



December 2017

## RCIA Newsletter no.2

The first year of RCIA has been an intense and fruitful ride - from kick-starting the project in Vienna to getting to know each other better, exchanging many good practices from all partners' regions/countries and discovering new opportunities for learning from other related projects. We have briefly summed-up the activities for you from the second semester, but we also invite you to look back on the full year that has passed since launch.

### See You in 2018!

#### ***A note from the RCIA coordinator, Christina Koch***

We have had a great first year and look forward to further address policy change by exchanging our knowledge and best practices. We were happy to have raised the interest of several other projects for our mission in sharing and learning from each other and we will continue with this open approach.

By the beginning of the year, when we launched the project, we hoped that December 2017 would be a time to look back and see that the project excelled in building a strong partnership and engagement among the local stakeholders. This has certainly been the case and for that I am grateful to continue our journey with such a dedicated partnership.

Ending the first year also means that we have reached a tipping point within the project. Now is the time to direct our focus on the ultimate purpose of the project – the real exchange to foster change and improvement of our addressed policy instruments. We are embarking on the journey of deepening the understanding of the different CCI policies in all 8 partner regions, select the ones with most potential for transfer and assess/develop the process to implement them. This is an exciting time and I am sure that we, with our



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strong partnership and commitment, can succeed in creating valuable and visible change in our regions.

On behalf of the whole RCIA partnership I wish you all happy holidays!

*Christina Koch*

*Management of EU projects, Austria Wirtschaftsservice GmbH*



## **RCIA's First TV Performance**

The third RCIA study visit took place in Lublin on 12-14 September 2017, where the partners and stakeholders had a new opportunity exchange experiences and share knowledge in the area of CCI policies.

The first day was dedicated to internal work among the project partners related to the activities (to be) carried out in the exchange process. Many good practices had already been identified and the work of selecting the most relevant for a deeper analysis aiming to transfer has begun. All partners were now assessing in close dialogue with their regional stakeholders which of the good practices are of most value to their region and serve as inspiration for policy improvement. Aside from the many good practices shared and exchanged during the visit, the Polish partners had also planned for a TV interview at the local Polish TV station. You can read more about the third study visit and watch the interview [here](#).



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## Barcelona Calling – Our Forth Study Visit

On the 27-29th of November 2017 our Spanish project partner, Barcelona Chamber of Commerce, welcomed all the project partners and their stakeholders to their offices in the city centre of Barcelona. It was a tightly packed programme, as the meeting evoked a great interest among all the stakeholders.

The Barcelona study visit gave some food for thought in terms of the many good practices presented. It also prepared the project partners for the upcoming semester, where we continue to exchange good practices, but also begin to review the different CCI policies and their instruments and embark on the staff exchanges. Each partner starts now identifying which of the shared best practices they see most relevant for their region for a potential transfer. You can read a full summary of the three day study visit [here](#).

## RCIA at the Frankfurt Book Fair 2017

On the 11th October 2017 RCIA was presented at the THE ARTS+ Innovation Summit for the CCI. THE ARTS+ is a newly launched think-tank, conference and trade fair for the creative industries, within the Frankfurt Book Fair.

Several impulse speeches and discussions were held at THE ARTS+ focusing particularly on the development of a strategic view of the CCI and their role in the European programmes Horizon2020 and Creative Europe as well as on why we need a global approach to support innovation in the CCI.

Christina Koch, leader of RCIA, gave an impulse speech on the topic of “Innovation policies for the creative industries at the crossroads of culture, technology and business. Caught between all stools or managing diversity?!”. Christina presented an overview of the RCIA project with a special focus on boosting innovation through enhancing stronger interaction between CCI and the old economy, an issue high on the policy agenda in Austria. Read the full [summary](#).

## The Policy Learning Event in Milano – were you there?

The Joint Secretary had invited all projects related to SME Competitiveness to participate at the Policy Learning Event on Research & Innovation on the 20th October in Milano.

Christina Koch, leader of the project Regional Creative Industries Alliance (RCIA) had been invited to present at the breakout session on Creative and Cultural Industries. After presenting the general goals of RCIA Christina put a special focus on talking about the objectives and challenges for policy instruments, starting with showing a list of the objectives for policy instruments for all involved regions.

