

# D.T1.3.4 - JOINT GOOD PRACTICE REPORT

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International good practice benchmarking -  
Joint Good Practice Report

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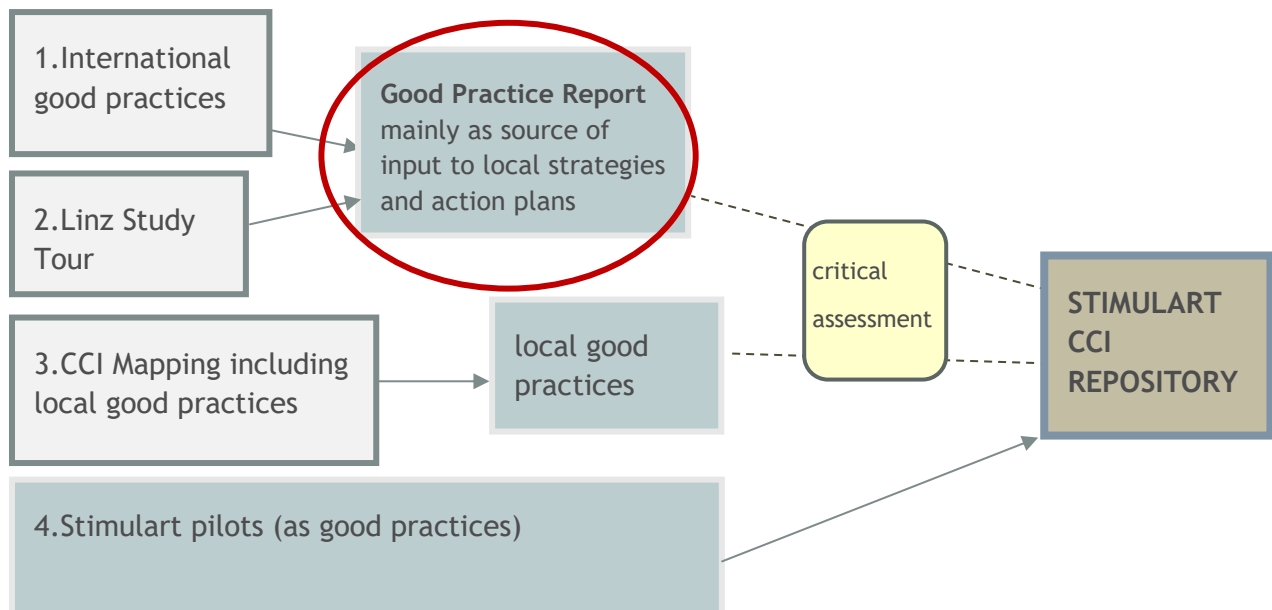
## Introduction

The document serves as the collection of national good practice benchmarking activity of the Stimlart partner cities. According to Figure 1. the International Good Practice Benchmarking Report is composed of the partner inputs with individual cases of good practices in a tailored format and also the conclusions of the Linz study tour which took place in September 2019 with the participation of ALL project partners.

The International Good Practice Benchmarking Report will assist the partners in the process of Strategy making serving good examples of organizational models, events, financing schemes or entire cultural eco-systems.

One of the final products of Stimulart is the CCI Repository, which is intended to offer a wide range of good practices<sup>1</sup> to adapt, use and learn from for the Stimulart partnership and also for cities of similar size and complexity in Central Europe. The Repository is to be disseminated widely in order to roll out the results of Stimulart achievements.

In Stimulart number of deliverables produce direct and indirect input for the CCI Repository in the series of steps outlined below.



**1. Figure:** The flow of Good Practices in Stimulart (Source: Good Practice Benchmarking Methodology Guidelines, 2019 November)

The Stimulart CCI Repository will be the ultimate product of consistent collection and assessment of good practices arising from partners' own research, direct experience with solutions, use of adapted new knowledge and also their creative "Stimulart-inspired" CCI products and practices.

The related activities start in the framework of work package 1 (WP1) by good practice benchmarking on mainly **national level**, it proceeds with the identification of **local good practices**

<sup>1</sup> According to a widely used definition: A good practice is a process or methodology that is ethical, fair, and replicable, has been shown to work well, succeeds in achieving its objective(s), and therefore can be recommended as a model, usually described formally and in detail.



as part of the CCI mapping in WP2 and get completed with the analytical description of partner cities' achievements (strategies, and pilot projects) in WP2 and WP3. The Repository is drafted and finalized (in WP1!) via the critical assessment of the inputs generated all the way in Stimulart implementation.

Deliverables with relevance in the production of the CCI good practice Repository:

	responsible partner	participant partners	source of info	method applied	deliverable
1.international good practice benchmarking	LP	all partners	personal experience, web search - desk research (no travels!)	from personal experience and web search a pool of potential good practices is compiled after a critical assessment 5-10 are shortlisted	D.T1.3.1
2.Linz Study Tour experience	LP	-	Linz study tour	on-site experience, relevant literature, websites etc. processed	D.T1.3.3
<b>INTERMEDIARY PRODUCT:</b>					
GOOD PRACTICE REPORT	LP			integrating document using products of 1 and 2	D.T1.3.4

**D.T1.3.1 International good practice benchmarking:** Collecting good practices applicable to local CCI strategy development from recognised European CCI centres through desk research & benchmarking. Assessment & categorisation of findings including comparison to local practices collected during CCI Mapping.

**D.T1.3.3 Implementation of Good Practice Study Tour to Linz:** *2-day study tour for 2 participants+1 stakeholder / PP, including catering, accommodation, meetings and visits to outstanding CCI products and achievements. The program ends with wrap-up session to identify & assess main learnings & applicable practices.*

**D.T1.3.4 Preparation of a joint Good Practice Report:** *Applicable practices collected during international benchmarking, CCI Mapping and Good Practice Study Tour, assessing their application criteria & benefits for various economic environments, to help identifying relevant tools & methods for CCI Repository.*



# 1. International good practices

In order of partner cities (in alphabetical order).

## 1.1. Amberg

### 1.1.1 Zwickl - Documentary Film Festival in Schwandorf

Title of the good practice	Zwickl - Documentary Film Festival in Schwandorf - (Original: Zwickl - Schwandorfer Dokumentarfilmtage)	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	X
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b>	X
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	X
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions	
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	X
	<p><i>explain your choice, if necessary:</i></p> <p>The Zwickl Festival is organized as a "Travelling Cinema" by an artistic and organizational director (Mrs. Anne M. Schleicher) and is co-organized and mostly funded (budget: currently approx. 27,000 euros per festival year) by the City of Schwandorf (~28.000 inhabitants). At each festival edition, the venues change, so that this year, for example, a sacred room - the Schwandorf</p>	



	hospital church - becomes a public cultural space. There is also an open festival café, a "meet and greet" event for actors from the CCI scene and, for the first time this year, an official film prize and a retrospective with a prominent guest of honour (Ingo Fliess, film producer from Munich, originally also from the region who has produced here several successful films, eg "Wackerdorf").	
Other fitting objectives justifiably linked to STIMULART (if relevant):	/	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	Many film festivals in Bavaria have emerged in recent years from private initiatives. Some of them are growing steadily (such as the "Five Lakes Film Festival" in Munich, with +20.000 visitors), which is also economically successful. Others, artistically ambitious such as the "Nonfiktionale" in Bad Aibling, however, remain rather in the niche. The Zwickl was privately launched by Anne M. Schleicher, before the city of Schwandorf and the local cultural office decided to support it, with the second edition of the festival.	
Actors who participated in the design of the GP	local authority	X
	regional authority	X
	regional/innovation agency	X
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	X
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
	local	X



On what geographical scale is the GP applied? (if relevant)	regional	X
	national	
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	X
	regional	
	national	
	EU and beyond	
	<i>explain your choice, if necessary:</i> The district of Schwandorf and the Upper Palatinate Subregion are not primarily known as centres of the film industry in Bavaria. For this reason, the Zwickl Festival takes a pioneering role in smaller urban/rural areas, since cinematic high culture, prominent guests and a number of additional events and a low admission price of only 2.00 Euro per film screening prove that "culture for all" is possible and well received also in most average (economically defined) municipalities such as Schwandorf (with 30,000 inhabitants). The festival has now reached its 7th edition (31 October and 11 November 2019) and has between 2000 - 3000 visitors per festival year.	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	
	municipalities	X
	other organizations in CCI	
	artists, creative people in general	X
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	A prime example of how a CCI representative, from her own initiative, created in just a few years a whole film festival and gained the support (organizationally, communication-wise and financially) of the municipality. Due to the low entry prices, the volunteer commitment of many helpers (about 30 per year) and many local and regional sponsors, the festival is constantly growing in terms of numbers of visitors & attention across the Bavarian film industry. At the same time, it has become a proper source of income for the festival founder with growth potential for the entire festival and possible new employees.	



<p>What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?</p>	<p>Because of its low admission price, people from the City and District can experience "culture for all". Thanks to a tight budget, the festival-maker can do business properly and, as an employee for the Festival herself, can support herself as well; this could serve as a model for other similarly sized (cultural) communities in Bavaria. Due to the concept of a "Traveling Cinema", public spaces that are either empty or barely used (such as Blumen Heinz, old cinemas or a church) are meaningfully used following the "Pop up Store" model.</p>
<p>What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)</p>	<p>The Festival promotes communal cohesion which grows steadily, because the Zwickl volunteers are really committed and extremely active in promoting the event and the cultural community around it. Due to the size of the catchment area (some guests travel up to Nuremberg or Regensburg), there is also a positive impact on the city and region of Schwandorf (hotels, restaurants, etc.).</p>
<p>Has the GP won any award, public appreciation, etc.?</p>	<p>No, so far no awards or prizes; But the media (such as the Mittelbayerische Zeitung / Regensburg) report extensively about it. Nein, noch keine Auszeichnungen oder Preise; Aber die Medien (wie z.B. die Mittelbayerische Zeitung / Regensburg) berichten ausgiebig darüber.</p>
<p>Is there a patent connected? (if relevant)</p>	<p>/</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p>Websites and contact details: Frau Anne M. Schleicher (künstlerische Leitung und Organisation / Maximilianstraße 8, 92421 Schwandorf / 0157 - 34 04 76 06 / Festivaltelefon: 0173 - 86 42 88 0 / mail@2wickl.de) Frau Nicole Zwicknagel (Kulturmanagerin) und Frau Susanne Lehnfeld (Stadtverwaltung Schwandorf, Kultur und Tourismus, Amtsleiterin, Spitalgarten 1, 92421 Schwandorf / 09431 - 45176 / kultur@schwandorf.de). www.2wickl.de www.schwandorf.de</p>





### 1.1.2 Concert Hall Blaibach

Title of the good practice <b>Concert Hall Blaibach - (Original: Konzerthaus Blaibach)</b>		
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	X
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	X
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting</b> CCI	X
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	<u>f.) a good practice of an innovation chain with a successful (marketable) creative product</u>	X
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	X
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	X
	<i>explain your choice, if necessary:</i>  Many small and very small communes in Bavaria have been struggling for some time with population decline, emigration, unused urban spaces or a general desolation of the traditional village, market or town squares. The question "What now?" came five years ago in Blaibach in the Bavarian Forest. After the demolition of empty buildings in the centre of the village (1.971 inhabitants / district Cham), the administration decided - despite initial great resistance - for the construction of a concert hall following the plans of the internationally renowned Munich architect Peter Haimerl, who comes from the Bavarian	



	<p>Forest (in Eben bei Viechtach). He had initiated this project together with the opera singer Thomas E. Bauer. Since its opening in 2014, it has turned into an internationally acclaimed mini concert hall, which has been featured in specialist journals from the US to Japan, has consistent capacity utilization of almost 100% (it has 200 seats), and “magically” attracts star interpreters from the classical music scene.</p>	
<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>	<p>The Concert Hall, thanks to its yearly program, resulted in the creation of new jobs and the establishment and further expansion of profitable ancillary businesses (hotels, restaurants, tourism, etc.). A funding association and the involvement of numerous donors and sponsors (local and regional) means that the Concert Hall is financially sustainable.</p>	
<p>Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?</p>	<p>The Blaibach Concert Hall is an absolute pioneering project (architecture-wise and operationally-wise, being located in a really small village) by Peter Haimerl and Thomas E. Bauer and the municipality of Blaibach with international appeal, which was created in 2014 as part of the sponsored model project "Ort schafft Mitte" (PP urban development promotion program initiated by the Bavarian regional Government in 2010)</p>	
<p>Actors who participated in the design of the GP</p>	<p>local authority</p>	<p>X</p>
	<p>regional authority</p>	<p>X</p>
	<p>regional/innovation agency</p>	
	<p>education (University) or research institution</p>	
	<p>business support structures (incubator, technology park, science park, clusters, networks, etc.)</p>	
	<p>business sector</p>	
	<p><i>explain your choice, if necessary:</i></p>	
<p>Actors who participated in implementing the GP</p>	<p>local authority</p>	<p>X</p>
	<p>regional authority</p>	<p>X</p>
	<p>regional/innovation agency</p>	
	<p>education (University) or research institution</p>	
	<p>business support structures (incubator, technology park, science park, clusters, networks, etc.)</p>	
	<p>business sector</p>	
	<p><i>explain your choice, if necessary:</i></p>	
	<p>local</p>	<p>X</p>



On what geographical scale is the GP applied? (if relevant)	regional	X
	national	X
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	
	national	X
	EU and beyond	X
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	X
	municipalities	X
	other organizations in CCI	
	artists, creative people in general	X
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>"Make old from old" or in the language of the architect P Haimerl: "attraction instead of restriction". According to this motto, the construction of the concert hall in Blaibach not only created an internationally acclaimed building, but also brought a high-culture program in village life as well as in the entire region. This model of a cultural revitalization of an orphaned village centre (via the publicly funded project "Ort schafft Mitte") can act as a prototype and source of ideas for many very small communities in the EU. Inspired by the idea "high culture in the province? Especially now! ", this project is real pioneering one. After five years of playing the Blaibach concert hall is an absolute success story and a courage project in the literal sense.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>Despite initial local resistance, the creative team and the members of the local council succeeded in the extremely ambitious project on time and within the budget. At the same time, the construction of Peter Haimerl, an internationally operating architect with an office in Munich and several branch offices, is quite willing to get involved in his "old homeland" and in the province, which proves to be an exemplary role model.</p>	
What are measurable, detectable social, economic etc. impacts	<p>See above (inter alia ancillary services profitability, model example of citizen engagement together with representatives of the CCI as well as the regional government and a small municipality).</p>	



of the good practice? (if relevant)	
Has the GP won any award, public appreciation, etc.?	Yes, already many, among which the German Architectural Award 2015, Cultural Award of the Bavarian State Foundation 2015, Tourism Award Bavarian Forest "Most Innovative Culture", artouro (Bavarian Tourism Architecture Award) 2016).
Is there a patent connected? (if relevant)	/
Source of information (references): web page, literature, person (contact)	<p>Peter Haimerl (Architekt) Lothringer Straße 13 81667 München 089 - 44 760 561 <a href="mailto:architektur@peterhaimerl.de">architektur@peterhaimerl.de</a></p> <p>Kulturwald gGmbH - Festspiele Bayerischer Wald Prof. Thomas E. Bauer (Geschäftsführer) Kirchplatz 2 93476 Blaibach 09941 - 94 95 06 5 <a href="mailto:info@konzerthaus.de">info@konzerthaus.de</a></p> <p>Website and trade / press articles: <a href="http://konzert-haus.de/home/">http://konzert-haus.de/home/</a> <a href="http://www.blaibach-konzert.haus">www.blaibach-konzert.haus</a> <a href="http://www.peterhaimerl.com/projects/konzerthaus-blaibach#firstPage">http://www.peterhaimerl.com/projects/konzerthaus-blaibach#firstPage</a> <a href="http://www.baunetz.de/meldungen/Meldungen-Konzerthaus_in_Blaibach_von_Peter_Haimerl_4099123.html">http://www.baunetz.de/meldungen/Meldungen-Konzerthaus_in_Blaibach_von_Peter_Haimerl_4099123.html</a> <a href="https://www.beton.org/inspiration/architektur/objekt-details/konzerthaus-in-blaibach/">https://www.beton.org/inspiration/architektur/objekt-details/konzerthaus-in-blaibach/</a> <a href="http://www.bayern.by/der-bayerische-tourismus-architektur-preis-artouro-2016-geht-nach-blaibach-1?action=text">http://www.bayern.by/der-bayerische-tourismus-architektur-preis-artouro-2016-geht-nach-blaibach-1?action=text</a></p> <p>Karl Landgraf (Förderverein Konzerthaus Blaibach e.V.) Schlossleiten 2 93476 Blaibach 09941 - 90 60 99 <a href="mailto:blaibach.landgrafg@web.de">blaibach.landgrafg@web.de</a></p>



### 1.1.3 Designworkshop Coburg (Competence and Industry Center) and Creative Industries Coburg

<p><b>Title of the good practice</b></p>	<p>Designworkshop Coburg (Competence and Industry Center) and Creative Industries Coburg (Initiative, Organization and Innovation Pool)</p> <p>Designwerkstatt Coburg (Kompetenz- und Branchenzentrum) und Kreativwirtschaft Coburg (Initiative, Organisation und Innovationspool)</p>	
<p><b>How would you classify the good practice (GP)?</b> Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	<p>a.) a good practice of the <b>institutional / operation model</b> in CCI</p> <p>b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale</p> <p>c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b></p> <p>d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)</p> <p>e.) a good practice of <b>financial sustainability</b> in CCI</p> <p>f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b></p> <p>g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)</p> <p>h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions</p> <p><i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i></p> <p>i.) Others, namely (please identify):</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p></p> <p>X</p> <p></p> <p>X</p> <p></p>
<p><b>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</b></p>	<p>PSO1: To upgrade the financial &amp; organisational frameworks of the CCI macro-environment in mid-size CE cities</p> <p>PSO2: To turn cultural heritage assets into creative products &amp; services in mid-size cities through developing local culture-based creativity and improving entrepreneurial &amp; individual skills</p> <p>PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities</p> <p><i>explain your choice, if necessary:</i></p>	<p>X</p> <p>X</p> <p>X</p>



