CRE:HUB

Policies for Cultural Creative Industries: the hub for innovative regional development

GOOD PRACTICES

Content

Basilicata Region – Italy

Matera 2019 –European Capital of Culture

Since 1985, the European Council of Ministers has assigned a title of European Capital of Culture to various cities. The application dossier for Matera European Capital of Culture was prepared by the Committee Matera 2019 with involvement of the local municipality, the University of Basilicata, the two provinces – Matera and Potenza, the Chambers of Commerce, the Foundation Zetema, the Matera's Murgia Park, and the Conservatory of Matera, and was accepted on 17 October 2014.

It is important to highlight the steps on the path to becoming a Capital of Culture. First of all, the city is required to produce a program for enhancing location identity by developing innovative cultural products. Additionally, the program must involve cooperation between the entire local population and foreign tourists. Finally, the program must fit into the city's long-term development plans.

Some of the issues particularly appreciated by the jury and declared in the assessment of the project were technological (great attention was dedicated to digital technology and the removal of obstacles preventing access to culture through new technologies), and personal (the enthusiasm and the innovation characterizing artistic approaches, through which a popular initiative has evolved into an element placed in the centre of the town and regional planning).

MORE INFO: http://www.matera-basilicata2019.it/en/
http://ec.europa.eu/culture/news/2014/matera-be-2019-european-capital-culture-italy_en

Lucana Film Commission

The Foundation "Lucana Film Commission" (LFC) is considered a starting point for the Basilicata Movie Hub. It was established in 2012 with a purpose of promoting and supporting the production of films, television, audiovisual materials and advertisement in Basilicata. The production and distribution of the works produced in the region can exploit grants and incentives provided through the specially established LFC fund.

The LFC, in cooperation with local authorities, facilitates and accelerates the procedures for issuing authorizations, permits, concessions and carrying out other issues that are necessary for the development of films, television productions and advertisements. The LCF acts as the 'facilitator' of bureaucratic processes that often can slow down the implementation of projects and initiatives mainly in the south of Italy.

Since 2014, 24 films have been produced on the region's territory and in several other locations, not only Matera, but also other places such as: the archaeological area of Metaponto, the beaches of Maratea and Pisticci, and the lunar landscape of the Calanchi.

MORE INFO: http://www.lucanafilmcommission.it/

Autonomous Region Friuli Venezia Giulia Region – Italy

FVG Film Commission

Friuli Venezia Giulia Film Commission (FVG FC), established in 2000, has assisted in the production of hundreds of projects, including films, documentaries, television series, music videos and commercials. FVG FC is a founding member of European Film Commission Network that is associated with the Film Commission on the European market. In 2003, it established the FVG Film Fund that provides funding to productions that chose Friuli Venezia Giulia for shooting. The Fund is based on an economic development logic – productions coming to shoot in the region are not only promoting the area, but also consuming local products and services (transportation, machinery, rent, catering and hotels for the troupes etc.), thus stimulating the development of the local economy. The ratio between the FVG Film Commission investment and productions economic fallout is around 1 to 6.

FVG FC provides assistance not only in the film production administration, but also in the technical and logistical issues. Given the small size of the Friuli Venezia Giulia Region, it is possible to handle the location scouting directly.

MORE INFO: http://www.fvgfilmcommission.com/en/

AQUILEIA FOUNDATION

The Aquileia Foundation (AF), an investee of the Ministry of Cultural Heritage and Activities of Italy, the AR FVG, the Province of Udine, the Municipality of Aquileia and the Archdiocese of Gorizia, was established in 2008 (under the Regional Law n.18 / 2006) for the purpose of preserving and promoting the extraordinary archaeological heritage of Aquileia town, which joined UNESCO's prestigious World Heritage List in 1998.

Additionally, the AF opens the site to the public, prepares strategic plans, promotes the development of cultural tourism, co-finances conservation interventions, indirectly manages the valorisation activity, and carries out operations of research, conservation and restoration of the cultural heritage (the technologies for the preservation and promotion of cultural heritage represents one of the development trajectories identified by the regional RIS3).

