

CREADIS3 project/ Smart Specialization Creative Districts

- RIS3 ICC TERRITORIAL DIMENSION: Basque Country & Western Greece



JRC Conf /Crete 2018
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Western Greece**

IV- Questions for discussion

I - STARTING POINT!

- **Lack of regional CCIs strategies in line with innovation, competitiveness and economic & regional agendas-** Multilevel and cross-sector coordination, in order to create a positive ecosystem to develop CCIs potential.
- **Synergies between different levels of power:** rationalizing public intervention to improve efficiency of policies supporting CCIs
- **CCIs: atomized sector!** A cultural flagship building or an heritage site or a city structural transformation is not a guarantee of a positive sustainable ICC ecosystem!
- **Ris3/Smart Specialisation:** several regional Ris3 strategies with ICC priority sector!
- **EU ICC dimension potential!:** ICC EU Agenda, EU Programmes (INTERREG Europe), and EU networks (RICC network), Regional External Action Affairs network (Basque Gov Delegation to the EU), EU regions cooperation, etc



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II- Project in brief:

II (1)- CREADIS3 in brief:

✓ **CREADIS3- Smart Specialisation Creative Districts project:** Project number: PGI02367

✓ **Project duration: 01/01/2017 to 31/12/2021- (60 months):**

- First phase: 1/01/2017 to 31/12/2019 ,
- Second phase: 1/01/2020 to 31/12/2021



✓ **Budget: 1,462,706.00 euros (85% ERDF)**

N°	Organisation	Country	Partner Budget		
1	Regional Government of the Basque Country	 ES	Programme Funding	Partner Contribution	Total
			395,487.15	69,791.85	465,279.00
2	Regional Council of Central Finland	 FI	Programme Funding	Partner Contribution	Total
			168,675.70	29,766.30	198,442.00
3	Emilia-Romagna Region	 IT	Programme Funding	Partner Contribution	Total
			211,862.50	37,387.50	249,250.00
4	Public Service of Wallonia	 BE	Programme Funding	Partner Contribution	Total
			178,627.50	31,522.50	210,150.00
5	Ministry of Culture of the Slovak Republic	 SK	Programme Funding	Partner Contribution	Total
			134,335.70	23,706.30	158,042.00
6	Region of Western Greece	 EL	Programme Funding	Partner Contribution	Total

II (2)- CREADIS3 in brief: Objectives

- ❑ **Objective:** Align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development in European regions.
- ❑ **Keys/ Creative District:** ecosystem collaboration public authorities and industrial stakeholders- in line RIS3
- ❑ **6 sub-objectives and 2 priority themes:**

Priority 1: Improving institutional governance:

- Foster multi-level administrative collaboration across the territory to enable better synergies between the different authorities in charge of CCIs,
- Articulate better culture and economic policies for effective CCIs innovation policies,
- Support international territorial attractiveness to increase investment in the creative potential of the region and retain talents/creative entrepreneurs

Priority 2: Boosting CCIs contribution to regional development:

- Improve cross collaborations within the local ecosystem of hubs, labs, clusters, incubators, universities, science parks etc,
- Improve cross fertilization across culture and technology sectors to trigger spill-over effects,
- Support the internationalization of SMEs through capacity building and new business models of research and innovation infrastructure and capacities.

II (3)- CREADIS3 in brief:

Methodology

✓ **RESULT** The project will result in synergies between different levels of power and therefore help rationalizing public intervention to improve efficiency of policies supporting CCIs,

✓ **IMPACT** The project will impact the whole dynamics between institutions, industries/businesses and research organizations on the territory rather than focusing on atomized aspects of the creative ecosystem.

The Action plans resulting of Phase 1 will give:

- internationalize support measures,
- integrate CCIs in regional innovation systems,
- involve stakeholders on the long term,
- encourage cross-sectoral exchange and spillover effects.

Working in pairs, depending **priorities** and **sharing knowledge** between partners,

Always in mind:

- **Others EU projects** CREA.RE, InCompass, CRE:HUB, EUCreative Districts),
- **Transversality** in the composition of Stakeholder Groups,

Tools!

- Guidelines on how to select members of the stakeholder group,
- Carry out the mapping,
- Organise study visits and draft Action Plans ,
- Templates to describe good practices ,
- Iindicators to help partners to measure impacts of the Action Plan and enable evaluation.

II (4)- CREADIS3 in brief:

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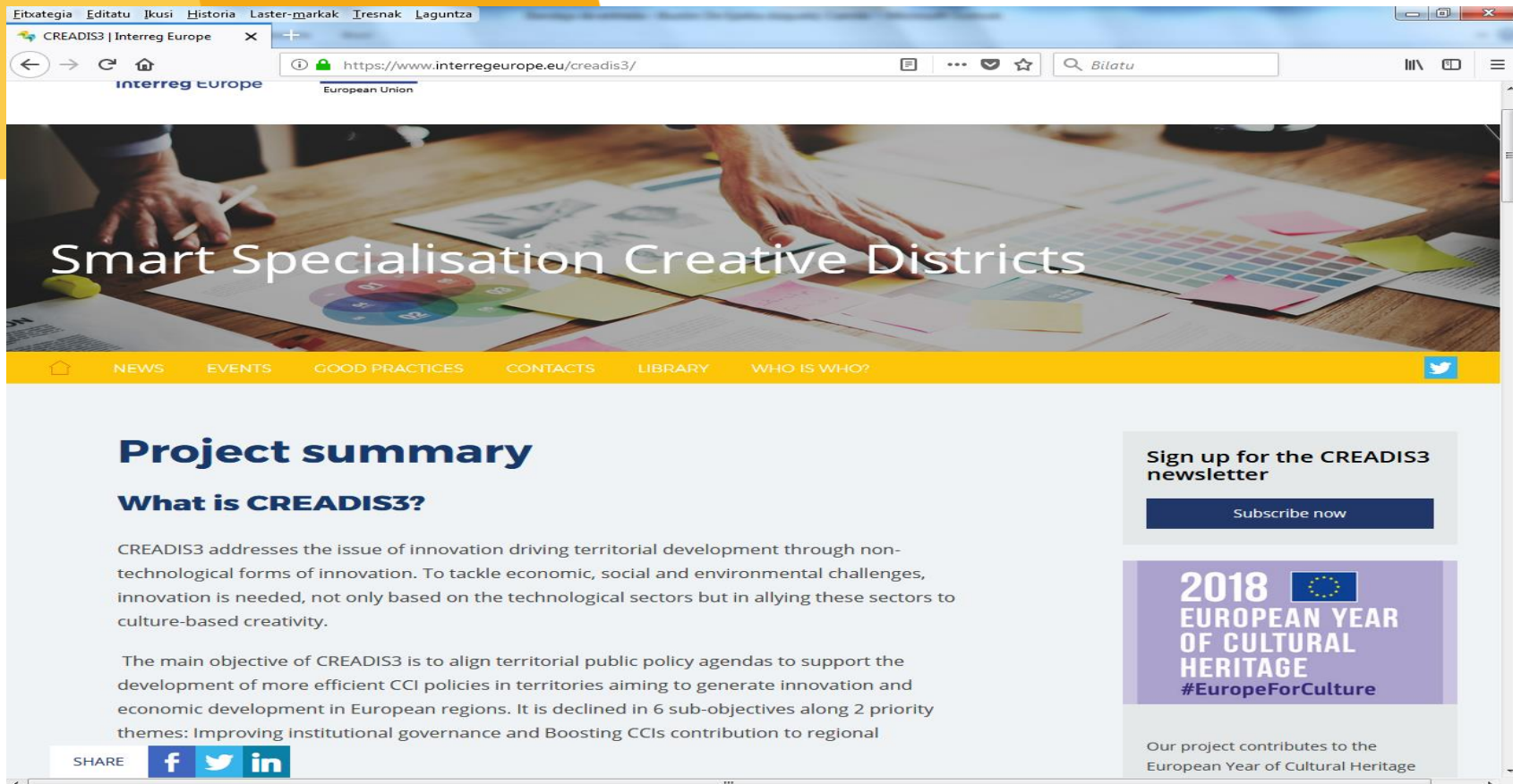
Current situation of the project

- **Third semester** of project development
- Producing the **Report** on “**Good Practices on Governance and creative Ecosystems**”, including 6 territorial diagnostics, mappings of CCI-s and selection of 3 good practices in each territory.
- **Stakeholders** integrated in the project
- **6 study visits, first in Slovakia. March 2018.**

Follow us! www.interregeurope.eu/creadis3

Twitter: @Creadis3Europe

Newsletter!



The screenshot shows a web browser window displaying the CREADIS3 website. The browser's address bar shows the URL <https://www.interregeurope.eu/creadis3/>. The website's header features a navigation menu with the following items: NEWS, EVENTS, GOOD PRACTICES, CONTACTS, LIBRARY, and WHO IS WHO?. The main content area is titled "Smart Specialisation Creative Districts" and includes a "Project summary" section. The summary text reads: "CREADIS3 addresses the issue of innovation driving territorial development through non-technological forms of innovation. To tackle economic, social and environmental challenges, innovation is needed, not only based on the technological sectors but in allying these sectors to culture-based creativity. The main objective of CREADIS3 is to align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development in European regions. It is declined in 6 sub-objectives along 2 priority themes: Improving institutional governance and Boosting CCIs contribution to regional". To the right of the summary is a "Sign up for the CREADIS3 newsletter" section with a "Subscribe now" button. Below the newsletter sign-up is a banner for the "2018 EUROPEAN YEAR OF CULTURAL HERITAGE" with the hashtag #EuropeForCulture. At the bottom of the page, there is a "SHARE" button and social media icons for Facebook, Twitter, and LinkedIn.



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II- Region of Western Greece

How to support the internationalization of SMEs
through new business models.

The Region of Western Greece: Quick Facts

- Investment incentives Operational Program ' Western Greece 2014-2020: 490,985,732.00 € - Total EU contribution: 392,788,583.00 €
- Regional Development Fund (ERDF):326,269,401.00 € European Social Fund (ESF): 66,519,182.00 €
- New Investment law L.4399/2016: Subsidies of up to 55% for business plans.

Demographics and Workforce

- Population: 679,796 (2011)
- GDP per Capita: 12,229 euro (2013)
- Gross fixed capital formation: 1,000 million euro(2013)
- Unemployment rate: 25,6%



Cultural Recourses of Western Greece

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ΠΡΟΓΡΑΜΜΑ
ΠΡΟΒΟΛΩΝ
SCREENING
PROGRAMME

PYRGOS/AMALIADA
3-10
DECEMBER
2016



19th

OLYMPIA
INTERNATIONAL
FILM
FESTIVAL
for Children &
Young People

&
16th CAMERA
ZIZANIO
ΕΥΡΩΠΑΪΚΗ ΣΥΝΑΝΤΗΣΗ ΝΕΑΝΙΚΗΣ
ΟΠΤΙΚΟΑΚΟΥΣΤΙΚΗΣ ΔΗΜΙΟΥΡΓΙΑΣ



Research, Innovation & Technology Incubators of Western Greece

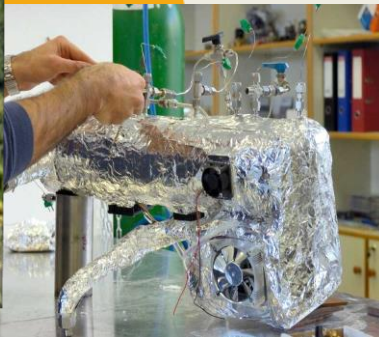
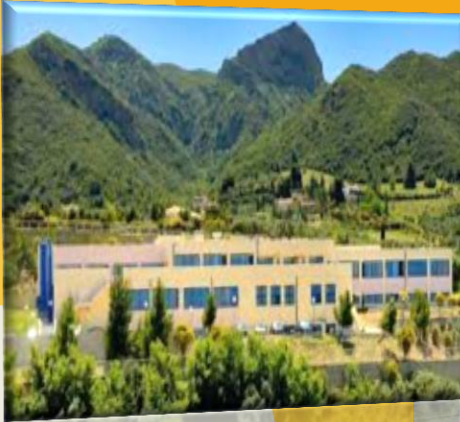
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13