<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>	<p>Based on a project the Economic Development Agency, the Designwerkstatt Coburg (in the City of Coburg, ~41.000 inhabitants) established itself in a few years as an interdisciplinary space for entrepreneurs, artists / creative / designers as well as space for design and knowledge transfer. The settlement of established companies and the transformation of an empty industrial building (the Hofbräuhaus Coburg) into a versatile conference location and a co-working space have created a very successful co-working space that radiates into the entire northern Bavarian region.</p>	
<p>Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?</p>	<p>Comparable models and initiatives exist in many other German federal regions; but in Upper Franconia the founding of the design workshop in 2000 was an absolute pioneering project.</p>	
<p>Actors who participated in the design of the GP</p>	<p>local authority</p>	<p>X</p>
	<p>regional authority</p>	<p>X</p>
	<p>regional/innovation agency</p>	<p></p>
	<p>education (University) or research institution</p>	<p>X</p>
	<p>business support structures (incubator, technology park, science park, clusters, networks, etc.)</p>	<p>X</p>
	<p>business sector</p>	<p>X</p>
	<p><i>explain your choice, if necessary:</i></p>	
<p>Actors who participated in implementing the GP</p>	<p>local authority</p>	<p>X</p>
	<p>regional authority</p>	<p>X</p>
	<p>regional/innovation agency</p>	<p>X</p>
	<p>education (University) or research institution</p>	<p>X</p>
	<p>business support structures (incubator, technology park, science park, clusters, networks, etc.)</p>	<p>X</p>
	<p>business sector</p>	<p>X</p>
	<p><i>explain your choice, if necessary:</i></p>	
<p>On what geographical scale is the GP applied? (if relevant)</p>	<p>local</p>	<p></p>
	<p>regional</p>	<p>X</p>
	<p>national</p>	<p></p>
	<p>not relevant</p>	<p></p>



	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	X
	national	X
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	X
	municipalities	X
	other organizations in CCI	
	artists, creative people in general	X
<i>explain your choice, if necessary:</i>		
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>In 2009, the Business Development Corporation of the City of Coburg GmbH made a ground-breaking decision: In addition to the traditional design location, the city was to be expanded as an important cluster for the entire German CCI. The aim was/is to fully exploit the innovation potential in order to give CCI companies a significant competitive advantage locally and in the region, while at the same time strengthening Coburg's cultural environment. With more than 400 companies and freelancers established in the space already during the first year, Coburg reached a higher than average share of creative and cultural workers compared to the nationwide percentage. By 2018, the number had increased to 673, thus continuing its development with the establishment of the Designwerkstatt Coburg together with the affiliated competence center for CCI as a "design mecca in Bavaria". Its motto: "shaping the economy".</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>Following the genesis of the Designwerkstatt Coburg, several other important CCI projects and initiatives were established in the region (eg the 1st fair of the Coburg creative economy "Come" / since 2010, also: Creative-Spicker (Creative Cheat sheet), an interactive map of CCI in the city and a job and project exchange for creative jobs, which enjoys national attention).</p>	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	<p>Thanks to further funding and a growing public attention as well as the higher education landscape, the Design Workshop Coburg has also established (since 2010) as an official location and contact for the members of the CCI in Coburg as well as the entire northern Bavarian region.</p>	



<p>Has the GP won any award, public appreciation, etc.?</p>	<p>Yes, many already (for example as a "Place in the Land of Ideas" by the President of Germany / 2008 and as a "Creative Place" by the Council of Europe / 2009).</p>
<p>Is there a patent connected? (if relevant)</p>	<p>/</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p>Karin Ellmer (Director of Designwerkstatt Coburg, Am Hofbräuhaus 1, 96450 Coburg) 09561 - 83 63 0 <a href="mailto:info@designwerkstatt-coburg.de">info@designwerkstatt-coburg.de</a> <a href="http://www.designwerkstatt-coburg.de">www.designwerkstatt-coburg.de</a> <a href="http://www.kreativwirtschaft-coburg.de">www.kreativwirtschaft-coburg.de</a></p> <p>Another platform that emerged from this: Coburger Designforum Oberfranken e.V. <a href="http://www.c-d-o.de/aktuell.html">http://www.c-d-o.de/aktuell.html</a></p> <p>(new use of the historic freight yard in close cooperation with the WiföG of the city of Coburg and place of the "Coburg Designtage" with workshops, lectures, trade fair presentations etc.)</p> <p>Kontakt: Prof. Auwi Stübber (Dipl.-Ing. / 1. Vorsitzender) <a href="mailto:stuebbe@c-d-o.de">stuebbe@c-d-o.de</a></p> <p>Presse und Beispiel für eine Preisträgerin aus der Designwerkstatt Coburg: <a href="http://www.designwerkstatt-coburg.de/DW-2014/aktuell/2019/Coburger-Dirndl-siegt-in-Muenchen.php">http://www.designwerkstatt-coburg.de/DW-2014/aktuell/2019/Coburger-Dirndl-siegt-in-Muenchen.php</a></p>





### 1.1.4 KÜKO (Artists' Colony Fichtelgebirge Registered Association) and Control Centre - Creative Industries Fichtelgebirge Forum

Title of the good practice	<p>KÜKO (Artists' Colony Fichtelgebirge Registered Association) and Control Centre - Creative Industries Fichtelgebirge Forum, Co-working space and Pioneer project</p> <p>KÜKO (Künstlerkolonie Fichtelgebirge e.V.) und Forum Kreativwirtschaft Fichtelgebirge mit der "Schaltzentrale" als Coworking-Space und Pionierprojekt</p>	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	X
	<u>b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale</u>	X
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting</b> CCI	X
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	X
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions	
	<p><i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i></p>	
i.) Others, namely (please identify):		
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	X
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	X
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	X
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably linked to		



<b>STIMULART (if relevant):</b>		
<b>Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?</b>	Is a mix of private engagement by the KÜKO and its chairman Sabine Gollner as well as the support of decision makers from the local / regional political and economic actors.	
<b>Actors who participated in the design of the GP</b>	local authority	X
	regional authority	X
	regional/innovation agency	X
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
<b>Actors who participated in implementing the GP</b>	local authority	X
	regional authority	X
	regional/innovation agency	X
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
<b>On what geographical scale is the GP applied? (if relevant)</b>	local	X
	regional	X
	national	
	not relevant	
	<i>explain your choice, if necessary:</i>	
<b>On what scale is it a breakthrough product / service / solution?</b>	local	
	regional	X



	national	
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	X
	municipalities	X
	other organizations in CCI	
	artists, creative people in general	X
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Based on a private creative agency founded in 2011 ("It's about time") and a Facebook group, CCI representative Sabine Gollner founded the KÜKO (Artists' Colony Fichtelgebirge) in the deepest Bavarian province and in a weak economic region: in Bad Berneck (~4.500 inhabitants, in the Fichtelgebirge region). In 2016, together with the city planners Coopolis (Berlin) and the architects Bär &amp; Frisch (Creussen), she developed an integrated urban development concept (ISEK) for Bad Berneck. On behalf of the Office for Rural Development (ALE / Oberfanken) and with the support of the City of Bayreuth and the district of Bayreuth (Regional Management), in 2017, she initiated a highly acclaimed co-working space in rural areas (most recently as the venue for the 2019 annual conference of the cultural and creative industries).</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>KÜKO is a successful example of a well-functioning CCI platform in an economically and structurally weak region of Bavaria with the potential to draw city dwellers and other CCI representatives "to the countryside".</p>	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	<p>Current numbers on KÜKO: 75 active members 30 members in the Fundraising association 500 contacts with industry</p> <p>01.02.2019: Foundation of the Forum CCI Fichtelgebirge (is a cooperation project between the KÜKO and the district of Wunsiedel in the Fichtelgebirge / duration: 3 years / contact: Ms. Astrid Köppel / Network Manager)</p> <p>"Control centre" (As a co-working space and example of a successful new use of an abandoned industrial area with very cheap offices, studios, studios, halls, exhibition areas etc. / Travel time to the University of Bayreuth is only 12 minutes / all rooms are already ready / 4000 sqm / rental prices from 3 ,00 Euro/sqm).</p>	



<p>Has the GP won any award, public appreciation, etc.?</p>	<p>Yes, several already, among which as "Bewegungsmelder 2012", an initiative of the Federal Ministry of Economics and Technology. The proposal nomination was made by the Bavarian Ministry of Economic Affairs</p>
<p>Is there a patent connected? (if relevant)</p>	<p>/</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p>Sabine Gollner (Founder and chairman of the Artists' Colony Fichtelgebirge Association / freelance film, app and media professional, PR expert, consultant and strategist) Maintalstraße 123 95460 Bad Berneck <a href="mailto:info@itsabouttime.de">info@itsabouttime.de</a> <a href="http://coworking@schaltzentrale.bayern.de/">http://coworking@schaltzentrale.bayern.de/</a> 09273 - 96 68 67 0 <a href="https://kueko-fichtelgebirge.de/">https://kueko-fichtelgebirge.de/</a> <a href="http://www.kueko-coworking.de/">http://www.kueko-coworking.de/</a> <a href="https://www.infoportal-land.de/projekte/coworking-space-im-fichtelgebirge">https://www.infoportal-land.de/projekte/coworking-space-im-fichtelgebirge</a> <a href="https://schaltzentrale.bayern">https://schaltzentrale.bayern</a> Control Center (Schaltzentrale) Kulmbacherstraße 27a 95460 Bad Berneck Press and examples of the work Sabine Gollner and KÜKO carry out: <a href="http://www.qr-tour.de/">http://www.qr-tour.de/</a> <a href="http://www.br.de/mediathek/video/sendungen/zwischen-spessart-und-karwendel/bad-berneck-altstadt-100.html">http://www.br.de/mediathek/video/sendungen/zwischen-spessart-und-karwendel/bad-berneck-altstadt-100.html</a> Astrid Köppel (Network Manager für CCI im Fichtelgebirge) <a href="mailto:info@kreativwirtschaft-fichtelgebirge.de">info@kreativwirtschaft-fichtelgebirge.de</a> 0176 - 64 84 92 69</p>



### 1.1.5 MUH - Magazinne for bavarian Aspects

Title of the good practice	MUH - Magazinne for bavarian Aspects (MUH - Magazin für bayerische Aspekte)	
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the institutional / operation model in CCI	
	b.) a good practice for partnership and/ or stakeholder involvement in CCI on any territorial scale	X
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	X
	e.) a good practice of financial sustainability in CCI	X
	f.) a good practice of an innovation chain with a successful (marketable) creative product	X
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	
	h.) a good practice of entire eco-systems in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	X
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<p><i>explain your choice, if necessary:</i></p> <p>As a successful provincial start-up company from, that made it to the big cities and the national print market.</p>	
<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>		



Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	Own initiative of its founding members (Stefan Dettl, Josef Winkler, Nicole Kling, Katrin Schießl) and without local or municipal support.	
Actors who participated in the design of the GP	local authority	
	regional authority	
	regional/innovation agency	X
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	
	regional authority	
	regional/innovation agency	X
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
On what geographical scale is the GP applied? (if relevant)	local	X
	regional	X
	national	
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	X
	national	



	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	X
	municipalities	
	other organizations in CCI	
	artists, creative people in general	X
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Yet another printed title? And yet another one still one with Bavarian content? Who should read &amp; buy it? MUH Magazine has been self-published every three months since 2001, is editorially independent and is now well-known as a local notice board in the context of print start-ups in Bavaria and Germany, and has already received several prizes. Currently, MUH reached its 34th edition. The circulation amounts to 17,000 copies and is placed and sold by the German Press Service (DPV) via the Press Wholesale Bavaria-wide at about 2400 press retailers, booksellers and in a selection of supermarkets and petrol stations in rural areas. In addition there are 400 outlets of the station and airport book trade nationwide and is also sold via regular subscriptions. What emerged as a "beer idea" in an English pub in 2011 has become a well-established press brand with a high degree of consistency and continues to have a lot of Bavarian "do-it-yourself" mentality that functions as a successful piece of globalized home-boundness.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>The team of the MUH magazine works exclusively with local photographers (Sonja Haspich &amp; Michael Namberger) and graphic artists (Nadine Löes, Katharina Höhne, Florian Fischer) and self-publishes every three months. Due to the great commercial success of its publisher and project initiator Stefan Dettl (head of the Bavarian band "LaBrassBanda", which tours across Europe, and as a trained trumpeter also as a soloist and teacher), MUH is also financially sustainable and thus succeeds to develop in a concentrated way. The success lies in the mixture of private commitment, professionalism from the CCI, editorial innovation (such a magazine did not exist in Bavaria or Germany before it) and sound profitability (currently: about 4000 subscribers and publishers).</p>	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	/	
Has the GP won any award, public appreciation, etc.?	Yes, several already, among which the "Kress award 2011", the "Leada award 2012 / silver medal", the "Bavarian Print Media Prize 2012").	



Is there a patent connected? (if relevant)	/
<p>Source of information (references): web page, literature, person (contact)</p>	<p>MUH GmbH (represented by Katrin Schießl) Johann-Kagermeier-Straße 12 83358 Seebruck 08667 - 21 68 11 1 <a href="mailto:info@muh.by">info@muh.by</a> Editor: Josef Winkler, Sedanstraße 17, 81667 München Website: <a href="https://www.muh.by">https://www.muh.by</a> <a href="https://www.facebook.com/MUHmagazin">https://www.facebook.com/MUHmagazin</a> Media: <a href="https://www.kulturvision-aktuell.de/muh-ausgabe-29-josef-winkler-2019/">https://www.kulturvision-aktuell.de/muh-ausgabe-29-josef-winkler-2019/</a> <a href="https://www.sueddeutsche.de/bayern/neues-bayern-magazin-die-muh-aus-dem-ei-1.1071739">https://www.sueddeutsche.de/bayern/neues-bayern-magazin-die-muh-aus-dem-ei-1.1071739</a> <a href="https://taz.de/!5123848/">https://taz.de/!5123848/</a> <a href="https://www.zeit.de/zeit-magazin/2018/20/tradition-muenchen-junge-menschen-kuenstler-bayern">https://www.zeit.de/zeit-magazin/2018/20/tradition-muenchen-junge-menschen-kuenstler-bayern</a> <a href="https://www.faz.net/aktuell/feuilleton/landleben-hoffentlich-wird-es-nicht-so-schlimm-13282017.html">https://www.faz.net/aktuell/feuilleton/landleben-hoffentlich-wird-es-nicht-so-schlimm-13282017.html</a></p>





## 1.2. Jászberény

### 1.2.1. Hungarian National Film History Theme Park and Digital Power-plant in Ózd - brownfield development

Title of the good practice	Hungarian National Film History Theme Park and Digital Power-plant - in Ózd	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	<u>X</u>
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b>	X
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of <b>an innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	X
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions  <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	X
	<i>explain your choice, if necessary:</i>	
<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>	<p>Ózd, a city of 32 000 inhabitants as a former industrial center has not been able to recover from the dismantling of heavy industry. It is still a crisis area in economic and societal terms.</p>	




	The aim of the national government with the project was to support the overall recovery of the city and its region with a unique cultural attraction of national importance.	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	<p>The idea (using a former industrial area as a cultural and community scene) is the adaptation of a widely applied mode of reutilizing old industrial areas. There are successful examples in Hungary too e.g. the former Ganz Factory in Budapest transformed into Millenáris Park, an extensive <b>multifunctional</b> cultural hub and “value space” with 5 distinctive CCI contents / functions.</p> <p>Regarding the profile and contents, it is a novel idea, the offered services are also out of ordinary.</p>	
Actors who participated in the design of the GP	local authority	X
	regional authority	
	regional/innovation agency	
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	X
	business sector	X
	<i>explain your choice, if necessary:</i> National Government Hungarian National Digital Archive is a publicly funded institution	
Actors who participated in implementing the GP	local authority	X
	regional authority	
	regional/innovation agency	X
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	X
	business sector	X
	<i>explain your choice, if necessary:</i>	
On what geographical scale is the GP applied? (if relevant)	local	
	regional	
	national	X
	not relevant	



	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	
	national	X
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	X
	CCI entrepreneurs	
	municipalities	X
	other organizations in CCI	X
	artists, creative people in general	
	<i>explain your choice, if necessary:</i> How one national organization can support regional development by reallocating part of their portfolio into a	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Ózd located in the North of HU used to be an important center of heavy industry in the 20<sup>th</sup> century. Due to the socio-economic transformation steel production terminated in 1992. The period after the shutdown brought about unemployment, migration and turn the town into crisis area. At the huge industrial site, The Blowing Engine-house got listed as protected heritage in 2005, but many buildings and premises have been demolished.</p> <p>In 2011, the idea of reviving bits of the former ironworks by functional transformation emerged. The change was joint idea but was promoted by the national government. The local government concluded a cooperation agreement with the Hungarian National Digital Archive. The restoration works took place in 2014-2016 in the Blowing Engine-house and in the Power-plant. The Power-plant was transformed into a Digital Power-plant as a multi-functional establishment (an exhibition and community agora, methodological centre). The Blowing Engine-house is now functioning as the National Film History Theme Park. The financing was ensured by EU Structural Funds, and by national government with a total of 2,5 billion HUF = 7,8 million euro. It is operated by Forum Hungaricum Not for profit Ltd.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>Locating a rare and special function and content in a peripheral region boosting the attractiveness of the secluded and still crisis area.</p> <p>Using a derelict industrial site and building for such a project also counts as innovative compared to the approach to placing functions in newly constructed buildings.</p>	



	 <p>The place is the branch of the national film archives for research purposes and professional use. Relics of movie making / film business (such as posters), costumes and settings are displayed as exhibits. The establishment uses a business model that includes offering services such as family programs, team building and school lessons - all in film settings. One can also rent event halls for their own purpose, wedding photography, it also provides shooting scenes for making short films and video clips in real film settings.</p> <p>The development was to meet eco-cultural aspects involving the rehabilitation of a creek valley and planting endemic species of the region on the site.</p>
<p>What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)</p>	<p>Sustainability of the establishment: diminishing support and increasing share of the own income and turnover.</p> <p>Growing number of visitors year by year.</p> <p>Not real breakthrough for the town and its region. The out-migration has not been terminated.</p>
<p>Has the GP won any award, public appreciation, etc.?</p>	<p>1<sup>st</sup> in Cultural category - Hungarian Real Estate Association's award</p> <p>Special Award's winner - Hungarian Real Estate Association's award</p> <p>Pro Architectura, 2017</p> <p>FIABCI World Prix d'Excellence - World Gold Winner, Heritage Category</p>
<p>Is there a patent connected? (if relevant)</p>	<p>no</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p><a href="https://en.mandadb.hu/cikk/777097/Powerplant_tuned_for_culture">https://en.mandadb.hu/cikk/777097/Powerplant_tuned_for_culture</a></p> <p><a href="https://www.octogon.hu/epiteszet/a-vilag-legjobbja-lett-az-ozdi-digitalis-eromu/">https://www.octogon.hu/epiteszet/a-vilag-legjobbja-lett-az-ozdi-digitalis-eromu/</a></p> <p><a href="http://www.nfe.hu/?lang=en">http://www.nfe.hu/?lang=en</a></p>




