

# European Alliance Against Coronavirus

Tuesday 21<sup>st</sup> July 2020 at 8:30

## Partnership of Industrial Modernization Platform: Creative Industries

Working format is based on “Gilles Rules”:

1. conceptual framework
2. needs and disruptions
3. solutions

Speakers:

- Francisco Vigalondo, Aragón Exterior

[Link to session's recording](#)

### 1. CONCEPTUAL FRAMEWORK

#### Smart Specialisation platform for industrial modernisation

Francisco Vigalondo opened this session with an overview of the smart specialization platform's scope, which is to support EU regions committed to generate a pipeline of industrial investment projects. This pipeline follows a bottom-up approach implemented through interregional cooperation, cluster participation and industry involvement. The Regional Smart Specialisation Strategies (RIS3) helps to prioritise and align efforts between public and private stakeholders in EU regions and ensures an active participation of industry and related business (organisations such as clusters, as well as research institutions, academia, and civil society). Interregional cooperation is fundamental if we want to increase the regions' industrial competitiveness.

The key elements of this strategies are:

- A place-based approach
- Research & Innovation investments
- A broad view of innovation (technological, practice-based, and social innovation)
- An inclusive process of stakeholders' involvement centered around “entrepreneurial discovery”

#### Creative Industries

Cultural and Creative Industries (CCI) is a new thematic area introduced in the industrial modernization topic subscribed by three regions. The Smart Specialisation platform for industrial modernisation related to the creative sector wants to simulate new insights and opportunities for cultural and creative experiences for local communities and residents through public-private investments. The idea is also to promote the digital and advanced technologies in this sector in order to develop new services and opportunities – the digital transformation offers new potential for the sector.

CCIs contribute to the economy with the 5.3% of the total European GVA (Gross Value Added) and this sector give work to 12 million people in the EU. It is also an integrated part of the tourist experience in order to building capacities in tourism and creative SMEs. Furthermore, the thematic area on CCI wants to give new ideas for co-creation and involvement of local stakeholders, to balance sustainability, and to scale up local projects.

Francisco reminded the group that the partnership is open and any region (with clusters/ creative hubs) is welcome to develop a pool of projects. The expected result for these three regions is to have a disruptive impact in the socio-economic regional environmental.

### A recovery package for concrete projects

At the end of this session, Marek Przeor announced that EU leaders have agreed to a comprehensive package of €1,824.3 billion which combines the Multiannual Financial Framework (MFF) and an extraordinary recovery effort under the Next Generation EU (NGEU) instrument. This budget will help the EU to rebuild after the pandemic and will support investment in the green and digital transitions.

Follow this [link](#) to find more information.

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## 2. IDENTIFICATION OF DISRUPTIONS

### Digital gap in Cultural and Creative Industries

**Evidence:** Interregional cooperation is important in Cultural and Creative Industries since it allows to enhance a triple innovation objective: (i) innovation in processes, (ii) innovation in products and (iii) innovation in organization. For this reason, a more innovative approach must consider:

- Culture as an integrated part of the tourist experience
- Co-creation and involvement of the local stakeholders
- Balance between sustainability and physical and virtual visitor's experience
- Building capacities in tourism and creative SMEs
- S3: mobilising "creative industries"

However, innovation cannot disregard technological advancement. During the session, it has been highlighted a widespread gap in digital transformation and digital skills in the CCI. One of the main weakness is the access to advanced technologies for SMEs and micro firms.

Further disruptions related to this sector can be found in the minutes of the previous CCIs session (09/06/2020).

**Geographical impact:** EU

**Stage of value chain:** digital transformation

**Character of the disruption:** skill gap and difficulties to exploit digital technologies

**Time frame:** medium term

**Recommendation:**

- Increase participation in this thematic S3 area to give more projects access to advanced technologies

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### 3. IDENTIFICATION OF NEEDS

Need to stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents, through public-private investments and involving 4 CCI related groups of professions:

- Creative entrepreneurs (including art and design), architects, urban planners;
- Cultural heritage professionals within cultural institutions;
- Cultural & creative intermediaries and managers (institutions and cultural operators promoting participation, cultural engagement, communication on cultural experience/offer enhancement);
- Publisher professionals and professional of audio-visual sector involved in different forms of cultural production (including digital forms).