↪ Patras Science Park



University
of Patras

Research
Institutes

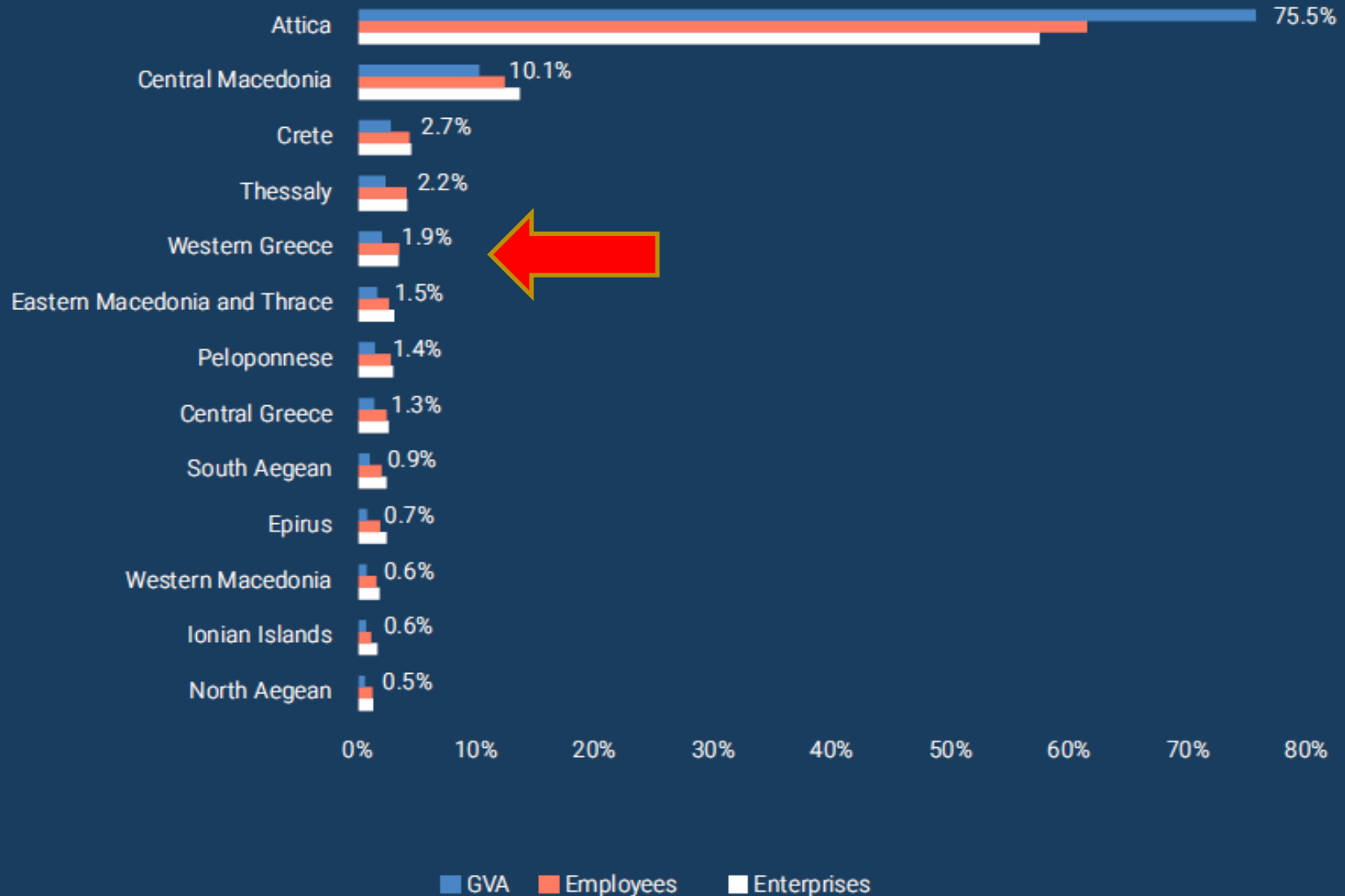


Technological
Institute
of Western
Greece

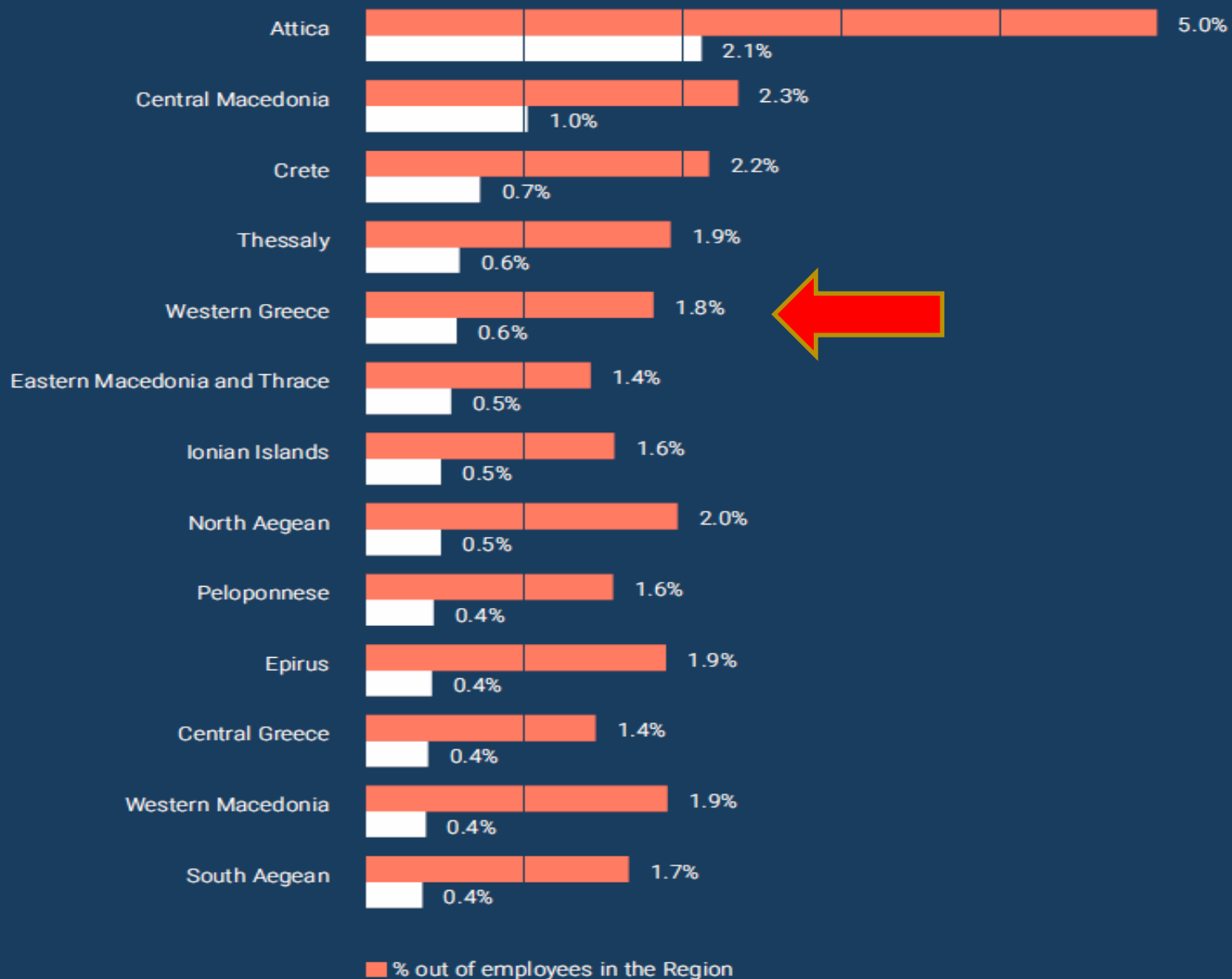
↪ Corallia Patras Innohub



Regions' Shares in CCIs' GVA, number of employees and enterprises, 2014