## 1.2.2. Hangvilla (the Tuning-fork) - Multifunctional Community Space in Veszprém

Title of the good practice	Hangvilla (the Tuning-fork) - Multifunctional Community Space in Veszprém	
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	<u>X</u>
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting</b> CCI	X
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	X
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions	X
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	X
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	X
	<p><i>explain your choice, if necessary:</i></p> <p>An old cultural establishment (an old movie) physically refurbished, transformed, enlarged applying new operational schemes in coordination of market actors, the local authorities and cultural enterprises.</p>	
<p>Other fitting objectives justifiably linked to (if STIMULART relevant):</p>	<p>Hangvilla is and exemplary part of a city and regional level CCI eco-system of Veszprém. The objective of the project fitting Stimulart was to operate a cultural establishment in an economically sustainable manner without too much involvement of public financing compensated with a rational management approach, boosting cultural entrepreneurial involvement.</p>	



<p>Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?</p>	<p>There are cultural establishments operated in the same way, but the management flexibly tailored the operational “rules” to the actual state of development which finally ended up a soundly working model. It is a fact that without the right people around the model would never be like this. In a sense it is the team's own creative idea.</p>	
<p>Actors who participated in the design of the GP</p>	<p>local authority</p>	<p>X</p>
	<p>regional authority</p>	
	<p>regional/innovation agency</p>	
	<p>education (University) or research institution</p>	<p>X</p>
	<p>business support structures (incubator, technology park, science park, clusters, networks, etc.)</p>	<p>X</p>
	<p>business sector</p>	<p>X</p>
	<p><i>explain your choice, if necessary</i></p>	
<p>Actors who participated in implementing the GP</p>	<p>local authority</p>	<p>X</p>
	<p>regional authority</p>	
	<p>regional/innovation agency</p>	
	<p>education (University) or research institution</p>	<p>X</p>
	<p>business support structures (incubator, technology park, science park, clusters, networks, etc.)</p>	<p>X</p>
	<p>business sector</p>	
	<p><i>explain your choice, if necessary:</i></p>	
<p>On what geographical scale is the GP applied? (if relevant)</p>	<p>local</p>	
	<p>regional</p>	
	<p>national</p>	<p>X</p>
	<p>not relevant</p>	
	<p><i>explain your choice, if necessary:</i></p>	
<p>On what scale is it a breakthrough product / service / solution?</p>	<p>local</p>	<p>X</p>
	<p>regional</p>	<p>X</p>
	<p>national</p>	<p>X</p>
	<p>EU and beyond</p>	<p>X</p>
	<p><i>explain your choice, if necessary:</i></p>	



For whom is this exemplary?	public institutions	X
	CCI entrepreneurs	X
	municipalities	X
	other organizations in CCI	
	artists, creative people in general	
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.		<p>Hangvilla is housed in the former Séd Cinema building in Veszprém. Until the beginning of the Hangvilla project, two institutions worked successfully: the Pannon Castle Theatre with all-night theatrical pieces, musicals, and the Express youth Club, with live music concerts and performances. It was purchased in 2005 by Swing-Swing Ltd. Thanks to the large-scale investment of Swing-Swing Kft., the city of Veszprém, a modern 21st-century multi-functional cultural complex was created. The institution remains the primary strategic public education spot in the renewed environment, for the sake of respect for the right to culture, the operation of community theatres, the nurturing of Hungarian culture and traditions, the artistic training. It maintains the assistance of the creative communities in the city, the provision of access to a quality culture, the promotion of public culture, and the creation of demanding entertainment opportunities.</p>
	<p>The Hangvilla Multifunctional Community Space represents a trend open to culture as a whole, interpreting cultural traditions as fundamental, <b>but where the creative novelties are used as a resource for culture</b>. The construction works got completed on 31 December 2013. The investment was realized from municipal and banking resources and from the non-refundable grant obtained in the inner-city rehabilitation project as a result of several years of preparatory work. The Hangvilla opened on 18 December 2013. The functions of Hangvilla:</p> <ul style="list-style-type: none"> <li>• A Concert Hall with nearly 500 people, a theatre hall. The oratorio is suitable for a large orchestra, including theatre performances, concerts, balls, weddings</li> <li>• Conference room for conferences, courses, corporate events, presentations</li> <li>• Chamber Room for small events and performances</li> <li>• Orchestral rehearsal room for the Mendelssohn Chamber Orchestra</li> <li>• Choir hall for Veszprém City Mixed Choir and other ensembles</li> <li>• Youth nightclub on the lower level for the Expressyouth Club</li> <li>• Restaurant, café</li> </ul>	



	<ul style="list-style-type: none"> <li>• Parking with 22 parking lots</li> <li>• Community living space for exhibitions and community gatherings</li> </ul> <p>Hangvilla is operated by only 3 people. All other services are outsourced and the city “buys” a certain amount of useful time in the use of the functional spaces.</p> <p>The operational model is an absolute success and very rare in the country. The owners of the place share the model and seek followers in the country. The usability of the concept is undoubted in Jászberény for the Mill project.</p>
<p>What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?</p>	 <ol style="list-style-type: none"> <li>1.) Architectural concept was innovative by building extra shells around the existing old-style panel building.</li> <li>2.) If it was not for the cultural and entrepreneurial embeddedness the Hangvilla would not be so successful.</li> <li>3.) The Hangvilla operational concept is easy to understand but not easy to adapt as the ones pioneering had an ideal political financing and intellectual context.</li> </ol>
<p>What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)</p>	<p>The house formerly mostly empty is always full of people. It has become a real community space, where people combine the use of spaces. The musical educational programmes (e.g. jazz) addressing children grab their minds and they return in great numbers just to hang around or to visit other types of programmes in Hangvilla.</p>
<p>Has the GP won any award, public appreciation, etc.?</p>	<p>-</p>
<p>Is there a patent connected? (if relevant)</p>	<p>no</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p><a href="https://www.vehir.hu/cikk/33284-veszprem-kulturalis-beagyazottsaga-nelkul-nem-mukodne-a-hangvilla">https://www.vehir.hu/cikk/33284-veszprem-kulturalis-beagyazottsaga-nelkul-nem-mukodne-a-hangvilla</a></p> <p>Study visit to Hangvilla (stakeholder group) on the 4<sup>th</sup> of February 2020</p> <p>Bélafi László, director</p> <p>Muraközi Péter, former director</p> <p>Mészáros Zoltán, head of the ECC project</p> <p>Kováts Péter, musician</p>





### 1.2.3. Zemplén Festival - classical music survives in a secluded corner of the country

Title of the good practice	Zemplén Festival - classical music survives in a secluded corner of the country	
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	<u>X</u>
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b>	X
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of <b>an innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	X
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions  <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	X
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<i>explain your choice, if necessary:</i>	
<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>	<p>Boosting regional cooperation of the CCI stakeholders contributing to the overall prosperity of a entire region and not only of one town. This is very much in line with Stimulart, as mid-sized cities are hardly competitive alone without their hinterland or other partner cities in their proximity.</p>	
<p>Is the GP an adaptation of an existing solution</p>	<p>It is mostly an adaptation of good practices existing all over Europe.</p>	



or someone's / a team's own creative idea?	The innovative feature of the Festival was that classical music works in peripheral economic regions is able to bring together local people and also to attract other from remote places.	
Actors who participated in the design of the GP	local authority	X
	regional authority	
	regional/innovation agency	
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	X
	business sector	
	<i>explain your choice, if necessary:</i> Hungarian National Digital Archive is a publicly funded institution	
Actors who participated in implementing the GP	local authority	X
	regional authority	
	regional/innovation agency	
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	X
	business sector	
	<i>explain your choice, if necessary:</i>	
On what geographical scale is the GP applied? (if relevant)	local	
	regional	
	national	X
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	
	national	
	EU and beyond	X
	<i>explain your choice, if necessary:</i>	

For whom is this exemplary?	public institutions	X
	CCI entrepreneurs	
	municipalities	X
	other organizations in CCI	
	artists, creative people in general	
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Zemplén is one of the most memorable landscape of Hungary (with the wines of Tokaj). Zemplén Festival is the flagship bunch diverse programmes in its 27<sup>th</sup> year taking place in a relatively secluded corner of the country. The festival was a breakthrough idea when it was first initiated by the Liszt Ferenc Chamber Orchetra. The Festival then called Zemplén Art Days was to take place in a rather poor, remote area boasting cultural riches but lacking proper service background.</p> <p>The number of villages involved with concert scenes have varied in the course of the past decades, by now its 20 (<a href="https://www.zemplenifesztival.hu/venues/">https://www.zemplenifesztival.hu/venues/</a>).</p> <p>Besides the main organized a professional based in Budapest the co-organizers are numerous and local. The heart of the festival is in the historical Sárospatak. The festival’s main feature is still classical music but combined with wine culture and other related cultural events.</p>	
	<p><a href="https://www.tokaj-turizmus.hu/FILMharmonikusok-Budafoki-Dohnanyi-Zenekar-Zempleni-Fesztival">https://www.tokaj-turizmus.hu/FILMharmonikusok-Budafoki-Dohnanyi-Zenekar-Zempleni-Fesztival</a></p> <p>The organization and the festival is fully transparent and each year the report can be downloaded from the website.</p>	



What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?

<https://funzine.hu/2018/07/31/programok/zempleni-fesztival-2018/>

- 1.) This was very innovative as an idea in the early 1990s in the post socialist period. Due to flexible approach and change in the management the festival survived 28 years.
- 2.) Innovative feature - by Hungarian standards - that 20 municipalities are able to cooperate sharing the aim, the risk and the success. For Jászberény and the Jászság this is exemplary for sure.
- 3.) Planning the budget every year is the most challenging task even for this successful festival. The measurable success is the financial balance of the event and also the involvement of local companies in the financing. The main sponsors are, the Fémalk Zrt., the Szinva Net Zrt. and the COLAS Északkő Kft. These companies have been sponsoring the programs with a significant amount of money year after year. Financial support for government and local, regional businesses and municipalities is a major force for the Festival.

What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)

28<sup>th</sup> Zempléni Festival: Municiplities involved: 19 at 40 venues (has grown compared to 2015), Number of programmes: 52 concert/performance 7 exhibitions, one is an associated program, Prenters: 378 fő (with the members of musical bands and choirs) (has shrunk since 2015), Nézőszám: 11200 fő (fewer than in 2015), Overall costs in the budget: Net 90,4 million HUF

Has the GP won any award, public appreciation, etc.?

-

Is there a patent connected? (if relevant)

no

Source of information (references): web page, literature, person (contact)

<https://www.zemplenifestival.hu/>

<https://sarospatak.hu/2019/08/26/a-kultura-magyar-varosaban-valodi-partnerekre-talalt-a-zempleni-fesztival/>



### 1.2.4. Kiscsősz - a small village with ambitions in heritage-based development

Title of the good practice		
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	X
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	X
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b>	
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	X
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions	<u>X</u>
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	X
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<i>explain your choice, if necessary:</i>	
<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>	The objective of the initiative led by the Heritage-based creative activities is to use the authentic folk heritage for the growing prosperity of a small village in a creative way.	
<p>Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?</p>	It is an adaptation regarding the components of the eco-system, but quite unique regarding this particular constellation of them.	
<p>Actors who participated in the design of the GP</p>	local authority	X
	regional authority	



	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	X
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	X
	regional authority	X
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	X
	<i>explain your choice, if necessary:</i>	
On what geographical scale is the GP applied? (if relevant)	local	X
	regional	X
	national	
	not relevant	
	<i>explain your choice, if necessary:</i> The activities have already been extended to the entire micro-region	
On what scale is it a breakthrough product / service / solution?	local	X
	regional	X
	national	
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	X
	municipalities	X
	other organizations in CCI	
	artists, creative people in general	X
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting	Kiscsősz is situated in the Marcal Basin, on the edge of the hill line that rises from -10-20 m to the right, accompanied by the wide, swampy valley of Hunyor Stream. It is 13 km from the Somló Hill, 18 km from Celldömölk.	



the usability for the Stimulart project.

The nearest train station is 10 km from Karaka and Boba. A neat hamlet of traditional houses, with barns typical of peasant farming, which hide a lot of interesting things to experience. The organization that boost the development of the village (and by now the whole region) is the **LIVING SPRING -- TRADITIONALIST ASSOCIATION**. Since its decades-old existence, the Association has had the main task of researching and transmitting the Hungarian folk tradition. **It has built an entire ecosystem of heritage based cultural industries** fully rooted in the folk traditions of the area. The ingredients of the eco-system:

- **Folk dance training:** The theme of the training courses varies. They often choose dance material known for a region in a train the trainer system.



- **Folk heritage events:** Almost every month there is a folk art event that the Association organizes independently or in partnership. The most important events: Somló's Voice Festival, Barn Festival (in partnership), Bakony Folk Art Meeting (in partnership), **Carnival Pig**

**slaughter** in Kiscsősz, Regölés Kiscsősz, Veszprém Folklore Parade, Bakony Flowers Solo dance competition, Bakony Folk Dance Festival (in partnership), Wandering Vignette.

- **The Interactive Village Museum of Kiscsősz:** This will be one of the main scenes for events and training in the future. The museum is constantly open. In addition to the architectural forms and tools typical of the area, there are guest exhibitions. The grocery shop of the interactive village represents a traditional approach to selling heritage -based crafts products in authentic environment.
- **Living Spring Art School:** The Living Spring Traditionalist Association took a big step forward in improving the quality of the cultural life and public education of the region, by launching the school for children.

The Association is led by a strong personality, who meanwhile has become the mayor of the village. The growth and development of the eco-system is systematically built, and a large amount of state, EU and business support is involved. About 700 million HUF has been raised just in the recent years.

What are the main **INNOVATIVE FEATURES** (based on your judgement) of the good practice?



Successful folk heritage eco-system building in a village out of the track.

The Association consciously is not specified in one type of activity but courageously launched parallel activities - using the obvious synergies.



	The village show a real example and represents the self-made places, seemingly hopeless regarding its long-term prospects.
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	The good practice aims at keeping the barely populated and aging population alive. The first sign of productivity is the growing number of visitors, the new families settling in the village.
Has the GP won any award, public appreciation, etc.?	-
Is there a patent connected? (if relevant)	no
Source of information (references): web page, literature, person (contact)	<p><a href="http://eloforras.eu/eloforras/2017/11/20/rolunk/">http://eloforras.eu/eloforras/2017/11/20/rolunk/</a></p> <p><a href="https://hidakforum.hu/index.php/a-hidakforum-kezdemenyезesr/303-uj-irodaval-gazdagodott-a-kiscsszi-interaktiv-faluhaz">https://hidakforum.hu/index.php/a-hidakforum-kezdemenyезesr/303-uj-irodaval-gazdagodott-a-kiscsszi-interaktiv-faluhaz</a></p> <p>Hagyományőrzés a turizmusban (Traditionalism in tourism) by Bálint Szalai</p>





### 1.3. Kamnik

#### 1.3.1. Nakupujem v mestu; Kranj / shopping initiative in the city centre; Kranj

Title of the good practice	Nakupujem v mestu; Kranj / <i>shopping initiative in the city centre; Kranj</i>	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the institutional / <u>operation model</u> in CCI	X
	b.) a good practice for <u>partnership and stakeholder involvement</u> in CCI on any territorial scale	X
	c.) a good practice of the <u>local</u> and regional authorities' facilitating / <u>supporting</u> CCI	X local
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	-
	e.) a good practice of <u>financial sustainability</u> in CCI	
	f.) a good practice of <u>an innovation chain</u> with a successful (marketable) creative product	
	g.) a good practice of <u>event organization</u> (with growing attendance, e.g. a festival)	-
	h.) a good practice of <u>entire eco-systems</u> in CCI with complementary functions	Partially achieved
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the <u>financial &amp; organisational frameworks</u> of the CCI macro-environment in mid-size CE cities	X Organizational frameworks
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably linked to	<i>Supporting the local creative sector through focusing on the marketing of local CCI.</i>	



<b>STIMULART (if relevant):</b>		
<b>Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?</b>	<i>It is the adaptation of existing solutions, used in some similar sized central European cities. It is one of the first and well-organized examples in the neighbouring area.</i>	
<b>Actors who participated in the design of the GP</b>	local authority	yes
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	Partially (local schools)
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	Partially (local library)
	business sector	yes
	<i>explain your choice, if necessary:</i>	
<b>Actors who participated in implementing the GP</b>	local authority	yes
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	Partially (local schools)
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	Partially (local library)
	business sector	yes
	<i>explain your choice, if necessary:</i>	
<b>On what geographical scale is the GP applied? (if relevant)</b>	local	yes
	regional	partially
	national	-
	not relevant	-
	<i>explain your choice, if necessary:</i>	
<b>On what scale is it a breakthrough product / service / solution?</b>	local	yes
	regional	partially
	national	partially
	EU and beyond	-
	<i>explain your choice, if necessary: there are some visitors of the project that regularly visit the city from all the nation, so we could discuss here national or at least regional breakthrough.</i>	
	public institutions	yes



For whom is this exemplary?	CCI entrepreneurs	yes
	municipalities	yes
	other organizations in CCI	-
	artists, creative people in general	yes
	<i>explain your choice, if necessary: Project connects most of the activities and CCI actors in city centre, so it is a good practice for many involved parties.</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Shopping in Kranj is an initiative, where municipality worked with local shops and creatives from Kranj city centre, and support them with their common approach on the market. They develop marketing strategies and present their businesses all together on some marketing channels.</p> <p>You can find shops, food stands, restaurants, bars, hairdressers and similar, all working together to attract the clients. There are also local cultural institutions partially involved, such as museums, theatre and library.</p> <p>Initiative is a good practice, how few small actors in city centre can step together and act as one bigger business in a sense of joint marketing strategy.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	Joint approach to the market and joint presentation of the participating partners. That is how, they can get multiplying effect and help each other with the marketing solutions.	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	Bigger amount of visitors in the city centre. Bigger economic revenue for the local stakeholders.	
Has the GP won any award, public appreciation, etc.?	Not to our knowledge.	
Is there a patent connected? (if relevant)	No.	
Source of information (references): web page, literature, person (contact)	<p>Web: <a href="https://www.nakupujemvmestu.si/">https://www.nakupujemvmestu.si/</a></p> <p>Local partners.</p>	



