

**Interreg
Europe**



European Union | European Regional Development Fund

Creative hubs – support infrastructures for creative and cultural industries

Online discussion

5 December 2019





Objectives of the day

- Update on the latest European initiatives for CCIs (policy & support)
- Present Good Practices / Policies from selected Interreg Europe projects
- Facilitate networking between projects
- Find out how the PLP can further support projects to achieve their aims (online discussions, policy briefs, etc.)

Agenda



Creative hubs in Interreg Europe

Good practices from projects

- Trakk creative hub of Namur (CREADIS3)
- Wap's creative hub of Tournai (RCIA)
- Canodrom Creative Industries Research Park (RCIA)

Policy instruments

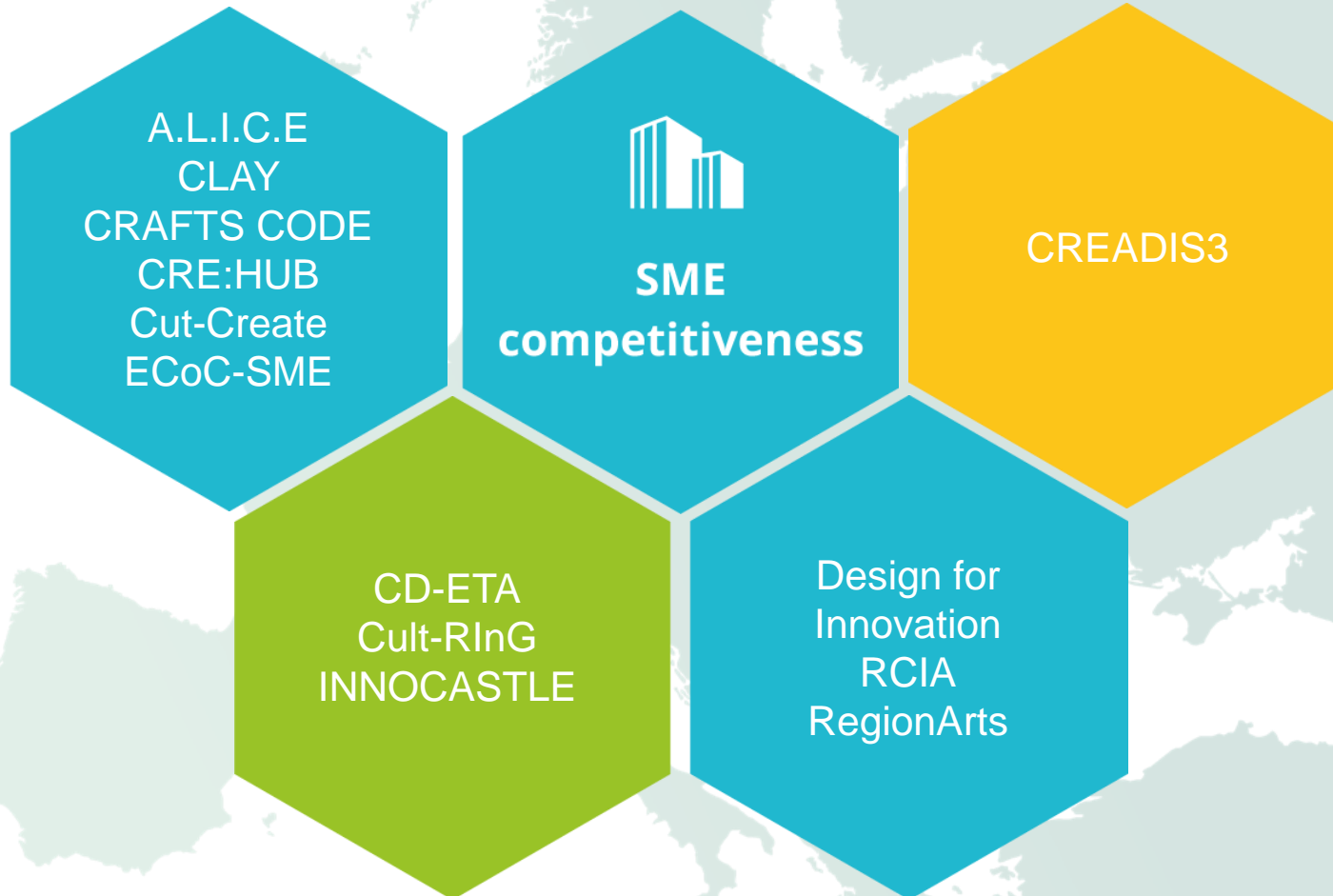
- Design 4 Innovation – Action Plan for Malta
- RCIA/CREADIS3 – Action Plans for Wallonia Region