As conservation and restoration activities are considered a part of CCIs, AF is an important example of integration between cultural heritage and economic development driven by innovation. In fact, AF has organized activities promoting a variety of conservation and restoration work such as Competition for Ideas.

Moreover, AF is one of the main components of an integrated system for the management of cultural heritage as the foundation adds up with the new Regional Agency for Cultural Heritage (ERPAC), residences of performing arts at the Villa Manin and with the recently reformed regional system of museums.

MORE INFO: https://www.fondazioneaquileia.it/

Centru Region – Romania

ALT Festival

ALT Festival is a technology event organized every year since 2014 by the Cluster for Innovation and Technology in Brasov, Centru Region. It's the first tech fest in Romania, mixing workshops, exhibitions, hackathons and concerts in a multi-day and multi-location format. It has evolved from a 3-day, 500+ participant event in 2014, to become a 6-day, 3000+ participant event in 2016.

The aim of ALT Festival is to promote Brasov as an international axis for the CCIs – with a particular focus on the ITC/digital sub-sectors. Every edition has been co-organized with its 45 members – companies, institutions and universities from Brasov and Bucharest, with every member in charge of a workshop, hackathon or exhibition.

Every year, the festival has a different focus in order to bring new people, organizations and markets in touch with the cluster's ecosystem and actors.

MORE INFO: http://www.altbrasov.org/

Carolina Creative Quarter

Carolina Creative Quarter (CCQ) was established in order to bring together all creative and innovative resources of the city of Alba Iulia in the Centru Region and create a permanent culture and art infrastructure within the premises of the historical Carolina Citadel. The added value of the CCQ project is revitalization of the old city fortress. The initiative is supported by the administration of the city of Alba Iulia, which is planning to set up a series of spaces dedicated to the CCIs in the city: workshops, galleries, incubators, training facilities – all within the historical citadel.

The CCQ initiative is the first initiative of its kind in Romania. It has already managed to overcome one of the most common barriers that stand in the way of such projects – an ambivalence of public administration towards such initiatives and projects.

The objective of the CCQ initiative is to refocus the economic development of Alba Iulia towards CCIs, and to bring gifted (talented) human resources from the CCIs back to Alba Iulia.

MORE INFO: https://www.facebook.com/CartierulCreativCarolina/;
https://www.youtube.com/watch?v=IK_oEZ1keR8

Central Transdanubia – Hungary

Albacomp Innovation Centre

The Albacomp Innovation Centre was established in 2015 in Székesfehérvár. It boasts an impressive 4000 m^2 area with offices and production hall. The Centre provides a suitable environment for research, development and innovation (R&D&I), back office and commercial activities, services, education and production. It can also offer a research infrastructure for cluster members. The Albacomp RI Ltd. has an agreement with the Alba Regia Technical Faculty (Óbuda University) in the field of dual training, thus, the centre is home for educational activities as well.

MORE INFO:
Albacomp Innovation Centre – http://autopro.hu/en/news/Albacomp-establishes-innovation-centre-in-Szekesfehervar/9142/

Albacomp – https://www.albacomp.hu/ea-home

Valley of Arts

The Valley of Arts plays a significant role in cultural life of the region. The self-organized summer festival, taking place every year since 1989, offers various cultural, musical, theatrical and literary programs. It is based on local culture as well as natural and constructed environments. The centre of the festival is Kapolcs village, but it has also expanded to other neighbouring villages. The income of the festival is divided between the participating villages, which can be further used for rural development aims. Besides economic benefits, the Valley of Arts catalyses and promotes folklore activities and creates identity. The festival also gives importance to the local handmade products which are a source of revenue for local people and helps them to survive during the low season (festival extend impact over the whole year).