### 1.3.2. Local market and iron work museum in old abandoned factory in Jesenice

Title of the good practice	Local market and iron work museum in old abandoned factory in Jesenice	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the institutional / <u>operation model</u> in CCI	Operation model
	b.) a good practice for partnership and stakeholder involvement in CCI on any territorial scale	
	c.) a good practice of the <u>local</u> and regional authorities' facilitating / <u>supporting CCI</u>	Supporting CCI
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	-
	e.) a good practice of <u>financial sustainability</u> in CCI	-
	f.) a good practice of <u>an innovation chain</u> with a successful (marketable) creative product	-
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	-
	h.) a good practice of <u>entire eco-systems</u> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	Mutual assistance
	i.) Others, namely (please identify): mutual assistance of two programs, creates wider benefits for involved stakeholders.	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	Yes
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	yes
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	yes
	<p><i>explain your choice, if necessary:</i></p> <p>Due to the location and two interesting programs combined, we believe that project is fit for all three objectives. It renovates old industrial heritage / brownfields, it helps local with marketing and selling the local products (marketplace) and it support CCI trough the museum and its wider spectrum of projects and events.</p>	



1.) Other fitting objectives justifiably linked to STIMULART (if relevant):	-	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	It is an existing solution in wider area of Europe (brownfield redevelopment through the museums and business programs - markets), though it is rather unique in Slovenia and not even very widely recognized as interesting approach.	
Actors who participated in the design of the GP	local authority	yes
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	Yes (museum)
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	-
	business sector	yes
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	yes
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	Yes (museum)
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	Yes (architects)
	business sector	Yes (market users)
	<i>explain your choice, if necessary:</i>	
On what geographical scale is the GP applied? (if relevant)	local	yes
	regional	partially
	national	no
	not relevant	-
	<i>explain your choice, if necessary: Project is not well known out of the local municipality and therefore has limited range out of the city/municipality borders.</i>	
On what scale is it a breakthrough product / service / solution?	local	yes
	regional	potentially
	national	no



	EU and beyond	no
	<i>explain your choice, if necessary: Project is not well known out of the local municipality and therefore has limited range out of the city/municipality borders.</i>	
For whom is this exemplary?	public institutions	yes
	CCI entrepreneurs	yes
	municipalities	yes
	other organizations in CCI	potentially
	artists, creative people in general	potentially
	<i>explain your choice, if necessary:</i> Combining the market (with stalls) in the old abandoned factories, combined with the iron work museum (city is famous for Iron and steel industry) is good example, how a city can reintroduce programs with more visitors into traditionally very unpleasant areas, where there is not many visitors. With that, there are many multiplying effects on the surrounding environment. That kind of project could easily be implemented in Kamnik.	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Market of Jasenice city has been established in old warehouses in an industrial area of the city, which is famous for its tradition in iron and later steel industry.</p> <p>City government decided, that on of that old abandoned structured was interesting and good enough, to put a marketplace into it, and even better, since it was next to the museum of steel and iron work industry. With that decision, they actually supported both programs. Visitors, which visit the market could also participate to some extent to events organized by the museum and visitors of the museum (mostly scholars) could visit the market and maybe buy some local product or food.</p> <p>That is how, the area has become some small local hub, that will potentially grow further and attract even other public programs.</p> <p>There are also some other creative businesses in neighbourhood, which deal with high technology (yacht design) and different specialized productions (metal parts of climbing walls). All this programs are good mixture for socially highly interesting part of the city to develop.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	Combination of programs put together and through that, we can see benefits on many sides.	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	Higher amount of visitors in the area, better sales for local producers of traditional goods, more interesting environment for creatives in the neighbouring businesses.	



Has the GP won any award, public appreciation, etc.?	Not to our knowledge.
Is there a patent connected? (if relevant)	-
Source of information (references): web page, literature, person (contact)	Web, local municipality, local students of architecture.

### 1.3.3. Salt pans museum, production of salt and natural park in Seča (Portorož)

Title of the good practice	Salt pans museum, production of salt and natural park in Seča (Portorož)	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <u>institutional</u> / <u>operation model</u> in CCI	Institutional and partially operational
	b.) a good practice for partnership and stakeholder involvement in CCI on any territorial scale	-
	c.) a good practice of the local and <u>regional</u> authorities' facilitating / <u>supporting</u> CCI	yes
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	-
	e.) a good practice of financial sustainability in CCI	-
	f.) a good practice of an innovation chain with a successful (marketable) creative product	-
	g.) a good practice of <u>event organization</u> (with growing attendance, e.g. a festival)	partially
	h.) a good practice of entire eco-systems in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	-
	i.) Others, namely (please identify): Supporting natural eco-systems in a way of preserving landscape and natural environment, in order to support local production.	-
Fit with the Stimulart objectives: To which of	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	-



the three Stimulart objectives does the GP respond?	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	Yes (partially)
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	Yes (sub-urban)
	<i>explain your choice, if necessary: Project is focused on preserving nature, natural eco-system and very peculiar historical heritage, it revitalized some abandoned infrastructure and added some innovative way of making sustainable tourism in order to support local natural environment and local inhabitants.</i>	
Other fitting objectives justifiably linked to STIMULART (if relevant):	<i>Revitalising abandoned infrastructure in sub-urban - rural areas, changing cultural heritage in new truism products.</i>	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	Not to our knowledge.	
Actors who participated in the design of the GP	local authority	yes
	regional authority	yes
	regional/innovation agency	-
	education (University) or research institution	yes
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	yes
	business sector	partially
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	yes
	regional authority	yes
	regional/innovation agency	-
	education (University) or research institution	yes
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	yes
	business sector	yes
	<i>explain your choice, if necessary:</i>	
On what geographical scale is the GP applied? (if relevant)	local	yes
	regional	yes
	national	yes





	not relevant	-
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	yes
	regional	yes
	national	yes
	EU and beyond	yes
	<i>explain your choice, if necessary: Salt fields of Seča are famous for tourist to visit from all around the world, and they make some products (SPA and health) products, which are famous beyond the national level.</i>	
For whom is this exemplary?	public institutions	yes
	CCI entrepreneurs	partially
	municipalities	yes
	other organizations in CCI	partially
	artists, creative people in general	-
<i>explain your choice, if necessary: Though project is in more rural area and is dealing with interesting natural and rural heritage, it could be great example, how to use infrastructure on a wider area and transform it into a tourist hot-spot, in order to preserve some qualities, heritage and still make an interesting and economically viable products.</i>		
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Area of natural park of Sečovlje salt fields (salt pans) is famous for its specific natural environment and interesting cultural heritage of salt production in that area. It is important natural habitat for many animals and plants and important element of local cultural heritage.</p> <p>Organization behind the park is supported by the national and local authorities and is running the museum, which is nice example of renovation and taking care of established infrastructure. With that effort, also natural habitats are keeping alive. Museum is nice addition to attract the tourists and bring some money in the area.</p> <p>Museum is important area also for local artists, since they can make some engagement within the museum.</p> <p>In the salt fields, there is also salt production company running its business and it produces and sell salt and beauty - SPA products on the national market.</p> <p>Another interesting business there is SPA area, with salt and salt-mud treatments.</p> <p>All those programs together have a great beneficial effect on the environment and local inhabitants, since they are integrated with the idea of sustainable tourism and local heritage.</p>	
What are the main INNOVATIVE FEATURES (based on your	We selected this project as a good practice because its effect on a wide area of natural environment and infrastructure build there to produce salt. We see this approach possible in Gunpowder factory in Kamnik, where we have wider natural area, integrated with some infrastructure and still running businesses	



judgement) of the good practice?	in the area. With the right composition of public and private investment, there can be many benefits in developing creative sectors and creative areas.
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	Higher income for existing businesses, added value to traditional products (salt is not just salt for cooking, but it also became wellbeing and SPA product), mud from the salt fields has rich health benefits, local wine producers can also present their products in the area.
Has the GP won any award, public appreciation, etc.?	-
Is there a patent connected? (if relevant)	-
Source of information (references): web page, literature, person (contact)	Web, personal visits, interviews <a href="http://www.kpss.si/si/galerija">http://www.kpss.si/si/galerija</a> <a href="http://www.soline.si/vsebine/solinarstvo">http://www.soline.si/vsebine/solinarstvo</a>

#### 1.3.4. Hekovnik, (private) start-up centre in Ljubljana

Title of the good practice		
Hekovnik, (private) start-up centre in Ljubljana		
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <u>institutional</u> / <u>operation model</u> in CCI	yes
	b.) a good practice for partnership and stakeholder involvement in CCI on any territorial scale	-
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	-
	d.) a good <u>practice of entrepreneurship</u> in CCI (with a viable business model, lasting operation, growing market)	yes
	e.) a good practice of <u>financial sustainability</u> in CCI	yes
	f.) a good practice of <u>an innovation chain</u> with a successful (marketable) <u>creative product</u>	yes
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	-
	h.) a good practice of entire eco-systems in CCI with complementary functions	partially
	<p><i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i></p>	
i.) Others, namely (please identify):		



Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	-
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	yes
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	-
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably linked to STIMULART (if relevant):	<i>Education of young entrepreneurs and programmers</i>	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	It is widely known solution.	
Actors who participated in the design of the GP	local authority	-
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	partially
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	yes
	business sector	yes
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	-
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	-
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	yes
	business sector	yes
	<i>explain your choice, if necessary:</i>	
On what geographical scale is the GP applied? (if relevant)	local	yes
	regional	yes
	national	yes
	not relevant	



	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	yes
	regional	yes
	national	yes
	EU and beyond	yes
	<i>explain your choice, if necessary: The solution they offer is recognized on a global level, since there are some companies and ideas from this start-up centre already present on global market</i>	
For whom is this exemplary?	public institutions	partially
	CCI entrepreneurs	yes
	municipalities	-
	other organizations in CCI	yes
	artists, creative people in general	yes
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Hekovnik startup centre is stationed in Ljubljana old Tobačna factory (they used to be also on other locations before and is not excluded they will move again due to Tobačna factory urbanistic and development plans) and they are focused primarily into developing young start-ups on the field of hacking and programing.</p> <p>They work on education, with the education institutions and push start-up companies forward through the development. They also introduce them into global business world.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	The start-up centre is very strong on the education young professionals and working with education sector and they have good methodology and connections with the global world of programming and coding.	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	Few very successful stories, that started in this centre.	
Has the GP won any award, public appreciation, etc.?	Yes.	
Is there a patent connected? (if relevant)	no	
Source of information (references):	www.hekovnik.si web	



page, literature, person (contact)	personal cooperation and interviews.
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### 1.3.5. Center for creative industries, Maribor

Title of the good practice		Center for creative industries, Maribor
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <u>institutional / operation model</u> in CCI	yes
	b.) a good practice for partnership and stakeholder involvement in CCI on any territorial scale	yes
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	yes
	d.) a good <u>practice of entrepreneurship</u> in CCI (with a viable business model, lasting operation, growing market)	yes
	e.) a good practice of <u>financial sustainability</u> in CCI	-
	f.) a good practice of <u>an innovation chain</u> with a successful (marketable) creative product	-
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	Partially (yes locally)
	h.) a good practice of entire eco-systems in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	-
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	yes
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	partially
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	-
<i>explain your choice, if necessary:</i>		
<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>	<p><i>Education of young entrepreneurs on various economic sectors, organizing the creative events in local environment. Private entity with good ties with Slovenian national creativity centre. Working operational model of cross-city creativity connection.</i></p>	



Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	It is widely known solution.	
Actors who participated in the design of the GP	local authority	-
	regional authority	-
	regional/innovation agency	yes
	education (University) or research institution	-
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	yes
	business sector	yes
	<i>explain your choice, if necessary: local participants and creative individuals</i>	
Actors who participated in implementing the GP	local authority	-
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	-
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	yes
	business sector	-
	<i>explain your choice, if necessary: local participants and creative individuals, interested in achieving better standard of living</i>	
On what geographical scale is the GP applied? (if relevant)	local	yes
	regional	yes
	national	partially
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	yes
	regional	yes
	national	-
	EU and beyond	-
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	partially
	CCI entrepreneurs	yes
	municipalities	yes
	other organizations in CCI	yes



	artists, creative people in general	yes
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	This creative centre is good example of connecting the national, regional and local institutions. It is located in second biggest city in Slovenia and has working models of cooperation with national centre for creativity (Museum of architecture and design). It also support local creatives on a various levels, from developing creative skills to supporting them with their business initiatives.	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	The start-up centre is very strong on the education young professionals and working with education sector and they have good methodology and connections with the regional and national scene of entrepreneurship.	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	Few successful stories, that started in this centre.	
Has the GP won any award, public appreciation, etc.?	-	
Is there a patent connected? (if relevant)	No	
Source of information (references): web page, literature, person (contact)	<a href="http://www.cki.si/#about">http://www.cki.si/#about</a> <a href="https://www.facebook.com/Center-za-kreativne-industrije-Maribor-328612028057065/">https://www.facebook.com/Center-za-kreativne-industrije-Maribor-328612028057065/</a>	



### 1.3.6. Kovačnica co-working centre in Kranj

Title of the good practice		
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / <u>operation model</u></b> in CCI	yes
	b.) a good practice for partnership and stakeholder involvement in CCI on any territorial scale	yes
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	yes
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	yes
	e.) a good practice of <b>financial sustainability</b> in CCI	yes
	f.) a good practice of <b>an innovation chain</b> with a successful (marketable) <b>creative product</b>	partially
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	partially
	h.) a good practice of entire eco-systems in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	Partially (yes on a micro economy model)
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	yes
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	-
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	-
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably linked to STIMULART (if relevant):		
Is the GP an adaptation of an existing solution or	It is widely known solution.	





someone's / a team's own creative idea?		
Actors who participated in the design of the GP	local authority	yes
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	-
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	-
	business sector	yes
	<i>explain your choice, if necessary: Also local education facilities participated in supporting and designing of this GP</i>	
Actors who participated in implementing the GP	local authority	yes
	regional authority	-
	regional/innovation agency	-
	education (University) or research institution	-
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	yes
	business sector	yes
	<i>explain your choice, if necessary: local education sector</i>	
On what geographical scale is the GP applied? (if relevant)	local	yes
	regional	partially
	national	-
	not relevant	-
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	yes
	regional	yes
	national	-
	EU and beyond	-
	<i>explain your choice, if necessary: The solution they offer is recognized on a local level as a good practice where young creative people organize and work towards their career with the help of local authorities.</i>	
For whom is this exemplary?	public institutions	partially
	CCI entrepreneurs	yes
	municipalities	yes
	other organizations in CCI	partially
	artists, creative people in general	yes



	<i>explain your choice, if necessary:</i>
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	Co - working areas are important place for creative and entrepreneurial people to gather and work. It became a good environment for creative ideas and creative society to grow and cross - implement through various projects or business ideas. Kranjs Kovačina is a good example of local individuals, municipality support and local education support to work together in creating this creative centre.
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	-
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	There are several entrepreneurs in CCI, that can live of their work and are working in this co - working space.
Has the GP won any award, public appreciation, etc.?	-
Is there a patent connected? (if relevant)	-
Source of information (references): web page, literature, person (contact)	<a href="http://kovacnica.si/">http://kovacnica.si/</a> <a href="https://www.facebook.com/KovacnicaKranj/">https://www.facebook.com/KovacnicaKranj/</a>



## 1.4. Naumburg

### 1.4.1. Art district „Baumwollspinnerei“, Leipzig

Title of the good practice		Art district „Baumwollspinnerei“, Leipzig
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b>	
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions	x
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	x
	<i>explain your choice, if necessary:</i>	
<p>Other fitting objectives justifiably linked to STIMULART (if relevant):</p>	<i>Stimulate networks (get to know other actors, new projects and trends, find business partners from the second economy)</i>	



Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	A team's creative idea	
Actors who participated in the design of the GP	local authority	
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	x
	business sector	x
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	x
	business sector	x
	<i>explain your choice, if necessary: chamber of affairs</i>	
On what geographical scale is the GP applied? (if relevant)	local	
	regional	
	national	x
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	
	national	x
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	x
	municipalities	
	other organizations in CCI	x
	artists, creative people in general	x



	<p><i>explain your choice, if necessary:</i></p>
<p>Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.</p>	<p>Until 1989 a huge cotton spinning mill was situated in Leipzig, in the highly industrialised district Leipzig-Plagwitz. It was one of the biggest factories of this kind in Europe, founded in the early 20<sup>th</sup> century and nationalised in the GDR. After the fall of the Berlin wall the factory was not competitive any more and shrank from week to week. More and more production halls on the roundabout 100.000 square meters big area were abandoned. In 1994 an artist from Frankfurt (Main) came to Leipzig, looking for exhibition space. He found a lot of it in the old production halls in Leipzig-Plagwitz. The rest was word-of-mouth recommendation: Within a very short time more and more artists, among them the international known Neo Rauch, arrived and found cheap working and exhibition space. First galleries followed. In 2001 the whole area was bought by a former furniture designer, who had been working on the premise himself for years and now performed as an estate agent. Step by step he and his company developed the area, lacking always of money to maintain the morbid production halls. What luck for the creative entrepreneurs that were working on the premise, because they were not gentrified - even if until today the rent slowly increased and the first artists cannot afford their studios any more. But most of the tenants - artists, galleries, a café, a creative shop, an independent theatre - are content.</p> <p>Twice a year thousands of guests come to the cotton mill area for a so called „art round“, under them art-collectors from all over the world. In 2007 the Guardian called it “the hottest place on earth”.</p>
<p>What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?</p>	<p>The innovation was to give a big industrial area a completely new character. Today it is an own art-cluster, a base for entrepreneurs of this branch and a touristic attraction as well. Today similar projects in other european cities refer to the Leipzig-example, under them Antwerpen (Netherlands) and Nürnberg (Germany). The initiators managed to revitalise abandoned buildings that, under other circumstances, would had been demolished, nonetheless they moulded the image of the city for decades. Plus they preserved the special atmosphere of this former industrial area in a creative way. Artists now use it to contextualise their artistic positions.</p> <p>Being a young and contemporary art city is one of the USPs of Leipzig, today. This image is founded pretty much on the success and international emittance of the Baumwollspinnerei. The challenge for the future will be to avoid an unproportional increase of rents and to keep the artists in place.</p>
<p>What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)</p>	<p>The art quartier revalued the whole district. It was the first booming island in a former industrialised area that dilapidated very fast after the old socialist economic system had disappeared. Today, Leipzig-Plagwitz is an “on”-district with a lot of galleries, cinemas, free theatre projects, sociocultural hot spots and events. Abandoned residential buildings where refurbished, restaurants and pubs opened. The municipality invested in public infrastructure like schools and kindergartens. The other side of the coin is: Rents are increasing, persons with lower income can no longer afford to live in Plagwitz and the space for CCI and for testing creative ideas shrinks.</p>



