

## **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.3.4.2 Comparative analysis**

##### **WP 3. Studying**

#### **act. 3.4 Capacity building of innovation key actors for the cultural and creative industries**

Responsible partner : Technology Park Ljubljana LTD

Status: final

Distribution: public

Date: 31/10/2017





INNOVATIVE CULTURAL  
AND CREATIVE CLUSTERS  
IN THE MEDITERRANEAN AREA

## COMPARATIVE ANALYSIS

Technology park Ljubljana ltd.

Project co-financed by the European  
Regional Development Fund

22.12.2017



*Please write down a brief introduction about ChIMERA regional capacity building, in order to contextualize the creation of this document.*

*Information to be included: Title of the workshop; Date; Number of Participants – mentioning generically the profile of the participants, e.g., companies, CC professionals, public institutions, etc.*

*200-400 characters maximum*

## CONTEXT

The Regional capacity building deliverable of ChiMERA was held as a series of interviews in December 2017 as it was not feasible to organize a one event with multiple stakeholders and regional working group members. The interviews were held with various organizations individually and rechecked to get coherent results of the situation and gaps as well as recommendations.



*In both sections, please list the GAPS and RECOMMENDATIONS that were identified in your ChIMERA regional capacity building. Do not forget to explain deeply each point to have a wide understanding and knowledge of it. It is extremely important to get a precise and complete information.*

*There are no limited number of characters or pages for both sections.*

## GAPS

### **G1:** Underdevelopment of the CCI ecosystem

In Slovenia we have an internationally awarded and well positioned ecosystem for Start-ups. This ecosystem is also including some CCIs – but mainly from the field of multimedia, and ICT and creative field and much less from the other Creative sectors and Cultural sectors. With that in mind the ecosystem needs to be boosted. Whilst some steps have already been taken they need to involve a much wider effort to develop the ecosystem and all relevant stakeholders need to be included and involved in the development of such. Part of the issue related to the ecosystem development is also the need for development of economically sustainable approaches in the ecosystem and those need to be implemented in the CCI sector on a wide scale. So the awareness is also a linked gap with the absence of the ecosystem.

### **G2:** Lack of customized methodologies and financial as well as non-financial incentives

As the CCI sector is still in the early stages of development the in-depth analysis of the needs and incentives are not developed and understood. Due to the current Slovenian system of support of Artists and Creatives, many of them are dependent on the state/Ministry of culture support. Due to that the incentives and entrepreneurship mentality are not widely present and to make that switch awareness raising, opportunities and financial schemes need to be properly customized.

### **G3:** Lack of entrepreneurship mentality among CCIs

As said earlier the way the sector is developed currently largely dependent on the national support mainly administered by Ministry of culture. On the other hand, the traditional sectors of economy do not necessarily recognize the value added of inclusion of CCIs in their processes. Even though design thinking methodology is being promoted and is increasing its presence, especially the Art sector is widely absent from entrepreneurship as its inclusion disrupts both artists, social models and interactions as well as traditional sectors.

**G4:** Lack of connectivity of the KKIs / absence/non-functioning of CCI cluster.

CCIs are quite worried about their creative processes and artistic freedom. As such they are also not trustful towards traditional sectors of economy, state institutions, or even among each other. There is no CCI cluster in Slovenia that is enabling this connectivity and promotes collaboration. Collaboration that does exist is such that it is project or funding dependent.

## RECOMMENDATIONS

**R1:** Invest in the development of ecosystem

Due to size of Slovenia and player, stakeholder or sector that wants to develop breakthrough products, achievements or services need to collaborate – in most cases at least. For them to do that, it is important to develop the support ecosystem, that can connect them within and outside of the region.

**R2:** Raise awareness

For CCIs to improve their entrepreneurial spirit the effort of the ecosystem and awareness raising must go hand in hand. This can only be done by using the Entrepreneurial discovery process method and identification of Early adopters, which can then be used as the key players of the ecosystem and flagships showing success cases and collaboration results as well as wide adjusted promotion between CCIs and traditional sectors. It must be noted though the promotion and awareness raising need to be specifically adjusted to the target groups.

**R3:** Further stimulation of cross fertilization and collaboration

Part of the awareness rising is also stimulating cross fertilization and creative collisions processes. Even though the first step is creation of the ecosystem and start ups in CCIs the second step is advancement of that as it is often proven higher and faster effects are achieved by CCIs being included in the traditional sectors through art and design thinking, even if such approach disrupts many areas of functioning (life, work, social models, ...). However, it should be the ultimate goal of support to CCIs and their clustering.

**R4:** Customization of support services and incentives

To stimulate the entrepreneurial spirit in the CCI sector especially in the Art sector the support services and incentives need to be developed in combination between the CCI support institutions with active support of the CCIs themselves and their inputs as well as by adjusting and using the already proven national and international experiences.

#### **R5:** Networking and stakeholders linking and motivation through cluster establishment

Through development of clusters stakeholders need to be linked, cross fertilized and colluded to create disruptive innovations and stimulate the entrepreneurial spirit.

#### **R6:** Introduction of end user value

Most of today's economy depends on B2B or B2C models. In both cases end users/customers are those that need to see the added value of involving the CCIs even if that means the price of the end product or service goes up. On the other hand, CCIs need to understand if you see value added of the product you will pay for that. So, the artistic and creative freedom needs to be curbed with the end user value in mind.

#### **R7:** Support to internationalization and international collaboration

Part of the cross-fertilization and creative collusions processes is also identification of Early adopters and support to internationalization. Clusters should develop also those support services.



*Write an abstract conclusion about the results obtained in Gaps and Recommendations. This text should be the comparative analysis itself.  
2-4 pages maximum*

## **FINAL CONCLUSIONS**

In Slovenia various support ecosystems are being developed and are already existing – for example for start-ups – Start-up initiative, network of Business support institutions, Technology transfer offices, Chambers of commerce and similar. Several of those ecosystems have received numerous financial awards, but they are not adjusted to the specifics of the CCI sector. On the other hand, there is CCIs that are successful and internationalized, but mainly in the field of the Creative and multimedia sector and much less in the field of Arts. However, those could be flagships for the CCI ecosystem development.

In the Slovenian Smart specialization strategy art and design thinking are well displayed as a horizontal focus area. There is a national project on Center for creativity managed by Museum of Architecture and design dealing with stimulating and changing mentality in the CCI sector. However, this is just the first step. Further activities and initiatives are needed focused on mentality changing, stimulation of the entrepreneurial spirit, promoting self-dependency and not dependency on the market, entrepreneurial discovery process and identification of early adopters and promotion and financing of creative colliding processes between traditional SMEs and CCIs. The existing traditional and new modern methodologies need to be adjusted to the specifics of the CCI sector to promote their involvement, but also to understand the need to curb their Artistic spirit in order to satisfy the end customer and on the other hand these methodologies needed to stimulate the traditional sectors to involve and engage CCIs in their development and innovative processes taking into account and understanding the need and

potential of disruption. Specific measures, goals and indicators are further elaborated in the Action plan.