

CCI POLICY PAPER FOR THE CITY OF BIELSKO-BIAŁA

[ARRSA]

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0. Abstract

Bielsko-Biała used to be called “a city of hundred industries”. It has undergone a significant transformation - industrial roots are still visible, but the city was boosted with creativity and technology. With the InduCCI project, Regional Development Agency in Bielsko-Biała has created a document - policy paper that emphasizes the importance of those boosters. It also indicates both challenges that city is facing as well as potentials that should be used. It includes general recommendations and **9 priority actions** that should be considered in further strategic development to take the full advantage of creativity and technology as driving forces of industrial change.

1. Introduction

The latest working definition of CCI in Śląskie (Silesia) Voivodeship indicated on the regional level was set in 2018 in the Regional Smart Specialization strategy actualization. After evaluation of existing document and extensive consultations regional authorities decided to expand the catalogue of smart specialization of the region. Except three already existing: ICT, power industry and medicine, two more were indicated: green economy and emerging industries. The last sector consists of, among others, also creative and cultural industries.

Emerging industries can be defined as new or existing sectors of the economy and value chains, that develop into new industries, future-oriented for the development of the region. Emerging industries are created and strengthened with the help of cross-sectoral technologies, innovative, creative services and social changes resulting from ecological and resource-efficient solutions.

In the Implementation model of the Regional Innovation Strategy of the Śląskie Voivodeship for the years 2013-2020 Version 2.0 we can also find a definition of CCI that is:

‘Creative industries cover industries related to the creation, production and / or distribution of creative goods and services and the inclusion of creative elements in wider processes and other sectors.

On the level of City of Bielsko-Biała there is no working definition in terms of CCI, however the priority “Creativity” has been set up in the Development Strategy of the City of Bielsko-Biała till 2020. The strategic mission is indicated is achieving a high national and international potential of the city on the world of education, science and art through cooperation between business, public institutions and local community.

The main challenge this policy paper should address is to unlock the potential of CCI as a driving force for the regional transformation by creating a clear definition of the CCI and also to define the most important CCI sectors in the city.

2. Main Policy Contents

During the work of the local focus group held within the InduCCI project and as a result of desk research as well as the strategic analysis conducted by the local authorities for the purpose of creating a new strategy of the city until 2030, key **challenges** determining the development of the city were identified as:

- (1) The outflow of young people, 'brain drain' - in the context of choosing a place of education and a place to live

- (2) Defining the economic profile of the city - Intelligent specializations on the city level
- (3) Creation of favorable conditions for the development of entrepreneurship, the innovation sector, R&D and investments
- (4) Development of creative and free time industries - creation of Bielsko-Biała city brand
- (5) Exploitation of the potential of the ICT industry as the driving force of the city development
- (6) Networking and cooperation - creation of relations between actors within the so-called "quadruple helix" i.e., the education sector, industry/business, public administration and the local community
- (7) Using innovative, creative methods of problem solving

At the same time **the potentials** have been indicated on which Bielsko-Biała should focus in order to become a competitive center on a national and international scale:

- (I) Developed ICT industry
- (II) Attractive geographical location - tourism and international potential
- (III) Industrial roots of the city - developed automotive sector (historically and currently) and textile industry (mainly historically)
- (IV) The city's creative heritage
- (V) Technological potential - R&D base, ICT sector, Technical and Humanities Academy, FabLab Bielsko-Biała, aspirations to create a Digital Innovation Hub
- (VI) Pro-investment city policy
- (VII) Developing sector of NGOs and business support institutions
- (VIII) Compactness of the city - both in the context of mobility as well as communication between people

The **objectives** of our Regional Policy Paper are:

1. to strengthen the position of CCI in the strategic framework on the city level
2. to emphasize the need of collaboration between traditional and creative industries
3. to promote the creativity mixed with innovativeness and cutting-edge technologies - to highlight technological aspect of CCI - ICT and software programming as very well-developed branches in the city
4. to recommend the changes in terms of education in relation to CCI and technology - better usage of the creative potential - e.g. classes more tailored to the local market
5. to involve wide scope of stakeholders in the strategic development process
6. to raise awareness about CCI as a driving force for change - not only in industrial aspect but also in terms of social and cultural activities - e.g. FabLab as an open space for innovation, to be used by community to boost their creativity - convincing the city to use their premises to create similar spaces

Our policy paper will be addressed mostly to the policy makers on the city level and to different stakeholders that have influence on the ecosystem of innovation in the city - business support organizations, NGOs, university and schools. Regional Development Agency itself by adopting policy paper will act as a facilitator of possible implementation of the recommended actions.

The main objective of the policy paper is to indicate recommendations and priority actions in response to the indicated challenges, using urban potentials and placing CCI as a strategic sector in the context of the development of Bielsko-Biała and its functional area.