Has the GP won any award, public appreciation, etc.?	No.
Is there a patent connected? (if relevant)	No.
Source of information (references): web page, literature, person (contact)	www.spinnerei.de

### 1.4.2. Festival of East European Cinema

Title of the good practice		Festival of East European Cinema	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI		
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale		
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting</b> CCI		
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)		
	e.) a good practice of <b>financial sustainability</b> in CCI		
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>		
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	x	
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>		
	i.) Others, namely (please identify):		
Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	x	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills		



	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably linked to STIMULART (if relevant):	<i>Stimulate networks (get to know other actors, new projects and trends, find business partners from the second economy)</i>	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	A team's creative idea	
Actors who participated in the design of the GP	local authority	
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	x
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	x
	regional authority	
	regional/innovation agency	x
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	x
	<i>explain your choice, if necessary: chamber of affairs</i>	
On what geographical scale is the GP applied? (if relevant)	local	
	regional	
	national	x
	not relevant	
	<i>explain your choice, if necessary:</i>	
	local	
	regional	



On what scale is it a breakthrough product / service / solution?	national	
	EU and beyond	x
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	x
	municipalities	x
	other organizations in CCI	
	artists, creative people in general	x
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>The festival was founded in 1991, immediately after the German reunification. Cottbus is situated nearby the german-polish boarder. The festival takes place every year in November and it gives a wide-ranging overview of the actual film-production in middle and eastern Europe. The festival was founded by film enthusiasts from Cottbus and Berlin. They appreciated east European films and didn't wanted them to disappear from the cinema screens after the fall of the iron curtain and the great popularity of "western" trends. Initially the City of Cottbus staged the festival. Since 2001 the FilmFestivalCottbus GmbH has been the organizer. It's main award for the best film is endowed with 25.000 €.</p> <p>The festival started as a small meeting place of film fans. Today it attracts roundabout 21.000 visitors and presents 190 films from 40 countries (2018). It's entrepreneurial heart is the Est-west-cooperation market that brings directors, producers and financiers together.</p> <p>In 2007 the "Variety", US-american film magazine, listed the festival as "must-attend global event" and as one of the 50 most important film festivals world-wide.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>The festival was founded by private actors, supported by the city of Cottbus. They managed to professionalise the event and develop one of the most important film festivals in Germany, beside the Berlinale. The festival is an example for entrepreneurial success in an underdeveloped area.</p> <p>It is the only bigger film festival in Germany that refers to films from middle and eastern Europe. This is quite important because the focus of other festival very often lies on productions from occidental countries. Cottbus offers a platform for directors and scriptwriters that otherwise would not be present in Germany.</p> <p>Not to forget: The festival brings professional visitors from all over Europa to a place that under other circumstances would not be on the screen of a cultural affine public. This cultural lighthouse is an important counterpole to right-wing populist developments in Cottbus and the rural surrounding.</p>	
What are measurable, detectable social, economic etc.	<p>The festival brings international participants to Cottbus, stimulates catering trade, hotel business and tourism. It improves the image of the city.</p>	





impacts of the good practice? (if relevant)	It encourages teachers and pupils to concern themselves with the medium film not only in the festival time but during the whole year. In particular it offers mingled workshops for young people from Poland and Germany.
Has the GP won any award, public appreciation, etc.?	No.
Is there a patent connected? (if relevant)	No.
Source of information (references): web page, literature, person (contact)	www.filmfestivalcottbus.de

### 1.4.3. Digital platform inka+

Title of the good practice		
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	x
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b>	
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	
	i.) Others, namely (please identify):	
Fit with the Stimulart objectives: To which	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	x



of the three Stimulart objectives does the GP respond?	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably linked to STIMULART (if relevant):		
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	unknown	
Actors who participated in the design of the GP	local authority	
	regional authority	
	regional/innovation agency	x
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	
	regional authority	x
	regional/innovation agency	x
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	x
	business sector	
	<i>explain your choice, if necessary: chamber of affairs</i>	
On what geographical scale is the GP applied? (if relevant)	local	
	regional	x
	national	
	not relevant	
	<i>explain your choice, if necessary:</i>	



On what scale is it a breakthrough product / service / solution?	local	
	regional	x
	national	
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	x
	municipalities	x
	other organizations in CCI	x
	artists, creative people in general	
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>In 2018 the design agency Transmedial in Zeitz launched the digital platform inka+. It is a combination of a navigation system, business platform, social network, online newspaper, blog and employment exchange for CCI actors and entrepreneurs from other businesses in the Burgenland district. The platform is usable without any charges. Transmedial was able to finance the project because it won the EU competition Cross Innovation in 2016.</p> <p>The platform is well designed, well ranked in searching machines and can be easily operated. But marketing tools did reach only a few of CCI actors until today so that only about 120 persons and companies did upload their data. Only some of them update them regularly. A challenge for the future will be to make the platform more viable.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>The platform offers a service for both, entrepreneurs as well as customers. Artists, musicians, designers etc. become visible for interested people in the region and EU-wide.</p> <p>Compared to other CCI databanks of other cities inka+ has a very smart and fresh design. It allows, for example, to present pictures and videos. Every user can mark its location in a map and can see its neighbours on the platform and on real life. Cooperation and networking is stimulated.</p> <p>Entrepreneurs of a region can join up to digital networks and exchange views and meanings in a closed and protected forum. It's like a social network but with a surveyable and more personal shape.</p>	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	<p>Inka+ has the potential to increase f.e. bookings for musicians and artists, inquiries for designers and marketing agencies etc. in the region and to stimulate networking in CCI. At the moment inka runs still in a BETA version and a lot of marketing for the platform has to be done, so that the impacts will be measurable in a years time at the earliest.s</p>	
Has the GP won any award, public appreciation, etc.?	<p>EU Cross Innovation 2016.</p>	



Is there a patent connected? (if relevant)	No.
Source of information (references): web page, literature, person (contact)	<a href="https://www.inka.plus/">https://www.inka.plus/</a>

#### 1.4.4. KreativSalon Magdeburg

Title of the good practice		
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting</b> CCI	
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	x
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	x
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<i>explain your choice, if necessary:</i>	



Other fitting objectives justifiably linked to STIMULART (if relevant):	<i>Stimulate networks (get to know other actors, new projects and trends, find business partners from the second economy)</i>	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	unknown	
Actors who participated in the design of the GP	local authority	x
	regional authority	
	regional/innovation agency	x
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	x
	regional authority	
	regional/innovation agency	x
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary: chamber of affairs</i>	
On what geographical scale is the GP applied? (if relevant)	local	x
	regional	
	national	
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	x
	regional	
	national	
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
	public institutions	



For whom is this exemplary?	CCI entrepreneurs	x
	municipalities	x
	other organizations in CCI	
	artists, creative people in general	
	<i>explain your choice, if necessary:</i>	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>For six years now the city of Magdeburg and the foundation Kreativwirtschaft Sachsen-Anhalt has been organizing the KreativSalon, a get together for CCI actors, entrepreneurs from other business sectors and scientists from Magdeburg. In September 2019 the 12<sup>th</sup> KreativSalon took place. Every KreativSalon is held in another location (museums, research institutes, cultural hot spots etc.) and convinces with a very fine sense for flair and atmosphere, an attractive program and good moderation. The main part are moderated presentations of five CCI actors from different branches and one scientist, presenting know research results in a comprehensive way. During the arrival time there is playing a musician or a band and the event is officially opened by the major of Magdeburg. After the main part there is time to talk, to get to know each other, to discuss joint projects and to eat and drink. The number of participants is still growing, up to 200 in the peak.</p>	
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>The clue of the event is its well thought-out atmosphere. Taking part in the KreativSalon has not only practical and entrepreneurial advantages but it offers full convenience, too. It brings together both, actors from CCI and from the second economy so that they can discuss about partnership personally.</p> <p>The two presenters (professionals) are very well prepared and accompany every speaker - even the shy one - through his or her presentation, making the speeches both informative and entertaining. The event connects topics and players, focusing on a strong branch network.</p> <p>The city of Naumburg presents itself as an interested, reliable but nevertheless cool partner for CCI. This increases its reputation in this economic sector.</p>	
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	<p>The impacts are not really measurable but the organizers try to evaluate some results. Particularly they interview the entrepreneurs that had presented their products or services during a KreativSalon three months later and find out that the inquiries increased significant after the event.</p> <p>They also report that a couple of companies order CCI products and services because they saw a special CCI-entrepreneur on the stage of the KreativSalon and were convinced of their performance.s</p>	
Has the GP won any award, public appreciation, etc.?	No.	
Is there a patent connected? (if relevant)	No.	



Source of information (references): web page, literature, person (contact)	<a href="http://www.kreativsalon-magdeburg.de">www.kreativsalon-magdeburg.de</a> <a href="http://www.kwsa.de">www.kwsa.de</a>
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### 1.4.5. Transfer of creative ideas (Transfer kreativer Ideen)

Title of the good practice	Transfer of creative ideas (Transfer kreativer Ideen)	
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting</b> CCI	x
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i>	
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	x
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably		



linked to STIMULART (if relevant):		
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	unknown	
Actors who participated in the design of the GP	local authority	x
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary:</i>	
Actors who participated in implementing the GP	local authority	x
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	x
	business sector	
	<i>explain your choice, if necessary: chamber of affairs</i>	
On what geographical scale is the GP applied? (if relevant)	local	x
	regional	
	national	
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	x
	national	
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	x
	municipalities	x





	other organizations in CCI
	artists, creative people in general
	<i>explain your choice, if necessary:</i>
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Since 2013 the city of Leipzig, office for economic development, offers a special program to support medium-sized business companies. Included is the measure “transfer of creative ideas”. It likes to stimulate the use of creative products and services in business companies, being resident in Leipzig.</p> <p>If a company wants to professionalize it’s own products or services (e.g. by design, visualisation, branding or marketing) the city of Leipzig recommends to entrust a <b>local</b> CCI-entrepreneur. The company is then allowed to apply for a sponsorship of up to 50 % of the costs.</p> <p>The aim is to support both, medium-sized business companies and CCI-entrepreneurs in Leipzig and to keep orders and money in place.</p>
What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?	<p>The idea is simple but functional. The program supports different branches in the city and makes cooperation between local entrepreneurs financially attractive. It helps to make creative products and services visible.</p> <p>This idea seems to be feasible primarily in bigger cities where you find medium-sized companies from different branches that are financially strong enough to afford services from the CCI. On the other hand you need a bigger, heterogeneous group of CCI-actors, otherwise every second homepage would be created by the same media designer and every image movie produced by the one and only film company in place. Therefore, this special practice of “Mittelstandsförderung” might be practicable for cities at least a bit bigger than the ones belonging to StimulART.</p>
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	<p>The office for economic development counted 41 applications for a sponsorship in 2018. Data for 2019 is not available, yet. The program has a surveyable number of beneficiaries. The CCI clustermanager calls it a success nevertheless and is planning to carry on. It gives smaller companies the possibility to afford professional creative services and CCI actors the opportunity to demand appropriate prices. The lack of readiness to pay suitable prices for cultural and creative products and services, is a serious problem for CCI-entrepreneurs in eastern Germany.</p>
Has the GP won any award, public appreciation, etc.?	<p>The program to support medium-sized business companies was one of the reasons, why the office for economic development won the fDi’s Innovation Award 2013 in the category SME (small and medium entrepreneurs).</p>
Is there a patent connected? (if relevant)	No.
Source of information (references): web page, literature, person (contact)	<a href="http://www.leipzig.de/mittelstandsprogramm">www.leipzig.de/mittelstandsprogramm</a>



### 1.4.6. Kunsthaus / co-working space Zeitz

Title of the good practice		Kunsthaus / co-working space Zeitz
<p>How would you classify the good practice (GP)?</p> <p>Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	a.) a good practice of the <b>institutional / operation model</b> in CCI	
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	
	c.) a good practice of the <b>local and regional authorities' facilitating / supporting CCI</b>	
	d.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of <b>financial sustainability</b> in CCI	
	f.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	g.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	
	h.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions	x
	i.) Others, namely (please identify):	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	x
	<i>explain your choice, if necessary:</i>	
Other fitting objectives justifiably linked to STIMULART (if relevant):		
Is the GP an adaptation of an	Other co working spaces emerged in the same way but there was no direct model.	



existing solution or someone's / a team's own creative idea?		
Actors who participated in the design of the GP	local authority	
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary: no official support, managed by CCI actors</i>	
Actors who participated in implementing the GP	local authority	x
	regional authority	
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	
	<i>explain your choice, if necessary: chamber of affairs</i>	
On what geographical scale is the GP applied? (if relevant)	local	x
	regional	
	national	
	not relevant	
	<i>explain your choice, if necessary:</i>	
On what scale is it a breakthrough product / service / solution?	local	
	regional	x
	national	
	EU and beyond	
	<i>explain your choice, if necessary:</i>	
For whom is this exemplary?	public institutions	
	CCI entrepreneurs	x
	municipalities	x
	other organizations in CCI	
	artists, creative people in general	x
	<i>explain your choice, if necessary:</i>	




<p>Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.</p>	<p>Zeitz, not far away from Naumburg, has a long tradition as a residence of regional rulers. Since the 19<sup>th</sup> century it has been a hot spot of industrialisation in the region. After the German reunification the city lost big parts of its industry and shrank. Until today a lot of industrial and public buildings are empty and decline.</p> <p>One of these empty buildings was the old bibliotheca in the town center of Zeitz. After 25 years of abandonment the cultural festival “open space”, organized by the Kultur- und Bildungsstätte Kloster Posa e.V., took place in the building. This was in 2017. The festival revitalised the bibliotheca for a couple of days. In 2018 the building became “Kunsthaus Zeitz”, a co-working space for CCI with offices and studios. There is still space to rent. The rooms are not renovated but in a good condition. Regular exhibitions, readings, concerts, discussions and other events take place in the “Kunsthaus”.</p>
<p>What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?</p>	<p>Zeitz is a shrinking city. It lacks of jobs and perspectives and it is difficult to hold the youth in place. A lot of people are disillusioned about the future of their city and hardly interested in committing themselves.</p> <p>On the other hand the abandoned buildings in the city offer a lot of unused, cheap space that can be used for temporary projects or can be permanently occupied. CCI actors do so instead of leaving Zeitz. By the way they revalue their city. Some of them, for example, formed their own party-like foundation and stood as candidates for the city council during the last elections in 2018.</p> <p>The “Künstlerhaus”, therefore, is not only a place to work for artists and other CCI-entrepreneurs but an important factor in cultural-led city development, too. Because of this role it develops a high level of attractiveness.</p>
<p>What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)</p>	<p>A building in a nearly abandoned street (called street of ruins) is endued with live. Other buildings might follow and make the inner city more attractive. Because of the “Künstlerhaus” newspapers and local television reported on Zeitz and made the city better known in the city-triangle Jena-Halle-Leipzig. In 2019 three artists left their hometown Leipzig because of increasing rents and found affordable working space in Zeitz. They moved with their whole families, living in Zeitz now. One artist even came from Stuttgart in the south of Germany.</p> <p>Supporting the “Künstlerhaus” and the CCI in general, Zeitz might be a beneficiary of the trend to leave growing cities and to find cheaper places and a lot of space to livse and work in the surrounding.</p>
<p>Has the GP won any award, public appreciation, etc.?</p>	<p>No.</p>
<p>Is there a patent connected? (if relevant)</p>	<p>No.</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p><a href="http://www.openspacezeit.de/kunsthaus/">http://www.openspacezeit.de/kunsthaus/</a></p>



## 1.5. Vittorio Veneto


### 1.5.1. Factory Grisù

Stimulart International Good practice benchmarking <b>GOOD PRACTICE TEMPLATE</b>		
Title of the good practice	<b>Factory Grisù</b> <a href="https://www.factorygrisu.it/">https://www.factorygrisu.it/</a>	
How would you classify the good practice (GP)?  Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.  If none are applicable pls. set up your own category	a.) a good practice of the <b>institutional / operation model</b> in CCI	<b>X</b>
	b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale	<b>X</b>
	c.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)	
	d.) a good practice of <b>financial sustainability</b> in CCI	
	e.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b>	
	f.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)	
	g.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions	
	h.) other, namely (please identify):	
Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?	PSO1: To upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	<b>X</b>
	PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
	The Municipality of Vittorio Veneto selected this practice for 2 main reasons: A) it is a bright and clear example of “how to activate and implement” a regeneration of a former industrial area through creativity and culture; B) it lay on an administrative procedure which can be a real “good practice” for Vittorio	



	<p>Veneto in terms of “how to favour a regeneration process” in administrative terms.</p> <p>In this framework, Vittorio Veneto decided to “use” this practice with relation to Point B, since we collected many other example of good practices connected to Point A (as reported) and for this reason it is included under the umbrella of PS01.</p>	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	No	
Actors who participated in the design of the GP	local authority	X
	regional authority	X
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	X
Actors who participated in implementing the GP	<p>The project for the realization of a creative factory inside the building located in via Poledrelli 21 was founded in 2012 by the <b>Provincial Administration of Ferrara</b>, owner of the property. The <b>Emilia Romagna Region</b> has granted a grant to the Province of Ferrara in order to support part of the costs of preserving and bringing into conformity with the common parts of the building, with the constraint of that the building is intended for the "Factory Creativa" project.</p> <p>Initially, Grisù was born from the willingness of the Provincial Administration of Ferrara to give life to a innovative project of urban regeneration to enhance the value of a disused building: the former fire station. The task of designing and realizing the space was entrusted to the <b>Grisù Cultural Association</b>, which managed it until February 28, 2016.</p> <p>Following the institutional reform that has modified the role of the provinces, the <b>Municipality of Ferrara has assumed the role of promoter of the Factory Creativa</b> project through a dedicated free-loan agreement stipulated between Province and Municipality. Failing the competences of the provinces, the Municipality of Ferrara has selected through a call for proposals tender and commissioned the <b>Consorzio Factory Grisù</b> to manage the project for the realization of a Creative factory.</p>	
	local authority	X
	regional authority	X
	regional/innovation agency	
	education (University) or research institution	



	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	X
	The <b>public administration</b> makes the property available free of charge, contributing to the conservation and compliance only of the common parts (see the call: <a href="https://www.factorygrisu.it/documenti#21-2017">https://www.factorygrisu.it/documenti#21-2017</a> ). The <b>private entities</b> accept to bear the costs for the “compliance” of the spaces assigned to them, obtaining in return a free loan contract for a limited time. The settled entities also undertake to become members of the consortium which is the managing entity, with all the resulting burdens and obligations.	
On what geographical scale is the GP applied? (if relevant)	local	X
	regional	
	national	
	not relevant	
	The good practice refers to a “building” located in the Municipality of Ferrara: <a href="https://www.factorygrisu.it/spazio">https://www.factorygrisu.it/spazio</a> and the “geographical scale” of the project is local also in terms of “CCIs” participating the Consorzio Grisù.	
		
