



Cultural and creative sectors in post- COVID-19 Europe

Cultural and creative sectors (CCS) have been hit hard by the consequences of the COVID-19 pandemic. This study analyses the so far effects of the crisis on the CCS, as well as the policy responses that are formulated to support the sectors. Based on the analysis, policy recommendations are formulated to further improve the resilience of the CCS in Europe in the medium and longer term. More information [HERE](#).

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Cultural and creative sectors in post- COVID-19 Europe

Regional development in times of Covid-19! Update from the Interreg Central Europe Project "MaC Village" in Austria

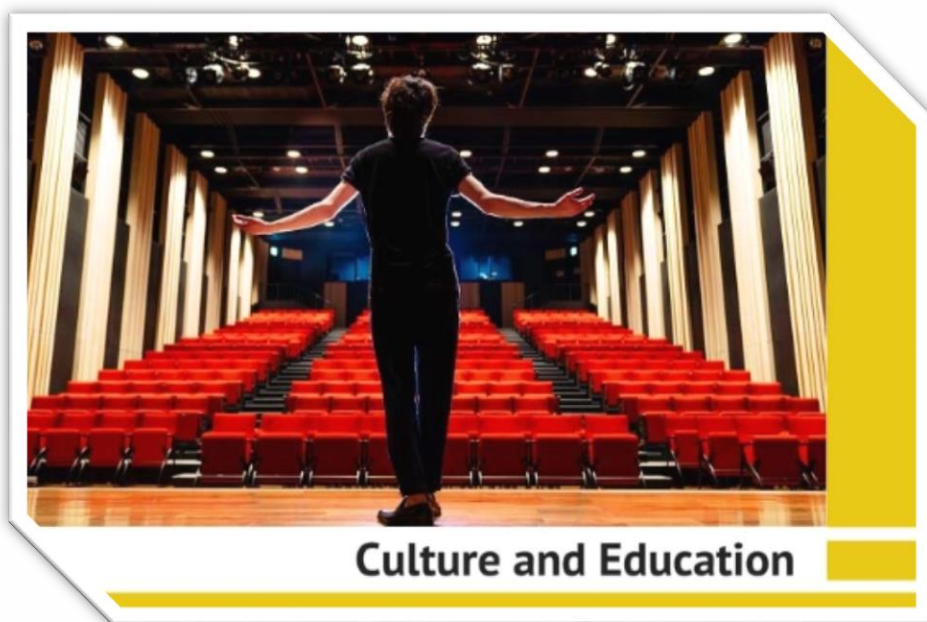
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Culture and Education

Regional development in times of Covid-19! *Update from the Interreg Central Europe Project "MaC Village" in Austria.*

The current Covid-19 pandemic raises many new questions;

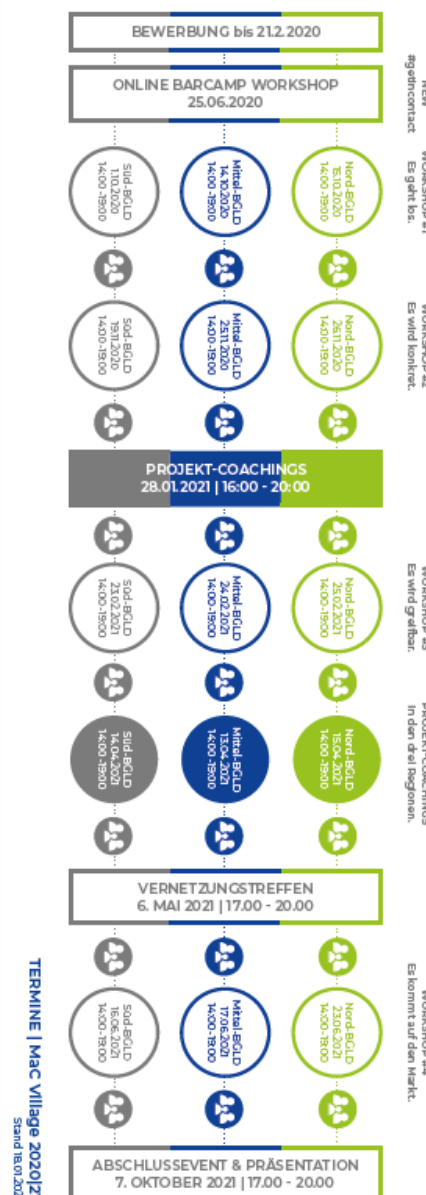
- Does regional development actually work in times of Covid-19?
- What opportunities, but also challenges, arise from the current circumstances?
- Which tools make sense and have proven themselves?