MORE INFO: https://www.muveszetekvolgye.hu/en

Latvia

LIAA Creative Industries Incubator

On December 2016, the Incubator of Creative Industries (CI) was established within the Investment and Development Agency of Latvia (LIAA) with the mission to support the creation and development of new and current creative enterprises in Latvia. CI Incubator offers two programmes:

Pre-incubation (up to 6 months) – suitable for prospective and young creative entrepreneurs developing or improving business ideas. The program provides access to open office, mentoring and a carefully curated educational program. Status of legal entity is not required.

Incubation (up to 4 years) – suitable for entrepreneurs with clearly defined business ideas. The program supports companies under 3 years. In addition to educational training in business strategy, marketing, PR, etc. it offers 50% co-funding for the following services: financial, IT, legal, design and marketing services; consulting in Virtual Reality and other specific areas of expertise; prototyping, testing and other specific services; product certification; and grants up to 10,000 EUR for equipment.

MORE INFO: https://www.facebook.com/LiaaRIBI/

Creative Industries' Communication Platform "FOLD"

FOLD is a communication platform that brings together Latvian and foreign CCIs with the aim to facilitate their collaboration and learning together.

The creation of the platform is based on the merger of previously existing blogs — "Plikums" and "DesignBlog" (both created in 2009), which gathered news on interesting items in Latvian design, and a slightly younger "Fine Young Urbanists", which wrote about urban planning and design. At the end of 2012, the combined team took part in and won a competition organized by the Ministry of Culture of the Republic of Latvia to create a communication platform for Latvian CCIs. As a result, the FOLD platform was launched in 2013 and now operates in Latvia n and English.

The platform contains highlights of creative processes, in-depth articles, articles on CCIs theory, interviews and documentary shorts about creative people, and a calendar of upcoming events.

MORE INFO: http://www.fold.lv/

Navarre Region – Spain

MERKATUA

MERKATUA is an arts festival-fair focusing on the disciplines of theatre, dance, film, music and literature. It was created with the intention of ensuring a professional showcase of products of Navarrese culture to distributors and to other types of agents of bordering communities and provinces, including specialized agents. The first edition of Merkatua was organised on 15-16 November 2017 in Pamplona (Navarre).

The goal of the Merkatua is to support the professional network of Navarrese artists and promote the creative, cultural and professional companies of Navarre. This will lead to economic improvement of the CCIs businesses of Navarre and generate new business opportunities for the creative and cultural companies of the region.

Areas involved are: theatre, dance, music, literary editing, creative industries (companies and innovative cultural projects made in Navarre) and cinema.

MORE INFO: http://www.948merkatua.com/en/home

Indirect cultural policy

An indirect cultural policy provides support for CCIs within the legislative framework of Navarre. One of the important support measures are tax credits for film and audiovisual production implemented according to the local law (*Ley Foral), 29/2014, Article 70* (effective since 24 December 2014). This law stipulates the provision of tax credits for investment in the production of films and TV series (fiction, animation and/or documentary) as well as services delivered for productions.

Another focus is *Cultural Sponsorship in Navarre*. After establishment of the Law on Cultural Sponsorship, the region became a pioneer of cultural sponsorship stipulating private participation in the projects of culture or related activities of a social character. The sponsorship can be provided through three modalities: donations, loans (with or without charge and cooperation agreements) and considerable tax incentives for both individuals and companies, through a corporate tax.

Some examples of cultural sponsorship success: in 2015 there were 6 022 contributions for cultural sponsorship from 63 persons with a total value of over 1.634 million EUR.