On what scale is it a breakthrough product / service / solution?	local	X
	regional	
	national	
	EU and beyond	
	This practice is extremely interesting for other municipalities around Europe, where there is a need to regenerate a space through culture and creativity.	
For whom is this exemplary	public institutions	X
	CCI entrepreneurs	X
	municipalities	X



	other organizations in CCI	X
	artists, creative people in general	X
	<p>The founding aspect of the Factory Grisù project is an <i>innovative form of collaboration between public and private</i>. Through coordinated action by private actors and public administration operate to regenerate an urban space that has lost its original function and is in danger of become a place of degradation in the urban fabric within the walls. Even if it is a project for CCIs entrepreneurs, it includes also the possibility for “temporary installations” of Non Entrepreneurs such as artists or associations (3 months maximum without the need of being part of the Consortium!) and the opportunity to co-organize or to host events or training (<a href="https://www.factorygrisu.it/eventi-grisu">https://www.factorygrisu.it/eventi-grisu</a>). Moreover, the site hosts also an Open Art Factory (<a href="https://www.factorygrisu.it/goaf">https://www.factorygrisu.it/goaf</a>): born as a cultural hub, it is a multi-purpose space suitable to host exhibitions, concerts, workshops and theatrical performances, a collective space that wants to become a reference point for Ferrara, a meeting place for ideas, generations, cultures, traditions, territories.</p>	
<p>Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.</p>	<p>This good practice is extremely interesting for the Municipality of Vittorio Veneto, but also for other Stimulart Cities willing to regenerate a space or a building through creativity and culture, because it represents an entire process: from identification of the area to activities implementation, including all the administrative and operational steps to get this action on field with very good results, passing by “public / private partnership” and by “calls for CCIs”.</p> <p>Here below we want to go deep in the practice, by listing some operational details referring to the “conditions” under which the regeneration had been possible <i>in terms of “who is able to do what and at which price”</i>:</p> <p><b>Members</b></p> <p>Participation to the Consorzio Grisù by new CCIs is regulated by a Yearly Call (<a href="https://www.factorygrisu.it/bandi">https://www.factorygrisu.it/bandi</a>). Applicants will have to be constituted in one of the legal forms recognized in order to be a member of a consortium (exceptions: qualified majority of the members, 2/3). According to the contract stipulated between the Consortium and the Municipality, applications from <i>companies that already have a headquarter cannot be accepted</i> (exception: it they commit to dismantle the old headquarter).</p> <p>The companies wishing to establish themselves <i>must carry out activities falling within the scope of the creative and cultural industry</i>. The presence of other companies performing the same activities as the companies already established cannot constitute argument for exclusion from the Grisù project.</p> <p><b>Excluded</b> from the settlement at Factory Grisù:</p> <ol style="list-style-type: none"> <li>1. Subjects of a religious nature or with religious aims, whatever the confession to which they adhere.</li> <li>2. Political or partisan subjects.</li> <li>3. Parties of a trade union nature.</li> <li>4. Individuals of any nature (associations, foundations, etc.) that can be traced in terms of membership in any capacity to the individuals referred to in points 1, 2, 3.</li> </ol>	






	<p><b>Settlement</b></p> <p>The applicant is required to submit, at the time of application, a <b>project (settlement plan)</b> with the following characteristics:</p> <ol style="list-style-type: none"> <li>1. Coherence with the development of the Factory Grisù project.</li> <li>2. Economic sustainability of the entrepreneurial project.</li> <li>3. A technical and financial project aiming at ensuring the compliance of the entrusted premises with the national/regional regulations.</li> <li>4. GANTT of the settlement, following the Article 3 of the Call.</li> <li>5. Advantages brought by the company to the Factory Grisù project.</li> </ol> <p><b>Financial commitment</b></p> <p>Subjects who become part of the Consortium accept in full the charges deriving from the contract stipulated between the Municipality of Ferrara and the Consortium, and in particular <u>the bond of total investment by the Consortium of € 75,000 over the 7 years</u> of its life. In case of acceptance the new member will be required to <u>pay the consortium fee of € 1,300</u> within 30 days of notification of approval. He shall also be required to pay, with the same timing, <u>a one-off contribution of € 200 as a contribution for the administrative costs incurred by the consortium for its entry</u>. The formal entry will take place only after payment of these amounts. At the installation, the incoming party is <u>required to take out an insurance policy</u> for rental risk and for damages against third parties.</p> <p>The Steering Committee may decide to request or not the provision of adequate guarantees with respect to the declared economic commitment. This discretion is lost if the amount of the renovation value of the property exceeds € 7,500. In in this case it will always be obligatory for the applicant to submit a <u>guarantee surety</u> which will be enforced if the incoming person does not comply with the time limits of settlement established by his GANTT. In general: 1) For amounts from €7,500 to €50,000 the surety must be 5% of the total amount; 2) For amounts over €50,000 the surety must be 10% of the total amount.</p> <p><b>Services for the Member of the Consortium</b></p> <p>The companies located in Factory Grisù benefit from various services provided by the consortium itself and its partners. It is the consortium's task to obtain the best rates on the market for the benefit of its members.</p> <ul style="list-style-type: none"> <li>• Administrative and accounting services;</li> <li>• Support to the design of tenders and business plan;</li> <li>• Insurance services;</li> <li>• Fiber Internet connection;</li> <li>• Digital communication services;</li> <li>• Basic supplies: energy, heating, cleaning;</li> </ul>
<p>What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?</p>	<p>A) A clear and well structured operative framework, useful for other municipality willing to apply in other sites: for other Italian cities in particular, this practice deliver all the most important “administrative documents” for proceeding with something similar;</p>



	<p>B) A “business oriented” approach towards CCIs, where the relationship between “gains and duties” seems to be very well balanced;</p> <p>C) A fruitful cooperation among “governance levels” (regional authority, county level and municipality level) in a not very big city (Ferrara is “only” 131.843 inhabitants;</p> <p><i>PS: a similar “practice” had been performed in <u>Belluno for the regeneration of the Former “Caserma Piave”</u> (<a href="http://excasermapiave.comune.belluno.it/">http://excasermapiave.comune.belluno.it/</a>), where PPPs had been created and implemented. This practices differs in terms of “organization” of the applicants: they decided not to create a single “Consortium” but to proceed with “single agreements” with different associations.</i></p>
<p>What are measurable, detectable economic impacts of the good practice? (if relevant)</p> <p>social, etc.</p>	<p>Actually, the Consorzio Grisù hosts 14 CCIs:</p> <ol style="list-style-type: none"> <li>1. ALPACA SOC. COOP.</li> <li>2. ARCHLIVING</li> <li>3. GIACOMO BRINI   DAVIDE MENIS</li> <li>4. DOROTEA</li> <li>5. HANGAR S.R.L.</li> <li>6. ITCARE S.R.L.</li> <li>7. MAMOKA</li> <li>8. MIDO S.R.L.</li> <li>9. OBST</li> <li>10. OURLAB</li> <li>11. QUANTILITY S.R.L.</li> <li>12. SELTZLAB</li> <li>13. TRYECO 2.0 S.R.L.</li> <li>14. UNBELDÌ DESIGN</li> </ol> <p>As a consortium, they developed 2 new “branded entrepreneurial activities” (<a href="https://www.factorygrisu.it/made-in-grisu">https://www.factorygrisu.it/made-in-grisu</a>), one of them dealing with “design and environmental sustainability through circular economy”.</p>
<p>Has the GP won any award, public appreciation, etc.?</p> <p>Is there a patent connected? (if relevant)</p>	<p>NO</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p><b>Consorzio Factory Grisù</b> Via Mario Poledrelli, 21 - 44121 Ferrara <a href="mailto:Info@factorygrisu.it">Info@factorygrisu.it</a>   +39 05321716651 PEC: <a href="mailto:consorziofactorygrisu@cert.cna.it">consorziofactorygrisu@cert.cna.it</a> Webpage: <a href="https://www.factorygrisu.it/documenti">https://www.factorygrisu.it/documenti</a> CF e P. IVA: 01970210389 REA: FE - 214535</p>




### 1.5.2. Cittadellarte

<p>Title of the good practice</p>	<p><b>Cittadellarte</b> <a href="http://www.cittadellarte.it/">http://www.cittadellarte.it/</a></p> 	
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible. If none are applicable pls. set up your own category</p>	<p>a.) a good practice of the <b>institutional / operation model</b> in CCI</p> <p>b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale</p> <p>c.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)</p> <p>d.) a good practice of <b>financial sustainability</b> in CCI</p> <p>e.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b></p> <p>f.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)</p> <p>g.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i></p> <p>h.) other, namely (please identify):</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input checked="" type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	<p>PSO1: To upgrade the financial &amp; organisational frameworks of the CCI macro-environment in mid-size CE cities</p> <p>PSO2: To turn cultural heritage assets into creative products &amp; services in mid-size cities through developing local culture-based creativity and improving entrepreneurial &amp; individual skills.</p> <p>PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities.</p> <p>Cittadellarte is a new model of artistic and cultural institution that places art in direct interaction with different sectors of society. A place where ideas and projects that combine creativity and entrepreneurship, education and</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input checked="" type="checkbox"/></p>



	production, ecology and architecture, politics and spirituality converge. A multifaceted and poly-formic organism intended to produce civilization, activating a responsible social change necessary and urgent at local and global level.	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	No	
Actors who participated in the design of the GP	local authority	
	regional authority	X
	regional/innovation agency	
	education (University) or research institution	
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	X
	business sector	
	The good practice comes from the purchase of a former wool mill by a local artist. The building becomes the seat of a foundation that over time manages to regenerate the structure and create a "culture factory" also with the support of the regional authority.	
Actors who participated in implementing the GP	local authority	
	regional authority	X
	regional/innovation agency	
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	X
	business sector	X
	The Foundation represents an innovative model of management and use of an architectural complex of industrial archaeology. An urban centre dedicated to culture, music and entertainment activities (clubbing, restaurants, etc.) and the digital sector.	
On what geographical scale is the GP applied? (if relevant)	local	X
	regional	
	national	
	not relevant	
	Cittadellarte claims to be a vibrant business and cultural community of hundreds of individuals intertwined with the city's social fabric.	




On what scale is it a breakthrough product / service / solution?	local	X
	regional	
	national	
	EU and beyond	
	This practice is interesting for other European municipalities because it represents an example of innovative management of a regenerated space: the Foundation is divided into operational sectors each one dedicated to the interaction between art and a specific area of the local and global social fabric (education, ecology, economy, politics, spirituality, production, work, communication, architecture, fashion and nutrition).	
For whom is this exemplary	public institutions	X
	CCI entrepreneurs	X
	municipalities	X
	other organizations in CCI	X
	artists, creative people in general	X
	This practice aims to strengthen the connection between art and the other spheres of human life. For this reason we believe that it can be a good example of innovative collaboration between municipalities and CCI.	
Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.	<p>Cittadellarte - Fondazione Pistoletto wants to inspire and produce responsible change in society through creative ideas and projects. Its founders's goal is to create a place where artists, scientists, activists, entrepreneurs and representatives of the institutional world could meet using art as an instrument of responsible social transformation. It is also a workshop-school dedicated to the study, experimentation and development of practices that allow a balanced connection between artificial and natural, involving it in every social sphere and in every type of organization.</p>	
	 <p>For Stimulart this practice is significant because it represents a new model of artistic and cultural institution that places art in direct interaction with different sectors of society. A place where ideas and projects that combine creativity and entrepreneurship, education and production, ecology and architecture, politics and spirituality converge.</p>	
What are the main INNOVATIVE	It is a new model of artistic institution considered as a multicultural and multi-sector center, a place to reconsider things, share points of view, study and do research,	



<p>FEATURES (based on your judgement) of the good practice?</p>	<p>where exhibitions are organized, training projects and artistic activities, works, installations, visual arts, film and performing arts exhibitions, meetings, concerts and festivals, participating in national and international events. Art is conceived as a project in progress to connect, join, exchange and bring different cultures closer through communication, while maintaining the specificity of each one.</p>
<p>What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)</p>	<p>With the exhibition "DEMOPRACTIC CONSTELLATIONS - the social impact of Cittadellarte", the Foundation has created a research and storytelling laboratory dedicated to the theme of the impact of responsible social transformation that Cittadellarte has achieved and helped to achieve in the last twenty years.</p>  <p>On the one hand is an assessment of the heritage made up of the more than four hundred projects carried out by Cittadellarte in Biella since 1998. On the other hand, a laboratory room for research and training starting from the reflection on its own work.</p>
<p>Has the GP won any award, public appreciation, etc.?  Is there a patent connected? (if relevant)</p>	<p>...</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p>Cittadellarte is born as a concrete expression of the Progetto Arte Manifesto in 1998. <b>Address:</b> FONDAZIONE PISTOLETTO ONLUS, Via Serralunga 27, 13900 Biella</p> <p>Information taken from: Website: <a href="http://www.cittadellarte.it/">http://www.cittadellarte.it/</a> UFFIZI Cittadellarte Monday - Friday: 9:30 am &gt; 1:00 pm - 2:30 pm &gt; 6:30 pm +39.015.28400 - <a href="mailto:fondazionepistoletto@cittadellarte.it">fondazionepistoletto@cittadellarte.it</a></p>



### 1.5.3. MO.CA

<p>Title of the good practice</p>	<p><b>MO.CA</b> <a href="https://www.morettocavour.com">https://www.morettocavour.com</a></p>	
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible.</p> <p>If none are applicable pls. set up your own category</p>	<p>a.) a good practice of the <b>institutional / operation model</b> in CCI</p> <p>b.) a good practice for <b>partnership and/ or stakeholder involvement</b> in CCI on any territorial scale</p> <p>c.) a good practice of <b>entrepreneurship</b> in CCI (with a viable business model, lasting operation, growing market)</p> <p>d.) a good practice of <b>financial sustainability</b> in CCI</p> <p>e.) a good practice of an <b>innovation chain</b> with a successful (marketable) <b>creative product</b></p> <p>f.) a good practice of <b>event organization</b> (with growing attendance, e.g. a festival)</p> <p>g.) a good practice of <b>entire eco-systems</b> in CCI with complementary functions <i>(It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</i></p> <p>h.) other, namely (please identify):</p>	
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	<p>PSO1: To upgrade the financial &amp; organisational frameworks of the CCI macro-environment in mid-size CE cities</p> <p>PSO2: To turn cultural heritage assets into creative products &amp; services in mid-size cities through developing local culture-based creativity and improving entrepreneurial &amp; individual skills</p> <p>PSO3: To revitalise abandoned and under-utilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities</p> <p>Martinengo-Colleoni Palace is the subject of a development agreement that promotes and develops cultural, manufacturing and historical-artistic research projects.</p>	<p>X</p>
<p>Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?</p>	<p>No</p>	



Actors who participated in the design of the GP	local authority	X
	regional authority	
	regional/innovation agency	
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	X
	<p>Brescia Infrastrutture, the subject in charge of the “<i>accordo di valorizzazione per lo sviluppo di attività di start up, innovazione, creatività e cultura nel Palazzo Martinengo Colleoni e creazione dell’“Incubatore per l’innovazione della impresa e della cultura - BREND”</i>”, launched a Call for Interest in May 2016 for the creation of <b>Makers Hub in the Palazzo Martinengo Colleoni</b>, an site dedicated to innovation, co-project development, start-up development and networking of services for new business creation in the <b>Fashion &amp; Design sector</b>. The link to the Call for Interest:</p> <p><a href="https://www.bresciainfrastrutture.it/avviso-pubblico-progetto-makers-hub-brescia-per-lo-sviluppo-dellautoimprenditorialita-giovanile-nel-settore-innovazione-moda-e-design/">https://www.bresciainfrastrutture.it/avviso-pubblico-progetto-makers-hub-brescia-per-lo-sviluppo-dellautoimprenditorialita-giovanile-nel-settore-innovazione-moda-e-design/</a></p>	
Actors who participated in implementing the GP	local authority	X
	regional authority	
	regional/innovation agency	
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	X
	business sector	X
	<p>The above mentioned Call generated a “<b>consortium</b>” composed by:</p> <ul style="list-style-type: none"> <li>• Comune di Brescia,</li> <li>• Brescia Infrastrutture srl,</li> <li>• Confederazione Nazionale Artigianato Brescia,</li> <li>• Confartigianato Imprese Brescia e Lombardia Orientale</li> <li>• Associazione Artigiani di Brescia e Provincia,</li> <li>• Assopadana Brescia,</li> <li>• Residenza Idra,</li> <li>• Associazione Museo della Fotografia Italiana</li> <li>• Fondazione ASM</li> </ul> <p>Another document attested the participation of 3 new members:</p> <ul style="list-style-type: none"> <li>• Touring Club Italiano (<a href="https://www.touringclub.it/">https://www.touringclub.it/</a>)</li> <li>• Associazione AVISCO (<a href="http://www.avisco.org/">http://www.avisco.org/</a>)</li> <li>• Cooperativa Tempo libero Onlus (<a href="https://www.cooptempolibero.it/">https://www.cooptempolibero.it/</a>)</li> </ul>	





