

**Interreg
Europe**



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The Policy Learning Platform:

your reference point for regional
policy-making



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Policy Learning Platform webinar
12 December 2022

Transformation of the Cultural and Creative Industries (CCIs) towards a smart and green economy



Luc Schmerber

Mart Veliste

SMEs competitiveness experts

Why are we tackling this topic?

- There is constant interest from the Interreg Europe community (Make a Wish surveys)
- Popular topic among our projects 2014-2020
 - CLAY
 - CRAFTS CODE
 - CREADIS3
 - CRE:HUB
 - Cult-CreaTE
 - Design 4 Innovation
 - ECoC-SME
 - RegionArts
 - RCIA
- New projects for the period 2021-2027
- High on the European policy agenda



Today's agenda

Keynote – Transforming Europe's Cultural & Creative Sectors and Industries - Christina Koch

Christina Koch, [EIT Culture & Creativity](#) Community Manager South East Europe & ALPS

Insights from the Interreg Europe community / challenges ahead

Josean Urdangarin, Regional Government of the Basque Country, Lessons learned in [CREADIS3](#) –
From territorial action plans to smart specialisation in cultural and creative districts

Paolo Montemurro / Raffaele Vitulli, Matera Hub, Basilicata Heritage Smart Lab / lessons learned
in [ECoC SME](#)

Ákos Szépvölgyi, Central Transdanubian Regional Innovation Agency, Lessons learned in [CRE:HUB](#)

Interreg Europe **objective**

To improve **regional development policies**

How?

Through exchange of experience, innovative approaches and capacity building (in relation to the identification & transfer of good practices)

- Primarily dedicated to **policymakers**
- Focus on **exchange of experience**



Different from cross-border or transnational cooperation

Two actions



Projects

Limited number of regions exchanging and transferring experience on a shared regional development issue



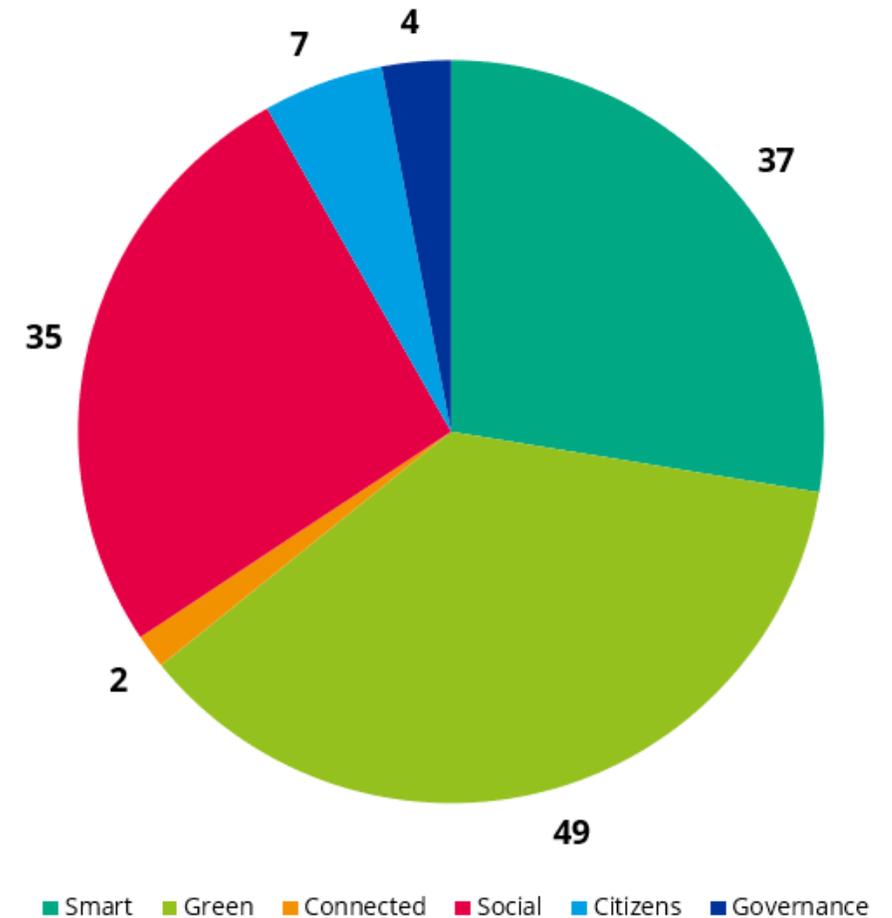
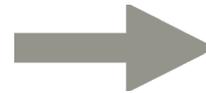
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Further exploiting projects' achievements and opening up the programme benefits to all

Calls for project proposals

First call closed on 31 May 2022

134	project proposals
1,073	partners coming from all partner states
EUR 1.4 million	average budget per project proposal
EUR 192 million	total ERDF budget requested



Calls for project proposals

Second call

- From 15 March to 9 June 2023
- Open to all topics
- Launch event 'Europe Let's Cooperation: 15 March 2023 in Stockholm

