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

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D.3.4.2 Comparative analysis
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ChIMERA

EUROPEAN UNION

INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

COMPARATIVE ANALYSIS

University of Algarve

September 2017

CONTEXT

The present comparative analysis is an output of the workshop organized by the University of Algarve (UAlg) titled *Capacitar o setor cultural e criativo do Algarve* (Empowering the cultural and creative sector of the Algarve) held in 21ˢᵗ-22ⁿᵈ of September 2017.

The workshop had around 13-15 participants of the Quadruple Helix Model (Governance, Education, Industry and Citizens).

For the workshop was invited the Portuguese CC cluster ADDICT – Agency for the Development of Creative Industries – which, due internal issues, cannot attend the workshop to transfer their experience in developing a CC cluster in the northern region of Portugal.

The workshop started with a reflection and debate about the two documents produced by UAlg for ChIMERA WP3 – Studying, namely the *State of the Art analysis* and *SWOT analysis*.

The session was proceed through the mediation of 2 facilitators that challenged the participants to think about the gaps in the CC sector in the Algarve region. The exercise was performed through the methods of Brainstorming, Brainwriting and Mind Mapping: 1) individually, each person wrote few gaps about the CC sector; 2) a meeting between two persons to share their opinions and select the most relevant ideas/ gaps; 3) a meeting of 3-4 persons (called Progressive Groups) to choose the most relevant aspects of the current gaps. Both methods allowed select and present the dominant gaps.

Afterwards, the participants posted the written contributions (in post it's) in a white wall, to build a 'cloud' of the most urgent issues of the CC sector in the Algarve. Each participant voted, using coloured necklace balls, the most problematic items that urge future solutions/ recommendations. The voting process permitted the reduction of hypotheses, avoiding the abstraction of several identified gaps and the possibility of losing the focus in some aspects that are more vital and should be implementing in a near future. After the selection, the participants met in groups of 2-3 persons (World Café method) to fill in a table "Plano de Soluções" (Solutions Plan) to write down proposals to solve few priority problems/ gaps. Each group passed in all the tables to adding their proposals in each "Plano de Soluções" sheet (= 4) and to get various contributions and ideas from everyone.

The follow sections summarizes the results of UAlg ChIMERA workshop.

GAPS

G1: Networks and cross-sectoral

G2: Financing (chronic sub-financing)

G3: Insufficient transport network and mobility

G4: Promotion of artistic teaching from the primary school/ cultural habits

G5: Poor notoriety of the CC sector

G6: Abuse of cultural agents services (pro bono)

G7: Training of the agents/ lack of competences

G8: Poor governance model and incubation infrastructures

G9: Resources and critical mass

G10: Insufficient data/ information

R1: Training of the agents

R2: Aggregator projects

R3: Promotion of artistic teaching from the primary school/ cultural habits

R4: Governance Model

FINAL CONCLUSIONS

The prominent gap that was identified and is affecting the present situation of the sector is the **dispersed or non-existent network between the CC professionals**, which is influencing seriously the development and improvement of the regional productions/ creations. More precisely, some agents are working for a similar goal/idea that, sometimes, causes a double programming of CC initiatives, obligating the public to choose one single event, which compromises the effectiveness and concretion of other simultaneous event(s) due the lack of audience. This example reflects the lack of a cooperative work between the main actors, being important unify forces and resources to minimize constrains either for professionals or for the public. In addition, it was mentioned the need of creating a database with all the contacts of the main actors, in order to know realistically the professionals, companies and institutions that are working in the field to, for instance, to linking areas, projects, resources, etc., to build a more collaborative network.

The **poor notoriety of the CC sector** it is an aspect that affects its regional triumph and consumption. This matter can be also justified by the mentality of the citizens and their low habits in CC initiatives, which does not helps in strengthening the sector.

The **non-professionalization of the main CC players**, when compared to other economic sectors, also compromises the acknowledgement of the sector and the professionals involved. Consequently, it has been implemented over the years a scenario of disrepute by the works and efforts of the CC professionals, in another words, an abusive atmosphere was created by the cultural agent's services (pro bono) which have an attitude of not paying fairly or asking for gratuitous works/ services. This situation places the CC actors/ professionals in a very sensitive and unfair situation that provokes precariousness and dishonour, which do not help its growth and statement as a segment that aims serving the society and produce economic profits/ results.

