



## RCIA Newsletter no. 3

Time flies!

It's already time for our third newsletter where we can look back on achievements that we are proud to have accomplished this last semester. We've curated the best outcomes for you to stroll through in this newsletter – enjoy reading!

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### First Staff Exchange

*From Italy to Austria with love*

Representatives from RCIA partner in Italy, [IDM Südtirol / Alto Adige](#) were the first to partake in the RCIA Staff Exchange together with [Austria Wirtschaftsservice](#), and this was the beginning of the [RCIA Staff Exchange](#).

The aim of this exchange was to gain a detailed insight into the development and implementation of the [Austrian creative industry strategy](#) and to additionally get to know regional players of the creative industry comparable with IDM. The week was very interesting and successful for the IDM Ecosystem

Film & Creative Industries as the various partners in Austria were able to provide significant input for the development of the South Tyrolean creative economy strategy. Both parties learned a lot from each other, as they shared good practices and knowledge about CCI and SMEs in their region.

Staff Exchanges render partners with unique insights into partner regions' challenges and how they overcome them or work to enhance their regional policies in regard to CCI and SME competitiveness. [Read about what IDM Südtirol / Alto Adige learned from the experience.](#)

## **RCIA at the Forward Festival**

Bringing together the best international and local creative heads, Forward is a festival for Creativity, Design and Communication. With the core ambition to bring each other's ideas, projects and goals FORWARD, the festival is a place for the creative community to exchange ideas, opinions and knowledge. RCIA Leader, Christina Koch, had the chance to present the RCIA Project at the festival.

Read more about RCIA at the Forward Festival right [here.](#)



*Christina Koch,  
Management of EU projects, Austria Wirtschaftsservice GmbH,  
At the Forward Festival*

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## **RCIA Study Visits**

### **Bolzano – Better regional CCI policies**

This semester, RCIA partners met for the 5<sup>th</sup> study visit in Bolzano, Italy. Project partners were invited to the sparkling new, modern buildings of NOI Tech Park.



The purpose of the newly opened NOI Tech Park is to bring companies, research institutes and universities together and support cooperation to encourage the transfer of technology and know-how. RCIA partner in Italy, IDM Südtirol / Alto Adige, presented the new creative facility to the other project partners and introduced the array of initiatives IDM facilitates, such as R&D, business incubators, networking services and relocation.

Read much more about the inspiring, NOI Tech Park and study visit right [here](#).

## Riga – From European recommendations to better regional CCI policies for a more competitive economy

The 6<sup>th</sup> Study Visit is right around the corner. June 5 – 6, RCIA project partners travel to beautiful Riga in Latvia. Included in the Study Visit is also a meeting for RCIA project partners to have the latest updates from the steering committee.

The overall theme, which is “From European recommendations to better regional CCI policies for a more competitive economy”, will be highlighted through workshops, excursions and presentations. Latvian partner and Study Visit host, [Altum](#), will introduce project partners to financial instruments for creative companies, and an excursion will take project partners through the creative corners of Riga.

Find more information about the event right [here](#).

We look forward to sharing the experiences from Riga.



## News from our European partners

### Ecosystem for Film and Creative Industries

Italian partner, IDM Südtirol / Alto Adige, is building a creative ecosystem for their region. The region has experienced exceptional growth in the economic employment impact of cultural and creative industries, compared to the rest of Italy. By emphasizing and supporting CCI through the Ecosystem, South Tyrol expects to see increased innovation and knowledge transfer across other sectors and industries.

The aim of the Ecosystem Film & Creative Industries is to create a strategic action plan by 2021 to improve the competitiveness of companies and professionals in this sector. For now, two working groups have been established focusing on specific issues that will support the work carried out by RCIA -to improve CCI policies and create better SME competitiveness.