Enclosed are some answers and assessment from the MaC Village project in Burgenland!

The idea in the MaC Village project is, that we bring together creative minds or people who are active or want to become active in Burgenland in three communities/regions (Güssing, Raiding, Schattendorf) and jointly develop new product ideas and services from existing resources in interaction with creative entrepreneurs. MaC Village offers a lively opportunity to network with other lateral thinkers and creative minds. But exactly this "LIVING" possibility breaks away completely in times of Covid-19 and social distancing.

After the first workshop round in October 2020 could still be conducted as a physical meeting, the second and third workshop series were conducted completely online. The respect for technology, including the challenges to deal with new tools and circumstances in live meetings, was hard for many participants and needed some time to arrive. The technology factor is also the reason why some participants were not able to participate in the workshops due to the technical infrastructure. Nevertheless, the "Agency for the Promotion of Good Taste (Cardamom)" succeeded in inspiring the participants with the new possibilities. During the workshops the participants work simultaneously with the conference tool "Zoom" and the collaborative whiteboard "Miro". In addition, the project results are played on "Trello" and shared with other countries and regions. This makes sense in the process of developing new products and services! Project ideas can be developed further, or new project groups can be found and develop new products and services for their region.

However, people who are engaged in regional development and are connected to the region need the physical exchange. This important factor must not be forgotten. Therefore, a new schedule for 2021 has been



developed in the MaC Village project for the Austrian participants... More information [HERE](#).

The workshops. Assessment of the lead partner

From September 2020 to March 2021, MaC Village project partners conducted innovation workshops in rural areas. This was the second attempt, after COVID-19 had largely disrupted our original scheduling for the face-to-face events in spring and summer 2020. However, during this break we had prepared ourselves technically and methodologically well for the use of digital formats.

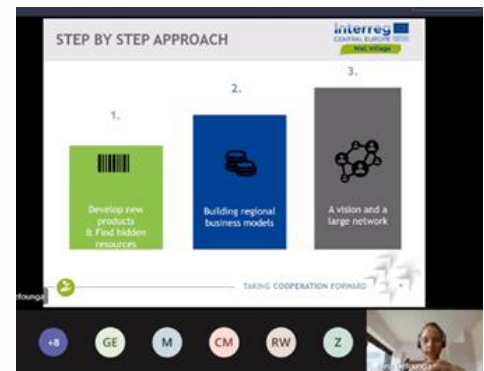
Conducting the creative workshops via video conferencing was only the second-best solution. The workshops live on direct and intensive communication between participants who are initially unknown to each other. They benefit from the creation of a trusting and open atmosphere. The participants should use creative techniques to come up with new and innovative products and business ideas and develop them further together.

Conclusion so far: all project partners have adapted well to online implementation of workshops. We have found tools that enable our project participants to identify or rediscover resources from the rich cultural heritage of their region, to create business ideas, to discuss them together and to move them forward. Nevertheless, the desire for collaboration without social distancing remains. We report on this and on exciting results from the participating regions in this newsletter.

Innovation workshops of German partner

In the face-to-face starter workshops, methods such as speed dating and crazy cooperation contributed to building a truly creative atmosphere. Our participants were inspired by the discussion of regional resources and developed new and innovative products and business ideas. These ranged from digitalization in rural communities, greater use of regional products in value chains and climate change initiatives to new networking approaches for event catering by regional caterers, traders and event operators.

For Phase 2 of the workshops we had introduced the trello board as a tool for collaboration between participants. On this digital platform the participants can also get an overview of the business ideas between the workshops, comment on them or even add to them. All development



3 successive workshop phases



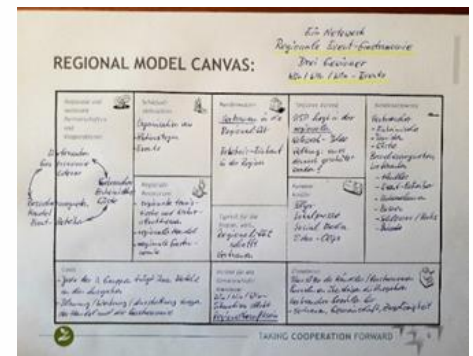
Crazy Cooperation



speed dating

workshops were conducted online because of the renewed lockdown. The aim of this phase was to specify the business ideas and develop business models from them.