CCIs' shares in employment and gross value added in the 13 Regions of Greece, 2014



Percentage changes in CCIs' number of employees in the 13 Regions of Greece, 2008-2013

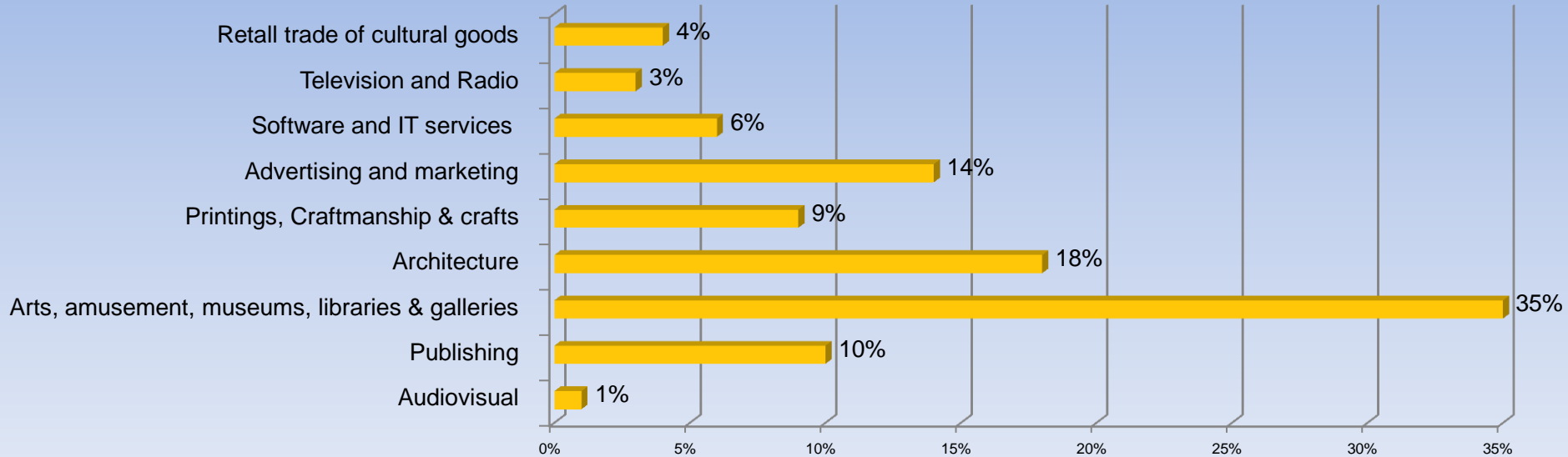
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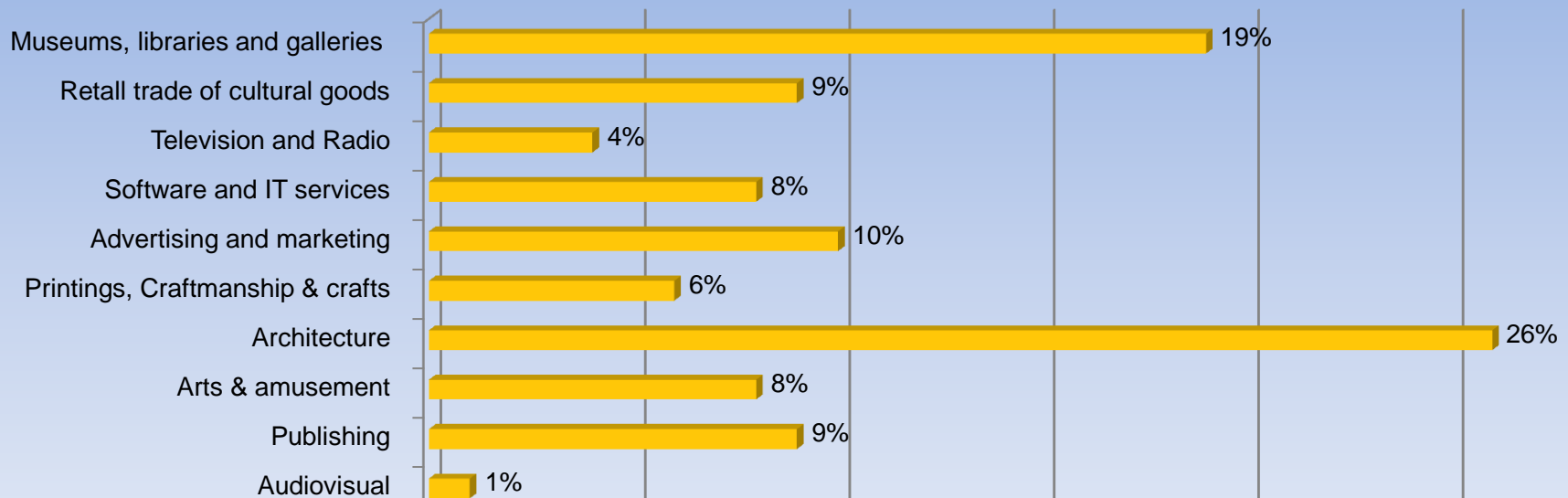
-30% -20% -10% 0% 10%

