

ChIMERA

Innovative cultural and creative clusters in MED area

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

D.3.5.1 Regional Strategic Action Plan

WP 3. Studying

act. 3.5 Developing common approaches and strategies to stimulate innovation in cultural and creative sectors

Responsible partner : Local Company of Initiatives and Activities of Malaga S.A.

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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

REGIONAL STRATEGIC ACTION PLAN

Promálaga, Málaga City Council

Project co-financed by the European
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November 2017

NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	The central idea of the action plan is the impetus for the creation of clusters and formulas of coordination and collaboration among public and private actors of the most significant sectors of the cultural and creative industries in Malaga.
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	<p>The key objectives of the plan of action for the 2020 are:</p> <ul style="list-style-type: none"> • Products: Create marketable products, but of high quality. • Markets: Focus on customers and find new niches. • Communication: Make marketing and building brand image of quality of Malaga. • TICs: Incorporate new technologies as far as possible throughout the cycle of creation and sale of cultural and creative products and services.

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
Work with the end user to use up creativity and to generate it.	The need to be close to the end user from a younger age is proven, so that they are sensitized and taught to appreciate art in all its forms. Only by knowing it and	Regional Government (Junta Andalucía), Educational System	Colleges and Institutes of Málaga	Course 2018-2019	Human resources, educational and teaching projects

	appreciating it will they become a consumer of it afterwards.				
Sharing experiences helps avoid failures. It enhances associationism and meeting up.	It is necessary to get behind working together and to learn from each other to avoid failures. The options of mixing together, of creating meeting spaces or periodic cycles of joint activities are fundamental. Although there are already some, both from the public and private sectors, it would be interesting to promote them among the artists themselves and between different sectors of the cultural and creative industry.	Málaga City Council, Regional Government (Junta Andalucía) (Lunar Project) Associations and/or representatives of collective projects	Individual artists and creators	Annual	Human resources, installations, specific annual budget
Work on seeking synergies and collaborations, avoiding "egos" for ideas and creativity.	In the cultural and creative sector, ideas are the basis of all work, so it is common that they do not want to share them. They need to break down these "egocentric" stances and work in the search for continuous	Individual artists and creators	Public Administrations	Annual Meetings	Human resources, installations, specific annual budget

	collaborations in order to multiply possibilities and synergies.				
Encourage professional training and the development of specific training.	Although in Malaga there is more and more professional and university specialized training in the different sectors of the cultural and creative industry, much remains to be done. Only through better training, will there be greater professionalization and recognition of the value of products and artists from Malaga.	Malaga University Delegation of Education Junta de Andalucía	Permanent training and vocational training	Course 2019-2020	Human resources, specific budget
Enhance risk capital and seed capital.	Without adequate financing there cannot be a professional sector and an industry in these fields, so it is necessary to locate and implement more risk capital options, seed capital and private support for culture.	Financial and banking institutions	Malaga City Council and other administrations Employers' Confederation Malaga	2018-2019	Human and financial resources
Teach how to market products. Learn how to select the target client.	Knowing the market and how it evolves is fundamental and we should take into account	Cultural Associations and Administrations	University Business Schools	2018-2020	Human resources and annual training budget

	that the new generations of young people are very different from the others. It is important to make an effort to understand them and adapt to their needs and demands, so that the products that are created can be marketable.				
Use social networks to create an image and gain financing.	The possibilities through social networks and the internet in general to generate a brand image for Malaga and its industry have not yet been sufficiently exploited. There are more and more companies that help visualize Malaga's cultural and creative industry, but there is still much to be done in order to achieve greater funding.	Cultural Associations and administrations	Universidad Mass media	2018-2020	Human resources and communication Budget
Increase the use and application of ICTs in products.	The commitment of the public and private sectors in Malaga's case for new technologies, both with the University and with the Technology Park and	Málaga City Council (Pole of Digital Contents)	Universidad Andalucía Technological Park	2018-2019	Human resources, public installations and I+R

	municipal initiatives such as the Digital Centre or business incubators, would help towards applying multiple options within culture and creativity through ICTs.				
Propose experiences related to art, as a tourist attraction and open up to new audiences.	The new urban tourist, and in part the current generations, are looking more for experiences rather than simple purchases of products and services, the cultural and creative sector has multiple options in this area (visits to workshops, self-creation, exhibition, etc.)	Artistic and Cultural Groups administrations (tourism and culture)	Tour operators	2018-2020	Human resources, Annual Publicity Budget y experiences
Constantly find new ways to reinvent yourself.	Creativity cannot stand still and has to find a way to constantly reinvent itself, so companies linked to it must do so too. New ways of helping Malaga's cultural and creative industry to constantly reinvent itself to be attractive and competitive must be explored.	Artistic and Cultural Groups	Administrations, University and Educational System	2019-2020	Human resources, Events and Training Budget for Creativity

<p>THE LINK BETWEEN ACTION PLAN AND RIS3</p>	<p><i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i></p>	<p>At the end of 2015 Andalusia established its strategy for intelligent specialization, a vision based on four axes that are later developed into 8 priorities:</p> <ul style="list-style-type: none"> • A GLOBALLY OPEN AND INTERNALLY COHESIVE ANDALUCIA • AN ADVANCED AND MORE INNOVATIVE ANDALUSIA • A MORE SOCIAL AND PEOPLE-CENTRED ANDALUCIA • A SUSTAINABLE AND EFFICIENT ANDALUCIA IN THE USE OF ITS RESOURCES <p>The fourth priority mentions the "Empowerment of Andalusia as a tourist, cultural and leisure destination", with cultural and creative industries being part of the so-called emerging sectors. The RIS3 recognizes the great tourist and cultural resources of Andalusia and encourages the enhancement of its historical heritage and the new sectors that enhance it and provide value, especially through the application of new technologies and digitization. It also refers to the international recognition of Andalusian creativity and the continuous emergence of world-class creators and performers.</p> <p>On the other hand, RIS3 refers to the dimensions of regional development where "Education, talent and creative environments are accepted. The knowledge is considered a productive factor ". The RIS3 states that creativity must be incorporated as a nuclear value in Andalusia's educational system so that our young people can respond to the changing and demanding world that awaits them.</p> <p>The propositions of this Action Plan are linked with these aims.</p>
<p>OTHER IMPORTANT INFORMATION</p>	<p><i>Comment or describe other information you consider useful for the action plan</i></p>	<p>There are many characteristics common to the cultural and creative sectors whose analysis and empowerment could help to create clusters in other sectors, in addition to those already in existence, such as:</p> <ul style="list-style-type: none"> • the generation of the contents

		<ul style="list-style-type: none"> • the ability to work in a team • the necessary coordination of tasks • interactivity • the necessary balance between the artistic and commercial • the need of moments of meeting and association • tissue based on micro-enterprises • negative labels linked to the type of work and life <p>In Málaga, the strength of the video games cluster could help unite to other sectors and link them with the new technologies and a form of artistic generation which is more closely linked to the tastes and demands of the new generations.</p>
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