In the consolidation workshops of phase 3 in February and March 2021 the focus was on the development of a pitch by the idea providers based on their previously developed business model. The challenge for the players here was to present the essentials about the idea and business model, partners and customer target groups in just a few minutes - and to convince the market and network.



The basis for a pitch is the business model

Limited activities during COVID in Hungary

Because of the Covid situation, there were not many interesting activities since November in our region. We have a few meetings with the target groups. Two products have been developed:

- After accomplishing the trainings in the frame of the Mac Village project, the team of the villages of Bakonya-Cserkút-Kővágóöttös-Kővágószőlős decided to assess the opportunities of linking these four villages and during a one day spontaneously organized excursion they rediscovered the forgotten Mary's pilgrimage. Let the pictures talk about the atmosphere of the excursion.
- The participants of the training accomplished by Abaliget-Husztót-Kovácsszénája and Orfű found the traces of a very exciting story which prove the existence of an ancient being. According to some sources and theories / unproven so far/ these traces remind us of an enormous ancient reptile. The evidence shown in these pictures are being examined involving the researchers of the university.



On 29th September DDTG Nonprofit Ltd. implemented the second, development workshop in Bácsalmás. 24 participants worked together in small groups on innovative product and service ideas, including local producers and creative professionals from regional and supraregional level.

Innovative product of Slovenian partners

The workshops have been carried out online due to COVID lock-down in Slovenia. The E-institute has organised nine innovative workshops in last six months and six new innovative products have been developed by

entrepreneurs. Due to the technological illiteracy of rural entrepreneurs, we were also looking for new entrepreneurs to participate and we invited them in innovative networking events.

The most active have been entrepreneurs who were most affected by COVID lock-down - these were in the field of tourism and various services related to guest hosting because they had to restructure their business very quickly.

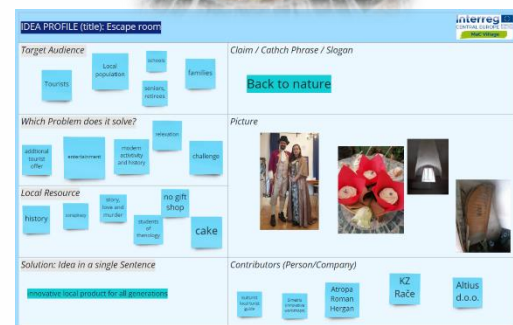
The developed innovative products are related to the promotion of local self-sufficiency, which is at a very low level in Slovenia due to cheap products from abroad available in larger department stores. Organization of various thematic events in local communities was not very effective due to a lack of socialization during the COVID crisis.

However, entrepreneur would also like to develop new services for tourists. They have proposed to establish escape room in castle prison based on the cultural heritage of the area. Due to the implementation of all innovative workshops in online form, part of the authenticity of communication was lost. The participants are interested in involvement at physical workshops in the summertime without mayor restriction. We are working on the creation of presentation videos of the innovative products and services developed during online workshops.

We will also help entrepreneurs find additional funds for the realization of ideas and monitor their realization, since due to COVID-19 some companies financially impoverished.

In March 2021, BSC Kranj successfully completed all three stages of the local innovation workshops. Starter workshops introduced the aim of the MaC Village project and benefits to regional actors and cultural & creative industries (CCIs) of being actively involved in a series of events enhancing innovation to expand their business. First sparks emerged for potential business integration around main natural and cultural heritage of the pilot areas. Creatives looked for innovative business ideas for new products, services and business models, taking the advantage of local resources. Cooperation has reached full strength during the development workshops with the Regional Business Canvas exercise and reached a consensus at the consolidation workshop series.

A new tourism product (infrastructure), “Themed Guest Rooms, Culinary Delicacies and Rural Agri-Food Hub (with a degustation center) of the Danica Inn & Guest House” will be established in Bohinj tapping the innovative, business and market potential of wooden furniture and equipment for



hospitality and tourism facilities made of local tree types, and of culinary specialties prepared from local ingredients. Product offers an authentic nature, culinary and traditional skills experience to tourists and visitors with an extended partnership of Bohinj's CCIs.

In Preddvor area, a "Short food supply chain" (a new business model) and a common brand for local agricultural and food products will be established. Local food producers, goat and sheep breeders, pig farmers and providers of tourist accommodation forged strong business ties with the help of local Tourist Board and municipality.

