



RegionArts

Interreg Europe



European Union
European Regional
Development Fund

REPORT EXCHANGE OF EXPERIENCE 05

05-06 NOVEMBER 2019, BRUSSELS



EXCHANGE OF EXPERIENCE

Within RegionArts project, each participating partner is responsible for the preparation and implementation of one Exchange of Experience – intraregional learning. As partners are not directly managing the policy instruments for internationalisation, the aim of the exchange of experience meetings is to:

- a) Analyse policy instruments and their implementation mechanism;
- b) Map the ecosystem, i.e. develop a set of guidelines and investigate the state-of-play in the territory, strengths and weaknesses;
- c) Understands user's needs, i.e. understand the specificities of the final beneficiaries;
- d) Deepen the knowledge of the project partners and stakeholders on a concrete topic and get inspired and aware of possibilities for policy change in other domains;
- e) Find potential synergies with other processes (programs and projects) at EU, national and regional level;

Report Elaboration

The aim of this report is to describe and reflect the exchange of experiences and to gain insight into the intraregional learning process. The corresponding project partner should elaborate the report after each exchange of experience event and send it to the Porto Polytechnic Institute (Lead Partner).

Introduction

The Interreg Europe 'Enhancing SME growth by the integration of Artists in ICT projects (RegionArts) project aims to improve the competitiveness of SMEs through the integration of technological, cultural and creative skills into the production processes. It intends to enhance the economic importance of artistic processes as catalysts for innovation, especially when these processes develop in synergy with new technologies.

It was with this in mind, SERN hosted the fifth Exchange of Experience (EoE) in Brussels from 05 to 07 November 2019. The meeting 'Screening existing support programmes and practices in partner regions' identified the relevant experiences already going on at a regional level that promote crossovers between the sectors of ARTS and ICT, and fruitful connections between artists and technologists. The thematic workshop/study visits were dedicated mainly to organisations, such as ERRIN and Flanders DC, that support, promote and connect the different actors of the creative industries.

More Information About the Session

Enhancing SME competitiveness and innovation is a priority of public business support programmes. To this end, public authorities implement different measures (vouchers, mentoring, grants). However, promoting crossovers between sectors and particularly promoting fruitful links between artist and ICT is not obvious nor easy. Thus, the main purpose of this intraregional meeting was to screen existing support programmes/initiatives for ARTS & ICT. SERN, conjointly with the RegionArts partnership, selected the most pertinent, among them the Bureau of European Design Association (BEDA), the STARTS Ecosystem, Creative Europe MEDIA Desk Flanders, the Regional Initiative for Culture and Creativity, Art Partner, Screen.brussels Cluster and the Cultural and Creative Sectors Guarantee Facility (CCS GF) from the European Investment Fund.

Bureau of European Design Association (BEDA) – Päivi Tahkokallio, President of BEDA and Vice President of Ornamo Art and Design Finland (FI)

Päivi Tahkokallio, founder and CEO of Tahkokallio Design+, a design thinking and strategic design agency from Lapland, Finland) participated in this EoE as a representative of BEDA. And even though she explained, what is **BEDA**, their vision of “embracing design in Europe as a driver of sustainable growth and prosperity” and their main goal - raise awareness and explain how design can be an enabler for change and improve competitiveness for European industry – her presentation focused more on **CreaDemo** and **CreMA**, two opportunities for creative enterprises. The first one, CreaDemo, targets projects developing creative industries and cultural entrepreneurship and the second one, CreMA, aims to combine the expertise of creative industries and other sectors to develop cooperation and new business models.

- CreaDemo is a grant scheme funded by the Ministry of Education and Culture government awarded to companies, professionals, or organisations engaged in professional business to develop/create new products, method or service innovations for the creative industries.
- CreMA is also a grant scheme funded from the Ministry of Education and Culture government, but the aim is to launch 20 to 30 multidisciplinary pilot projects for creative industries and other sectors to promote the creation of new products, services, or operating models.

