

# INTERREG EUROPE

RCIA – Regional Creative Industries Alliance

Partner organisation: IDM Südtirol – Alto Adige  
Country: Italy  
NUTS2 region: Autonomous Province of Bolzano  
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## Part I – General Context

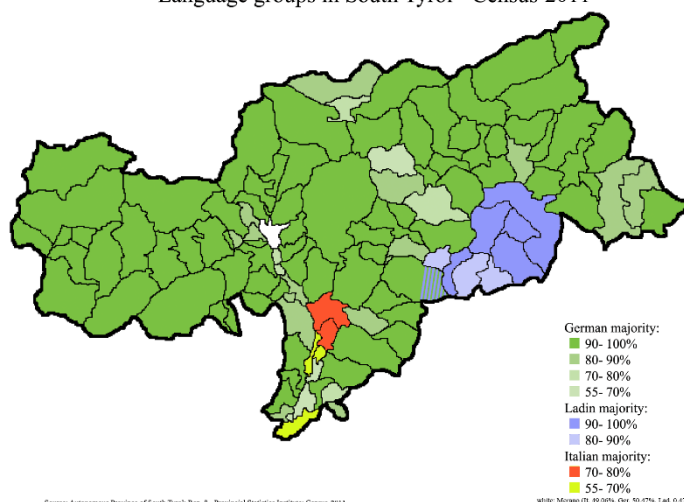
### 1. General Information: IDM Südtirol and IDM Creative Industries

IDM Südtirol (Innovation, Development and Marketing) is a trailblazer for economic development in South Tyrol. We provide services to business people and entrepreneurs in order to ensure sustainable growth and development, which in turn boosts the competitiveness of local businesses. Focusing on small and medium-sized companies, IDM encourages internationalisation and innovation while simultaneously promoting investment in South Tyrol. We help filmmakers bring their projects to life. Our targeted tourism marketing activities bolster the South Tyrol brand. And our agricultural marketing provides a showcase for South Tyrolean quality products.<sup>1</sup>

South Tyrol is an autonomous province located in northern Italy; together with Trentino, it comprises the autonomous region Trentino-Alto Adige/Südtirol. Three official languages are spoken here: German, Italian and Ladin. South Tyrol is Italy's northernmost and second largest province, encompassing an area of 7,400 square kilometres. As of 2018, South Tyrol's population was 530,009. Its capital and largest city is Bolzano. The province enjoys considerable self-governance, including a wide range of legislative and executive powers as well as a fiscal regime that allows it to retain 90% of revenue, while still remaining a net contributor to the national budget. As of 2016, South Tyrol is the wealthiest province in Italy and among the wealthiest in the European Union.



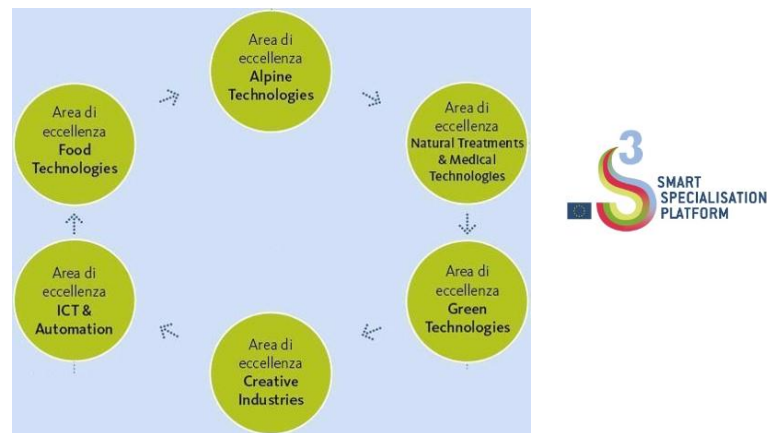
Language groups in South Tyrol - Census 2011



One of the objectives of the province is to encourage innovation as well as to stimulate investment into Research & Development. The European Union first became aware of this need, and quickly responded by launching a program called Horizon 2020 in support of innovation. According to the program's guidelines, the European Commission aims to promote "growth opportunities through the creation of new products and services resulting from technological discoveries, new processes and business models, [and] non-technological innovation." The guidelines explicitly refer to innovation in the broad sense and underline that the above-mentioned forms of innovation "must be combined with creativity, style and talent." The EU has thus set a goal of raising its Research & Development (R&D) investments to 3% of Gross Domestic Product by 2020 (1% public funding; 2% private investment). According to the latest data collected by ISTAT, Italy's R&D percentage of GDR is 1.34% – considerably below the European threshold.