MORE INFO ON TAX INCENTIVES
http://www.navarra.es/home_es/Actualidad/BON/Boletines/2014/254/Anuncio-2/

MORE INFO ON CULTURAL SPONSORSHIP
http://www.lexnavarra.navarra.es/detalle.asp?r=33853

COMPETENCE CENTRE FOR DESIGN MANAGEMENT

The Competence Centre for Design Management (KCDM) was established in 2013 within the Human Resources Development Operational Programme 2007-2013 and was co-financed by the European Social Fund. It was a pilot project of the design agency Gigodesign which included 19 companies from design, consulting as well as new products and services development sectors. The aim of the project was to improve knowledge and processes in cooperation, increase the value of brands, and improve the position of participating companies on the market. The mission of KCDM was to connect ambitious companies to the sources of design management knowledge. KCDM activities focused on the following: pooling, transferring knowledge and good practices in the design management; training according to the obtained/developed competence model; cooperation for the establishment as well as development and implementation of design management strategies.

KCDM achieved a great success in the two and a half years of the project duration. As a result, the added value of the involved companies increased by 70%, their net profits increased by 245%, and their turnover increased by 14%. KCDM received a prestigious Design Value Award of the internationally renowned Design Management Institute in 2016. KCDM aims to continue its good practice and involve new companies in the future.

MORE INFO: http://www.design-management.si/en/

REGIONAL CREATIVE ECONOMY CENTRE

The Regional Creative Economy Centre (RCKE) was established within the Regional Development Agency of Ljubljana Urban Region (RRA LUR) in the context of Interreg Central Europe project Creative Cities. It is still mainly funded through different EU projects, but partially also by RRA LUR. The main aim of RCKE is to train and connect creative individuals from CCIs with companies in other industries, thus creating conditions for achieving business successes based on multidisciplinary development processes.

As a part of the regional development agency, RCKE plays an important role in the policy making process, particularly in relation to the creative sector (CCIs). Ljubljana Urban Region is a national front runner in terms of the creative sector share and RCKE is a leading institution promoting the creative sector at the national level. At the regional level, RRA LUR is in charge of preparation of the Regional Development Programme 2014-2020, which is the basis for implementation of projects where creative industries have been given an important role. Their engagement at the international level represents an active approach to the policy making process given their membership in different working groups and initiatives.

MORE INFO: http://www.rcke.si/en/

Lisbon Metropolitan Area – Portugal

Startup Lisboa

Startup Lisboa is an initiative of the Lisbon City Council, included in the wider strategic umbrella "Lisbon Creative City" and is a part of the city's entrepreneurial ecosystem. The proposal to set up this incubator stemmed from the Council's strategy and was supported from its budget of 2009-2010. Startup Lisboa was founded in 2011 as a private non-profit association with the support of Montepio Geral Bank and the governmental agency IAPMEI – Agency for Competitiveness and Innovation. Currently, it is a part of an urban regeneration project for Lisbon's downtown area (Baixa), which involves the reuse of historical buildings. Startup Lisboa is the most important incubator of the Lisbon network of business incubators. It supports entrepreneurs in developing business ideas that are innovative and ready for the market, and helps to attract investments for supporting business growth of companies.

According to Lisbon City Council statistics, the results have so far been quite impressive as the number of incubated start-ups increased from 45 in 2013 to 200 in 2015; up to 700 new workplaces have been created within the period of 3 years (2013-2015), while the start-ups have generated 5 EUR million.

MORE INFO: http://www.startuplisboa.com/#about

LX Factory

The opening of the creative quarter LX Factory was a private initiative. It lies on a grand 23.000 m^2 territory former factory in the Lisbon area of Alcântara, comprising ten buildings ranging from one to five floors. In 2008, the factory complex was turned into a creative island for enterprises and professionals, serving also as the stage for a diverse set of events for fashion, advertising, communication, fine arts, architecture, music etc.

There are 203 enterprises and professionals representing the different sectors: architecture, design, catering/restaurants, shopping/leisure, advertising, fashion, visual arts, performing arts, music, new technologies, communication/marketing, photography publishers, etc.

A key success factor of this project is its concept of a creative island and management. Apart from the rehabilitation of a derelict urban area, preserving authenticity of this place and its industrial characteristics helped to create its branding image.

MORE INFO: http://www.lxfactory.com/en/welcome/