Discussion



Cultural and Creative Industries In Interreg Europe projects

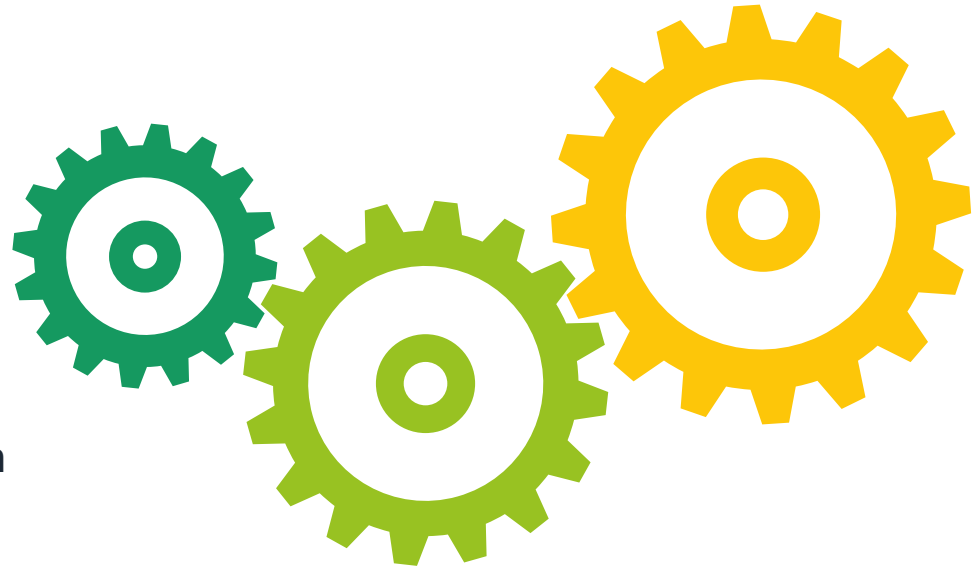
Interreg Europe projects and link with CCIs



Challenges



-  **Ecosystem development**
-  **Improving the competitiveness of CCI businesses**
-  **Cross-sectoral fertilisation**



Learnings from the PLP thematic workshop in Riga, June 2019



- Cultural and Creative Industries (CCIs) are at the heart of modern knowledge-based economies
- Change in the mindset of both public actors and businesses necessary to grasp the potential of CCIs
- What is needed
 - favorable political frameworks
 - fertile ecosystems
 - strong business support

Learnings from the PLP thematic workshop in Riga, June 2019



CHALLENGES – TOPICS FOR ACTION

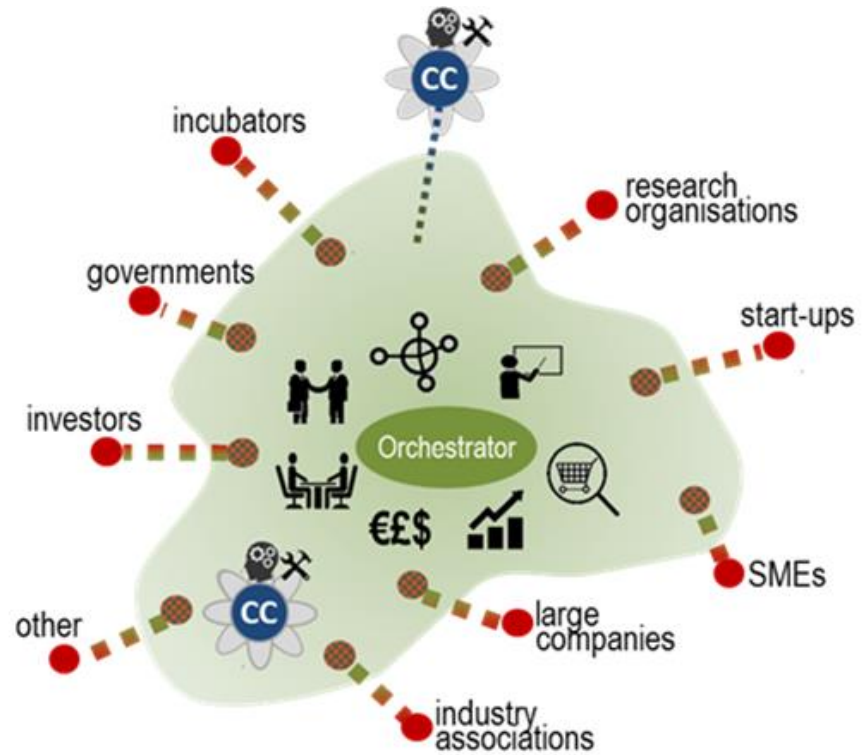
- **Awareness of the CCI**s and their economic potential often remains limited both at policy and at industry level
- **Implementing specific funding schemes** (e.g. crowd funding, voucher schemes, lowering VAT rate for CCI, grants supporting social entrepreneurship within CCI, accelerators) is essential
- Soft support schemes providing **training and coaching in business development** topics (e.g. business models, financial management, internationalization...) can contribute to overcome those barriers to growth.
- **Dedicated infrastructures** (e.g. co-working spaces, creative hubs or districts) provide a convenient working environment and foster interaction among CCI businesses and other economic actors for the highest leverage potential.

FOCUS

What is a creative hub?...



... QUITE SOME
DIFFERENT
THINGS



Source: European Commission



... Part of the answer to the challenges of CCIs

- **Awareness / definition and characterization of CCIs**
 - Perimeter of CCIs
 - Economic weight
 - Awareness
- **Capacity building in stakeholder organizations**
 - **Improve** collaboration between cultural and economic development services
 - Increase understanding for **non-technological innovation**
 - Foster **cross-fertilisation** with other sectors, research and education
- **Modernisation – industrial transition (technologies, processes)**
 - Advanced manufacturing
 - Digitalisation
 - ...

PLP resources



Check our [good practices database](#)



PLP resources



Check our [knowledge hub](#)



Expertise - PLP can help



Check our [peer review call](#)



- Call open permanently
- Examples:
 - Startup internationalisation (Berlin, July 2019)
 - Trade Desk (ACCIO, October 2019)
 - *Ethical guidelines for artificial intelligence (Austria)*
 - *Digital transformation support landscape (Hessen, Germany)*

Time for questions



Thank you!



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