Project development assistance during call

Discover the programme

Look for funding

Approved projects

Get policy advice

Find policy

Next call for projects

Discover our terms of reference



1. Check project relevance

Use our self-assessment tool



2. Get inspired

See approved projects and project ideas



3. Share your project idea

Explain what you want to do with your project



4. Find partners

Look for relevant organisations



5. Ask for feedback

Get guidance before applying



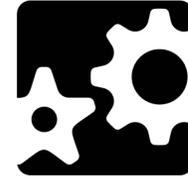
6. Apply for the call

Submit your project proposal

Available during calls

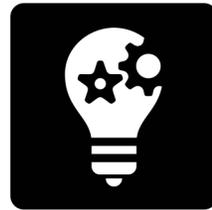
<https://www.interregeurope.eu/apply-for-the-call>

Platform in a nutshell

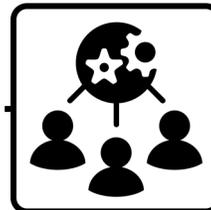


Provides **continuous policy-learning** opportunities
through access to:

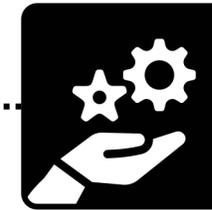
Knowledge



People



Expert support



#policylearning

Our team



**Marc
Pattinson**



**Arnault
Morisson**



**Rene
Tönnisson**



**Luc
Schmerber**



**Mart
Veliste**



**Katharina
Krell**



**Simon
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**Magda
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**Thorsten
Kohlich**



