

## **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 : Technology Park Ljubljana LTD

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INNOVATIVE CULTURAL  
AND CREATIVE CLUSTERS  
IN THE MEDITERRANEAN AREA

## REGIONAL STRATEGIC ACTION PLAN

Technology park Ljubljana

Project co-financed by the European  
Regional Development Fund

30.10.2017

NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	Development of support environment for the CCI cluster
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	<p>The objectives of the present action plan are:</p> <ul style="list-style-type: none"> <li>• Raising awareness of the importance of the CCS for the economy growth and the positive impact on employment</li> <li>• Development of new and innovative products, services, projects and partnerships of the CCI sector and the economy</li> <li>• Formulating proposals for tax legislation,</li> <li>• Subsidies and financial mechanisms</li> <li>• Promotion and introduction of the principle of "design thinking"</li> <li>• Inclusion of the CCI sector in the entrepreneurial ecosystem of Slovenia.</li> <li>• Systematic promotion of Slovenian creativity,</li> <li>• Internationalization and networking of creative potentials,</li> <li>• Development of entrepreneurial competencies, skills and knowledge with innovative products and services, and the creation of support mechanisms for training and education</li> <li>• Linking ecosystem stakeholders with the aim of establishing a CCI cluster</li> </ul>

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>
<b>Raising awareness of the importance of CCS</b>					
<b>A1: Raising awareness on the importance of CCI ecosystem</b>	<ul style="list-style-type: none"> <li>Increased awareness on the importance of the KKS and its impact on employment, GDP and the economy</li> <li>Promote the CCI positioning and strengthening</li> <li>A better understanding of the importance and contribution of CCI as a lever of growth among stakeholders, decision-makers, partners and the public</li> </ul> <b>Indicators:</b>	MAO	STAKEHOLDERS OF THE ECOSYSTEM... POLIGON MINISTRIES TPLJ	From Nov 2017 to Nov 2019	Internal and external experts

	<ul style="list-style-type: none"> <li>• Number of newly established CCI companies</li> <li>• Number of events focused on CCIs</li> </ul>				
<b>A2: Communication and public relationship</b>	<ul style="list-style-type: none"> <li>• Developed communication and promotional strategy</li> <li>• Established database of media, local communities, state institutions</li> <li>• Designing and forwarding CCI press releases</li> <li>• Established channels for the systematic and regular promotion of Slovenian creativity, design and art thinking processes.</li> <li>• Presentation of results and promotion of the CCI sector</li> <li>• Support for established creators and new actors from the field of CCS</li> <li>• Direct communication with users, collected feedback</li> </ul>	MAO	STAKEHOLDERS OF THE ECOSYSTEM TPLJ, BSO ECOSYSTEM MINISTRIES	From Nov 2017 to Nov 2019	Internal and external experts

	<b>Indicators</b> <ul style="list-style-type: none"> <li>• Increase the number of CCI posts in the media</li> <li>• Increased number of visitors to the platform</li> <li>• Increased visits to events and exhibitions for various target public</li> <li>• Increased quantity and better access to CCI information</li> </ul>				
<b>Support services and tools for CCI cluster</b>					
<b>A3: Identification of interested stakeholders, organizations, companies, groups, creators</b>	<ul style="list-style-type: none"> <li>• List of companies, organizations, public institutions of creative groups and creators</li> </ul> <b>Indicators</b> <ul style="list-style-type: none"> <li>• 1 database of at least 70 companies and expressions of interests</li> </ul>	<i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM TPLJ</i>	From Nov 2017 to Nov 2018	Internal human resources
<b>A4: Creating support for an innovation ecosystem in the field of CCI</b>	<ul style="list-style-type: none"> <li>• The agreed-upon support tools CCI sector</li> <li>• Identified measures to better manage, and develop support organizations</li> </ul>	<i>TPLJ MAO</i>	<i>Other interested stakeholders</i>	From Nov 2017 to Nov 2019	Internal and external experts

	<ul style="list-style-type: none"> <li>Strengthening the capacities of existing CCI centers and other BSOs</li> <li>A strengthened network between creative centers and BSOs</li> <li>Empowerment of support organizations</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>Number of meetings and MOAs signed</li> </ul>				
<b>A5: Connecting with other sectors and businesses</b>	<ul style="list-style-type: none"> <li>Inclusion of the CCI sector in the entrepreneurial ecosystem of Slovenia</li> <li>Increasing the synergistic effects between CCS, SRIP-i and the CzK (Center of Creativity)</li> <li>Opening of processes – introducing not just design thinking but art thinking and disruptive processes into SMEs through pilot innovative actions.</li> </ul> <p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>Number of focused events and meetings</li> </ul>	<i>TPLJ MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2019	Internal and external experts
<b>A6: Linking stakeholders to</b>	<ul style="list-style-type: none"> <li>An agreement on the</li> </ul>	<i>TPLJ</i>	<i>STAKEHOLDERS OF THE</i>	From Nov 2017 to Nov	External experts

