



Policies and Strategies in Interreg Europe projects: RCIA

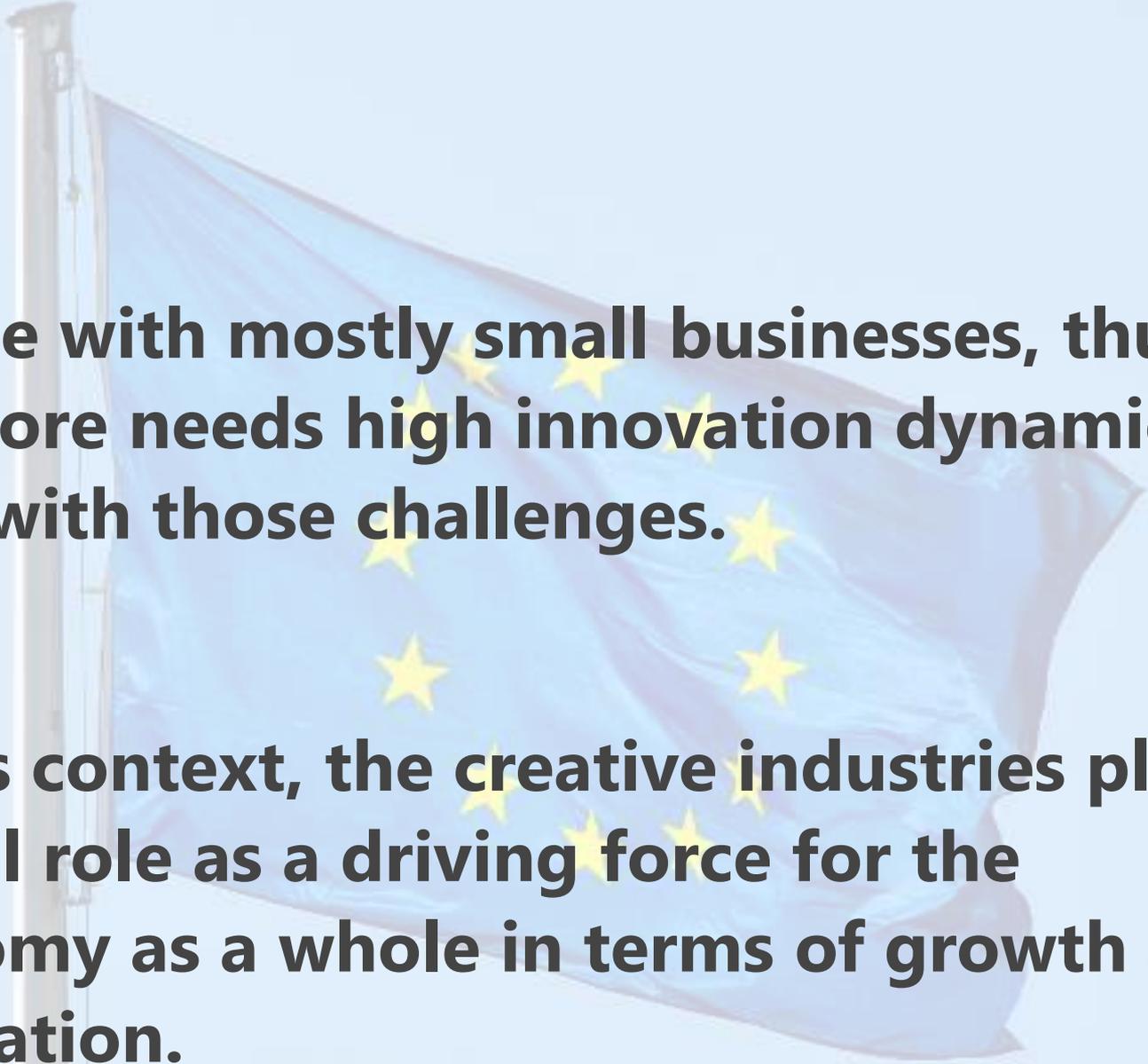
Christina Koch

Project Manager at Austria Wirtschaftsservice

c.koch@aws.at

Globalisation and digitisation bring about radical changes in society and the economy throughout Europe





Europe with mostly small businesses, thus all the more needs high innovation dynamics to cope with those challenges.

