

CCI POLICY PAPER FOR

[PP7 BSC KRANJ / GORENJSKA]

English Summary

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0. Abstract

Gorenjska is a traditional industry region. Via InduCCI project, we understood that the Cultural and Creative Industries (CCI) is also in our region a driving force for innovation and ongoing transformation from a traditional industrial setup to a more digital and service-oriented economy and society. However, our experience shows that CCI, a small and yet underdeveloped business sector here in Gorenjska, face substantial challenges that prevent them from realizing their full potential. In essence, CCI in the region need a regional policy and strong regional coordination body that will manage the development of CCI in a systematic and sustainable way.

The paper defines the mission, vision and main strategic goals, and 6 policy measures which will contribute to the establishment of a favourable ecosystem for CCI development in the region.

1. Introduction

The Cultural and Creative Industries (CCI) have developed into one of the most important and dynamic economic sectors in the world over the last thirty years. Today, they are globally recognized as a driving force for innovation and the necessary transformation of the economy from traditional industries to a digital society and a service society that will be able to effectively address the challenges of modern society. CCI are not only important for economic development, but also play an important role in social and cultural development, thus acting as a catalyst for innovation throughout society.

However, research and experience show that CCI, as a small business sector, face challenges that prevent them from realizing their full potential. The main challenges are a lack of infrastructure, networking opportunities within the CCI, cooperation with the other industries and the public institutions, financial instability, lack of staff, and marketing and business competencies. This applies to CCI globally, and also for Slovenia and Gorenjska region.

Until now, Gorenjska region has not had a relevant policy or strategic paper adopted that would provide tailor-made support to the CCI. This policy paper provides a comprehensive set of supportive measures that will enable CCI to better exploit their creative potential and thus contribute to industry transformation towards creative and innovative industries in the region.

2. Main Policy Contents

The main strategic objective is to promote and increase the value of CCI in the Gorenjska region as a unique opportunity for the successful development of a highly competitive economy and ensuring a high quality of living. The key policy objectives are:

- Establishing a regional coordination body for managing the CCI development. This is a base for successful implementation of all other key objectives, which are:

- Establishing a regional support environment for CCI, which will include accessible physical infrastructure for meetings, and co-working of small entrepreneurs, financial support, and advisory and mentoring assistance;
- Awareness raising and promoting networking and cooperation within CCI and with companies from other industry sectors, public institutions and NGOs;
- Encouraging the inclusion of creativity in educational programs and the development of informal forms of knowledge acquisition through open platforms.

The proposed 6 measures, grouped in 3 pillars: Better management of CCI development, Accessible infrastructure for CCI companies and entrepreneurs, and Tailor-made advisory and mentoring assistance and financial incentives for CCI entrepreneurs are primarily intended for the CCS, companies from other industry sectors in the region, public institutions, NGOs and policy makers.

3. Applied Approach and Transnational Value

The paper builds on our own InduCCI regional CCI policy analysis, the CCI policy analysis on European Level, peering with InduCCI partners and Center for Creativity Ljubljana, which is the central national CCI platform in Slovenia, and intensive exchange with our focus group of regional CCI stakeholders. Besides, the Regional CCI Policy Paper builds on the Regional Strategy for the development of new industrial culture in Gorenjska region, which was adopted by the Regional Council in January 2019.

The Regional CCI Policy Paper was developed by literature review, desk research, exchange of information and experiences with the Centre for Creativity in Ljubljana and with RRA LUR. Three focus groups with stakeholders from CCI have been implemented to identify main gaps and constraints for more successful development of CCI in Gorenjska region.

The final Policy Paper was adopted by the Regional Council of 18 regional mayors on 9 December 2021 in the premises of Municipality Kranj.

4. Expected Impact and Benefits

The paper has brought and will keep the topic of CCI on the regional policy makers agenda. Establishment of a regional coordination body will ensure a systematic and sustainable implementation of defined policy measures. Such coordinated approach will raise the negotiation power of CCI regarding tailored support at all geographic levels.

Implemented policy measures will contribute to better integration of regional CCI in the restructuring and transformation of regional industry, better integration of CCI in the development of public services, and social innovation, better performance of CCI companies and entrepreneurs by provision of tailor made support in consultancy, advice and mentoring by development and marketing of their creative and innovative products and services. Favorable supporting environment will contribute to the development and increasing of the competitiveness of CCI in the region, and consequently to higher competitiveness of regional industry.

The main beneficiaries are CCI stakeholders in the region, companies from other industry sectors, which will use the creative and innovation power of CCI for development of new innovative and competitive products and services. In addition, public institutions will use the creative power of CCI for development of more user-friendly public services, and finally

yet importantly, the local population will benefit from these measures by implementation of creative and innovative public infrastructure and services, which will contribute to better quality of life in the region.

Additionally, experiences with implementation of InduCCI pilot actions (establishing of help desk in creative center Kreativnice in Škofja Loka and equipping and testing a public multi-functional cultural-creative place in the industrial town of Jesenice - “Kulturkafé”) and proposed local policy measures will serve as a base to trigger inclusion of relevant policy measures for supporting CCI development at regional level in the national Strategy for the CCI Industries which is under development by the Center for Creativity, Ljubljana.

5. Sustainability and Transferability

The strategy includes the measures and action plan for the next three years which will be implemented by the main creative centers in the region, Kreativnice, Kovačnica, Layer house, Gornjesavski Museum. Establishment of a regional coordination body, which will involve all mentioned centers, will influence more coordinated and organized implementation of planned activities. In addition, inclusion of creative centers into a national CCI partners network will sustain the implementation of their projects and actions.

Our Gorenjska policy approach will be discussed in the process of designing the national CCI development Strategy and could be a role model in the other industrial regions in Slovenia.

When developing the strategy, it proved helpful that we used a bottom-up approach by defining the main challenges, gaps and needs of our regional CCI and could draw on the experiences of other places (Ljubljana) and Centre of Creativity Ljubljana which support the development of CCI. Peering with the InduCCI partners was another valuable support for finding the best measures to address our main challenges.

6. Annexes

1. Regional CCI Policy Paper for Gorenjska region (in Slovenian language)