establish a CCI cluster	<p>participation of stakeholders in the promotion of CCI</p> <ul style="list-style-type: none"> <li>• Intention of establishing the cluster</li> <li>• Organisation of common events and projects</li> <li>• Meetings of stakeholder</li> <li>• Representation of CCI interests</li> <li>• Relation with relative's projects in the EU</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• 1 signed agreement</li> <li>• Number of events</li> <li>• Number of established connections</li> </ul>		ECOSYSTEM MINISTRIES MAO	2019	
A7: Establishment of the CCI cluster	<ul style="list-style-type: none"> <li>• Organization of 1<sup>st</sup> cluster conference</li> <li>• Creating working groups for long-term stakeholder participation</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• 1 conference with 150 participants</li> <li>• 2 working groups established and action plans presented.</li> </ul>	TPLJ	STAKEHOLDERS OF THE ECOSYSTEM MAO	From March 2018 to Nov 2018	Internal human resources



Encouraging entrepreneurship and partnerships within the CCI					
<b>A8: Encouraging entrepreneurship in the CCI</b>	<ul style="list-style-type: none"> <li>Established support mechanisms for promoting entrepreneurship within the cultural and creative sector</li> <li>Pilot projects (living labs)</li> <li>Support to pilot projects and the development of new products and services, and their evaluation</li> <li>Promoting the use of new skills and the revival of traditional crafts in connection with new technologies</li> <li>Introduction of new efficient and innovative business models</li> <li>Promoting CCI business with cross promotion and cross-fertilization</li> <li>Link CCI creators with startups</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>Increasing employment through supported projects</li> <li>Significant revenue growth</li> </ul>	MAO	STAKEHOLDERS OF THE ECOSYSTEM TPLJ	From Nov 2017 to Nov 2019	Internal and external experts

	<ul style="list-style-type: none"> <li>in the CCI sector</li> <li>• Greater product and service development in interdisciplinary groups</li> <li>• Increasing innovation with an emphasis on design</li> <li>• Developed new business models</li> <li>• Increased use of industrial design</li> <li>• Increased number of new brands</li> <li>• increase in the index of entrepreneurial activity (TEA index).</li> <li>• Smart and sustainable growth: promoting a more competitive and creative and green economy, focusing on the challenges of digitization</li> <li>• Promoting re-use processes, using recycled materials</li> </ul>				
<b>A9: Connecting creative creators and companies</b>	<ul style="list-style-type: none"> <li>• Pilot partnerships established</li> <li>• Increased productivity of businesses</li> <li>• Greater development</li> </ul>	<i>TPLJ MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2019	Internal and external experts

	<p>orientation and recognition of the importance of design for the success of Slovenian companies and their brands</p> <ul style="list-style-type: none"> <li>Defining the CCI's strategic role in the process of product design and business strategies in companies</li> <li>Increasing cooperation and contracts between creative creators and companies</li> <li>Improving innovation capacity</li> <li>Expected positive effects in terms of equal opportunities and perspectives of gender equality</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>Number of pilot partnerships</li> <li>Number of art thinking pilots</li> <li>Number of processes opened</li> </ul>				
<b>A10: Support for networking and partnership</b>	<ul style="list-style-type: none"> <li>Informing about the possibilities of partnership and networking of creative potentials</li> <li>Promotion of the Slovenian CCS ecosystem in the</li> </ul>	<i>TPLJ</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2019	Internal and external experts

	<p>domestic and international market</p> <ul style="list-style-type: none"> <li>Established CCI sector value chain</li> <li>Establishment of public-private partnerships</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>A larger number of project and partnerships have been established</li> <li>Greater presence of companies on international markets</li> <li>Relation with relative's projects in the EU</li> </ul>				
<b>A11: Establish an online promotional and sales platform</b>	<ul style="list-style-type: none"> <li>Web presentations of products and services offered by CCI</li> <li>Use and promotion of technologies (new VR / AR), ...</li> <li>Enabled online store support for the sale of CCI products</li> <li>Accessible information about creators and companies that need collaboration</li> <li>Information on new jobs/needs</li> <li>Publication of news, articles</li> </ul>	MAO	STAKEHOLDERS OF THE ECOSYSTEM	From Nov 2017 to Nov 2019	Internal and external experts, IT/VR/AR - technologies