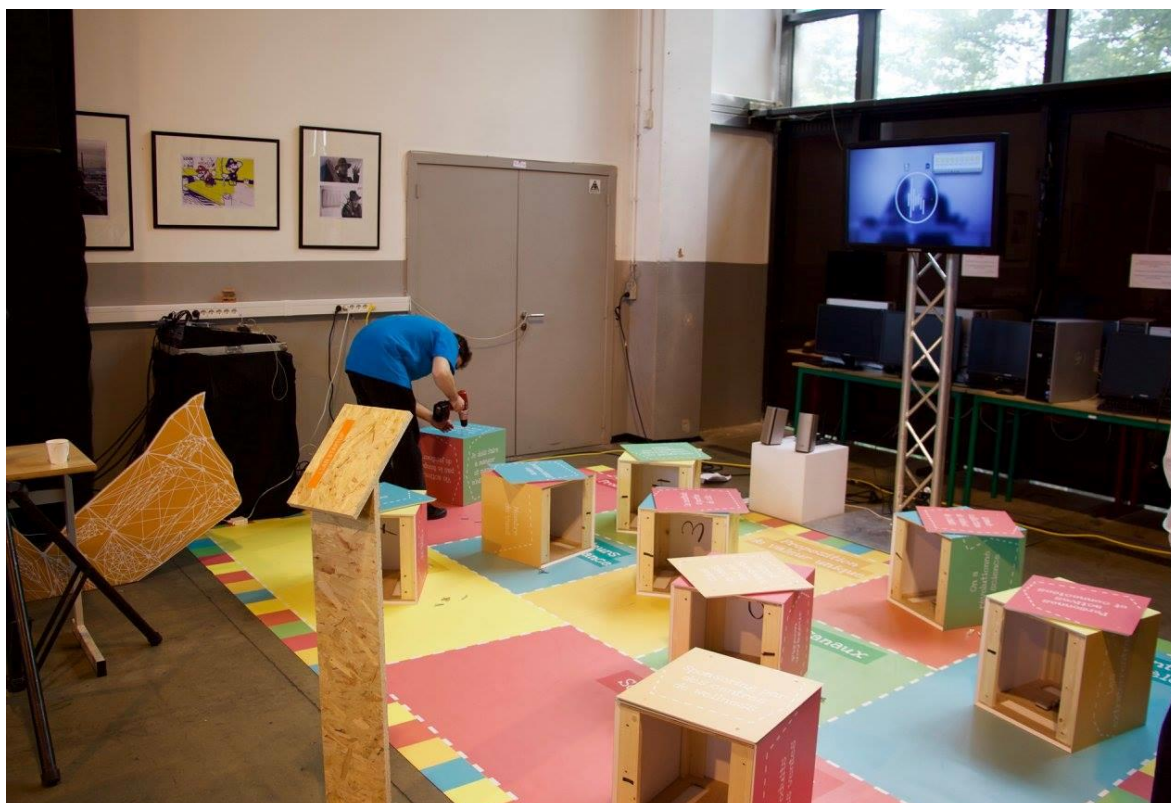
Read more about the [Ecosystem Film & Creative Industries](#).

### Finding inspiration to improve creative ecosystems' governance in Wallonia

In January, Local Stakeholders from Wallonia attended the [ECHN](#) (European Creative Hubs Network) campus. Wallonia wants to continuously and extensively study the evolution of creative hubs and get new inspiration. The ECHN event was an opportunity to do this for the eight hub managers and employees, and the three policy officers from the DGO6 (Directorate General for Economy, Employment and Research) who attended.

To further foster Creative Ecosystems' Governance in Wallonia, [Public Service](#)

[of Wallonia](#) (DGO6) and the Wallonia-Brussels Federation (FWB) met in Brussels in February to discuss CCI and improve the governance for the CCIs by integrating both economic and cultural policies in the process. Wallonia and Brussels built bridges and took a step further in creating an ecosystem that encompasses creative and cultural sectors in both regions.



Read more about how the regions initiated their work and found common grounds [here](#).

## **Cultural Routes of Sterea Ellada and Diazoma**

In Greece, [Sterea Ellada](#), has created a project focusing on the public value of culture and creativity. With the Cultural Routes, Sterea Ellada aims to create new cultural hubs around the rich cultural heritage of each ancient monument, theatre and archaeological site in the Region of Sterea Ellada, and to combine

masterpieces of past civilizations with touristic attractions and the natural beauty of their Region.