**Elena
Ferrario**



**Raluca
Toma**



**Karine
Gevorgyan**



**Lotte
Van Meijel**



**Eugénie
Suplisson**



**Soroush
Brandenburg**

Access to **knowledge**



- Wealth of policy solutions available

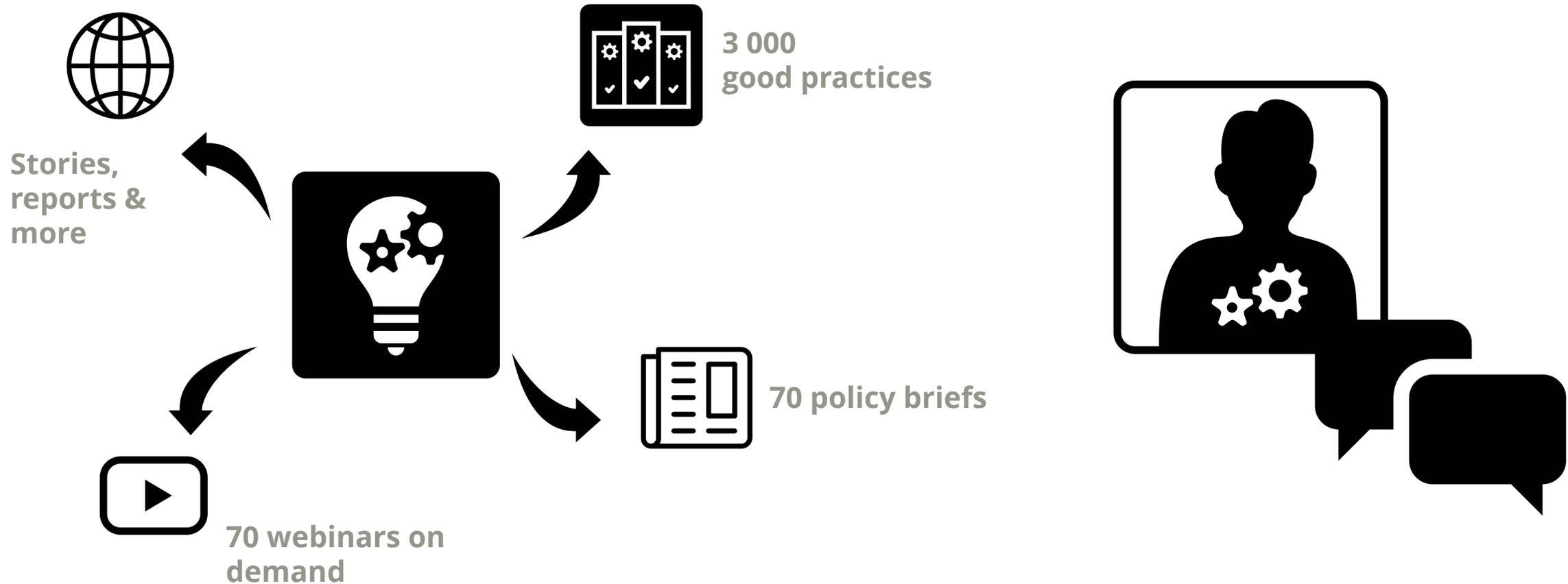


Database of **good practices** from all EU



Analytical **policy briefs**, news and publications

In case you can't find your way...**access policy helpdesk!**



<https://www.interreurope.eu/policy-solutions>

Peer learning in practice



Expert support services for free

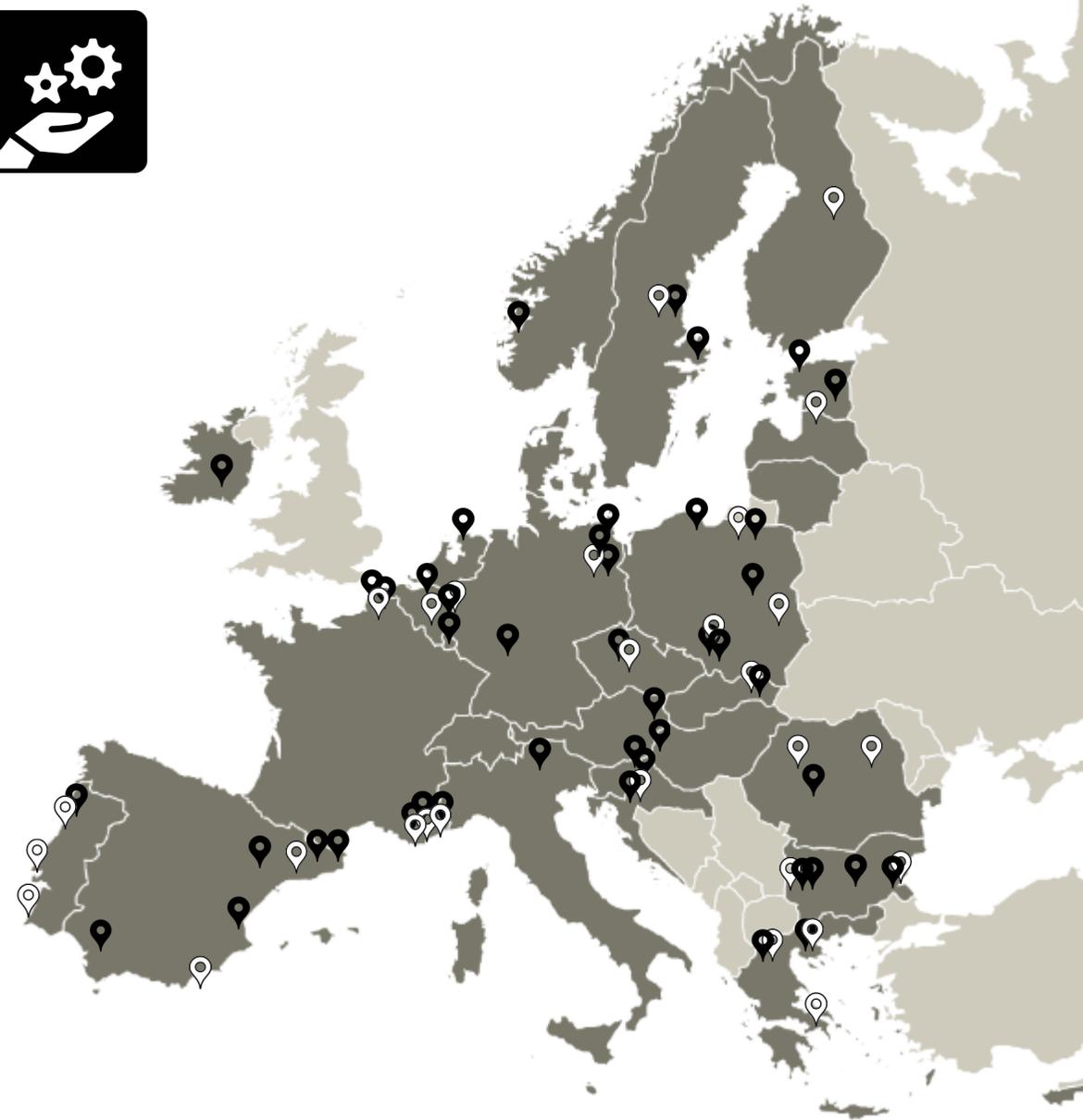
📍 46 peer reviews implemented
2 peer reviews in the pipeline

📍 32 matchmaking sessions
1 matchmaking in the pipeline

... and policy helpdesks

Apply to benefit from expert support any time

www.interregeurope.eu/get-policy-advice



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Next events



EVENT ☆

07 FEB 2023

Online

Cultural and Creative Industries II: Towards a more social Europe

On 7 February, from 14:00 to 15:30 CET, the Policy Learning Platform is hosting the second episode of the Cultural and Creative Industries series. This episode will focus on the sustainability and the social impact of the industries.

By Platform



EVENT ☆

08 MAR 2023

Online

Innovation vouchers

On 8 March 2023, the Policy Learning Platform is organising a webinar on the topic of innovation vouchers. It is taking place from 14:00 to 15:30, make sure to reserve your spot below! Innovation vouchers are small lines of credit (usually ranging from €2000 to €20,000) provided by regional or

By Platform



Europe, let's cooperate!

Interregional cooperation forum

15 March 2023 | Stockholm, Sweden

#europecooperates

interreg Europe

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#europecooperates on 15 March

Get ready for the second call and register to take part in Europe, let's cooperate! Interregional cooperation forum on 15 March 2023 in Stockholm, Sweden.

[Register for #europecooperates](#)

Onsite workshops

Next series of onsite workshops scheduled for 31 May + 1 June 2023 in Ghent, Belgium

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Thank you!

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