	<p>and examples of good practices in the field of CCI</p> <ul style="list-style-type: none"> <li>• Collected events from CCI area</li> <li>• Publication of information on tenders and funding possibilities for the CCI</li> <li>• Promotion of products, services and other activities of the CCI sector on social networks</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• Increased sales of CCI products and services</li> <li>• Increased number of cooperation agreements and new CCI jobs</li> <li>• Increase in the number of partner projects</li> <li>• More applications for common projects</li> <li>• Digitizing business and increasing the flow of information</li> </ul>				
<b>A12: Support for the innovative forms of new economy</b>	<ul style="list-style-type: none"> <li>• An open space for the development of new economic models</li> <li>• Develop of mechanisms that enable the operation of</li> </ul>	<i>TPLJ</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i> <i>MAO</i> <i>Cene Štupar</i>	From January 2018 to Nov 2019	Internal and external experts

	<p>companies in the field of new economies</p> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• Number of tools developed</li> </ul>				
Promoting internationalization					
<b>A13: Raising awareness of the importance of internationalization and international cooperation</b>	<ul style="list-style-type: none"> <li>• Raising awareness of the importance of CCI for a more complex development of an enterprise or product and its penetration into the international market,</li> <li>• International promotion of domestic CCI projects and their results</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• Number of events</li> <li>• Number of initiatives supported</li> </ul>	<i>TPLJ</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From January 2018 to Nov 2019	Internal and external experts
<b>A14: Support to the process of internationalization</b>	<ul style="list-style-type: none"> <li>• Preparation of guides for international cooperation in the field of CCI</li> <li>• Pilot plans and activities designed to promote internationalization</li> <li>• Legal advice in the field of</li> </ul>	<i>TPLJ</i> <i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From January 2018 to Nov 2019	Internal and external experts

	<p>copyright</p> <ul style="list-style-type: none"> <li>The introduction of creative economic delegations</li> <li>Established database of international partners</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>Number of events</li> <li>Number of initiatives supported</li> </ul>				
<b>A15: Workshops and consulting services to support internationalization</b>	<ul style="list-style-type: none"> <li>A system of trainings: training and mentoring in the field of international cooperation has been established</li> <li>Transfer of knowledge and technologies, and examples of good practices between Slovenia and EU countries</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>Number of events attended</li> </ul>	<i>TPL MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From January 2018 to Nov 2019	Internal and external experts
<b>Tax reform and legislation</b>					
<b>A16: Developing proposals for improving tax legislation</b>	<ul style="list-style-type: none"> <li>Tax incentives for businesses and investors to invest in the CCI sector</li> <li>Regulated status and lower profits taxation for</li> </ul>	<i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2018 to Nov 2019	Internal and external experts

	<p>freelancers, creative companies and cooperatives</p> <ul style="list-style-type: none"> <li>• Reduction of tax on CCI services</li> <li>• Priority in ordering or a mandatory share in public institutions for the purchase of products from the CCI sector</li> </ul> <p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>• Number of proposals submitted to relevant ministries</li> </ul>				
<b>Financial instruments and subsidies</b>					
<b>A17: Creating financial incentives and mechanisms</b>	<ul style="list-style-type: none"> <li>• Formed (pilot) financial incentives and subsidies for: <ul style="list-style-type: none"> <li>○ appearance on the foreign market</li> <li>○ growth and development of CCI</li> <li>○ specific competencies</li> <li>○ verification of ideas</li> <li>○ licensing and protection of intellectual property</li> <li>○ disruptive innovations and cooperation</li> </ul> </li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• A list of domestic and</li> </ul>	<i>TPLJ</i> <i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2019	Internal and external experts



	foreign investors and funds investing in the CCI has been published				
<b>A18: Promotion of other sources of financing</b>	<ul style="list-style-type: none"> <li>A list of domestic and foreign investors and funds investing in the CCI has been published</li> </ul> <b>Indicators:</b> <ul style="list-style-type: none"> <li>Database of investors</li> </ul>	<i>TPLJ</i> <i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2019	Internal and external experts
<b>Formulating CCI policies</b>					
<b>A19: Defining strategies, vision and CCI strategic documents</b>	<ul style="list-style-type: none"> <li>Co-design of national policies and policies to promote the CCI</li> <li>Creation of transitional documents, policy frameworks and national operational plans</li> <li>Ensuring synergy with EU programs.</li> <li>Align and increase the role of CCI in S4</li> <li>Established strategic integration between different sectors,</li> <li>Exchange of knowledge and examples of good practices</li> </ul>	<i>TPLJ</i> <i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From March 2018 to Nov 2019	Internal and external experts