<sup>1</sup> <https://www.idm-suedtirol.com/en/about-us.html>

The current South Tyrol's Smart Specialization Strategy (RIS3) has defined six areas of excellence for the province, one of which is the Creative Industries.

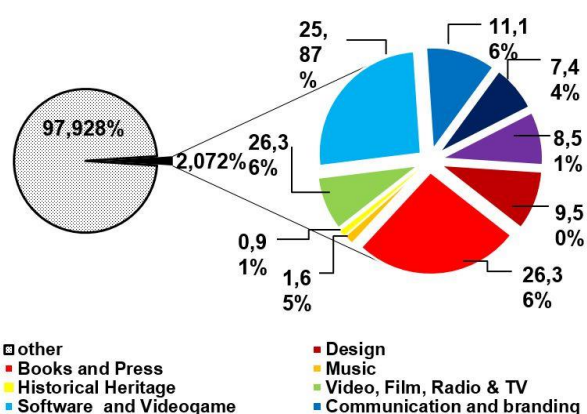


IDM Südtirol-Alto Adige started a new Ecosystem at the beginning of 2018 as a result of being influenced by the RCIA Austrian project partner, Creative Wallonia in Belgium, as well as by Spain's CCI Cluster. After a period of continuing exchange with project partners, IDM was able to develop the strategic background and argumentation for creating its Creative Industries Ecosystem.

The Film & Creative Industries Ecosystem was founded in January of 2018 with the mission to boost the local creative industry and make it more competitive. South Tyrol's Creative Industries sector still has unexplored economic potential, and innovations can be implemented. The aim is to unlock this potential and put it to good use for the benefit of other economic sectors as well. As a consequence of structural changes of IDM, the Film & Creative Industries Ecosystem was renamed IDM Creative Industries in early 2019. During the first two years IDM Creative Industries was able to exchange information and practices with the RCIA project partners. Thanks to staff exchanges, project meetings and policy roundtables, the knowledge and strengths of the different regions contributed to many changes.

IDM Creative Industries defined the following eleven sectors for Creative Industries in South Tyrol, in a lively exchange with our partners from Austria:

- Architecture
- Visual Arts
- Performing Arts
- Design
- Advertising
- Music
- Film
- Radio and TV
- Software and Videogames
- Craftsmanship
- Publishing



1.276 companies of the CCI sector in South Tyrol (Chamber of Commerce) (source: Federica Viganó, Free University of Bolzano)

## 2 IDM Creative Industries

As a region, South Tyrol is focusing on the Creative Industries because it foresees seeing a benefit from highly skilled people as well as from a transfer of knowledge into the more traditional sectors, as they work together with creative SMEs. In order to incrementally increase job opportunities for highly skilled people and boost competitiveness, the ERDF has earmarked the Creative Industries as a sector for growth.

One key moment within the creation of the Report of IDM Creative Industries was the Policy Roundtable of RCIA in December 2018. The experts from Austria, Wallonia and Denmark advised IDM to start from the challenges of the region where one was: the low investment of companies in R&D activities and the intermediate stage between a traditional economy and a more innovative and competitive one. Creative Industries can be a transformative power in order to boost economy and society and innovation processes. Thanks to these important discussions, IDM Creative Industries decided to explore and develop the power of CCI as innovation driver in South Tyrol and developed one of its most important projects – MATCH! (please see Action #1). The aim of this program is to increase innovation processes and create new ideas, products and services through collaboration between the creative sector and other areas of the economy. This means introducing the themes of cross-innovation and matchmaking into South Tyrol, and then further developing them.

