

REGIONAL CCI POLICY PAPER FOR MICROREGION SOKOLOV-EAST / KARLOVY VARY REGION

English Summary

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PP4, Microregion Sokolov- East



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Abstract

This Policy Paper was prepared as a proposal on how we can join forces with topic CCI in Karlovy Vary Region. It is intended for the hands of people who have an influence in the region. This document was created on the basis of discussion groups within InduCCI, two Regional Action Plans and meetings of the Innovation Platform for CCI. The Policy Paper contains 7 strategic aims and future vision for the region. The main strategic aim is the vocation of an umbrella organization which will lead to CCI development.

1. Introduction

The topic of Cultural and Creative Industries (CCI) has started to enter the awareness in the Czech Republic in 2011. The Arts and Theatre Institute realized the first activity connected with CCI mapping between 2011 and 2015. In this period there were tested pilot projects which did not intervene in the Karlovy Vary Region. Other activities connected with CCI were prepared by the Ministry of Culture that started to create the document called *Strategy for Development and Support of CCI* in 2018. The topic of CCI has currently become important in the Karlovy Vary Region. Regional policy leaders have currently been interested in mapping of CCI in our region and the Innovative Platform for CCI was created. There will also be created a new Office for support of CCI (4K Office). In the Karlovy Vary Region, wide institutional support for CCI still does not exist. On the other hand, there is also no support for a creative thinking among the younger generation. There is a need to improve conditions for the current and future creative businessmen.

The document was called the Regional CCI Policy Paper because of its aim to influence regional policy makers and organizations which can affect the local situation. This document is a receipt on how to work with the term CCI and how to use it in the future development. The main challenge is the continuation of regional CCI initiatives beyond the project InduCCI. There are small initiatives in the region which relate to the CCI but we need to link them and commonly use the possible potential of the CCI. This document introduces a time schedule of future activities and milestones. The Policy Paper is addressed to the hands of policy makers and organizations mainly to the leadership of the Karlovy Vary Region (Department of Culture, Heritage, Spa and Tourism and Department of Regional Development).

2. Main Policy Contents

According to two Regional Action Plans (placed in Annexes) 7 strategic aims were detected. Five strategic aims are connected with support of CCI network and infrastructure. (1) The first aim is to choose one organization which will have the role of an umbrella organization and which will lead the whole network of CCI stakeholders. It could be a newly created “4k Office” (new office for support of CCI) led by the Karlovy Vary Region or a new creative cluster. (2) Then we will create more regional CCI centres in the second step with a target to be closer to local inhabitants. These centres could be placed in Sokolov, Cheb or Aš (bigger towns in Karlovy Vary Region). (3) The third strategic

aim is organization and actualization of a creative businessmen map (database). This database will serve for visibility of creative minded people among possible customers of their creative services (companies including industrial companies). (4) The next strategic aim is to expand the CCI network and (5) common support of creative minded people.

The last two strategic aims are connected with support of the creative education. (6) Development of the creative thinking among young generation will be organized for example with Project-oriented lessons in schools (tested within InduCCI) or with other workshops focused on the method Design Thinking. (7) Support of the creative thinking of the public could be supported by “DIZAJMANIE” - adventure center where participants will be guided to gain knowledge about crafts, design or creative thinking.

The vision of the paper is: The structurally affected Sokolov Region fully uses the potential of the CCI development in cooperation with activities of Karlovy Vary Region.

We described future strategic aims and now we will speak about current CCI initiatives. These key policy objectives currently affect CCI development: Activities of the leadership of **Karlovy Vary Region** are very important for the development of the CCI (it includes **Business Development Agency of Karlovy Vary Region**). It is an organization which is responsible for the leadership of the new Innovative Platform for CCI. The platform serves for meetings of policy makers and the joint development of the CCI in the region. The platform had five meetings in the last three years and that is not enough for cooperation with the CCI network. It seems very appropriate to cooperate with the **Chamber of Commerce of Karlovy Vary Region**. The chamber has good knowledge of the local business environment and awareness of innovative activities of its members which have the potential to network with the CCI. The chamber realizes its activities in cooperation with **CzechInvest** and **Agency for Business and Innovation** which are very important policy objectives. The role of CzechInvest in the innovation system is communication with representatives of companies, municipalities or schools about subsidy support.

If we want to create a map of possible investment in the CCI we need to cooperate with **mayors of municipalities, Local Action Groups and Microregions**. To the group of innovation infrastructure, we can add **business incubators Kanov and Dvory**. Therefore, it will be very important to cooperate with **close universities** and offer students prospective future job possibilities in the Karlovy Vary Region because there is no public university. To the network we have to count **directors of high schools and primary artistic schools** who are very important for the CCI because they could support the young generation in the creative thinking more.

