

## What is RCIA?

Regional Creative Industries Alliance is a partnership striving to shape **better regional policies** towards a modern business ecosystem.

RCIA aims at improving the Structural Funds policy instruments related to the SMEs' competitiveness through four main pillars

Focusing on supporting creative SMEs to set impulses for higher growth

Placing the Cultural and Creative Industries as "the missing link" throughout sectors and disciplines regarding innovation and competitiveness

Increasing the attractiveness and innovative image of a city, region or country

Positioning CCI as a pillar of the competitiveness policy

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**TOPIC**  
SME competitiveness

## Meet the Project Partners



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## RCIA

Regional Creative Industries Alliance  
– From European recommendations to better regional Cultural and Creative Industries policies for a more competitive economy.



## The strength of Cultural & Creative Industries

Cultural and Creative Industries represent **highly innovative companies** with potential for strong economic impact and growth. These companies belong to one of **Europe's most dynamic sectors**. Their skills and services are increasingly being used to **create new products and services** in other industries.

### What we want to do

Strengthen creative SMEs' competitiveness by improving their skills and support their growth on global markets

Adapt various funding mechanisms to the particularities of CCI

Adapt the ecosystem from classic spatial cross-collaboration to a holistic approach

Increase the awareness of companies from the wider economy on the transformative power of creative SMEs for their own competitiveness

## How we will reach our goal

Identify and assess regional good practices and policies related to CCI and SME competitiveness



Create RCIA Local Stakeholder Groups and involve them in the exchange and learning processes



Initiate deeper analysis through strategic policy peer reviews



Train our partners' staff through exchange



Create a set of CCI policy recommendations



Integrate the learnings and recommendations in regional or national development plans



Implement the plans developed



Inform the public about our work



Create a sustainable and reliable network of partner regions to collaborate beyond the project

## Why our work matters



Better policy framework conditions through (ex)change of innovative policy measures and instruments dedicated to CCI



Increased number of interactions between creative SMEs and companies from the wider economy



Higher competitiveness of SMEs and eventually new products and solutions developed through cross-sectorial collaboration.

## Learn more

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