In this context, the creative industries play a crucial role as a driving force for the economy as a whole in terms of growth and innovation.

The goal in Austria

Foster creative industry-based innovation and to establish the creative industries as an essential innovation asset for the Austrian economy

Austrian steps to enable Innovation through strengthening Creative Industries

1. Monetary support

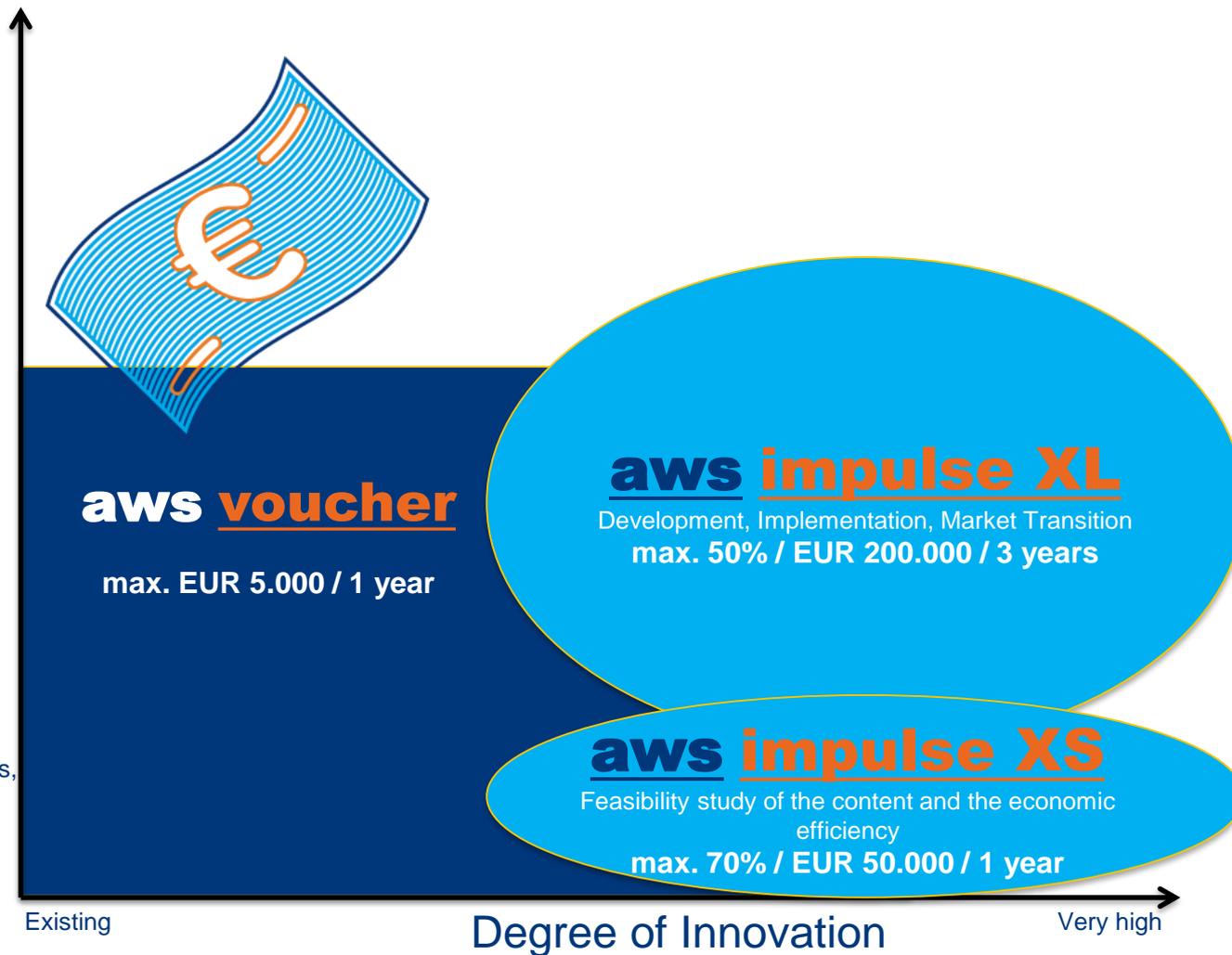
since 2004 investment of around
EUR 40 Mio. in different funding schemes