More information about CreaDemo and CreMA can be found here:
<https://www.kopioisto.fi/en/AVEK/funding/support-guidelines/>.

STARTS Ecosystem – Ramona Van Gansbeke, Ccoordinator of the Art & Research program at GLUON

Ramona Van Gansbeke, an intermediary expert specializing in collaborative practices between art and research introduced ‘STARTS’, the digital platform for hybrid collaborations between Science, Technology and Arts and the. **STARTS goal is to be the single-entry point for all the s+t+arts actors.**

STARTS - Science Technology and the ARTS - is an initiative of the European Commission under the Horizon 2020 research and innovation programme. It was launched in 2015, following up the findings of previous activities funded by the European Commission whose results demonstrated the worldwide emergence of communities of hybrid collaborations among science, technology and arts. Ever since the initiative has grown incredibly. Currently, six STARTS funded projects are running:

1. STARTS ECOSYSTEM (commonly known as STARTS);
2. STARTS Residencies;
3. STARTS Prize;
4. RE-FREAM;
5. MIND SPACES; and
6. STARTS REGIONAL CENTRES.

The '**STARTS Ecosystem**' will act as an "umbrella" and support all current and future activities of the STARTS area while aiming to reach out and involve in the ecosystem other regional/ international initiatives that are creating and nurturing links between Science, Technology & Arts. Specifically, this STARTS project intends to accelerate the exchange of skills of artists and creative people with entrepreneurs and technologists via an increased visibility and consolidation of a community of practice through top-level events, demonstrations, meetups, services to promote seed funding of co-creation processes, access to capital and markets, scientists-in-residencies, and a wide and common communication strategy to reach all interested parties.

Creative Europe MEDIA Desk Flanders - Frank Herman, Senior Consultant at Creative Europe MEDIA

As explained by Mr Frank Herman, the Creative Europe Desk Flanders is the service and information point for the Creative Europe program in Flanders (Belgium). They are part of the Communication Service within the Department of CJM (Cultuur, Jeugd en Media), respectively in English Culture, Youth and Media, of the Flemish Government. Still, according with Mr Frank, they offer customized information sessions, workshops and

advice on the Creative Europe program, guidance in the preparation of grant applications in the context of **Creative Europe**, help with finding partners from other European countries, information about film markets, film festivals, media training and other activities to professionalize and internationalize the Flemish cultural and audiovisual sectors and first-line information about other European funds and additional financing.

Regional Initiative for Culture and Creativity (RICC) – Clementina Piani, Network Coordinator

Ms Clementina Pianni introduced the **RICC**, an EU platform driven by European Regional offices working in close cooperation with decision-makers and experts from their Region to advocate on cultural and creative policies with a territorial dimension, to participate in relevant EU funding programmes and to work under Smart Specialisation Ris3 guidance. RICC can be summed up as an **informal European network** comprised of 25 regional governments, and lead by the Basque Country, Emilia-Romagna and Friuli Venezia Giulia regions.

Art Partner – Sandra Boer, Founder and director of Art Partner

Sandra Boer shared **Art Partner** dream with RegionArts, one of intrinsic collaboration between organisations/companies and artists. Thus, co-creating and discover ways to reply to important themes /subjects on today and of the future. Art Partner wants to give as many companies and organizations as possible access to the power of creativity and bringing a new vision to the table to discuss sensitive topics. They do this by linking artists to companies. Because artists look differently, think differently, ask questions that nobody dares to ask, challenge, stimulate and draw people from their comfort zone. As a result, they can tackle, like no other, the issues that businesses struggle with, tackle and get moving. Every issue or challenge. Their main goal is to introduce as many companies as possible to the **power of creativity** and the other, more people-oriented mindset. Because that is where their added value lies.

