

**Interreg
Europe**



European Union | European Regional Development Fund

The transforming power of cultural and creative industries

Thematic workshop

4 June 2019 | Riga



Content



1. Objectives of the day
2. Agenda
3. Cultural and Creative Industries in Interreg Europe projects



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



Morning session

- State of Creative and Cultural Industries and relevant policies in Europe
- Ice-breaking exercise
- Coffee break
- Cultural and Creative Industries - Policies and strategies in Interreg Europe projects

Agenda



Afternoon session

- Study visit at the Creative industries incubator
- Innovative instruments and support schemes
- Conclusions
- Networking cocktail



Cultural and Creative Industries In Interreg Europe projects

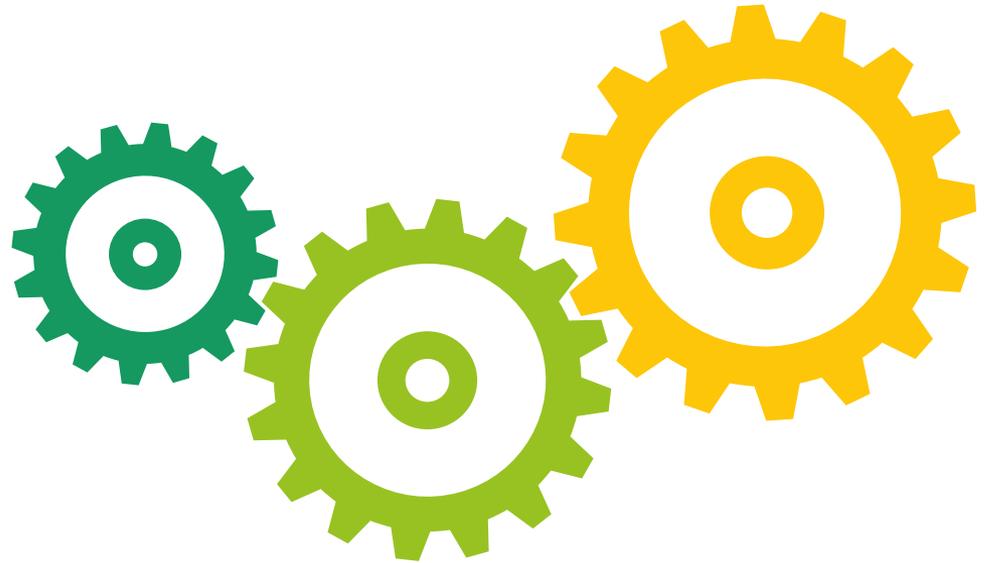
Interreg Europe projects and link with CCIs