[Here](#) you can read more about the cultural routes in the region.

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## Meet our Local Stakeholder Groups

This semester indeed proved to us how powerful Local Stakeholder Groups (LSG) are to the RCIA projects' goals and objectives. By activating RCIA Local Stakeholder Groups and involving them in the exchange and learning processes, RCIA partners create awareness about the opportunities and potential within CCI in the regions. Read on and find a selection of news from the Local Stakeholder Groups.

### [Wallonia](#) *Local Stakeholder Group - Strengthening access to finance*

The role of the [Walloon LSG](#) is, among others, to identify the key success elements and the bottlenecks of the implementation of the creative hubs in Wallonia. Stakeholders add new perspectives to the challenges and opportunities the region faces, but the Local Stakeholder Group is also a key component in identifying what other RCIA project partners do well and how this can be transferred locally.

This year, the Belgium Local Stakeholder, [St'art](#), CCI's finance provider, signed the guarantee agreements with the European Investment Fund supported by the new [Cultural and Creative Sectors Guarantee Facility](#) under the EU Creative Europe programme. More than 140 SMEs in the cultural and creative sectors



are expected to obtain access to finance as a result.

Read more about the guarantee agreement and local stakeholder [here](#).

### **Lublin Stakeholder Group - Branding Lublin through creativity**

In some cases, Local Stakeholder Group Meetings focus on very specific efforts, opportunities or challenges in the region. [Lublin stakeholders](#) met at the [third LSG meeting](#) in April to discuss how to reinforce connotations between Lublin and Music, and accordingly how to support the local and regional music industry. The focal point of their discussion was to define which needs Lublin music community has in terms of reaching the goal of creating strong associations for Lublin as a place known for music. Together with young musicians, the LSG identified four main areas that need improvement to reach the goal:

- Education
- Opportunities for musicians to form bands
- Promotion of Lublin
- Infrastructure and creative spaces



## **Barcelona Local Stakeholder Group- Addressing CCI challenges and good practices**

The Catalonian Local Stakeholder Group meet every six months to address the regional situation of CCIs and what needs to be improved to make them more competitive. The Local Stakeholder Group met for their [2<sup>nd</sup> LSG meeting](#) in May to discuss specific good practices from other regions that might be relevant for Catalonia and come closer to which could be adapted and transferred. The group concluded that the CCI has suffered between 2008 – 2015, and the SMEs are especially vulnerable, as public instruments do not provide clear incentives to this group of businesses to adapt strategies to the main new challenges. The LSG discussed how [good practices](#) can be adapted and implemented in Catalonia, to face the challenges and improve the competitiveness for SMEs.

During the [4<sup>th</sup> Study Visit](#) in Barcelona last year, we talked to the Barcelona LSG to [hear their thoughts on RCIA, CCI and SMEs](#).



## [Austria](#) - *Creating Action Plans and implementing strategies*

Austria Wirtschaftsservice, Lead Partner of the RCIA project, invited Austrian Local Stakeholders for their [3<sup>rd</sup> LSG meeting](#) in April. The meeting revolved around the processes of the RCIA project, the planned steps and a discussion about good practices from other regions, that lead to the development of activities to be integrated into the Austrian Action Plan. Stakeholders were also presented to RCIA Staff Exchanges. At the meeting were two representatives from IDM Südtirol / Alto Adige who took part in the meeting as a part of their [staff exchange visit to Austria](#).



No doubt Local Stakeholder Groups help RCIA partners broaden their perspective and deepen their knowledge about CCI in their region and in general. Stakeholders are a powerful asset to the development of better CCI policies and a strengthened competitiveness for SMEs in Europe.

Are you interested in knowing more?

[Find your local contact right here](#)

Words from our Local Stakeholder in Barcelona, Eugeni Terré, CCI Consultant



*Eugeni Terré, CCI Consultant on the future challenges for Catalan Creative Industries during the fourth RCIA study visit to Barcelona*  
(Visit our [YouTube](#) channel for all RCIA videos)