Sandra Boer then proceeded to present a few of their work cases. The most relevant one focusing on KPMG and their need to tell stories in their daily work life (e.g.: on their

presentations the content itself would be perfect, nevertheless it failed to convey their message, thus much of the quality of the work would be lost). To answer to their need of more impact, Art Partner developed a masterclass training so that the employees could learn how to grab the audience's attention from the very first minute, which building of a story works best and what the influence of non-verbal communication could be.

Another process developed by Art Partner, this one to generate more valuable insights was 'Noitavonni: an inspiration day'. Art Partner design a special day for 250 KPMG employees. Nobody knew what was going to happen. Neither the partners. They only knew that they had to drive as a driver to a destination with three employees in their car. Once there, they were challenged to step out of their comfort zone. To look at reality differently. To turn things around, for example, the name of the day (innovation backward). For this, 10 artists were ready to supervise the workshops on Intuitive Human Approach, Out of the Box Club, Tableau Vivant Image Boost and Catch Creativity.

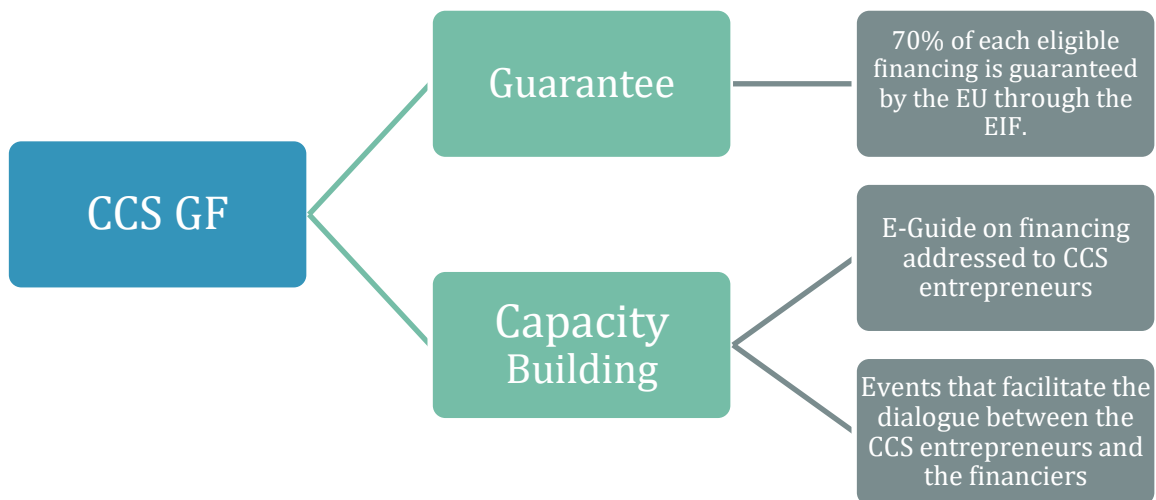
Screen.brussels Cluster – Marine Haverland, Audiovisual Advisor

The screen.brussels cluster concept, being the gateway for all audio-visual entrepreneurs in the Brussels-Capital Region, was presented by Ms Marine Haverland. Its role one, of providing support and expertise helps entrepreneurs handle formalities for development, production and co-production, financing, distribution and sales according to their actual needs. The cluster also advises people with audiovisual projects in their search for partners and international opportunities.

The cluster's main goal is to support the economic activity of audiovisual entrepreneurs while enhancing the international attractiveness of the Brussels-Capital Region in terms of audiovisual production. Concretely, the **cluster** offers the following services: Individual support for business creation (free legal and financial consulting, help with writing business models and financial plans, support for growth and international opportunities (in partnership with Brussels Invest & Export), etc. She also highlighted as a good practice the 'Garages Numériques Pro', a meeting space for professionals in the digital sector for exchange and pondering.

European Investment Fund – Laoura Ntziourou, Mandate Management Institutional Business Development

Laura Ntziourou introduced the ‘Cultural and Creative Sectors Guarantee Facility (CCS GF) the first financial instrument for cultural and creative sectors (“ccs”). CCS is also the first EU financial instrument that combines a guarantee with capacity building. This risk-sharing mechanism of the guarantee incentivises financial intermediaries to extend loans to ccs.