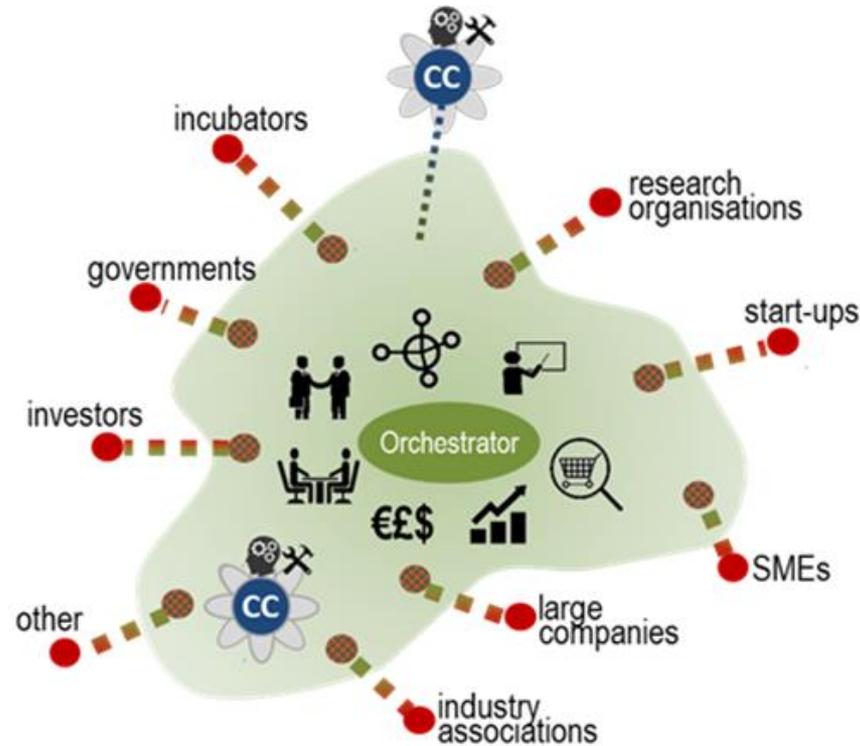
Challenges



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



Ecosystem development



CRE:HUB
Interreg Europe

RCIA
Interreg Europe

CREADIS3
Interreg Europe

Source: European Commission

Ecosystem development



- **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

- **Policy alignment**
 - RIS3
 - Integrate CCI holistically in ERDF OPs
 - Governance models

Cross-sectoral fertilisation

- **Suitable environments – looking for the initial spark**
 - Creative Hubs
 - Co-working spaces
 - Incubators
 - Events
- **Strategic partnerships**
 - Cross-sectoral cluster collaboration
 - Promote creativity in research and education
 - Awareness actions for other sectors...
- **Dedicated funding schemes**
 - Vouchers
 - Integration of CCI related aspects in existing schemes...



Improving the competitiveness of CCI businesses



- **Business development (culture and methods)**

- Design, marketing, sales
- Internationalisation
- Innovation management
- Business creation / entrepreneurship
- Sector-based approach (ceramics, tourism...)

- **Modernisation (technologies, processes)**

- Advanced manufacturing
- Digitalisation

- **Improving access to finance**

- Revising mechanisms of financial instruments and improving access to such instruments (improving conditions to access micro-loans)
- Specific focus on CCI entrepreneurship financing in the policy instruments





Resources already available

- Project websites
 - Case studies
 - Videos
 - Relevant news
 - ...
- Good Practices database – over 55 Good Practices related to CCIs (more to come)
- Stories

Time for questions



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Interactive groupwork
Policies and strategies



Challenges – policies and strategies

- **Ecosystem development**
 - Awareness / definition and characterization of CCIs
 - Capacity building (stakeholders, individuals...)
 - Clustering
 - Policy alignment (S3) and governance

- **Cross-sectoral approaches**
 - Suitable environments – looking for the initial spark
 - Strategic partnerships
 - Dedicated funding schemes

- **Improving the competitiveness of CCI businesses**
 - Business development (culture and methods) capacity building
 - Modernisation (technologies, processes)
 - Improving access to finance (instruments, « investment readiness »)

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Interactive groupwork
Instruments and support schemes



Instruments and support schemes

BUSINESS SUPPORT ECOSYSTEM	Entrepreneurs / projects	Startups – young businesses	Mature businesses
Soft support (training, consulting, coaching...)			
Physical infrastructure (co-working, incubator, accelerator...)			
Funding (seed funding, vouchers...)			

Instruments and support schemes



Competitiveness of CCI	Access to funding for CCI	Contribution of CCI to other sectors
Josean Urdangarin	Christina Koch	Anna Whicher
Franca Fauci	Diana Ciszewska	Karoline Haulund
Eliza Kraatari	Madara Dambe-Krastkalne	Akos Szepvolgyi
Rasmus Wiinstedt Tscherning	Piotr Swiatek	Anita Zagorska
Andrea Stegani	Eva Staltmane	Alise PLaude
Janis Sijats	Zanda Saulite	Lilita Sparane
Karine Kalnina		Ilga Gruseva
Uldis Zarins		

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Thank you!



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<https://www.surveymonkey.com/r/culturalcreativeindustries>