



Political-Strategic Working Group Clusters of Excellence EUSDR Priority Area 8 “Competitiveness”

30 April 2014, 9:15-18:00; Vienna, Austria
ecoplus / Palais Niederösterreich, Herrengasse 13, 1010 Vienna

Workshop: Cultural and Creative Industries

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The first issue the participants discussed was related to the rather unknown situation of the cultural and creative industries (CCI) in the Danube region: who are the players, are there any clusters? Therefore, the first measure needed is to **map the actors**, stakeholders, clusters (if any according to the classic definition, like in other sectors). The first action is therefore to start collecting information in each country, in a simple form (excel file), identifying organizations that deal with CCI and focus on innovation through networking. At a later point, we can discuss about the possibility to bring together these actors physically at local, regional or national level.

Following the mapping exercise comes the **networking** part, by building up platforms where interested organizations can find a wide range of information related to e.g. events happening in the Danube area, projects, developments, etc. At a later stage, coordination activities shall be envisaged in order to enable more synergies.

Awareness raising on the potential CCI have for the innovation processes (both in their own sectors as well as through spill-overs in other sectors) is one of the core issues to be handled. This can be done by accessing and using good (and bad) practices already developed in other countries. How to convince the policy level to put this sector on the political agenda related to innovation? One option would be to organize events to promote the potential (by inviting good speakers). Awareness raising is however of particular importance at the SME level, SMEs from other sectors/clusters that should be able to find out through cooperation about the added-value creativity (and creative industries) can bring along the innovation chain.

An active discussion was carried out on the relationship between the **CCI and City development**, acknowledging that CCI naturally emerge and evolve in a city environment. However, creativity may be an important asset for rural development just as well (the example of LEADER projects in Austria or Germany).



A couple of project ideas emerged and were discussed, although not to a large degree of detail:

- 1) Linking RIVER CITIES (coming after the capitals in size) through creativity (an example was given by the Cluj Innovation City from Romania), organizing inter-linked activities along the chain of such cities
- 2) Floating exhibitions / residency programmes along the Danube, enabling the interaction of creativity driven organization with the industrial tissues from other countries
- 3) An example given by Romania - the Danubius Project (to be?) developed with Baden-Württemberg, where other countries/regions along the Danube may adhere.

It is important also to develop a strong relationship with the colleagues dealing with **PA9** on entrepreneurship and creativity in order to maximize the potential of synergies in further project development.

In order to support from now on all these developments, the initiative was taken to create a **LinkedIn Group called CREATIVE DANUBE and we would like to invite all the readers and interested persons to join it.**