	<ul style="list-style-type: none"> <li>• Linking companies, research institutions, public authorities and civil society</li> <li>• Awareness of decision makers on the importance of CCI</li> <li>• Adaptation of regional and local policies with modern guidelines and innovation strategies of the CCI area</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• Number of proposed strategies</li> </ul>				
<b>A19: Making analyses and studies</b>	<ul style="list-style-type: none"> <li>• Analysed the situation and trends of individual CCI sectors</li> <li>• Comparative analysis of front runners and good practices and policies abroad</li> <li>• Analysis of the effectiveness of CCI ecosystems</li> <li>• Administrative and professional support to the Strategic Design Council and expert commissions</li> <li>• Consulting and support in the field of service innovation, and monitoring of pilot projects</li> </ul> <p><b>Indicators</b></p>	<i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2018	Internal and external experts

	<ul style="list-style-type: none"> <li>Number of proposals</li> </ul>				
<b>A9: Promotion and introduction of the principle of "design thinking"</b>	<ul style="list-style-type: none"> <li>Greater awareness of the importance of designing processes</li> <li>Design thinking is a tool for team building, problem solving, development, prototyping, and market testing</li> <li>Introduction of design management into corporate governance</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>Number of awareness raising events</li> </ul>	<i>TPLJ</i> <i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2019	Internal and external experts
<b>Training and education</b>					
<b>A22: Developing training programs and training of stakeholders in the field of CCI</b>	<ul style="list-style-type: none"> <li>Prepared analysis of talent needs and the most needed education programs</li> <li>Prepared content sections of the training program to support the CCI sector: <ul style="list-style-type: none"> <li>Promoting creativity and creativity</li> <li>Innovation and new sales models</li> <li>Marketing</li> <li>Governance</li> </ul> </li> </ul>	<i>TPLJ</i> <i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From Nov 2017 to Nov 2019	Internal and external experts

	<ul style="list-style-type: none"> <li>○ Networking</li> <li>○ Access to financial resources</li> <li>• A list of programs for acquiring specific skills is created</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• Increasing creativity and interdisciplinarity</li> <li>• Greater excellence in innovation and the competitiveness of the cultural and creative sector by promoting the work of artists, creators and cultural workers</li> <li>• A higher percentage of talent returning back</li> </ul>				
<b>Establishment of a system of mentors and trainers</b>	<ul style="list-style-type: none"> <li>• Trained lecturers and trainers to conduct workshops and seminars on the management of CCI processes and projects.</li> <li>• Trained mentors</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>• Number of included national and transnational mentors</li> </ul>	<i>MAO</i>	<i>STAKEHOLDERS OF THE ECOSYSTEM</i>	From January 2018 to Nov 2019	Internal and external experts

Connecting schools with businesses and industry	<ul style="list-style-type: none"> <li>Developing entrepreneurial competencies, skills and knowledge with innovative products and services.</li> <li>Develop internal education programs</li> <li>Establishing new jobs and involving young people v in work and creative processes.</li> <li>Gaining practical experience through education</li> </ul> <p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>Number of involved institutions</li> </ul>	MAO Educational partners	STAKEHOLDERS OF THE ECOSYSTEM	From January 2018 to Nov 2019	Internal and external experts
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THE LINK BETWEEN ACTION PLAN AND RIS3	<p><i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i></p>	<p>In the strategy of smart specialization S4, the cultural and creative sector, recognized as industry, is a competitive advantage for the economy as it develops faster than other parts of the national economy. And a sector in which there are many untapped opportunities. (page. 12).</p> <p>The S4 strategy of creative and cultural activities also mentions under the special measures in the field of tourism and strengthening development competence, innovation potentials and the development of human resources, within the knowledge and competencies of</p>
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		<p>employees (4.2.2 and 4.2.3 page 33).</p> <p>In line with the Strategy of Smart Specialization of Slovenia (S4), sub-measure 4.3.2. The growth and development of SMEs, where the Centers of creativity (clusters) - are recorded as part of the planned infrastructure (page 36). However, the Center for Creativity in conjunction with the cluster will not only be an infrastructure but a comprehensive ecosystem to foster collaboration between the CCS and the economy.</p> <p>According to S4 methodology, the purpose of creative and cultural centers is the horizontal operation through which we connect the economy with creative and creative projects. The expected results are an increase in the number of creative products and services, a better transfer of knowledge, productivity growth, and the revenues of companies operating in the CCS.</p> <p>In the area of the CCI sector, we will also strive for the long-term synergic participation of all relevant stakeholders - SRIPs, the CCI Cluster and the Creativity Center.</p> <p>By integrating a comprehensive CCI ecosystem into an already developed enterprise ecosystem that fosters not only cooperation between the CCS and the companies, but also raises awareness of the importance of the CCS and explores the possibilities of cooperation at the new level, we will also encourage new disruptive innovations and the creation of new industries.</p>
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the</i>	



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Regional Development Fund

	<i>action plan</i>	
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