### First Creative Industries Report South Tyrol

It was for the first time, that CI was included in the RIS3 Strategy in South Tyrol, when the Ecosystem Film & Creative Industries started in 2018. IDM started discussing with different stakeholders and representatives from the sector who said, that there was a lack of a dates and figures for South Tyrol regarding this sector. During the first Meetings of RCIA IDM discovered that the partners, where the topic Creative Industries has already a certain history, had developed a Report and in consequence also a Strategy for Creative Industries in their territory and that this could be Best Practices for South Tyrol. It was clear, that IDM could not formulate a Strategy for the whole territory, but that there could be done a situation analysis of Creative Industries and an elaboration of different possible actions out of the learnings of RCIA. This could then be discussed with the Stakeholder Group where other public institutions as EURAC, University of Bolzano, Department of Italian Culture of the Autonomous Province of Bolzano and other implementation Partner are present.

At the first RCIA Staff Exchange in April 2018, IDM met with RCIA's lead partner AWS in Vienna. The goal of this meeting was to gain deep insight into the development and implementation of Austria's Creative Industries strategy. IDM also wanted advice about how to get the main players from South Tyrol's Creative Industries sector aboard. IDM presented his ideas for setting up the process of the whole project, especially regarding the situation analysis, objectives and recommendations for actions and got extremely valuable feedback. The partner's good-practice strategies made it much easier and more efficient to design a good concept for the report project. Inspired also by the project partners from Belgium, Poland and Romania during a study visit in Bolzano in April 2018, IDM started to design the project from the bottom-up.

Different Roundtables with representatives from all eleven sectors of the Creative Industries were organized, in order to get a general overview. Just like the partners had done, IDM invited not only company representatives to the CI roundtables, but also policy partners who might be important for implementing the measures identified during the qualitative analysis. As a result, IDM integrated companies and relevant CI players from the very beginning of the process, in the hopes of stimulating a bottom-up approach. The roundtables took place during June and July of 2018. This is a typical bottom-up process, which was carried out similarly by our partners from Austria, Belgium and Poland.

Together with EURAC, an explorative 15-minute survey was created, comprising a set of questions concerning the features, needs and perspectives of the Creative Industries sector in South Tyrol. IDM Creative Industries also set up a database that currently includes 2,700 organizations, freelancers and enterprises belonging to the eleven

CI sectors. The online survey was sent to everyone in the database, and was also promoted through postcards, e-mail invitations and social media channels.

### **3 Creative Industries Included in Coalition Paper**

One of the biggest successes so far emerged out of the above quoted Policy roundtable held in Bolzano on December 16 and 17, 2018. IDM discussed the current situation of CCIs in South Tyrol together with the partners from Wallonia and Austria, experts from Denmark and local stakeholders. The group decided to analyse the current state of affairs, starting from the challenges that CCIs encounter locally and concluded that there is a lack of visibility. Because the local coalition paper was being created at that time, one of the experts at the policy roundtable suggested writing a one-page statement about the role that CI could have to address current challenges in the region. The group began writing the one-pager. One of the stakeholders, who had good contact to a local politician, proposed to bring the document to the negotiations. After some days, CCI was named as one of the sectors to be included in the coalition paper of the local SVP (Südtiroler Volkspartei) and LEGA parties.

This would never have occurred without the RCIA program. It was an important step for the Creative Industries in South Tyrol, which can hopefully ensure continued existence and open new doors for funding programs and support.

You will find the one-pager attached.

## Part II – Policy Context

The Action Plan aims to impact:	×	Investment for growth-and-jobs programme
	□	European territorial-cooperation programme
	□	Other regional-development policy instrument

Name of the policy instrument addressed:

RCIA Policy Instrument: Regional Operational Programme Investment in Growth and Jobs ERDF 2014-2020, Priority Axis 1 (RDI), Priority 1B, Measure 1.3.3. "Support towards qualification as service supplier with intensive knowledge and high added value in technology."

