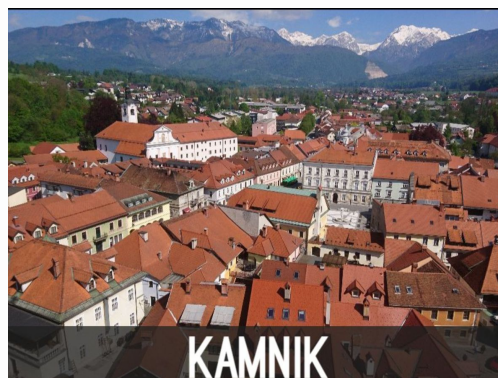


Mid-size cities as a source of creativity

Cultural and Creative Industries (CCI) have become leading economic activities in larger European cities, while they mostly mean an unexploited potential for mid-sized cities in Central Europe. These smaller urban centres hide valuable cultural heritage and lots of untapped creative potential. But what can smaller cities do to keep their creative minds and offer them viable business solutions? **StimulArt** will answer by stimulating CCI in mid-sized urban centres to boost competitiveness.



In the first newsletter we are informing you about the **project and its partners**, the **term and idea** of the CCI, latest **activities of the partnership**, CCI **good practices** from participating cities and a short synthesis of **active measures** in participating countries to overcome the impact of epidemic on CCI and culture.

4 countries, 5 cities, 9 partners, many CCI opportunities

StimulArt project addresses the enhancement of CCI in mid-size cities through setting up a supportive institutional and business environment, as well as investing in human capital through targeted training of stakeholders. The project aims to make use of vacant urban infrastructure and strongly builds on local culture, which will manifest in the diversification of local economies, and increasing attractiveness for businesses.

Nine partners started the work for creating functioning and adaptable CCI-ecosystems in five mid-size cities: **Amberg, Naumburg, Jászberény, Kamnik and Vittorio Veneto**.



StimulArt partnership

The partners (**City of Amberg**; **City of Naumburg** and **University of Regensburg** (DE); **Municipality of Jászberény** and **Jászkerület Non-profit Ltd.** (HU); **Municipality of Kamnik** and **Kamnik Tourism, Sports and Culture Agency** (SI); **Municipality of Vittorio Veneto** and **Bclever s.r.l.s.** (IT) had a successful kick-off meeting in Jászberény (June 2019), where transnational structures & upcoming tasks were discussed and agreed on.

During the first 6 months, the partners not only laid down the basic legal and administrative framework of their cooperation but also began to analyse the undiscovered CCI potentials (based on the methodology provided by the University of Regensburg). They also started collecting best practices to serve as input for local CCI strategies and took the first steps to identify local stakeholders whose involvement in future project activities will be crucial.

Partners are mapping local CCI actors and targeted policies. Simultaneously research activities are complemented by knowledge transfer on transforming the CCI macro-environment as well as enhancing entrepreneurial skills in the form of trainings for the local stakeholders.

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Cultural and creative industries in a nutshell

Text: **Dr. Olaf Kranz** (University of Regensburg)

Term and idea of the Cultural and Creative Industries (CCI) are possibly best illustrated by an anecdote from Great Britain. Shortly after the Labour Party has been elected to power by a landslide victory in 1997, Tony Blair, then UK prime minister, held a meeting with labour union representatives in order to explain to them “New Labour’s” new industry and economic policy turning from a focus on the traditional industrial sector to the service and financial sector. In order to legitimize this shift in focus, Blair told the unionists that he bet that the CCI would already add more value to the economy, employ more people, and export more value in goods and services than UK’s traditional industries like steel, cars, coal, ship production etc. The bet was placed.

However, the problem was that there were neither a proper definition of CCI nor a sound methodology to measure their value added, jobs created, and exports at this particular point in time. Shortly later, the UK Department for Culture, Media, and Sports established a definition for CCI, determined a list of sub-sectors fitting this definition, and launched the first CCI mapping document published in 1998.

Since this time, many (nationally) different definitions, lists of subsectors, and CCI mapping documents were established while we still lack a consensus about the ambiguous concept of CCI. The most profound effect of the CCI may possibly lay in their ability to **change our way to innovate in the whole economy and to design our societies**. The power of the CCI is to change our national innovation systems by knowledge transfers and many, often unnoticed spillover effects. Hence, the support of CCI has become even a target of innovation policy in many countries lately.

[Read more ...](#)



StimulArt e-News

Participating cities are vibrant hubs for CCI. We are presenting you their creative pulse and latest activities.



Third partner meeting on-line: CCI strategy making

StimulArt is coping with the challenges of C19 pandemic efficiently. On the 30th of June Stimulart partnership successfully completed its 3rd partner meeting, this time on-line. The technically well-supported meeting was a necessary substitute for the personal meeting planned to take place in Amberg. Besides discussing management issues the partner cities shared the findings of their CCI Gap Analysis and CCI Mapping Report, which serve as the fundament of CCI strategy making. The off-line afternoon discussions of the cities related to strategic issues proved to be vivid and fruitful at all five locations (Amberg, Naumburg, Jászberény, Kamnik, Vittorio Veneto).



Second partner meeting: cultural riches of Vittorio Veneto

The three-day Vittorio Veneto partner meeting (14-16 November 2019) was packed with cultural thrill as well as learning experience, lots of inspiration to take home to the partner cities.