■ 2013/14 change ■ 2008/14 change

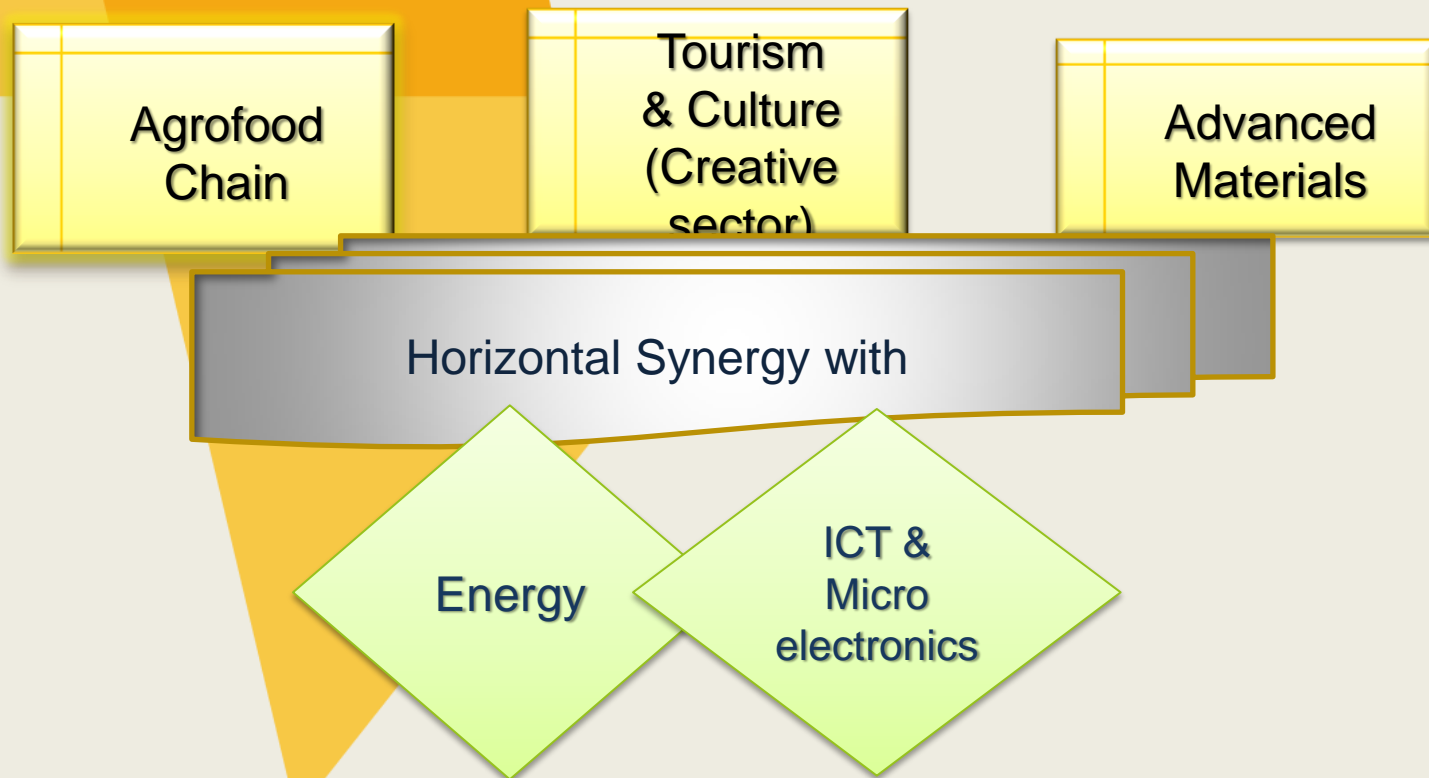
Shares on CCIs GVA in RWG



Shares of CCIs workers in RWG



Pillars – Key priorities of Regional Smart Specialization Strategy (RIS3)