Austrian Creative Industries Monetary Support

Degree
of
Maturity

Highly mature
projects

Early stage projects,
low maturity,
but high potential

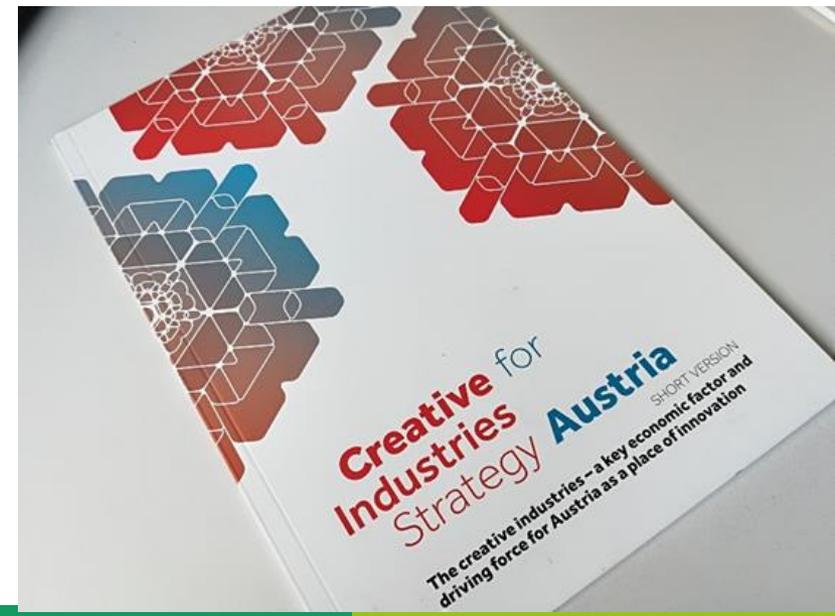


Austrian steps to enable Innovation through strengthening Creative Industries

2. Strategic Framework

Creative Industries Strategy for Austria

1. Empowerment
2. Innovation
3. Transformation



1. Empowerment

Improving the competitiveness of the creative industries as an economic sector by

1. developing their **entrepreneurial skills**
2. **improving** location-related **conditions**
3. Supporting the **internationalisation** of creative enterprises



2. Innovation

Strengthening the innovation capacities of creative industries by

- 1. increasing their innovation know-how**
- 2. improving their access to funding**