"Fairy Tale Park Jezersko", a new tourism product (infrastructure) will arise in third pilot village Jezersko, offering an experience of folk tales in nature to the youngest and their families through storytelling, playing and skills challenges in nature. This will awaken their imagination and creativity, meet them up with the spiritual world of our ancestors, teach them how to explore, understand and respect nature, and eventually remind them of values such as kindness, honesty, trust and helping others.

What they all have in common is that local flora, fauna, water resources and agricultural products will meet the intangible cultural heritage (e.g. traditional knowledge and skills of wood, iron, stone and food processing; folk tales; legends; stories of local people - personalities) with a slight touch of modernity.

Italy: innovation workshops achieved

In Italy, Authentic Villages Association (BAI), from October 2020 to February 2021, worked to implement and conclude the Phase 1 (Starter), Phase 2 (Development) and 3 (Consolidation) workshops in the selected pilot area (Oltrepò Pavese, Lombardy Region). Since COVID-19 emergency has prevented the organization of physical meetings, starting from the Development Phase workshops, meetings were organized shifting to online digital format. In addition, on December 29th 2020, BAI organized an online meeting with pilot area's stakeholders (traditional companies and CCIs), to present the activities to be carried out through Phase 2 and 3 workshops, and to find innovative schemes to support Oltrepò Pavese enterprises through the MaC Village model, taking into account also the new challenges originated by the COVID-19 emergency.



Workshop in Predvor




Drawing of 'Ukletnik'

Starting from October 2020, BAI carried on the realization of innovation workshops in the pilot area in the following dates:

Partner	Starter Phase - Workshop dates	
	2 nd	3 rd
	1 October 2020	8 October 2020
	Borgoratto Mormorolo	Borgo Priolo

Partner	Development Phase - Workshop dates		
	1 st	2 nd	3 rd
	18 January 2021	22 January 2021	25 January 2021
	Online	Online	Online

Partner	Consolidation Phase - Workshop dates		
	1 st	2 nd	3 rd
	10 February 2021	12 February 2021	17 February 2021
	Online	Online	Online

With the finalization of innovation workshops, meaningful collaborative relationships were achieved through the step by step and progressive work-method.

This approach allowed participants to move forward from a general reflection to concrete and defined products.

The business model canvas helped a lot to frame the ideas profiles and to articulate proposals rich in descriptive elements and structured. Finally, the presentation through the final pitch allowed the groups to develop meaningful and collaborative relationships.

The cooperation between traditional companies and CCIs led to the creation of three innovative business ideas:

1. "Micro-tasting routes". The idea concerns the activation of tourist routes that can connect new, sought-after, quality local products to be proposed

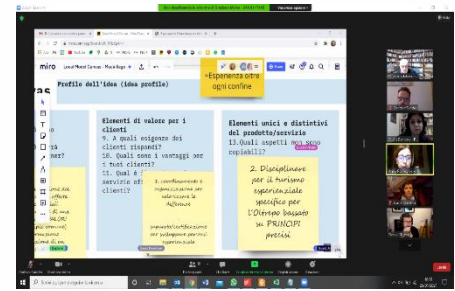


3rd Starter WS in Borgo Priolo

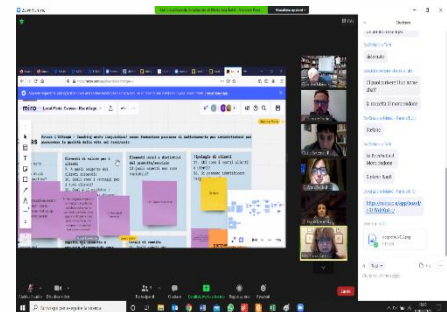
to the following targets: passionate tasters in search of new, sought-after, quality products (flavours), linked to the people in the places.

2. "Vivere l'Oltrepò" project, which encompasses a series of initiatives to increase the quality of life of those who reside, both permanently and temporarily, in the territory. The idea is to bring together public and private, profit and non-profit initiatives and players, schools, and cultural agencies (micromuseums, proloco, etc.) in a project to enhance the opportunities that the area offers throughout the year to those who live there and to those who might be interested in living there permanently or for longer periods of time.

3. Brand identity Oltrepò: it is a question of uniting energies and finding languages and supports to build a local brand that offers economic actors support in identifying, linking, promoting, and managing multiple current and possible initiatives. It is not just a question of identifying a logo, but of working on a specification that acts as an attractive proposal, that supports the commitment of the economic actors, orients their action to respect behaviour and standards, that allows internal resources to be collected from members and external resources from those interested in using the brand as a distinctive element.



3rd Development WS (online)



2nd Consolidation WS (online)

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