The policy instrument aims to improve the competitiveness environment for creative SMEs (CSMEs) through Measure 1.3.3 "Supporting actions to improve the offering of services based on high knowledge and high technological value."

IDM Creative Industries has the goal to promote and develop innovation in South Tyrol through the potential of the Creative Industries sector. The activities are financed annually by the Autonomous Province of Bolzano on the basis of the program of activities presented to them annually by IDM. Currently the principal normative source that regulates the disbursement of the financement (for the period 2017-2020) is the Provincial Law No. 14 of 2006 "Research and innovation". Some specific projects of IDM Creative Industries are subject to community funding, in facts IDM Creative Industries participates at European projects to strengthen the creative SMEs competitiveness. IDM Creative Industries does not receive private funding.

In particular the policy instruments that can be considered are:

- Provincial Law no. 14 of 2006. This local law aims to support SMEs (CSMEs) in different aspects to promote "Research and innovation". The province enables a partial economic subsidy if the enterprises are working on R&D, a feasibility study of innovation, preparation of projects in R&D, process and organisational innovation, industrial property rights, management systems, consultancy in innovation and innovation support service, high quality personnel and projects in a cooperation between enterprises and research institutions.
- The European Regional Development Fund (ERDF Priority Axis 1 RDI) is one of the European structural and investment funds for implementing regional policy in the EU. The ERDF aims to redress regional imbalances in order to strengthen economic, social and territorial cohesion. For the period 2014-2020, the South Tyrolean ERDF program has a budget of 136 million euros and the amount dedicated to Axis 1 - Research and Innovation is 32.789.088 euros.

## Part III – Details of the actions envisage

### **ACTION 1**

**Supporting the transformative power of Creative Industries on economy and society through a program called MATCH!**

#### 1. Background

As mentioned above, the European Union has set a goal of raising its Research & Development (R&D) investments to 3% of Gross Domestic Product by 2020 and Italy's R&D percentage of GDR is at 1.34% currently.

In 2017, the province's total R&D expenditure represented 0.73% of GDP, approximately half of the national average (1.34%). In 2014, the percentage of enterprises in the Province of Bolzano that carried out innovative activities was in fact 40%, slightly below the Italian average of 42%. The Autonomous Province of Bolzano has been classified as "Moderate Innovator" by the Regional Innovation Scoreboard 2019. The investment in R&D activities has therefore to be seen within the total picture. As we can see from actual studies, in South Tyrol there is a relatively high number of patented files.

	Kaufkraftbereinigtes Bruttoinlandsprodukt (BIP) in Euro je Einwohner (2016)	Patentanmeldungen je Million Einwohner (2012)	Patentanmeldungen je Milliarde Euro BIP (2012)	F&E-Ausgaben in Prozent des BIP (2015)	Patentanmeldungen je Million Euro F&E-Ausgaben (2012)
Südtirol	43.400	125	3,1	0,8	0,55
Trentino	35.600	55	1,6	1,8	0,09
Italien	28.200	60	2,2	1,3	0,17
Tirol	40.200	186	4,7	3,1	0,18
Österreich	37.200	191	5,1	3,1	0,19
EU28	29.200	112	4,4	2,0	0,22
Euro-Raum	31.700	137	4,9	2,1	0,2

Quelle: Eurostat; Ausarbeitung WIFO

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Nevertheless, it is important to invest further in R&D and innovation in our region.

This was the reasons to develop a project that brings together students from the creative sector and companies from the traditional economy, with the aim of developing innovative products, services and ideas. The first ideas for the future project emerged at the first RCIA staff exchange, which was held in Austria in April 2018. During the coffee break, the Austrian partners told IDM about their *Kreativwirtschaftsscheck* (Creative Industries Check): they had introduced a €5.000 grant for innovative projects being implemented in cooperation between SMEs and creative-sector companies.

Another important moment of inspiration was the Policy Roundtable held in Bolzano in December 2018 as already told above.

