**CCI Cooperation Collider - CoCo**

**INTERREG CENTRAL EUROPE – 3rd call**

**Priority axis:** Cooperating on NATURAL AND CULTURAL RESOURCES for sustainable growth in

CENTRAL EUROPE

**Specific objective:** 3.2 To improve capacities for the sustainable use of cultural heritage and resources

**Thematic focus:** Cultural and creative industries (CCI) including:

* CCI entrepreneurship
* CCI policies
* cross-sectorial cooperation and linkages of CCI to other sectors or innovative technologies

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**PROJECT IDEA**

WHY:

At the beginning of the 21st century Cultural and creative industries (CCIs) are undergoing considerable change as a result of increased digital technologies and the economic crisis of the past several years. By the European Commission CCI is estimated to be responsible for over 3% of the EU's gross domestic product and jobs and yet they remain undervalued and unrecognised. The challenges facing CCIs are compounded by a lack of clear evidence and information in the sector, which further limits the ability of industry to recognise their potential.

CCIs need support to enable them to properly represent their interests and raise their concerns, as well as to create cross-border networks and platforms to help structure and strengthen the sector. On one hand creativity is the basis for social and technological innovation, and therefore an important driver of growth, competitiveness and jobs in the EU and on the other side creative entrepreneurs and a vibrant cultural industry are a unique source of innovation for the future.

For Europe to remain competitive in this changing global environment right conditions for creativity and innovation to flourish must be ensured. There is a lot of untapped potential in the cultural and creative industries. Much of our future prosperity will depend on how we use our resources, knowledge and creative talent to spur innovation. For this cross-sectorial cooperation and linkages of CCI to other sectors is necessary and development of new and innovative business models together with Industry.

**Partnership:**

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| --- | --- | --- |
| Slovenia | Chamber of Commerce and Industry of Slovenia | RRA LUR |
| Austria | Biz-up | Creative Region |
| Slovakia | Slovak Business Agency | Creative Industries Košice |
| Germany | bwcon | Start-up center university Stuttgart |
| Italia | Chamber Veneto | University Ca’foscari |
| Poland | Regional development Agency Malopolska (Krakow) |  |

**Proposal for Work Packages**

**WP 1: Mapping of CCI, identification of strengths and opportunities of the regions 🡪 Road-map for linking of CCI inline with RIS3 in Advanced manufacturing (duration: 01-08 project month)**

WP leader:

AIM: Mapping is crucial for developing appropriate measures and strategies that respond to regional, national and transnational needs. Aims is to map regional / national level of development of the CCI sector and focus on specialisation patterns for linking CCI to advanced manufacturing (AM) within the RIS3.

**WP 2:** **Cooperation - Collider Concept: tools and trainings to accelerate linkages between CCI and Advanced Manufacturing (AM)**

WP leader: Creative Industries Košice

AIM: CCI represents an extensive economic asset and valuable source of creativity and innovation. Aim of this WP is to prepare a sustainable concept for building a bridge between CCI and AM to accelerate CCI to become high-capacity engine for economic growth in AM.

**WP 3 Piloting the COCO (duration: 15-36 month)**

WP leader: Biz-up

AIM: The Collider will put the right enables in place by providing CCI with the capacity to innovate and succeed in collaborating with AM. The collider supports CCI with the right mix of skills to develop in their local and regional environments and make an economic and social contribution.

Creation of opportunities for CCI to develop collaboration projects with Advanced Manufacturing

Based on the outcome of the mapping process defining the challenges and capabilities of the different regions, opportunities will be derived. To implement the opportunities identified the intermediaries will develop a creative-collider concept (incl. Trainings for intermediaries) to implement these learnings on company level by means of pilot activities.

**WP 4 Strategy for valorisation of CCI potential**

WP leader: CCIS

AIM: to prepare a network strategy including policy recommendations for crosslinking CCI with other sector and innovative technologies and make the collider sustainable after end of the project.

**WP Management (WP leader: CCIS)**

**WP Communication (WP leader: Creative Region)**