3. Applied Approach and Transnational Value

This text serves as an umbrella document for searching for the right future direction for activities connected with the CCI in the Karlovy Vary Region. This document follows up other documents which were created within the InduCCI: two Regional Action Plans, Regional CCI Policy Analysis, European CCI Policy Analysis and regional and international discussion groups.

This paper was developed based on regional discussion groups and meetings in the new Innovative Platform for CCI. The first discussion group meeting was organized in November 2019. Already here, participants discussed the need for creation of an CCI platform. The platform was created by the Business Development Agency of Karlovy Vary Region and it

serves as a communication channel among policy makers connected with the CCI. The first meeting of the Innovative Platform for the CCI was in a business incubator called KANOV on 3rd of July 2020. The next meeting was organized in June 2021 because of the poor epidemiological situation. This document was shared with policy makers in the next meeting of the platform on 11th of November, 2021.

The project InduCCI was the basis for the creation of the regional platform because we united small initiatives and started to think about cooperation of these initiatives with policy makers. It is a good example for partnership of an initiative from below (small companies pushed bottom-up for the use of CCI on a regional level). The Karlovy Vary Region is still on the starting line with the development of CCI but now we have institutional support for it. The new advantage for CCI is a possibility to gain the subsidy from Just Transition Fund in Karlovy Vary Region. We benefited from experience of InduCCI partners when we planned CCI initiatives and we still need their support in this important phase of regional CCI development. This valuable experience is transferred by international partnership meetings.

4. Expected Impact and Benefits

The expected impact of the Policy Paper is the support of the CCI infrastructure and stakeholders' network as a whole. We will share information and experience with different project realization in common meetings of regional stakeholders. Together, we will find the potential of the CCI and we will test activities usable such as possible solutions for regional challenges in the Karlovy Vary Region (including plans of new projects and activities). The number of core participants in meetings should still increase because we need a complex participant scope for the common discussion. There is a need to choose an umbrella organization (CCI office or CCI cluster) in the future. The benefit from the CCI network will be the creation of regional CCI centers and common support for creative businessmen. We will develop the CCI infrastructure as co-working spaces or incubators for exchange of experience and interdisciplinary cooperation. As a part of the project, InduCCI tested the method of project-oriented lessons in cooperation with three high schools. The expected impact of the Policy Paper will also be the continuation of the support for the creative (design) thinking among the young generation and public, deepening of the mentioned project-oriented lessons and searching for new creative educational solutions.

Therefore, the Policy Paper will be beneficial for creative thinking people because we will support them in their (new) business, public and young generation (wide support of creativity). This Policy Paper was presented in the meeting of Regional Innovation Platform for CCI and it could help to change the regional situation and strategies connected with CCI. Strategic aims will be projected in the Community-led Local Development Strategy of LAG Sokolovsko. Two organizations confirmed within a written agreement the adoption of the Regional Policy Paper (MSV - partner of the InduCCI and Business Development Agency of Karlovy Vary Region - leader of the Innovation Platform for CCI).

5. Sustainability and Transferability

This Policy Paper was presented in the meeting of Regional Innovation Platform for CCI and for this reason it could help change the regional situation and strategies connected with the CCI. Realization of strategic aims will be in the hands of the Karlovy Vary Region (4K Office), Microregion Sokolov- East, Local Action Groups and others (for example designers from ProTebe Live company). The Policy Paper will be updated according to the need of Regional Innovation Platform for CCI (we assume once a year).

This document could be used in other regions of the Czech Republic where CCI is not well developed. It could be a recipe for how to develop the CCI in different conditions. But some changes will probably be needed in different regional conditions. The Policy Paper could be used by international partners as an example of the process where we are trying to support the CCI as much as possible. If someone tries to develop similar activities, there is a big need to involve the leadership of the region. If there is no visible political support for the CCI it will be very hard to develop it. From the beginning we did not have such great support from the regional politicians but the topic of CCI started to be more and more perceived as important so now we have support from a network of stakeholders (including leadership of the region).

6. Annexes

Annex 1 InduCCI_DT1.3.3_Policy Paper_PP4_PR5_Czech Version_final

Annex 2 InduCCI_DT2.5.2_Regional Action beyond project time_PP4_PR5_final

Annex 3 InduCCI_DT3.5.2_Regional Action beyond project time_PP4_PR5_final