The project became even more concrete after IDM heard about a project called DEMOLA, which was developed by the Latvian partners. DEMOLA brings together students and leading brands and encourages global and local organizations to create a better future in collaboration with university students. Today, the project has brought 750,000 students, 50 universities and leading companies from around the world together. The success of this program inspired IDM to create a similar project in South Tyrol.



IDM started from the challenges that South Tyrol faces today, taking into consideration that the Creative Industries hold transformative power and can play a key role as economic innovator. It was from this idea that MATCH! was born.

The main goals of the MATCH! Program are:

- Stimulate local economy, Innovation processes and R&D investments from companies by creating a platform, where students from Creative Industries can collaborate together with companies from the traditional sector
- Raise the awareness within the traditional sectors regarding the competences from Creative Industries as Idea gives and drivers of innovation
- Support students of the Creative Industries sector in the development of their competences as innovation partners by giving them the possibility to work on one concrete project together with the industry and guide them through the process of MATCH!
- Connect students from the Creative Industries Sector with the local economy by matching them and generating possible further cooperation's for students
- Help companies to find and collaborate for the first time with students, who could be their future collaborators and with this try to prevent Brain Drain in South Tyrol.

IDM's role is to make this matchmaking happen, bringing these two worlds together and prompting step-by-step dialogue between them.

The program was kicked off at the end of 2018 together with 15 students from the Product Design course at the University of Bolzano's Faculty of Art and Design, under the supervision of professor and designer Harry Thaler (<http://harrythaler.it/>).

## 2. Action

A collaborative program between the traditional and CCI sectors designed to improve competitiveness, strengthen R&D, boost innovative activities and prevent Brain Drain.

MATCH! #1 took place for the first time during the 2018/19 winter semester. As the name implies, MATCH! brings students and local companies together. IDM considered it important to involve the Free University of Bolzano (unibz) with its Faculty of Design and Arts in the process, as it is a key player for training local talent in the creative sector – especially in design.

The program kicked off in September 2018 and comprised a series of presentation tours and company meetings, university encounters, public lectures and exhibitions. Fifteen students from the Product Design course at the unibz Faculty of Design and Arts, supervised by professor and designer Harry Thaler, dedicated the first semester of their 2018-2019 academic year to supporting the creation of a new project (idea, product, prototype) along with six South Tyrolean companies from different sectors: Betonform, Jokodomus, Lichtstudio Eisenkeil, Mobilrot, Schweitzer-Interstore and 3DW. The result was 16 different prototypes, which the companies now have the option to develop. But above all there is a new and concrete awareness regarding the possibility of collaboration with South Tyrol's Creative Industries sector.

The prototypes may be found in the MATCH! #1 catalogue ([https://issuu.com/idmcreativeindustries/docs/match\\_\\_1\\_idm\\_catalogo\\_small](https://issuu.com/idmcreativeindustries/docs/match__1_idm_catalogo_small)) and were also exhibited at the Free University of Bolzano.

MATCH! #2 took place in the summer semester of 2019. The theme of the project, subtitled NEW MENU, was food waste. The goal was to analyse the food-industry processes in order to improve various aspects, for example, recycling organic waste into something useful, reducing or even replacing pollutants, whether by creating wholly new products or finding ways for the company itself to repurpose products. Around 15 Product Design students

from the unibz Faculty of Art and Design volunteered to dedicate the second semester of the 2018-2019 school year (March to June 2019) to conducting research on these topics, again under the supervision of Harry Thaler; their starting point was food waste and derivatives produced by selected food companies. They visited local companies and key players in the sector, in order to gain insights into industrial food production. At the end of the semester, the final prototypes and ideas were presented in a catalogue ([https://issuu.com/idmcreativeindustries/docs/catalogue\\_cover\\_compressed\\_\\_1\\_](https://issuu.com/idmcreativeindustries/docs/catalogue_cover_compressed__1_)) and shown in an exhibition.

Result: During the first two MATCH! programmes, around 14 local companies were paired with students from the unibz Faculty of Art and Design. The result was 28 prototypes, which the companies can now opt to produce. One of these prototypes is currently in production and other two project are in prototyping phase.