RIS3, Entrepreneurship & CCI in Western Greece

Our Regional Innovation Strategy focuses on :

✓ Development of technological clusters around the ecosystem of Patras University in which CCI dealing with ICT technologies dominate with remarkable extroversion in some cases

✓ Linkage of CCI with tourism & culture stands as an emerging prerequisite towards a different personalized model of tourism in Region

✓ Strengthening small and medium-sized enterprises (SBA)

for the support of SMEs, having ensured cooperation with Ministry of Economy & Development and local bodies to support entrepreneurship with several objectives



Challenges of Western Greece

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- ▣ Extroversion of Museums,²⁰ Archeological Sites, etc.
- ▣ Development, promotion and commercialization of innovation in culture & tourism sector.
- ▣ Promotion and internalization of Creative Cultural activities and SMEs with potentials of growth and creative entrepreneurship
- ▣ Cooperation of innovation regional “hi-tech” ecosystem with CCl and SMEs through clusters-networks –relationships among talented people, direct

**Empower the clustering of creative industries
in relation to the regional economy and the SMEs in times of public/state
withdraw**

From the border of periphery to distinction. A traditional still innovative history

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After twenty full years since the foundation of Olympia International Film Festival for Children and Young People organizes free open-air film screenings all around Greece, in collaboration with municipalities, film clubs and other cultural organizations, on February 6, 2018, the **Greek Prime Minister** expressed the official support of the Greek state describing the Festival as an institution that “has an impressive success and international recognition” and announced the financing of a new permanent home for all festival activities with 8 million € from the state budget.

Financial tools

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- Support for internationalization of SMEs. Operational Program' Western Greece 2014-2020, 3,1m. €**
- Support for creative industries, Operational Program' Western Greece 2014-2020, 10 m. €**
- Creation of new clusters, Operational Program' Western Greece 2014-2020, 6,5 €**
- Support for Social & Solidarity Economy, Operational Program' Western Greece 2014-2020, 1,0m. €**



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III- Basque Country

How to articulate better culture and economic policies for effective CCIs innovation policies

Context-1. Basque Country ICC at a glance

Population: 2,177,006 in 2013

Area: 7,235 km²

GDP: 3,2% (II/2016)

GDP : 30.459€ in 2015

**(global) Number of enterprises:
161.626**

ICC enterprises: 14. 459 (2015)

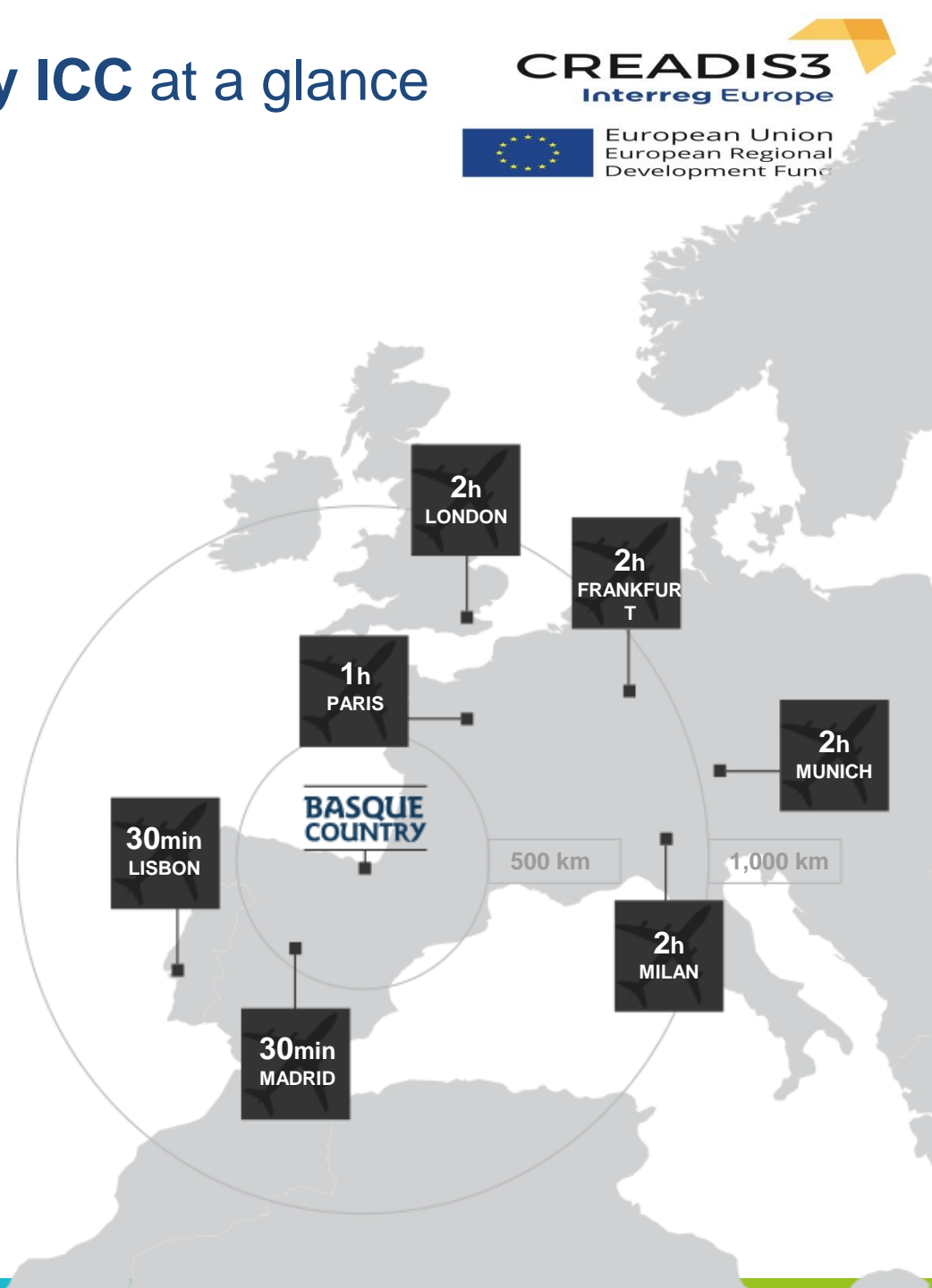
Jobs: 71.000 (2015)