The afternoon of the partners' arrival day was dedicated to discussing the topical communication and project management issues. The partnership also got familiar with the proposed methodology of the upcoming tasks, mainly that of the CCI mapping. The following day was an enjoyable mixture of learning about the local cultural riches of Vittorio Veneto and meeting the masters of creative industries at large- and small-scales: the partnership visited an eco-friendly textile printing company and an artistic handcraft workshop from the jewellery sector, respectively. The last day was devoted to capacity building: the representatives of the project partners in two separate thematic workshops partook at three training sessions, conducted by the Regensburg University. The lessons learnt at the thematic sessions are subject of adaptation for the local trainings to be delivered at the next stakeholder meetings and also useful fruits for thought for all participants.

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1st StimulArt Award 2020 in Jászberény

The call targeted the teens asking them to produce a creative piece which fits in one's hand and can be associated with their city and region. The youngsters could use any technic and any material alone or in combination. The winner is Sára Jázmin Nagy, a student at Lehel Vezér Secondary Grammar School.

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Another initiative to support local CCI sector

The StimulArt project team together with the Stadtmarketing Amberg e.V. support the Wirtschaftsförderung Amberg initiative to further develop the portal www.amberg-hilft.de. The portal is dedicated to supporting local businesses in these difficult times by offering ideas for past-times and gifts, facilitating online shopping and more. And, as of now, it also has a dedicated Cultural and Creative Industries sub-section.

[Read more ...](#)

Creative ideas on the spot

Our CCI members in Naumburg quickly reacted to the COVID-crisis and started to develop creative ideas on the spot. We started a campaign on the following website www.kreative-in-naumburg.de to follow their work online and we happily announce that the first creatives already signed up.

[Read more ...](#)

Online auction

Future Creators' Association launched an auction to treat Covid19 consequences in Jászberény. On hearing about this unexpected action, we interviewed the leader of Future Creators' Association, an active stakeholder group member Mr. Zoltán Góg.

[Read more ...](#)

CCI personal case reports

StimulArt is seeking **good practices** to inspire CCI in the partner cities. We interview young and experienced creators about their motivation to pursue creative activities.





Kamnik: Lenart Grkman

(graphic designer, member of a KIKstarter start-up center)

"Five years and when I got better and more self-confident, I decided it's time to go on my own. Now I work what I love and I can earn my own money. Business is getting better. I can afford less projects that are better payed. It is great feeling, when clients start to trust you".

"I also like adrenaline feeling before I start a project, before I give a new life to a product or service."

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Amberg: Wilhelm Koch

(communication designer, artist, publisher and visionary)

"The cultural and creative industry scene in Amberg is obviously very diverse, because it is not so easy to bring all twelve sub-sectors under one roof. I am thinking, for example, of the architects who have their own world just like a game developer, a painter or a graphic artist who all live and work in their own cosmos. Nevertheless, the opportunities in Amberg are overall very good, because an artist can still find studios here and the quality of life is generally high. "

[Read more ...](#)



Naumburg: Anna Eckert

(visual artist)

"The group of local artists is a kind of family for me. If you work alone in your studio all day long it is immanently important to meet like-minded persons. I am not a member of an interest organisation, but I like to be involved – this works without memberships, too. "

"To me, success means to improve my own skills and it means changes in my personal development. Success is not to be measured only from a financial point of view."

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Vittorio Veneto: Aldo

Buosi

(member of the Steering Board of Associazione Pro Loco Vittorio Veneto)

"The organization of events not only at a local level and being part of a volunteer group pushes the members to share ideas and time for their realization. I consider creative any form of activity that involves the public interest therefore the realization of events makes me consider our association *creative*."

"Success is determined in our association by an economic balance between owned and external resources and by the success of the organized events in terms of public involvement."

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COVID-19: Forecast for CCI

StimulArt addressed partners with a set of questions **what will be the impact of COVID-19 on CCI** and **what kind of active measures** were implemented on local, regional and national level.



Hungary: Jászberény

The Government has not introduced measures directly targeting the CCI sector (as defined by StimulArt). However, there have been general measures concerning small and larger businesses and measures aiming to support specific segments of CCI.

The Municipality of Jászberény has offered a 30% decrease in the rental fees of shops in the city until the end of the 2020, which affect some CCI businesses too.

[Read more ...](#)

Germany: Naumburg & Amberg

Each German State has put in place regional support initiatives that can be accessed by companies and individuals active in CCI.

The City of Naumburg started the campaign to show that the CCI reacts on the crisis. The Free State of Bavaria where the City of Amberg is located provides support for small and medium sized businesses, including emergency aid from the federal government, which can also be accessed by CCI actors.

[Read more ...](#)

Slovenia: Kamnik

The spread of the COVID-19 virus in Slovenia is currently slowing down. Nevertheless, the impact on the national economy (including cultural and creative sector) will be immense, even though no proper statistics or forecast are available now.

Three "anti-corona" legislative packages for a rapid financial assistance were implemented generally providing resources for tax, social and economic measures.

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Italy: Vittorio Veneto

In Italy various measures were implemented as financial support for CCI, such as individual financial support for self-employed creative workers and artists; financial support for SME to help them maintain financial stability and continue with their actions.

The Region has introduced, for the first time in Veneto, a new tool to support cultural, creative and entertainment businesses in the Veneto region through the POR FESR 2014-2020 Funds.

[Read more ...](#)



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