

**Interreg
Europe**



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The Policy Learning Platform:

your reference point for regional
policy-making



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Policy Learning Platform webinar
7 February 2023

Sustainable and social impact of the Cultural and Creative Industries (CCIs)



Luc Schmerber

Mart Veliste

SMEs competitiveness experts

Why are we tackling this topic?

- There is constant interest from the Interreg Europe community for CCIs (Make a Wish surveys)
- Popular topic among our projects 2014-2020
 - CLAY
 - CRAFTS CODE
 - CREADIS3
 - CRE:HUB
 - Cult-CreaTE
 - Design 4 Innovation
 - ECoC-SME
 - RegionArts
 - RCIA
- New projects for the period 2021-2027
- High on the European policy agenda



Policy context

- Policy Objective 4 **‘A more social Europe’**
 - Culture and tourism for economic development, social inclusion, and social innovation
 - Effectiveness and inclusiveness of labour market, access to quality employment, social economy
 - Equal access to health care, health systems resilience, family-based and community-based care
 - Access to education, training and lifelong learning, distance and on-line education and training
 - Inclusion of marginalised communities, low-income households and disadvantaged groups
 - Socio-economic integration of third country nationals, including migrants
- Policy Objective 5 **‘A Europe closer to Citizens’**
 - Sustainable integrated territorial development, culture, natural heritage, sustainable tourism, and security (urban areas)
 - Sustainable integrated territorial development, culture, natural heritage, sustainable tourism, and security (other than urban)

Policy context

- **EIT Culture & Creativity**
 - ‚Triple transition‘: **digital, green and social transformation** of and with cultural and creative industries
 - Values-based **cultural entrepreneurship** for
 - Social cohesion
 - Well-being of communities
 - Sustainability
 - Anchor EU values in cities, regions and rural areas
- **Industry 5.0 – human-centric, sustainable and resilient**
 - Societal role of industry
 - Increase importance of creativity

Today's agenda

Keynote

Rasmus Wiinstedt Tscherning, Creative Business Network, [RCIA](#)
Impact of technology on CCI – Sustainable solutions from the CCI

Open panel discussion

Examples from the Interreg Europe projects community

Andrea Stegani, Valletta Design Cluster
Creative approaches generating a positive social impact ([Design for Innovation](#))

Chiara Rossetto, Regione del Veneto / **Federica Bosco**, etifor
Co-creating your musical itinerary in Padova, pilot action Veneto Region ([Cult-CreaTE](#))

Interreg Europe **objective**

To improve **regional development policies**

How?

Through exchange of experience, innovative approaches and capacity building (in relation to the identification & transfer of good practices)

- Primarily dedicated to **policymakers**
- Focus on **exchange of experience**



Different from cross-border or transnational cooperation

Two actions



Projects

Limited number of regions exchanging and transferring experience on a shared regional development issue



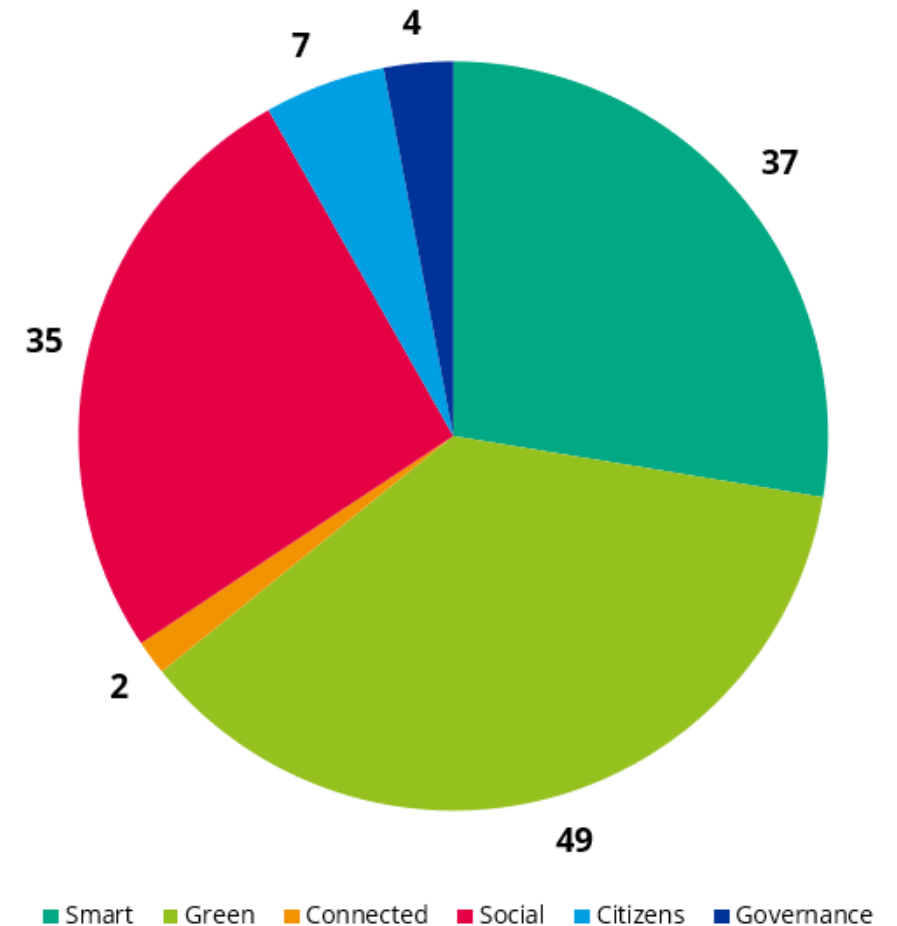
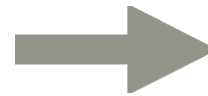
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Further exploiting projects' achievements and opening up the programme benefits to all

Calls for project proposals

First call closed on 31 May 2022

134	project proposals
1,073	partners coming from all partner states
EUR 1.4 million	average budget per project proposal
EUR 192 million	total ERDF budget requested



Calls for project proposals

Second call

- From 15 March to 9 June 2023
- Open to all topics
- Launch event 'Europe Let's Cooperation: 15 March 2023 in Stockholm

Next events



EVENT 

 **08 MAR 2023**

Online

Innovation vouchers to strengthen regional innovation ecosystems

On 8 March 2023, the Policy Learning Platform is organising a webinar on the topic of innovation vouchers. It is taking place from 14:00 to 15:30, make sure to reserve your spot below! In this webinar, we'll explore: How regional policymakers can use innovation vouchers How innovation vouchers can

By Platform



Europe, let's cooperate!

Interregional cooperation forum

15 March 2023 | Stockholm, Sweden

[#europecooperates](#)

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#europecooperates on 15 March

Get ready for the second call and register to take part in Europe, let's cooperate! Interregional cooperation forum on 15 March 2023 in Stockholm, Sweden.

[Register for #europecooperates](#)

Onsite workshops

Next series of onsite workshops scheduled for **31 May + 1 June 2023 in Ghent, Belgium**

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