

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Project index number and acronym	CE1315 InduCCI
Output number and title	O.T2.1 Transnational pilot action "Establishing CCI in industrial regions"
Investment number and title (if applicable)	minor investments in T2.3.5+6
Responsible partner (PP name and number)	Padova Chamber of Commerce, PP6
Project website	www.inducci.eu
Delivery date	3/2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

This transnational pilot action aimed at making industrial regions more attractive for Cultural and Creative Industries (CCI). Key guiding questions were: What are the specific needs of CCI? What are the specific offers of industrial regions? Which services can help best with establishing and developing CCI in such areas?

The pilot action consisted of 6 regional test cases where the project partners deeply looked into, developed and tested approaches how to establish and promote CCI as an economic branch itself in industrial regions:

- The German partner (PP1) ran "KRACH+" by inviting European CCI to temporarily vacant business premises in the city centre of Chemnitz for a period of two weeks, providing support services and connections with the local business and social community.
- The German partner (PP2) aimed to increase the visibility of CCI in Chemnitz through the "CCI showcase" by setting up an exhibition showroom, bringing different CCI entrepreneurs in the region of Chemnitz together in one place accompanied by a promotional programme.
- The Austria partner (PP3) offered a "boot camp" called 'FYI - For Your Inspiration' for young CCI entrepreneurs consisting of five two-day workshops each focusing on one important topic of entrepreneurship.

- The Czech partner (PP4) worked on the creation of a new co-working centre in the region of Karlovy Vary, using a former industrial place (Grange Bernard).
- The Italian partner (PP6) promoted the opening of a network of 5 help desks in the urbanized Veneto region in collaboration with regional partners, with the aim of creating a support tool for CCI through a series of administrative consultancy and support services in the pre-incubation, acceleration and crowd-funding phases.
- The Slovenian partner (PP7) established a CCI help desk in the rural area of Škofja Loka (Gorenjska region). Not only the space was set up and equipped, but also a programme run supporting CCI development.
- The Belgian partner (PP8) promoted the province of Limburg towards metropolitan CCI, offering them the chance to network and discover Limburg as an attractive region to set up their business - based on a thorough evaluation of pull factors.

The pilot action with its 6 testcases was transnationally levelled up through (1) joint collection of existing practices at the beginning, (2) cross-wise peering activities in the idea phase as well as (3) joint evaluation of their effect after implementation. Eventually, the pilot results got worked up for a transnational audience in an e-toolbox (T1.6.2).

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The NUTS 2 regions directly involved in the pilot action were:

- DED4, Chemnitz
- AT31, Upper Austria
- ITH3, Veneto
- CZ04, North West
- SI04, Western Slovenia
- BE2, Limburg

Furthermore, the Polish region took part in the transnational exchange about this pilot action in the partnership meetings and this way, benefited from it as well. This concerned the NUTS 2 region:

- PL22, Slaskie

Investment costs (EUR), if applicable

T2.3.5 (PP7): € 9.000 for installation of Slovenian help desk

T2.3.6 (PP8): € 11.475 for installation of Belgian “material box”

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The main result of the pilot action was that the InduCCI regions became more attractive for CCI. All the test cases are good practices contributing to that purpose: They increased awareness for the local CCI scene, promoted their services and products, provided targeted support to and intensified collaboration within CCI sector, emphasised the unique selling points of industrial regions towards metropolitan CCI.

Several target groups benefitted from the testcases: CCI acquired new customers and settled in new areas, municipalities and policy makers learned to consider CCI sector as an economic branch and to appreciate CCI positive impact and invigorating effect on the regions' image.

The results of the testcases were evaluated and taken into account in the regional and transnational policy papers. In some cases, partners could leverage additional funds for continuing/mainstreaming a testcase, thanks to the cooperation with regional stakeholders/other projects.

Sustainability of the pilot action results and transferability to other territories and stakeholders

The test cases of this pilot action contain several sustainable components:

The German partners intend to capitalize the concept of Krach+ and CCI showcase in dialog with the City of Chemnitz and regional partners, also related to the action program "European Culture Capital 2025".

The Austrian partner's "boot camp" will continue since it has been embedded in the regular activity program of the partner, with additional financing to realize a new edition.

The Czech test case output will serve as a base for the upscaling of the project, in order to find additional funds and move towards the successful opening of the co-working centre.

The Italian and Slovenian help desks will be kept open by the regional stakeholders who participated in the action, with own resources, profiting also of other funding opportunities by other EU projects.

The Belgian partner will cooperate with other organizations to upscale the tested case, in the frame of the "SALK2.0 strategy" for the province of Limburg.

All partners included the test cases as examples of reference in their policy papers (comp. InduCCI output O.T1.1) - allowing for strategic uptake and related sustainability.

All testcases are ready for replication in other regional contexts. They are easy to adapt by other territories and stakeholders. Permanent access to all necessary information is ensured through the e-toolbox (comp. InduCCI output O.T1.4) available on project website. Additionally, we integrated joint lessons learned from the testcases in the e-toolbox. Especially CCI stakeholders, business support and city marketing organisations as well as policy makers from other industrial regions of Central Europe can benefit from this output and use it in the future.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Regulatory requirements: Partners ensured compliance with procurement regulations.

Sustainable development: By raising cohesion in non-agglomeration areas with strong industrial background, the pilot approach contributed to a balanced and poly-centric, thus sustainable territorial development in Central Europe.

Equal opportunities and non-discrimination: Partners ensured that all activities were implemented in line with valid equal opportunity policies and did not generate discrimination of any kind.

References to relevant deliverables

The project deliverables of relevance for O.T2.1 are the following (all test case documentations are available on www.inducci.eu see “Output Documents”):

- T2.3.1 “Krach+”
- T2.3.2 “CCI showcase”
- T2.3.3 “Growth-hacking boot camp”
- T2.3.4 “CCI space”
- T2.3.5 “CCI help desk”
- T2.3.6 “Hinterland pull-factors for attracting metropolitan CCI”

Additionally, joint findings are provided in following deliverables:

- T1.6.2 “Toolbox on methods fostering CCI in industrial regions”
- T2.1.2 “Transnational compilation of existing good practices”