The prototype currently in production is COCOON MOSAIC. *“A combinable cocoon lamp system that lets the customer personalize and build their own light, and thus their environment. Three individual elements, each with a different character and countless possible combinations, allow the owner to play with shapes and sizes,”* says the designer Eliza Hanna Zimmermann.



COCOON MOSAIC

One product which is in Prototyping Phase is a modular shop structure called ISOLA. Its designer, Camilla Marani, describes ISOLA this way: *“A project created to serve the increasing trend of pop-up stores, born to fill the empty spaces left by the crisis [...] its main inspiration derives from temporary street markets. After in-depth analysis of this phenomenon and a comparison with traditional stores, I came up with the idea of redesigning a functional yet attractive pop-up structure.”* The children’s clothing company cora happywear was enthusiastic about the idea and wants to develop a prototype together with the students.



ISOLA

In negotiation regarding Prototyping:

BEERWOOD: "Europe produces more than 400,000 tons of mash every year. This is more than the amount of beer consumed at the Oktoberfest since its inception. I set out to find another purpose for this waste besides making animal food. By adding a natural bonding agent called lignin (Lat. Lignum = wood), also known as liquid wood, it was possible to create a new material that can substitute particle wood in dry conditions. Lignin is what gives plants stability, and is a by-product of the paper industry. These two waste products have now been combined into a new material called BEERWOOD." (Designer Theresa Tropschuh)



**BEERWOOD**

MATCH! #research: The pilot projects MATCH! #1 and MATCH! #2 were intended to analyse the power of cross-innovation. But MATCH! #research, which was developed at the same time, was based on the fundamental idea that it's important to understand the local corporate context and to seek possibilities for fruitful collaboration between the Creative Industries and other economic areas. The report is meant to show how the degree of innovation of traditional companies increases when taking a creative approach. The Austrian partner, Austria Wirtschaftsservice, has produced creative-economy reports; IDM CI believe that these types of studies can highlight the potential South Tyrol Creative Industries hold for other sectors.

The study included interviews of 21 companies from the IDM Ecosystem, in collaboration with Sineglossa (<http://www.sineglossa.it/en/home-3/>).

The following themes were analysed:

- external communication and marketing
- internal communication and corporate culture
- development of products and services
- team-building and leadership management

Result: The report was completed at the beginning of Januari 2020 (please see appendix) and lists research results, broken down by theme, regarding how the involvement of creative minds can bring more innovation to each of the companies.

### **Possible Future Actions:**

- Continuing the MATCH! program in order to make sure that the traditional sectors of the economy understand the benefit and transformative power of CCIs. Concrete plans for a third MATCH! are already underway; it will likely take place in the first semester of Academic Year 2020-2021. We will continue working together with the University of Bolzano because we consider the university a hub for talent, and a fundamental component of setting up future companies in the creative field.

- Creative Incubator/ Design Greenhouse (working title) -An initiative of the Faculty of Design and Art at the Free University of Bolzano. It envisions the setting up of a creative incubator / cross-innovation hub supporting outstanding innovation projects by selected graduates with special focus on innovation and sustainability. It will as well function as a training design studio combining innovation, management and entrepreneurship in projects together with external partners (industries and organisations).
- extension of the possibilities of innovation consultancy provided by Provincial law n. 14 to one or more types of activities related to the creative industry (for example: design thinking, design scan...) Make possible collaboration in the field of innovation more evident.

### 3. Participants

- Free University of Bolzano – Faculty of Art and Design
- NOI Techpark (Kitchen Lab, Makerspace, Innovation Units)
- Local companies from various sectors and CI

### 4. Timeframe

MATCH! #1:	September 2018 – March 2019
MATCH! #2	March 2019 – June 2019
MATCH! #research:	September 2018 – January 2020
MATCH! #3:	Currently in planning phase

### 5. Costs

Funding currently comes mainly from IDM Südtirol.