The main challenge that all regions are confronted with is the question on how to foster innovation within or through CCI. Austria for example sees a huge growth potential through enhancing intersectorial cooperation between CCI and other sectors like the old economy. Other regions



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would like to support the business skills and the financial accessibility to for CCI. With the support and through exchange of experience of the other involved project regions, RCIA is thriving to work on the challenge of boosting the overall regional economy using the transformative power of CCI. Read more [here](#).



## Sharing on a Global Scale

Creating change by exchanging knowledge and experiences is at the core of the RCIA project philosophy and a few weeks ago, we had the opportunity to do exactly that as we were invited to speak at the CLEVER Policy Seminar during Creative Business Cup 2017.

Our Spanish project partner, Berta Perez from Barcelona Chamber of Commerce, presented the RCIA project. She gave the audience a brief historical introduction to the birth of the project – that follows the policy recommendations of the European Creative Industries Alliance initiative - and went on to present more in depth the project's objectives and activities. Her focus was on our motto "We change through exchange!" and more specifically on how exactly we are creating/implementing this change. Read more about the Policy Seminar line-up and the CLEVER project [here](#).

## The RCIA Library

We are still collecting some of the most interesting and relevant publications and reports on the creative industries, so you don't have to look further for them! Our partners regularly contribute with exciting updates to the library on all matters ranging from access to finance, handbooks, studies and reports. Find it [here](#)!



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## News from the Project Partners:

The backbone of the RCIA project are the project partners and their local stakeholder groups. During the second semester the stakeholders had the chance to immerse themselves into the depth of the different good practices and policies shared during our study visits. Read a selection of what has been discussed during the local stakeholder group meetings organized from July to December 2017.

### **[Austria Wirtschaftsservice GmbH - Austria](#)**

More than 20 actors from the Austrian creative ecosystems participated on 6 Dec 2017 at the second Local Stakeholder Meeting organised within the framework of the RCIA project.

Most of them attended the first meeting as well and looked forward to going into further details in the discussions. There were also a few newcomers and for them the coordinator of the project, Christina Koch, made a short introduction in the project's objectives and activities. She continued with the presentation of the good practices shared and discussed during the project meetings in Wallonia, Lublin and Barcelona. [Read more](#) to learn what the Austrian LSG had a special focus on during their second meeting.

### **[Public Service of Wallonia - Belgium](#)**

After a first local stakeholder group focused on the presentation of the objectives of the RCIA project and a mapping exercise to identify the (national, regional and local) actors that could help "personas" from various industries willing to benefit from the potential of creative industries, this second meeting on 14 November mainly addressed the good practices presented during the study visit in Lublin. Read the full news post [here](#).

### **[North-West Regional Development Agency - Romania](#)**

Members of the Romanian Local Stakeholders Group, created under the RCIA project umbrella, attended the second meeting on December 6th in Cluj-Napoca.

A brief presentation on the RCIA project objectives and tasks was made for participants: local public authorities, universities, business associations and clusters, companies, hubs and NGOs acting in the cultural and creative sectors of the North-West Region of Romania.

Very interesting discussions were generated after the presentation of good practices shared during the study visits in Wallonia (Namur and Liege) organized by Public Service of Wallonia and Poland (Lublin) organized by City of Lublin. Read the brief summary [here](#).



## [Region of Central Greece](#) - Greece

On 11 December 2017, the Region of Sterea Ellada (Central Greece), held its second Stakeholder group meeting. The Local Stakeholder Group (LSG) of Sterea Ellada met in Lamia to continue establishing the working groups for the RCIA project and involve more stakeholders. In this context, they had the opportunity to present the RCIA project to the representatives of the Business Support Center of the Region of Central Greece.

The meeting served to review the “good practice” examples shared by the partners from other European countries with emphasis on those most relevant to the action plan and the specific features of the Region of Sterea Ellada. Click [here](#) to read more about the good practices shared and discussed during the meeting.

## [City of Lublin](#) – Poland

On November 20th, 2017 the second Polish Local Stakeholder Group meeting supporting the Regional Creative Industries project was held.

At the meeting there were representatives of the creative industry specialising in graphic design / branding, architecture, landscape design, interior design, photography, industrial design present and representatives of the City of Lublin, Strategy and Investor Assistance Department. During the working meeting they discussed the issues regarding the needs, barriers and possible solutions in the scope of developing the creative industry in Lublin.

What steps do you take if you want to create a creative industries strategy for your city or region? Read how our Polish project partner is approaching this issue [here](#).



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