Unemployment rate: 12,5% (2015)

Tax and Financial Autonomy

Own fiscal regime that have enabled the Basque Country to support strategic projects

Source: Eurostat



BILBAO 1979

BILBAO 2018



CONTEXT-2: BASQUE COUNTRY RIS3 STRATEGY

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The Science, Technology and Innovation Plan of the Basque Country/PCTI Euskadi 2020, approved in December 2014, takes as a reference the European directive referred to as RIS3

MISSION: Improve well-being, sustainable economic growth and employment through a research and innovation policy based on **smart specialisation and improvement in the efficiency** of the Basque Science, Technology and Innovation System



RIS 3- Regional & Innovation Smart Specialisation Strategy

Smart specialisation is about identifying the unique characteristics and assets of each country and region, highlighting each region's competitive advantages, and rallying stakeholders and resources around an excellence-driven vision of their future, maximising knowledge flows.

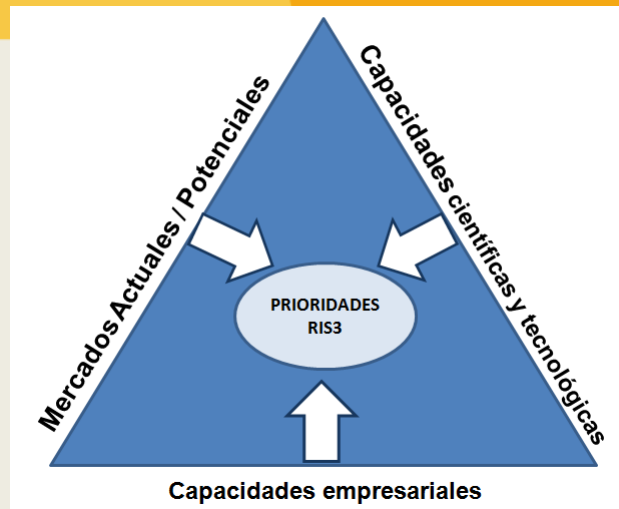
CONTEXT-3: BASQUE RIS3 STRATEGY AREAS

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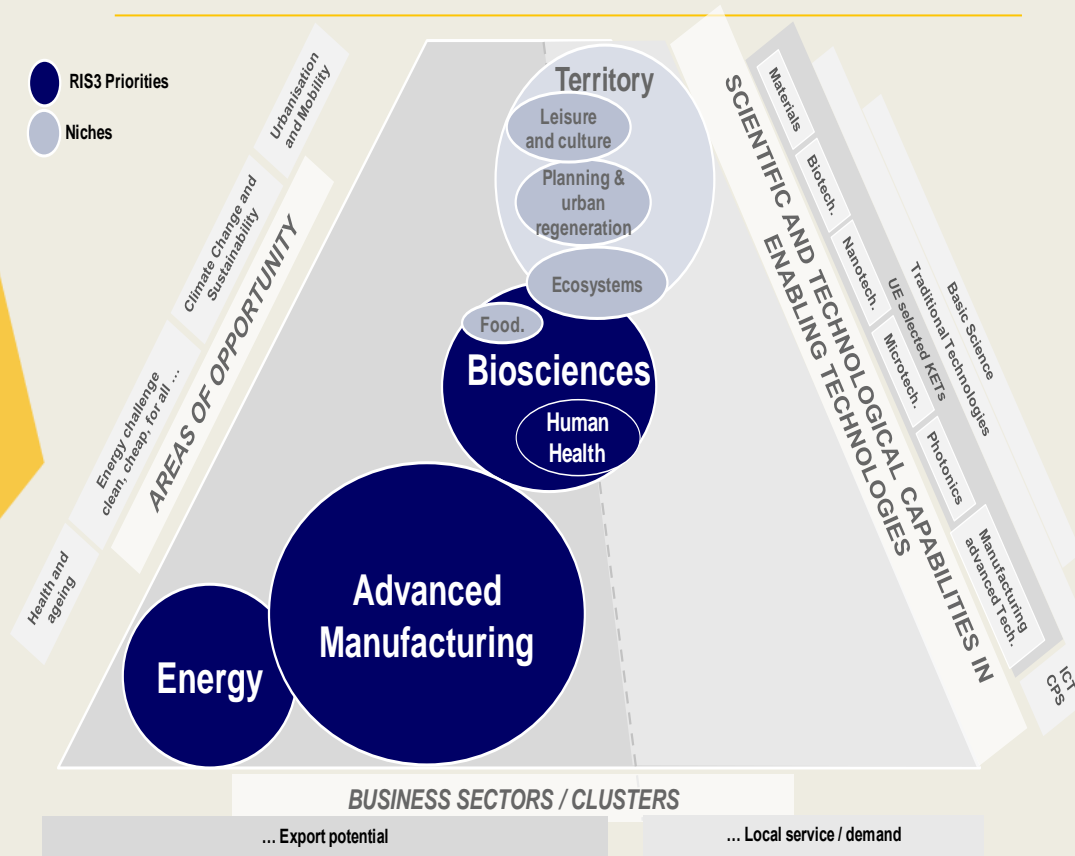
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The areas of specialisation have been identified based on the entrepreneurial, scientific and technological capabilities as well as market opportunities