3. Transformation

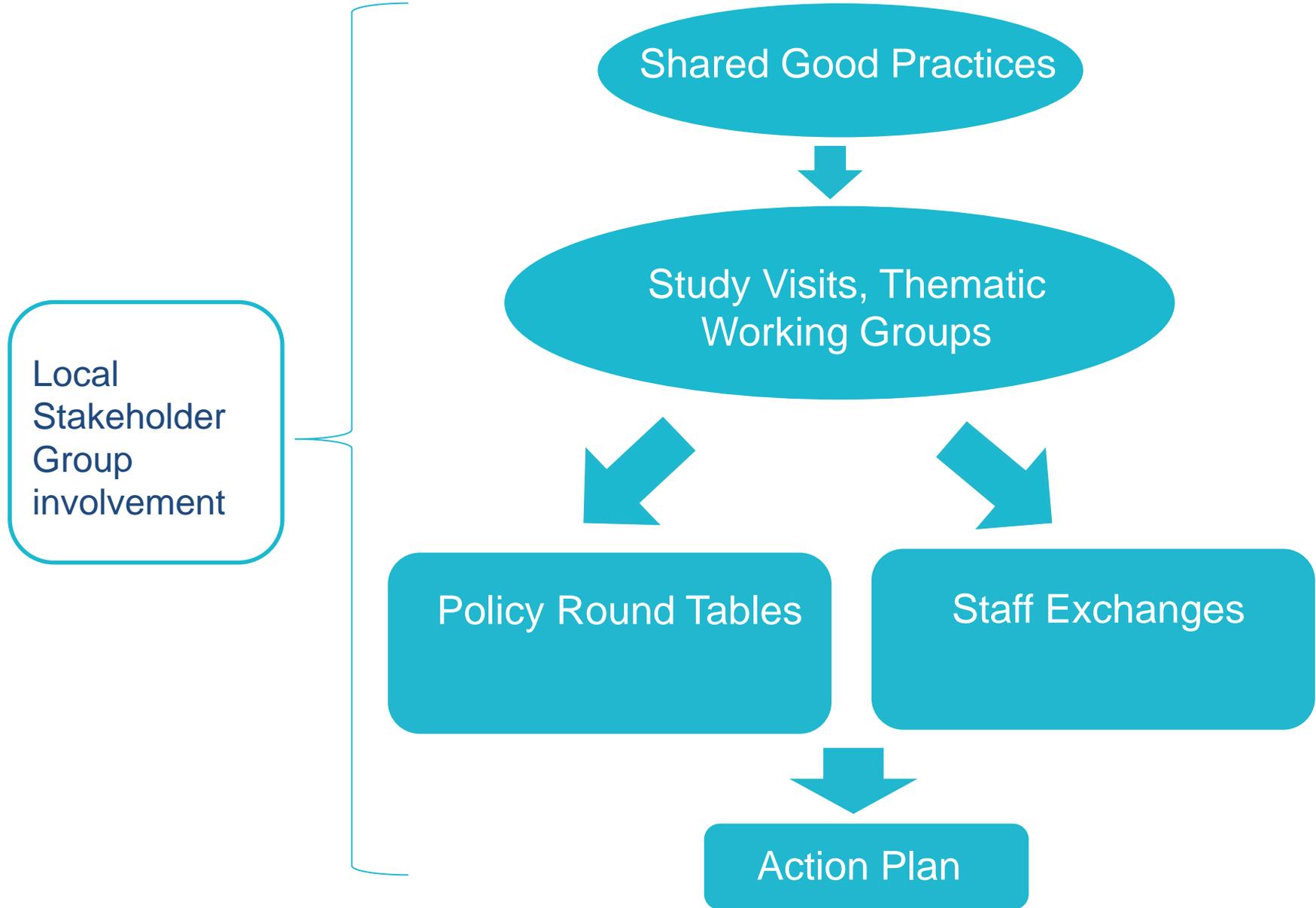
Exploiting the positive contribution of creative industries to **transform** and **improve** the **competitiveness of other sectors** by

1. fostering **cross-sector collaboration** with creative industries
2. creating **awareness of their impact**