MATCH! 1#

Project costs: € 18.000 (Funding source: IDM)

IDM project manager staff costs: €15,000 (Funding source: IDM)

IDM project coordinator staff costs: €15,000 (Funding source: IDM)

UNIBZ staff costs for three professors: €110,000 (Funding source: UNIBZ)<sup>3</sup>

MATCH! 2#

Project costs: €18.000 (Funding source: IDM)

IDM project manager staff costs: €15,000 (Funding source: IDM)

IDM project coordinator staff costs: €15,000 (Funding source: IDM) (

UNIBZ staff costs (3 professors): €110,000 (Funding source: UNIBZ)

MATCH! #research

Report: €13,000 (Funding source: IDM)

IDM staff costs: €10,000 (Funding source: IDM)

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<sup>3</sup> Funded through contributions from the Autonomous Province of Bolzano, other contributions and tuition fees.

## **6. Policy Context**

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## **ACTION 2**

### **Implement and positively influence Innovation Centers and Creative Hubs in order to boost competitiveness of local SMEs within the Creative Industries sector**

#### **1. Background**

In South Tyrol two Innovation Centers and Creative Hubs are under construction right now: BASIS Business and Service Incubator Silandro and MIND Merano Innovation District.

BASIS Business and Service Incubator Silandro (<https://basis.space/en/home-en/>) is a new centre for innovation and incubation in the middle of the municipality of Silandro. The project is part of the European regional development project for research, innovation and creative industries (2017-2020) and was rebuilt from the former utility tract “palazzina servizi” of the Druso barracks. The goal is to bring together companies and creative industries under one roof. Companies ranging from the craft industry to agriculture, education, culture and the social sector. The project wants to give life to social development both local and global as well as inter-sectoral. Through the functional reuse and the opening of the previously abandoned rooms, new spaces will be created for creativity, experimentation and contemporary working models enabling and motivating the community to actively shape its own living and economic space.

In order to assure Research and Development in Silandro and within the structures of BASIS, the project VERDE Venosta Research and Development is financed by ERDF Funding (2020 – 2021). The project envisages the development of infrastructure and the purchase of technical equipment to provide academics and companies with well – equipped R&D facilities. The core sectors VERDE wants to address are creative economy and agri-food technology.

MIND Merano Innovation District (<https://mind.bz.it/de>) is an ERDF-funded initiative (2019-2020) of the City of Merano intended to strengthen innovation, entrepreneurship and creativity in the city. The project wants to encourage and support start-ups, established companies, schools and interested citizens in order to provide positive impulses for the improvement of the local economy and society.

MESTECH Merano Smart Tech Community is a project of the municipality of Merano, promoted by EFRE (2017-2020), with the aim of building a local, sustainable and innovative ecosystem. In cooperation with all South Tyrolean institutions for the promotion of innovation and business startups, above all the coworking space startbase Merano ([meran.startbase.it](http://meran.startbase.it)), MESTECH offers a wide range of services designed to promote the innovation potential of existing and the establishment of new companies.

In order to increase the potential of local business by improving innovation tools and services through the development of digitalization, IDM Südtirol wrote the Project DAVINCI – Digital Services for Creative and Innovative Companies, which was supported by ERDF Funds too (2017-2019). One of core themes of the project is Creative Industries. Amongst other things, therefore IDM was able to develop different activities (workshops, hackathons, input lectures etc.) in the Co-working Spaces which are part of the Creative Hubs.

The projects mentioned above are all part of the RCIA Stakeholder Group and therefore in continuous exchange with RCIA. The project coordinator from BASIS, Hannes Götsch, participated at the Study visit in Wallonia in order to get input and inspiration from Creative Wallonia and the Creative Hubs there. He could use this input in order to set up the concrete plans for the building of BASIS.

In December 2018, a policy peer review took place in Bolzano. Experts from Wallonia were also present. During the meeting, local stakeholders and IDM exchanged ideas about creative hubs in Wallonia and were able to get advice from the Belgian partners.

In October 2019 project managers from BASIS and MIND had the opportunity to join IDM for the Staff Exchange in Wallonia in order to meet and confront again with the colleagues of one of the Creative Hub there.