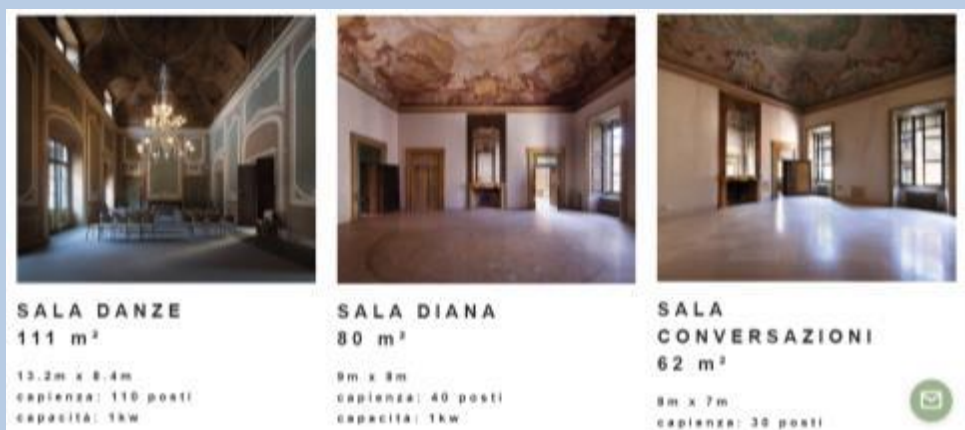
	<p>A further integration of the project results from the agreement between the Municipality of Brescia and a list of educational centers and some CCIs. The link to this cooperation agreement is: <a href="https://www.morettocavour.com/wp-content/uploads/2020/01/AREA_CULTURA_CREATIVITA_INNOVAZIONE.pdf">https://www.morettocavour.com/wp-content/uploads/2020/01/AREA_CULTURA_CREATIVITA_INNOVAZIONE.pdf</a>. This additional agreement includes 4 new subjects:</p> <ul style="list-style-type: none"> <li>• Associazione Bazzini Consort</li> <li>• Università Cattolica del Sacro Cuore - Sede di Brescia</li> <li>• Associazione Viva Vittoria</li> <li>• Associazione Festa della Musica</li> </ul>	
<p>On what geographical scale is the GP applied? (if relevant)</p>	local	X
	regional	
	national	
	not relevant	
	<p>MO.CA is home to cultural associations, exhibition areas, archives and ateliers, born from the initiative of young businesses in the city of Brescia.</p>	
<p>On what scale is it a breakthrough product / service / solution?</p>	local	X
	regional	
	national	
	EU and beyond	
	<p>This practice is a good example of collaboration between local government and economic and cultural bodies operating in its territory.</p>	
<p>For whom is this exemplary</p>	public institutions	X
	CCI entrepreneurs	X
	municipalities	X
	other organizations in CCI	X
	artists, creative people in general	X
	<p>It is an active cultural centre, which produces and makes usable the heritage it contains for local citizens.</p>	
<p>Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.</p>	<p>MO.CA was born at the end of 2019 from an agreement between the Municipality of Brescia and other public and private organisations (University of Sacro Cuore, CCI, trade associations). The aim of the agreement is <u>to develop start-up activities, innovation, creativity and culture in Martinengo Colleoni Palace</u> and the <u>creation of an incubator for entrepreneurial and cultural innovation</u>.</p> <p>The subjects participating in the agreement intend to pursue general interests by creating a space where ideas can be transformed into new businesses, in economic growth and socio-cultural development providing a space for the aggregation of experiences, businesses and work opportunities, which is configured as an "incubator" dedicated to innovation and in favor of young people.</p>	

The *responsible and manager, Brescia Infrastrutture*, coordinates the internal activity, with the support of the *artistic direction which is in charge of the Department of Culture of Brescia Municipality*.

As of today, MO.CA exists thanks to the direct contribution of founders, active in the investment of cultural realities such as Fondazione ASM, Camera del Commercio, Confartigianato, as well as its members such as Residenza Idra, Macof - Museo della Fotografia Italiana, Avisco, Festa della Musica, Urban Center and the Touring Club Italiano.

#### Activities & Services

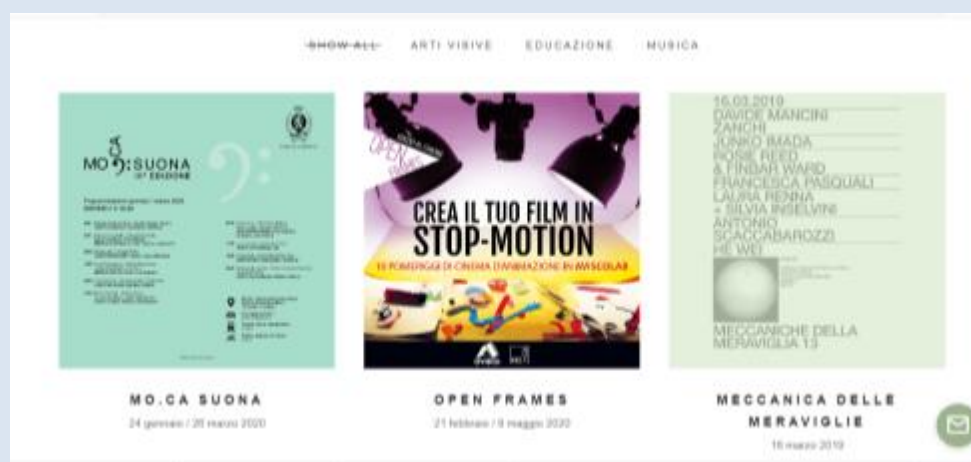
**Corporate meetings, graduation ceremonies, birthdays, gala dinners and anniversaries:** MO.CA offers the opportunity to celebrate private ceremonies and events in the noble classrooms of Palazzo Martinengo Colleoni. The rooms made available are located on the first floor and on the ground floor of the building. They are all accessible, equipped with technical equipment and support for your organization.



**Dance Room, Conversation Room and Diana Room:** on the first floor of the building, adjacent to the gallery, are the Dance Room, Conversation Room and Diana Room, eighteenth-century classrooms. Equipped with audio, video and wifi system, these rooms are ideal for workshops, conferences, buffet dinners, conference calls but also chamber events, theatrical performances, dance performances, entertainment for children and teenagers.

What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?

This practice is interesting for Vittorio Veneto municipality since it is a virtuous example of strengthening and expanding existing cooperation between public and private authorities in order to preserve and exploit an abandoned (but historic and prestigious) public spaces & buildings.



In particular:



- It is an example of “regeneration” of a space / building focused on a specific CCI sector (Fashion & Design);
- It is an example of “multi-stakeholders” agreement (private and public institutions) aiming at giving a “new use” to an existing historical building, with the specific indication of having a “centralized management” (Brescia Infrastrutture + Department of Culture of Brescia Municipality);
- It is a good example of “using cultural heritage” to create new CC services & products” thanks to the cooperation of different subjects.

<p>What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)</p>	<p>The consecutive enlargement of the “list of actors” participating the animation and activation of the building (+3 and then +4 in 3 years) shows that the intervention had been successful. The choice of the “specific CC sector” (fashion and design) is particularly winning, since the building is perfect for this kind of activities.</p> <p>WEAKNESS: actually, it is hard to understand from the website if the MO.CA implemented in an efficient way also the planned role of “incubator” for new businesses. Maybe this aspect should be further analyzed with dedicated interviews.</p>
<p>Has the GP won any award, public appreciation, etc.? Is there a patent connected? (if relevant)</p>	<p>NA</p>
<p>Source of information (references): web page, literature, person (contact)</p>	<p><b>Club Address:</b> MO.CA - Centro per le nuove culture Palazzo Martinengo Colleoni via Moretto 78 25121 Brescia Information taken from: Website:</p>



<https://www.morettocavour.com>

#### 1.5.4. Serinnovation

<p>Title of the good practice</p>	<p>Serinnovation <a href="https://serinnovation.it">https://serinnovation.it</a> <b>D'Orica</b> <a href="http://dorica.com">http://dorica.com</a></p>	<p><b>SERINNOVATION</b></p>  
<p>How would you classify the good practice (GP)? Please put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible. If none are applicable pls. set up your own category</p>	<p>a.) a good practice of the institutional / operation model in CCI</p> <p>b.) a good practice for partnership and/ or stakeholder involvement in CCI on any territorial scale</p> <p>c.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)</p> <p>d.) a good practice of financial sustainability in CCI</p> <p>e.) a good practice of an innovation chain with a successful (marketable) creative product</p> <p>f.) a good practice of event organization (with growing attendance, e.g. a festival)</p> <p>g.) a good practice of entire eco-systems in CCI with complementary functions (It may overlap with other categories but please consider that here we seek fully developed eco-systems in small (institutional level such as Arc Electronica Center and Futurelab), or large (city-level) scales.)</p> <p>h.) other, namely (please identify):</p>	<p></p> <p></p> <p></p> <p></p> <p><b>X</b></p> <p></p> <p></p>
<p>Fit with the Stimulart objectives: To which of the three Stimulart objectives does the GP respond?</p>	<p>PSO1: To upgrade the financial &amp; organisational frameworks of the CCI macro-environment in mid-size CE cities</p> <p>PSO2: To turn cultural heritage assets into creative products &amp; services in mid-size cities through developing local culture-based creativity and improving entrepreneurial &amp; individual skills</p> <p>PSO3: To revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities</p> <p>The practice identified here is an example of how to integrate two historical and traditional “industrial &amp; craftsmanship heritages” of Veneto Region (Gold &amp; Silk) in a unique project able to: 1) relaunch a traditional but declining sector (Silk) non only in terms of “heritage valorization” but also with new market perspective for</p>	<p></p> <p><b>X</b></p> <p></p>



	the silk as a product ( = La Via Etica della Seta); 2) generate “new businesses” for both agricultural companies and craftsmanship companies (Gold sector in Vicenza), by creating “innovative products”.	
Is the GP an adaptation of an existing solution or someone's / a team's own creative idea?	This good practice generates from the will of “re-discovering” the silk as a useful material (natural, sustainable, job-generating) for creating new products on the market and, at same time, for giving new light on the “impressive cultural and industrial heritage” existing in Veneto Region in this field.	
Actors who participated in the design of the GP	local authority	
	regional authority	X
	regional/innovation agency	X
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	X
	The design of this practice derives from a “shared vision”, entrusted by the Council of Europe first, and then by the Veneto Region and by a group of local rural companies together with silk related heritage owners and municipalities.	
Actors who participated in implementing the GP	local authority	
	regional authority	
	regional/innovation agency	
	education (University) or research institution	X
	business support structures (incubator, technology park, science park, clusters, networks, etc.)	
	business sector	X
	The practice had been implemented by a list of subjects generating a partnership who presented and won a Call on the European Rural Development Fund 2014-2020 with the Serinnovation project ( <a href="https://serinnovation.it">https://serinnovation.it</a> ). Here you have the list of subjects:  <b>BUSINESS PARTNERS</b> <ul style="list-style-type: none"> <li>• Il Brolo Società Agricola Srl - Teolo (PD)</li> <li>• Azienda Florovivaistica Bernardo Lino - Massanzago (PD)</li> <li>• Cantiere Verde Società Agricola Sarl - Società benefit - Belluno</li> <li>• Miotto Massimo - Istrana (TV)</li> <li>• Trevisan Diego - Piombino Dese (PD)</li> <li>• Studio Tecnico Professionale Agridinamica - Nove (VI)</li> <li>• Veneto Marketing Srl - Bassano del Grappa (VI)</li> </ul> <b>INSTITUTIONAL PARTNERS</b>	



- CREA - Consiglio per la Ricerca in Agricoltura e Analisi dell’Economia Agraria
- Centro di Ricerca per l’Agricoltura e Ambiente (CREA-AA) - Lab. di gelsibachicoltura di Padova
- Centro di Ricerca per l’Ingegneria e le Trasformazioni agroalimentari (CREA-IT)
- Università degli Studi di Padova
- TESAF - Dipartimento Territorio e Sistemi Agroforestali
- CIPAT - Centro di Istruzione Professionale e Assistenza Tecnica Veneto
- ICEA - Istituto per la Certificazione Etica ed Ambientale di Bologna



Among the activities promoted by Serinnovation project, a specific interest for the Stimulart good practice collection is the idea of **D’orica Srl Benefit Society**: to integrate Silk and Gold in a unique product (a dress, see the picture) mixing 100% Italian Silk created by an old traditional silk-machine restored.

On what geographical scale is the GP applied? (if relevant)	local	
	regional	X
	national	
	not relevant	
	The actual practice is developed at regional level (Veneto Region).	
On what scale is it a breakthrough product / service / solution?	local	
	regional	X
	national	X
	EU and beyond	X
	By accessing regionally and nationally managed “EU Structural Fund” for agriculture (or, in other fields, also ERDF Funds), the practice (Serinnovation) can be easily transferred in other EU Regions, while the CCI product (the dress or the fashion line linked to the mix of 100% Italian Silk and Gold) is potentially expandable worldwide.	
For whom is this exemplary	public institutions	
	CCI entrepreneurs	X
	municipalities	
	other organizations in CCI	
	artists, creative people in general	X
The “couple” of practice selected is specifically dedicated to CCIs who intends to apply their creative potential to exploit local heritage as a “business potential”: in this case, the traditional - but declining - Silk Sector had been relaunched by exploring new markets and products under a different lens (sustainability, green		



	<p>economy, etc...) and mixed with another pulling-sector of craftsmanship in Italy (Gold) in order to create innovative products.</p>
<p>Please, give a detailed description of the good practice, highlighting the usability for the Stimulart project.</p>	<p>As described above, this good practice is composed by 2 complementary actions:</p> <p><b>1) The Serinnovation Initiative:</b></p> <p>Serinnovation is an Operative Group on Gelsibachiculture. This project, co-funded by the EU through the European Rural Development Fund 2014-2020 in Veneto Region, has the following objective:</p> <p>To Create a new model: definition of a more innovative, competitive, profitable and replicable cultivation technique.</p> <p>To introduce mechanization in the Silk production process: modernization of the production processes to make the Italian silk industry competitive again in the market.</p> <p>To enhance all product: transformation of production waste into raw materials for other supply chains, sustainable and Made in Italy.</p> <p>To multiply skills: creation of multifunctional team sharing different but complementary experiences and skills.</p> <p>To train with professionalism: preparation of other mulberry farmers to successfully run the mulberry groves and farms of the future.</p> <p>To share the results: re-interpretation of traditional resources and processes, creating new strategies for the agricultural sector, in Italy and abroad.</p> <p><b>2) The D’Orica Srl innovative product:</b></p> <p>In the framework of the initiative “Serinnovation”, but following a cooperation with some rural enterprises dealing with silk production and the CREA Center in Padua, this idea generates from the original restoration of a “small silk machine” (Filandina) dated in the 60ies, the only working machine of this kind (with authomatic control of the dimension of the silk-wire) existing in Europe. This was crucial to obtain high quality product, so this machine had been chosen as the “starting point” to have the first 100% italiial silk. D’Orica srl (Daniela Raccanello, the designer), with the cooperation of the Designer Alberto Zambelli presented at the Fashion Week in Milan (2018-2019) a <u><i>new dress made in gold and 100% italian &amp; ethic silk</i></u>. This fashion line is actually on the market and it is a very interesting “integration” among two craftsmanship “world” where the stronger pull the one in decline (or now the emerging one!) thanks to creativity.</p>
<p>What are the main INNOVATIVE FEATURES (based on your judgement) of the good practice?</p>	<p>The most innovative features we identify in this good practice are:</p> <ul style="list-style-type: none"> <li>- The vision of relaunching a “traditional cultural heritage” (the silk related industry in Veneto Region, which was one of the key region for silk in the world!) not only by “showing and telling the history”, but also by creating new (and green) businesses with creativity;</li> <li>- The opportunity to use Structural Funds (even in agriculture) to promote creativity-based businesses linked to CCI fields, since creativity can be applied to “rough materials” in general (in this case, the silk) and, for this reason, is transversal to all the productive chains;</li> <li>- The idea that “integrating” a pulling sector (Gold) with a sector in decline which need to be re-launched may create new businesses, new roads-to-</li> </ul>



	market and new opportunities for creativity to emerge as the “glue” for making the ideas more solid and structured;
What are measurable, detectable social, economic etc. impacts of the good practice? (if relevant)	It is quite early now to trace the effects of this good practice, especially in terms of “employment & social impacts”: what can be said now is that it created a “network of enterprises” that generates new attention and new “market opportunities” for a sector (silk) which was in decline but now, with the always growing attention to natural material and sustainability, can be an emerging business. The fact that Serinnovation project is creating “spill over effects”, such as the cooperation with D’Orica srl (new products), the interest of the Council of Europe to activate and EU Silk Road (see the several meeting occurred, one of them also in Vittorio Veneto) and the growing interest of new rural enterprise to join the network are “good signals” for the efficacy of this practice in the Veneto Region area.
Has the GP won any award, public appreciation, etc.?  Is there a patent connected? (if relevant)	NO
Source of information (references): web page, literature, person (contact)	Information was collected with “web research” mainly, but also with a brief interview with Mr. Marson, a responsible for the EU Silk Road in Vittorio Veneto, who participated all the meetings held for the re-launching of the sector in Veneto region. Concerning contacts:  <b>Gruppo Operativo PEI-AGRI SERINNOVATION</b> Scientific information: Tel. 049.620205 Press: Tel. 0424.525856   349.0721920 <a href="mailto:info@serinnovation.it">info@serinnovation.it</a>  <b>D’ORICA Srl Società Benefit</b> Via Parini, 5 - 36055 Nove (VI) Italy Tel +39 0424 592160 Fax +39 0424 592161 <a href="mailto:info@dorica.com">info@dorica.com</a>





## 2. Linz good practice for Stimulart

### 2.1. The Stimulart study tour to Linz

Technical details: The activity / deliverable as described in the Application Form

D.T1.3.3. Implementation of Good Practice Study Tour to Linz: 2-day study tour for 2 participants+1 stakeholder / PP, including catering, accommodation, meetings and visits to outstanding CCI products and achievements. The program ends with wrap-up session to identify & assess main learnings & applicable practices.

Responsible partner: LP, Jászberény Municipality

Responsible person Dr. Zsuzsanna Földi, external thematic expert

To organize the program, the City Hall of Linz was contacted and we were pointed to Creative Region Linz & Upper Austria GmbH, where we found our operative contact (Dr. Patrick Bartos) giving us help in the organization.

At the study tour the participants deep-dived into a special field of CCI: Visual Arts, but also visited a creative start-up establishment, learnt about its operational scheme, while the overall institutional and operational model of Linz's cultural and creative industries was also on the agenda.