SMEs or small public enterprises in the cultural and creative sectors, established and operating in any of the participating countries are eligible to benefit from this EU-supported financing, provided that they are:

- Involved in projects or activities based on cultural values and/or artistic and other creative expressions (including the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions). The cultural and creative sectors include architecture, archives, libraries and museums, artistic crafts, audio-visual

(including film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts.

- Not carrying out activities breaching ethical principles or focus on one or more EIF restricted sectors;

To apply for a loan, cultural and creative sector companies must contact the nearest financial intermediaries selected for each country. The facility has been rolled out in since 2016 and the network of financial intermediaries is expanding gradually.

The Study Visits

The second day of the Exchange of Experience started at the European Regions Research and Innovation Network (**ERRIN**), where the welcome speech and a brief description of ERRIN work were done by Agnieszka Wieczorek. Furthermore, this study visit encompassed a representative of Design & Creativity Working Group. Anna Spechtenhauser (Stuttgart Region) explained that their aim is to raise the awareness for the potential of design in European and regional policies, to develop links to other existing design-related networks and to facilitate project development within these areas. She also drew attention to the **EU Design Days**.

First organised in 2012, the Design Days have become an annual event focusing on different topics, such as the support of young designers, the economic value of design and digitalisation & design. The event stresses the added value of using design methods in tackling societal, economic and environmental challenges in an efficient and effective way. The distinctive concept of the day enables all participants to walk away with not only new contacts and possible new partners, but also with valuable input to tackle current challenges in an integrated manner. The 2019 edition (happening on 26th November) will focus on sustainability and circular economy.

From here, the partnership moved to Leuven, to meet with Pascal Cools (Managing Director) and Carlo Vuijsteke (Senior Project Manager Knowledge & Advice) from **FLANDERS DC**. **Flanders District of Creativity** is the single point of contact for entrepreneurs in the creative

industries in Flanders, consequently actively informing, coaching, promoting and inspiring creative entrepreneurs who want to build or grow their business. In 2011 Flanders DC brought together 24 sector-organisations to discuss collective needs, challenges and opportunities. It marked the start of an intensive consultation-process which resulted in a long-term strategy paper with more than 50 policy and sector-recommendations in 6 priority domains. Nowadays, Flanders DC has a huge **network** and is an avid supporter of cross-pollination.

Their events act as an incubator for surprising and constructive collaborations, while their workshops and seminars feature inspiring experts who have plenty of knowledge and hands-on tips and tricks to share. They also provide easy access to the market and all its opportunities by offering creative entrepreneurs in fashion, design or gaming a chance to participate in international fairs and business trips. According to their Director: *“Flanders DC is convinced that the creative sector will become the driving force of our economy: it’s resistant to automation and immune to the temptation of cheap labour. That’s why Flanders DC wants to be a breeding ground where (aspiring) creative entrepreneurs and organisations can generate a sustainable Return on Creativity.”*

The last visit of the day happened to be in **Regione Molise** Permanent Representation office in Brussels. The neo-gothic style house opened its doors to accommodate RegionArts partnership and the **European Commission** representatives. The EC represented by Mrs Barbara Stacher (DG EAC), Ms Ingrid Rones and Mr Ivan Brincat (DG Connect, Audiovisual Industry and Media Support Programmes, Creative Europe MEDIA) in an open dialogue disclosed the **EU Work Plan for Culture 2019-22**, the different CCS funding opportunities, the new funding programme (2021 onwards).

What’s next?

RegionArts will organise the event **‘ICT Meets the Arts’**. The aim is to gather the ICT and the artist community working in the partner territories (PT, IT, HR, EL, NL, FI). It will also give an opportunity for policymakers to engage with these two communities and to further disseminate the project. We cannot tell much more at the moment but stay tuned, we would be glad to have you there!

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