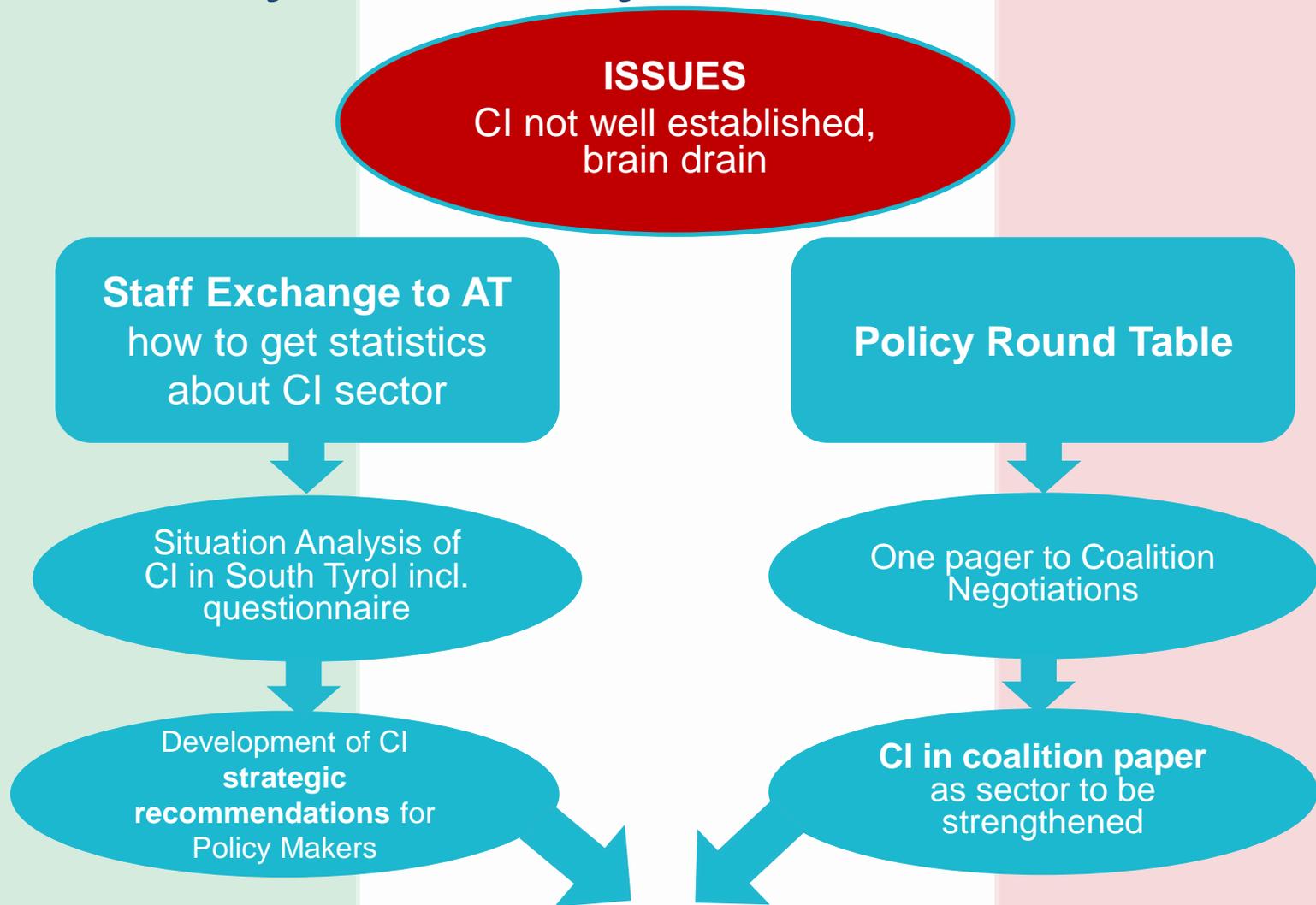


RCIA strives to create a modern business ecosystem using the transformative power of creative SMEs as a key competitiveness factor for boosting the overall regional economy.