#### Contacts for organization (also hosts and presenters):

a.) Arc Electronica Center (<https://ars.electronica.art/center/en/>)

Nicole Grueneis (Nicole.Grueneis@ars.electronica.art)

b.) Creative Region Linz and Upper Austria (<https://tabakfabrik-linz.at/en/information/>)

Dr. Patrick Bartos (patrick@creativeregion.org)

#### Further presenters:

**Arc Electronica Future Lab:** Nicolas Naveau (Nicolas.naveau@aec.at)

**Tabakfabrik:** Christoph Weiermair (Christoph.weiermair@tfl.linz.at)

#### Program as realized:

##### Day 1: (19th of September) Ars Electronica Center -

- **14:00 - 15:00:** Deep Space 8K: 16 x 9 meters of wall and another 16 x 9 meters of floor projection, laser tracking and 3D animations. Developed by the R&D team, currently being developed as a product
- **15:00 - 16:30:** Visit of Ars Electronica Main Exhibition: Welcome and short History by Christoph Kremer (Head of Ars Electronica Center; Tour by Christoph Kremer and Nicole Grüneis (head of Head of Education and Culture Mediation)



- **16:30 - 17:30** - Future Lab Presentation Nicolas Naveau: History of the Future Lab and contribution to Ars Electronica Center (initially R&D team to support education tasks of Ars Electronica) and most recent projects and customers

#### **Day 2: (20th of September) Tabakfabrik Linz**

- **10:00 - 11:00** Creative Region Linz & Upper Austria GmbH, presentation by Patrick Bartos, CEO and an interactive session with queries by the participants. The creative region Linz & Upper Austria positions and establishes Linz and Upper Austria as the location of the creative industry.
- **11:00 - 13:00:** Tabakfabrik Presentation by Christoph Weiermair, Head of Marketing and Community Management. Presentation (PPT) and site visit - guided tour in the multifunctional establishment (Grand Garage with start-up and settled creative companies)
- **13:00:** On -site assessment of the study tour by the participants (template filled in by the participants)
- **13:30:** Lunch at Tabakfabrik
- **14:00:** On-line discussion of the topical issues of project implementation (including Olaf Kranz, management team on Skype)
- **15:00:** end of the program

## **2.2. Why Linz? - Linz as a good practice for Stimulart**

Linz German is the 3<sup>rd</sup> largest city of Austria and capital and largest city of the state of Upper Austria. It is in the north centre of Austria, on both sides of the river Danube. The population of the city is 205,726 and that of the Greater Linz conurbation it is about 789,811.

In 2009 Linz, was chosen as European Capital of Culture. Since 1 December 2014 Linz is a member of the **UNESCO Creative Cities (UCCN)** network as a City of Media Arts. Cities receive this title for enriching the urban lifestyle through the sponsorship and successful integration of media art and involving society in these electronic art forms. Linz is well known for the Linzer torte, which is said to be the oldest cake in the world, with its first recipe dating from 1653.

Linz is one of the main economic centres of Austria. Voestalpine is a large technology and capital goods group, which is known for the LD- ("Linz-Donawitz") procedure for the production of steel. The former "Chemie Linz" chemical group has been split up into several companies. These companies have made Linz one of Austria's most important economic centres.

Furthermore, due to the fact that one of the four Donau-Harbors in Austria is located in Linz, it constitutes an attractive location in regards to logistic and trading enterprises. Nonetheless manufacturing plants can - for instance - be found at the waterfront as well. The economic importance of Linz was founded over centuries in trade. Moreover, the long-standing image of Linz as an industrial city was a result of the National Socialism. As a result of this large industrial enterprises are still located in Linz nowadays. From an economic perspective they represent a large number of jobs and of course industry related enterprises.

The Meeting Industry Report Austria ranks Linz as the third most important destination for congresses in Austria, with a share of 7.4% in the total number of congresses, conferences and



seminars held in Austria. Linz has more than 60 congress and event venues. With the Blue Meeting concept, the local tourism association has developed a conference format which focuses on individual needs of participants and adapts to the idea of green meetings, therefore supporting waste prevention, energy efficiency, climate-neutral travel and regional added value.

**The city is now home to a vibrant music and arts scene that is well-funded** by the city and the state of Upper Austria. Between Lentos Art Museum and the "Brucknerhaus", is the "Donaulände", which is also referred to as "Kulturmeile" ("culture mile"). This is a park alongside the river, which is used mainly by young people to relax and meet in summer. It is also used for **the Ars Electronica Festival** in early September and the "Stream Festival", which takes place annually. In June, July and August the "Musikpavillon" is placed in the park where musical groups of different styles perform. Linz has other culture institutions, such as the Posthof, which is near the harbour, and the Stadtwerkstatt, which is by the river Danube. The Pflasterspektakel, an international street art festival, takes place each year in July in and around the Landstraße and the main square. Linz was the European Capital of Culture in 2009, along with Vilnius.

On 1 December 2014 Linz was accepted into the international network of UNESCO Creative Cities (UCCN) as a City of Media Arts. Currently 69 cities worldwide are members of the Creative Cities network, which is divided into seven thematic categories: literature, film, music, folk art, design, media art and gastronomy. The title goes to cities which enrich urban life and successfully involve society in electronic art forms through the sponsorship and integration of media art. Seven more cities can call themselves City of Media Arts.

**The aim is therefore to maintain and represent the cultural diversity.** The 69 cities share their experiences and think about ways to cope with globalization. To create the most intensive discourse possible with the other creative cities, Linz has to do a self-evaluation after a few years. After three years the UNESCO evaluated whether Linz has fulfilled certain measures in the field of media art and may continue to use the title. The Ars Electronica Center can be considered as the centre of media art and attracts every year during its festival national and international guests to Linz.

The latest project developed by Linz in the context of the City of Media Arts project is the Valie Export Center, which is located in the Tabakfabrik (tobacco factory) and carried out in cooperation with the University of Art and Design Linz. It serves as an international research hub for media and performance art. Beyond that, it comprises the legacy as well as the archives of the most renowned media artist coming from Linz, Valie Export, who has received numerous national as well as international prizes. Along with the Ars Electronica archives, Linz hosts two internationally renowned archives for media art. These archives serve as a starting point for an artistic and a scientific interaction with media and performance art both in Austria and around the world.

Since 2009, the Open Commons Linz initiative has made available a wide variety of "free" data: geo-data and statistical information having to do with city life, local government, recreation and tourism. An associated effort is the Hotspot initiative that has installed 202 hotspots providing free WLAN, as well as Public Server, the municipal cloud available to all citizens registered in Linz. Linz is thus at the forefront in Europe when it comes to universal access to open data.

Linz houses 43 galleries and exhibit rooms, 13 cultural centres, one club centre, as well as four educational institutes.



## 2.3. Ars Electronica Center - as a good practice

### 2.3.1. Facts and figures

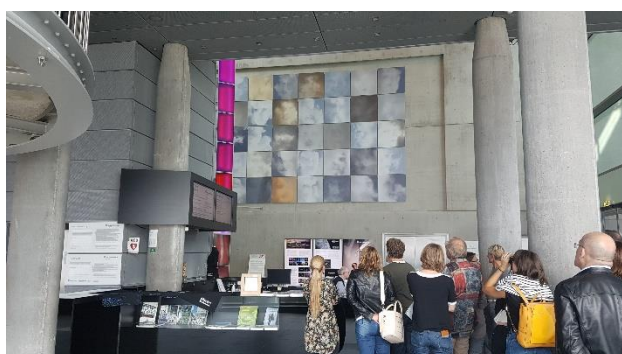
The Ars Electronica Center (AEC) is a center for electronic arts run by Ars Electronica situated in Linz, Austria, at the northern side of the Danube opposite the city hall of Linz. It has been built on the right side of the Nibelungenbrücke.

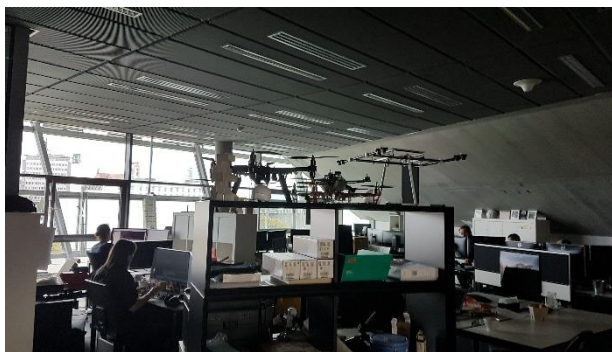
The new Ars Electronica Center, which was designed by Treusch architecture ZT GmbH, opened its doors on 2 January 2009 after roughly two years of construction work and an approximate cost of 30 million Euros. It now has 3000 square meters for exhibitions, 100m<sup>2</sup> for research and development, 400m<sup>2</sup> for workshops and conferences, 650m<sup>2</sup> for catering and another 1000m<sup>2</sup> square meters of public space for various types of events, e.g. Red Bull Upside Down on 12 February 2010.

The new AEC consists of the original building, a new "twin-tower", the main exhibition hall called "Main Gallery" and the new space for the Ars Electronica Futurelab. The whole building is covered with a 5000 square meter glass skin that consists of 1100 glass panels. Each panel is equipped with an LED Bar that allows it to change its color. Therefore, the whole building acts as a giant display. Artists can create their own visualisations which will be shown on various occasions, especially during the Ars Electronica Festival.

The restaurant is located on the third floor of the new building and is called CUBUS, referring to the buildings's cubic shape.

Future Lab: The same building holds the Ars Electronica FutureLab, a place for researching and trying out new cyberarts technologies. See also the Prix Ars Electronica, a yearly award ceremony given out by Ars Electronica at their cyberarts festival. Since 2004, one of the awards at the Prix Ars Electronica brings a young innovator or team of innovators to the FutureLab for a summer to develop a budding idea or technology in electronic media.





### 2.3.2. Lessons learnt by Stimulart partners

Stimulart aims at building overall urban and local institutional level CCI ecosystems. To this objective the lessons learnt were the following:

- Arc Electronica Center (an interactive exhibition including largely artefacts of artificial intelligence), Arc Electronica Futurelab along with the Arc Electronica Festival and Prix Arc Electronica together build an organic creative ecosystem with diverse yet complementary functions forming a cohesive eco-system using synergies - a lesson learnt about the sustainable combination of functions, events and expertise.
- In Arc Electronica they develop value chains: creative idea - prototype - testing of creative ideas (e.g. at the Festival) industrial production and/or displaying among the permanent exhibits. Arc Electronica Center and the Festival is the showcase, while Futurelab is for prototyping the creative ideas - it is the research and development motor / engine of Arc Electronica.
- The A.E. Center exhibits creative products that they BUY from creative minds or DEVELOP in the Futurelab - lesson learnt is that reaching out for ideas in CCI fertilizing local creativity and enhances success of CCI initiatives.
- Only less than 40% of the overall budget is provided by public resources (municipality) the rest is produced by the A.E.C. and the Futurelab with massive co-working projects with academia (e.g. MIT) and industry (developing and testing solutions - Audi, Mercedes (autonomous driving tested in Linz)) - this is a lesson to learn about meaningful and productive COOPERATION of various sectors related to CCI.

#### Further lessons learned for the CCI ecosystem building

Industrial backbone of city is important as more often than not industry is a key client for CCI actors. In Linz the approach was to replace heavy industry with CCI (which is applicable for other outdated industries in the cities of Stimulart). In Linz the strategy is to develop both, thus the lesson learnt is that in the strategy making phase the Stimulart cities will have to take care of a balanced combination of the two.

It is also an important point that individuals are key: Hannes Leopold Seder (founder of Arc Electronica), Media artists, Industrial Design artists actively supported the development of the ecosystem. Proper human resource and characteristic figures in the CCI development process have been defined as key factor in the Stimulart cities. Linz is exemplary in this regard.

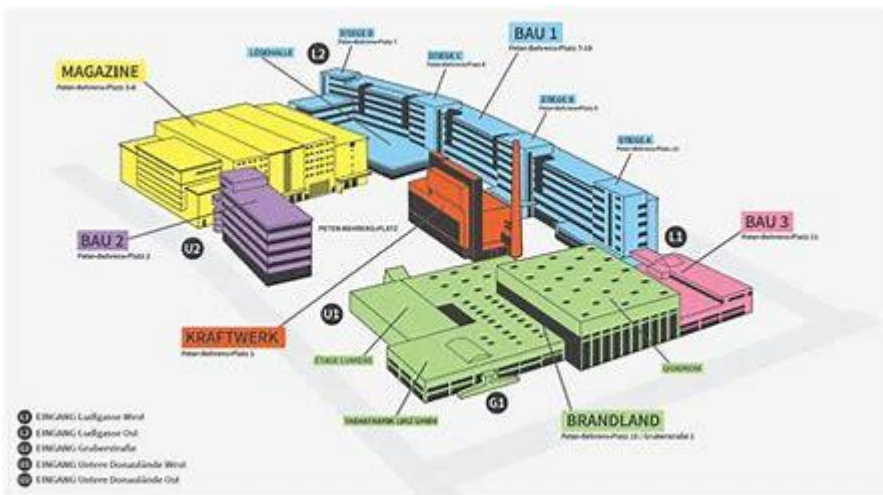


We also learnt about the importance of strong local and regional networks. In Linz the work started in 2009 with the implementation of a network analysis study which identified all actors but also the lack of connectivity among them. For networking they replicated the UNESCO Creative Cities methodology. All these networking patterns are adaptable for the local network building and stakeholder involvement in Stimulart cities.

## 2.4. TabakFabrik - as a good practice

### 2.4.1. Facts and figures

<https://tabakfabrik-linz.at/en/information/organization/>



Tabakfabrik (the Linz tobacco factory) is a heritage-listed industrial complex designed by Peter Behrens and Alexander Popp erected in 1929-1935. As Austria's very first steel frame building constructed in the New Objectivity style, Tabakfabrik is also of international architectural significance. The entire tobacco factory complex is a work of art - a radical functionalist masterpiece.

For 341 years, textiles were manufactured at this location - and subsequently tobacco. Founded in 1850 as an emergency measure, the tobacco factory came to symbolise economic upturn through progress. In 2001 the British Gallagher Group bought the company and sold it to Japan Tobacco International. The Japanese owners shut down operations in 2009. The City of Linz subsequently repurchased the 38,148 m<sup>2</sup> factory complex.

This architectural pearl will now be used for a variety of contemporary arts and business purposes - a societal microcosm of the working life and business worlds of the future. This development is overseen by Tabakfabrik Linz Entwicklungs- und Betriebsgesellschaft mbH, part of the group of companies operated and owned by the City of Linz.

Translates roughly as "Linz Tobacco Factory Development and Operations, Ltd."

Tabakfabrik Linz is important not only for Linz's positioning internationally. According to a study conducted by KMU Forschung Austria and the Linzer Institut für qualitative Studien, Tabakfabrik Linz looks set to become the epicentre of Upper Austria's creative industries.



Sections of the building complex have already been settled by creative professionals: Stairwell A (Building 1); Building 2; Building 3; Brandland; the Kraftwerk [Power Plant] and Lösehalle [the Stemming Hall] are already in use. The temporary use of unused spaces and rooms, for instance for events, allows us to explore what the best use of those particular spaces might be.

### OWNERSHIP STRUCTURE

Tabakfabrik Linz Entwicklungs- und Betriebsgesellschaft mbH (abbreviated “TFL”) was founded in 2009. TFL is owned by the real estate companies Immobilien Linz GmbH & Co KG (approx. 98.5%) and Immobilien Linz GmbH (approx. 0.8%). The City of Linz owns the remaining approx. 0.7%. Both the real estate companies Immobilien Linz GmbH & Co KG and Immobilien Linz GmbH are 100-percent owned by the City of Linz.

### ORGANISATION STRUCTURE

The organisation is structured into four internal divisions. The Board is made up of two directorates, the Commercial Directorate and the Directorate of Development, Design & Artist Issues. Each department is answers directly to one of the two directorates. At present, Tabakfabrik Linz employs a staff of 21, including apprentices and people sponsored by the Jobimpuls integrative employment service.

Various City of Linz committees are responsible for the structural investments within Tabakfabrik Linz, and make budget decisions in a multistage process. Project proposals made by the development team are discussed within the Tabakfabrik supervisory board and the Immobilien Linz GmbH supervisory board; the City of Linz building management department of Linz is then responsible for the planning and technical drafting, before the Linz City Council makes the decision on the project.

## 2.4.2. Lessons learnt by Stimulart partners

### Creative Region Linz & Upper Austria GmbH based in Tabakfabrik



At Creative Region Linz & Upper Austria GmbH the project partners learnt about the overall city level management of CCI in which connection with City Administration is Crucial. In Linz the City Administration had the initiative of setting up an innovation agenda. They wrote an analysis/study of CCI potential and that was the starting point for the Co. concept, which is an



example to follow by the Stimlart PPs in the forthcoming months of the project implementation.

The point is the “organic development”: They never had too much money - so the development was organic and thus more sustainable; the development followed that of the concept, i.e. early on the focus was on advertising (key clients: industry), later on they diversified. The Stimulart cities also have problems with financing - in Linz they learnt about the consistent and gradual steps leading to success in CCI.

The partners also learnt about the importance of people: “people should want to be there”, “the creative people are not in the city administration”, “situationism - belief that a person's behavior is largely determined by the environment or context; they created the physical space where likeminded people meet. Stumulart learnt and will apply in the strategies extensive the ways people's participation and mind-set can be sensitized.

We also learnt about the “importance of good news” (announcement of results) which motivates people both in and outside the actual CCI development process.

### Tabakfabrik

Tabakfabrik has 20 employees & is subsidized by the City but largely relies on its own resources. Their mandate: to develop the Factory into a hub of innovation, networking and using synergies. Building is 90 years old, stopped tobacco production in 2009; 1930s Peter Behrens reconstructed in Bauhaus style; it was bought by the City for €20Mn in 2009, the year that it became European Capital of Culture. Since purchase, it has invested cca. €150Mn; In deciding the utilization of the building, they developed several utilization concepts. Services they offer to tenants (besides facility management): events for networking, match making with talent, look for companies that fit together.

As all Stimulart partners fight the issue of underutilized industrial infrastructure the example of TABAKfabrik was an example to learn from. The functional change is topical in each partner city. Adapting the smart way of using the outdated and rundown infra for innovative initiatives is to learn from and adapt in the CCI strategies of the PPs in WP 2.