The main Learnings for MIND where the following:

Creative Hubs Hub C from Charleroi and Plug R from Liege:

- how they build up the Network and Creativity to foster entrepreneurship and to support startups
- how they try to achieve their target
- the service of Plug R regarding testing prototypes (develop the questionnaire, the organisation of the event, ect.).
- the idea of a "Consultation Hour" in order to get some regularity into the services
- the fact, that in both cases they function as "bridge builders" between various actors such as university, research institutes, public institutions and competence centres.

Fablab Relab in Liege:

- The setup of this kind of services is also on the agenda of MIND and therefore the best practices from Liege will help them with the start.
- Processes such as the booking of a machine online, the prices and how you measure what a user has to pay, as well as best practices about opening hours for this kind of spaces.
- The fact that companies already asked the Relab to advise them for the build-up of their own inhouse labs and that this could be a future way of earning part of the running costs.

The main learning for BASIS

- How to deal with challenges as Burocracy, financement, indicators, creation of the community
- How to make the Hub sustainable after the EFRE Funding
- How to create collaborations to research institutions such as universities
- In Wallonia there are seven creative hubs and everyone has a certain thematic focus. This would be interesting also for South Tyrol

Another stakeholder of the Staff Exchange was Anna Wenter, who is the coordinator of the new cultural center Astra at the Forum of Brixen. The center will be set up now and Anna Wenter could gain important inputs from the Staff Exchange, especially the Creative Hub in Liegè and the Kick-Festival, as there is the idea of developing a initiative of digital art also in hers cultural center.

IDM was in exchange with Wallonia regarding the activities who has been developed for the Co-working Spaces and Creative Hubs. Wallonia did different Hackathons (ex. Wallonia Musictech Hackathon) witch was a learning for IDM to develop a Hackathon with companies from creative industries and IT sector in South Tyrol in 2017.

## **2. Action**

- Creation and development of BASIS and MIND (start in 2016)
- activations of formats to stimulate coworking spaces and hubs to collaborate with the entrepreneurial fabric (start in 2016)

### **Possible future Action**

- Try to find collaboration and possible links for cooperation projects between new hubs and other local facilitator and institution like for example IDM, Noi techpark and University. Closely linked to the future funding strategy of Basis and Mind.

### 3. Players involved

- BASIS Business and Service Incubator
- Municipality of Silandro
- MIND Meran.o Innovation District
- MESTECH Meran Smart Tech Community
- City of Merano
- Startbase community

### 4. Timeframe

- 2016 ongoing:  
BASIS Business and Service Incubator (March 2017 – March 2020)  
VERDE Venosta Research & Development (May 2020 – November 2021)  
MESTECH Meran Smart Tech Community (March 2017 – April 2020)  
MIND Meran.o Innovation District (March 2019 – July 2020)  
DAVINCI Digital Services for Creative and Innovative Companies (February 2017 – December 2019)

### 5. Costs and Policy Context

Estimated cost is three million, ERDF 2014 – 2020 programm, Axis 1 Research and Innovation, a)  
Infrastructure  
b) Cooperation Projects

- BASIS Business and Service Incubator, Municipality of Silandro: €578,340.00 (85%)
- VERDE Venosta Research & Development, Municipality of Silandro: €420,225.51 (85%)
- MESTECH Meran Smart Tech Community, Municipality of Meran: € 602,650.00 (85%)
- MIND Meran.o Innovation District, Municipality of Meran: € 796,624.93 (42.67%)
- DAVINCI Digital Services for Creative and Innovative Companies IDM Südtirol: €500,565.00 (85%)

The European Regional Development Fund or ERDF for short, is one of the European structural and investment funds for implementing regional policy in the EU. The ERDF aims to redress regional imbalances in order to strengthen economic, social and territorial cohesion. For the period 2014-2020, the South Tyrolean ERDF program has a budget of 136 million euros and the amount dedicated to Axis 1 - Research and Innovation is 32.789.088 euros.

Autonomous Province of Bolzano.  
Office of European integration

Office director

Dr. Peter Gamper

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