Recap Exchange of Experience Process RCIA

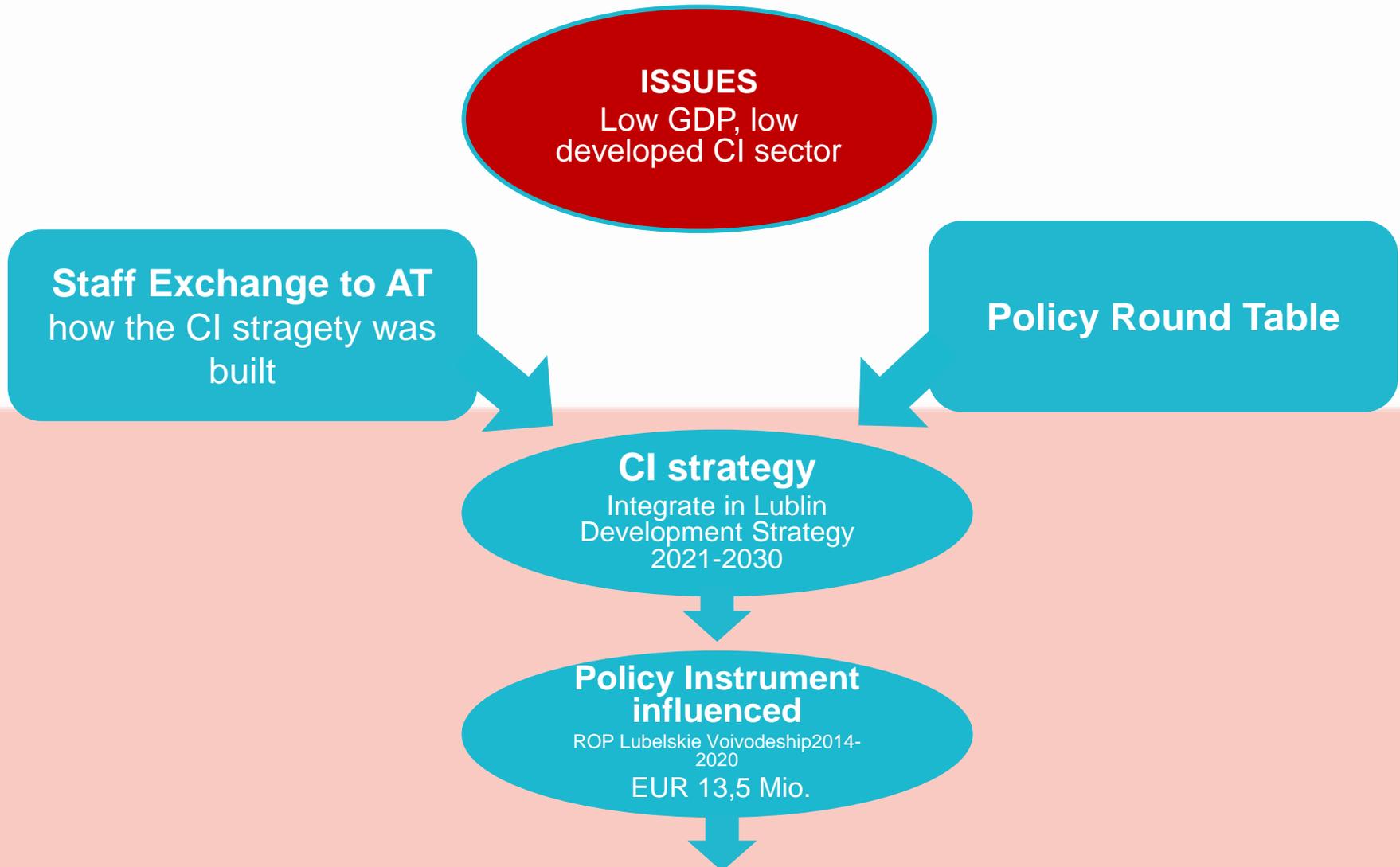


South Tyrol - Italy



Local Action Plan: get CI prominently included to RIS3 strategy through the strategic recommendations and actions done/currently ongoing in South Tyrol

Lublin - Poland



Local Action Plan: integrate CI strategy in Lublin Development Strategy 2021-2030
several actions to support CI in Lublin directly

The Creative Industries Transformative Powers

Video

<https://www.youtube.com/watch?v=Man-nH7LIyc>



European Union
European Regional
Development Fund

Thank you!