compare, analyze and promote best practice from and outside Europe, becoming the main reference point for transnational and interdisciplinary networking in this policy area. Educational and edifying programs for specialized communities and general public should be considered.

### EXPECTED OUTCOMES:

This action will facilitate the deployment and dissemination of the best practices, thereby contributing to the development of strategic and integrated European and international policies and interventions. It contributes to the coordination of the various stakeholders and will develop toolkits and recommendations for them. The platform will draw up recommendations and action plan for future European measures aimed at harmonizing the standards of impact assessment and intervention. They will also build a consensus on future needs and will support the EU in developing an innovative and targeted research program on cultural heritage and the quality of interventions in the historic and cultural heritage sites of Europe.



## SCHOOL OF CODING- RECOMMENDATIONS

Given that this action is aimed at supporting employment in the Region and specifically geared towards the IT sector, it is appropriate to initiate meetings with both private sector representatives, companies operating in the region either as branches or as domestic firms, as well as representatives of the middle schools and universities, and representatives of regional development of PSGR (as a guarantor of the strategic direction of the region in the future).

### **FINANCING:**

To define the concrete funding possibilities for this activity, it is first necessary to precisely define the institutional responsibility. (public / private sector). It is possible to include this action in the next

creative center as one of the program packages. However, this depends on the eligibility of the IT sector as an aid recipient under Priority Axis 3, the IROP, as well as on the actual review of the content structure of the Creative Center, as outlined above.

Another option is to cooperate with similar initiatives in Europe and to create an international network to support employment in the IT area. This is a positive sharing of know-how and exchange of good practice. International consortia are created, inter alia, through networking in the programmes Interreg Europe, Central Europe Danube region, which are planning additional project prompts in the near future.



## 5.2 VISION OF THE REGION AFTER IMPLEMENTATION OF THE ACTIONS

Given the courageous vision of these actions to encourage the emergence of a new region identity as an Open, Innovative and Creative Region, active participation by local authorities in collaborating with existing communities, initiatives and individuals is essential.

Over a period of several years, the creative and cultural sector could grow significantly, which will ultimately positively influence the development of tourism that is not directly supported by centralized support, and its development strongly influence a growth of the region's economy. **The Cluster of Cultural Heritage** will communicate and present the region's historical wealth. How-

ever, a cultural heritage and tourist attractions are not enough.

It is necessary to establish a creative identity of a place, city and region, ideally built on a realistic basis, whether in the form of a historical event, interest or other uniqueness in a given region. Tourists are increasingly looking for experiences, stories and not just places. This fact strongly confirms the inevitable need to support the creative industry, whether in the form of linking traditional and modern elements such as handicraft production, but also promoting design, technology and creative education at the **Creative Center**.



The creativity is closely related to other sectors of the economy. Creative solutions to the current problems of the region that will bring the Innovation Incubator (on an annual basis) will be a positive example of an open self-government that promotes the region's potential. In region where change comes from the bottom and the local government is open to ideas and innovations, local patriotism is strengthened and the will to remain and to be a proud part of this whole.

In communicating and in sense of an open society, it is essential to work on making the key information available to all recipients in the region. We are talking about open data - information publicly available and publicly used not only by entre-

preneurs in the city or region, but also by citizens, investors, and so on, to draw near to modern cities and regions in Europe. ([Www.oulu.com](http://Www.oulu.com)). Open data as a topic will also be part of the activities and potential outcomes of the Academy of Coding.

A region is created by the people who live in it. More and more young people but also entrepreneurs want to contribute to its development. It is therefore indispensable to seize this initiative from the bottom and, in particular, to use this potential for the development of the region. There's nothing better than offering this option to people who come up with innovative solutions to current issues. The vision of the region should be: Open, Creative and Innovative Prešov Region.

### Prešov Region - Region Creative, Open and Innovative.



# RESOURCE LIST

The information from the following sources was used in the document:

## OPERATIONAL PROGRAMS AND STRATEGIES:

Integrated Regional Operations Program available at:

<http://www.mpsr.sk/index.php?navID=1127&navID2=1127&sID=67&id=12745>

Operational Program Research and Innovation, available at:

<https://www.opvai.sk/o-nas/op-vyskum-inovacie-programovy-dokument/>

Operational Program Effective Government, available at:

<http://www.minv.sk/?dokumenty-1>

Regional Innovation Territorial Strategy, available at:

<https://www.po-kraj.sk/sk/samosprava/kompetencie-psk/irop/rius-psk/rius-psk/>

RIS3 strategy, available at:

<https://www.opvai.sk/ris3/dolezite-dokumenty/>

## INFORMATION FROM EU PROGRAMMING DOCUMENTS:

Horizon2020, available at:

<https://ec.europa.eu/programmes/horizon2020/en/>

Cosme, available at:

[https://ec.europa.eu/growth/smes/cosme\\_en](https://ec.europa.eu/growth/smes/cosme_en)

Creative Europe, available at:

[https://ec.europa.eu/programmes/creative-europe/node\\_en](https://ec.europa.eu/programmes/creative-europe/node_en)

Interreg Europe, dostupné na:

<https://www.interregeurope.eu/>

Interreg Central Europe, available at:

<https://www.interreg-central.eu/Content.Node/home.html>

Interreg Danube Region, available at:

<http://www.interreg-danube.eu/>

Interreg Poland Slovakia, available at:

<https://sk.plsk.eu/>

Visegrad Fund, available at:

<https://www.visegradfund.org/>

## **OTHER:**

Doing Business in European Union 2018: Croatia, Czech Republic, Portugal and Slovakia

,available at:

<http://slovak.doingbusiness.org/reports/subnational-reports/eu-Croatia-CzechRepublic-Portugal-Slovakia>

Horizon Europe, available at:

[https://ec.europa.eu/info/designing-next-research-and-innovation-framework-programme/what-shapes-next-framework-programme\\_en](https://ec.europa.eu/info/designing-next-research-and-innovation-framework-programme/what-shapes-next-framework-programme_en)

Model of Centralized Support for Cultural and Creative Industries within PO3 IROP

Information from OSIRIS project documents

## **STATISTICAL DATA:**

Prešov Self Governing Region, available at:

<https://www.po-kraj.sk/sk/>

Statistical Office of the Slovak Republic, available at:

<https://slovak.statistics.sk>

The OSIRIS (Open

Social Innovation Policy) is a joint project of 8 EU partners. The project is implemented within Interreg EUROPE Program. (1st call)

The main objective is to improve the concept and implementation of open and social innovation policies that are governed by regional innovation ecosystems, enhancing growth and employment in regions, fostering entrepreneurial investment in R & D and enhancing social quality of life. Achieving this goal should be realized through an „interregional“ learning process that develops the capacity to manage policy makers' innovation and enables them to make significant improvements to their regional innovation policies that connect to smart specialization strategies (S3) and offset urban and rural contexts.

The key features of the project are OSI approaches and tools that use force in the perspective of citizens, experience, needs and expectations for a better life. The issues of policy tools are the basis of new co-creative processes that address the contributions of policy-makers, academics, industry, civil society and a sustainable environment, j. model Pentahelix (Carayannis, Barth and Campbell, 2012).

The cooperative approach in the OSIRIS project is devoted to understanding needs and challenges, creating common visions and transforming ideas for smart products and services provided by the public and private sectors in various areas: health care, social inclusion, transport, creative industries, tourism.