Priority identification
methodology



Identified areas of specialisation: 3 strategic priorities and an opportunity area





CCI-s BASQUE COUNTRY SECTORS: 15

CULTURAL INDUSTRIES

- Scenic Arts
- Music
- Cultural Heritage
- Language industries
- Visual arts (sculpture, painting..)
- Craft sector
- Edition and print sector
- Audiovisual

CREATIVE INDUSTRIES

- Videogames
- Digital contents
- Design
- Architecture
- Fashion sector
- Gastronomy
- Publicity/marketing

4 Critical points for effective management of the CCI-s in the medium and long term

4.1- Creation and management of a collaborative public-private space for CCI-s

4.2- Delimitation of the perimeter of the CCI-S and systematic (not punctual) generation of data

4.3- Define an ICC-S sector policy appropriate to the assets of each environment and with a transversal vision

4.4- Promote programs of accompaniment to the CCI-s adjusted to their own situation and to the agreed objectives

4.1- Creation and management of a collaborative public-private space for CCI-s: BASQUE CCI-S PILOTING GROUP

BASQUE GOVERNMENT

**Department of Culture and Language Policy
Department of Economic Development and Competitiveness**

PROVINCES

Departments of Culture and Economic Promotion of the three Provinces

CAPITALS

Departments of Culture and Economic Promotion of the three Capitals

STI (Science, Technology and Innovation) Players

Tecnalia Research Corporation, IK4 Research Alliance, Euskalit Advanced Management, Elkargi improving financing. Universities

CLUSTERS and DRIVING FORCE PLAYERS

13 facilitating nodes

Eide, Gaia, Eiken, Habic, Basque Moda, Official Association of Architects, Advertising Companies Association, Basquegame , Eskena, EHMBE, Language Industries Association, Karraskan, Arbaso

CCI SECTORS

Videogames, design, fashion, digital contents, videogames, architecture advertising & marketing, music, performing arts, audiovisual, language industries, visual arts, cultural heritage, publishing & printed media, crafts and gastronomy.

4.2- Delimitation of the perimeter of the CCI-S and systematic (not punctual) generation of data

- 2017: **Conceptual delimitation work** of the CCI-S in Euskadi (Basque Observatory of Culture)
- 2018: Local and international contrast of the conceptual proposal and preparation of the **first statistics of CCI-s in Euskadi**, operation that will be done every 2 years. Until 2016 the statistical operation was limited to the Cultural Industries.
- Every two years the **mapping of instruments and assistance programs of the public administrations of Euskadi** in the cultural and creative sphere (not only of industries) will be repeated

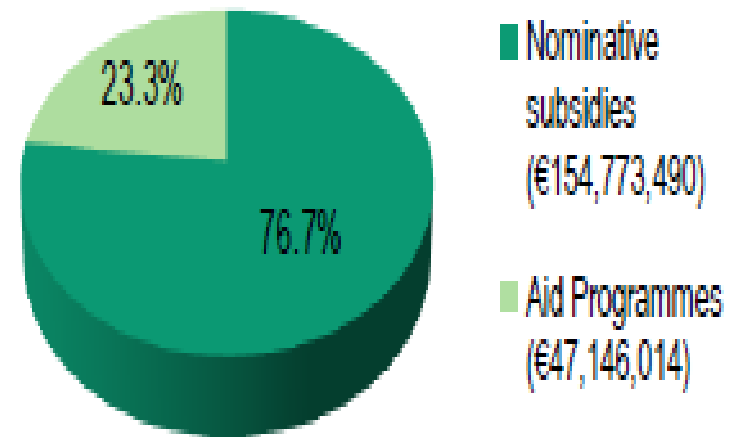
4.2- Delimitation of the perimeter of the CCI-S and systematic (not punctual) generation of data

Resources for CCIs at Autonomous Community of the Basque Country level 2016

Table 6. Amount allocated through subsidies to CCIs.

Type of aid or subsidy	Amount (€)
Nominative subsidies	154,773,490
Aid programmes	47,146,014
Total	201,919,504

Source: Siadeco



4.3- Define an ICC-S sector policy appropriate to the assets of each environment and with a transversal vision

- Dimension 1- **Technological innovation**, in collaboration with Technology Centres.
- Dimension 2: Innovation of **Organizational Model and Business Structure**.
- Dimension 3: **Financial Training**
- Dimension 4: Innovation in Culture (**soft innovation**)

4.4- Promote programs of accompaniment to the CCI-s adjusted to their own situation and to the agreed objectives

- KSI BERRITZAILE program 2017

ICC innovation program, cultural and creative industries

During 2017, the Basque Government launched the KSI BERRITZAILE 2017 pilot program, **aimed at companies in the field of Basque Cultural and Creative Industries**, with the aim of creating and developing opportunities for new projects in three areas of action: **technological innovation, innovation of organizational model and financial training of companies** (500.000 euros)

IV- Questions for discussion

I- How to promote multilevel and cross-sector coordination to develop CCI's potential?

II- How much entrepreneurial are CCI's in terms of seeking profit? How to measure the total CCI's outflows and impacts?

III- How to enhance the innovation (technological and non-technological) of the sector of the CCI-s?

IV- What will be the new financial tools for CCI's?

Πολλές ευχαριστίες!

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