Main recommendations are:

- (1) CCI as a driver of city development
- (2) Leveraging the potential of the ICT industry by continuing existing initiatives or creating new ones
- (3) Technical specialization within the education sector - creating a document defining the objectives and characteristics as well as creating specialized training programs (also outside the official core curriculum)
- (4) Identification and mapping of creative and cultural industries
- (5) Establishment of a cooperation platform for creative industries
- (6) Networking of CCI and moderation of cooperation between CCI and other (traditional) industry sectors - cooperation within the local ecosystem
- (7) Innovative and creative methods of solving problems and creating new strategies, products and services
- (8) Fostering innovation in a multi-faceted sense - in strategic planning, in public life, in education, in decision-making processes, in the creation of new products and services

As a fulfillment of above-mentioned recommendations, we have indicated **9 priority actions** listed below. Those are activities already implemented, that can be considered as good practices, and be continued in the future, as well as ideas of totally new actions.

List of priority actions:

- I. Industrial Hackathon
- II. Youngster FabLab
- III. The Third Dimension of Education/Three-Dimensional Education
- IV. BBDays4.IT
- V. Creative spaces
 - a. V.1 FabLab Bielsko-Biała
 - b. V.2 Interactive Cartoon and Animation Center
 - c. V.3 Intergenerational Activity and Innovation Center
- VI. Digital Innovation Hub
- VII. Creative Map of Bielsko-Biała
- VIII. Creative Development and Technology Council
- IX. Creative problem-solving methodologies as part of urban strategy development

3. Applied Approach and Transnational Value

The most relevant document when developing the policy paper was the Regional CCI policy Analysis prepared within the InduCCI project and desk research conducted before that. This gave us an overview on the current situation in the region and showed the gaps that should be filled and potentials to be developed. The policy analysis on the European Level was also very useful as it gave us a wider look on the topic.

Focus group meetings with different local stakeholders made a major contribution in terms of development the recommendations. We had a different angle point of view, so the document can be more complex.

We also took advantage of materials gathered by the city government of Bielsko-Biała for the sake of preparation of next development strategy for the city.

Policy paper was adopted in March 2022 by Regional Development Agency that will act as a facilitator of possible implementation of the recommended priority actions. Endorsement letter of Beskidzka Chamber of Commerce was also collected to ensure collaborative model of implementation as well as boost its impact. The document will be further distributed to relevant actors in the region who will be invited to jointly work on development of the recommendations emphasized in the paper.

4. Expected Impact and Benefits

The most important impact that we want to achieve with the policy paper is to have to emphasize its role of CCI in the development of the city.

Moreover, we would like to indicate CCI sectors with the biggest potential and show the possible directions of its development.

The benefits of the implementation of the actions will be:

- for the CCI - as they will become more recognizable and they will see their force;
- for the policy makers - they will be able to define clear vision of the development of the city with the participation of CCI;
- for local community - as creative city gives more opportunities for work, learn and leisure;
- for industry - they will be able to use the potential of CCI (especially in terms of ICT) as an external innovative factor
- for business support organizations and NGOs - as a framework for possible future cooperation

5. Sustainability and Transferability

Adoption by Regional Development Agency ensures the implementation of the policy paper. Agency acts as a facilitator of different local initiatives and has great experience in terms of implementation of various innovative and creative projects, similar to those indicated in the document.

On the other hand, endorsement of other quadruple helix actors will lay the groundwork for future cooperation on the implementation of the actions.

Policy paper was built upon actual needs indicated by local focus group on the one side, and by the community, NGOs and BSOs (in a survey which was the source of analysis made by the city for the purpose creating 2030 development strategy) on the other. This makes it sustainable even after the project ends. There is a common will to fulfill the needs and solve the problems. Policy paper will be a natural framework for the initiatives.

In terms of some of the actions - there is already an agreement to continue/start the implementation in 2022 and 2023.

In terms of transferability of the document, it can be either roll-out to higher, regional level or transferred to other cities and regions. The methodology used for creation of the document can be shared and adapted in other territories. Also, the theme of CCI is often underestimated and with this approach can be boosted with proper value.

Lessons learned from the process of creation of this policy paper are that there is no need to reinvent the wheel and try to set new rules from top-down. To prepare the document you have to gather the knowledge that already exists - in other strategic documents and conducted researches. Then, in the frame of focus group you have to discuss the challenges and set recommendations and priorities afterwards. There is often the situation that even though the challenges are familiar, there is no common, clear vision of the actions that should be taken. With this kind of documents, we can set the framework for cooperation and indicate those possible directions of development. Following that, the process should be facilitated by an umbrella institution - that in our case can be Regional Development Agency.

6. Annexes

Annex 1. Regional Policy Paper in polish