Other aspect recognised by the participants, is the **lack of competences or training of the agents**, not allowing generate and develop qualified market that can compete at national and international level, and position the region in the CCI panorama.

It was also identified the need of implementing in the primary schools an **educational artistic program** (= education through art), aiming instruct the population from its human base that, maybe, might change the mentality of the citizens and improve cultural habits and consumption.

Funding and governance issues were also identified influencers in the promotion, development and growth of the sector. The Portuguese Government has rules and measures for Culture but, if comparing to other economic sectors, the State's budget for Culture is not the must higher one because culture is not seen as an essential good. Besides national guidelines, the regional authorities, that acts as main political and governance makers, should be more aware of the needs of CC sector, not addressing their decisions only for other sectors, e.g., tourism, sea, etc. The national, regional and European funds should be adjusted and planned according to the needs of the territory, in the sense of making possible the progression of the sector and, consequently, the labour dignity of the professionals.

In addition, the Portuguese banks do not cover the CCI as an economic segment to be financed (= financial credit), like happens to other sectors that are backed as an investment to generate money. Thus, it is crucial the creation of a financial model that can provide the growth of CCI's capital.

A proper funding and governance models are crucial to boost CC productions/ creations and economy's growth.

Lastly and mentioning territorial or physical constraints, the **insufficient transport networks** has an impact in the mobility of the citizens and CC public throughout the region, not permitting the attendance in the several CC events that occurs in different places of the region. In the Algarve region, does not exist public transports during the evening that links one city to another, being impossible to the stakeholders that does not have a car to attend a cultural event. The transportation network is a huge regional problem that also influences the consumption and participation in CC initiatives.

In regards of recommendations and as a result of the exercises fulfilled (*vide* Context section), below are represented the solutions plans that were done by the participants, take into account the identified gaps, to make them in priority solutions.

R1: TRAINING OF THE AGENTS

Proposed Solutions	Expected results of the solution	Responsible	Partnership
Creation of partnership courses (several institutions linked to the sector, regional and interregional), resorting to cultural spaces and sharing of resources already existing in the region (e.g.: theatre, auditoriums)	- increase and diversification of the offer; - creation of new courses.	UAlg	ETIC, AMAL, Municipalities
E-Learning training in various subjects (e.g.: business management, communication and marketing, event management and organization, etc.)	- increase and diversification of the offer; - increase the sector's notoriety; - increase the competences of the sector.	ANJE	UAlg, ETIC and NERA

Creation of a School of Arts (music, theatre, cinema, writing, locution, production, promotion) with day and night teaching	- greater specialized training offer; - attraction more creators and performers; - provide training opportunities to agents; - increase cultural and performative offer.	Companies, cooperatives, associations and individual agents	Autarchic and political power
Facilitating responses to specific training needs (e.g.: raising funding, updating skills)	- increased value of vocational training in the sector; - increased value of the agent's perception from a professional point of view; - to meet the real needs.	FEFP, ETIC_Algarve, Conservatories, etc.	UAlg
An international mobility program for artistic residences and technical training (sound, video, production, lighting, etc.)	- skills improvement; - reinforcement/ creation of international networks; - notoriety of the sector abroad; - attractiveness to the region.	DRC-Alg, CCDR and UALG	Autarchies with equipment, National Agency Erasmus+, Agents

R2: AGGREGATOR PROJECTS

Proposed Solutions	Expected results of the solution	Responsible	Partnership
Art Jam: Creation of a project/ event/ challenge, aimed to cultural and creative agents, in a limited space of time, a product that culminates in a show/ exhibition or event	- interaction between agents and sectors; - promote the visibility and sharing of knowledge among stakeholders; - show the qualities and values of the Algarve region.	DRC-Alg and private sector	UAlg, ETIC_Algarve, companies of sector and associations
Annual artistic production project based on the participation of several agents	- create the practice of cooperation in the region; - fostering artistic creation.	AMAL and DRC-Alg	Autarchies, RTA and DR-Educação
Observatory for monitoring the sector: statistical data, projects, etc.	- clearance and update of sector statistics; - recognition and differentiation within the sector itself.	CCDR	DRC-Alg, RTA and Portuguese Ministry
Thematic forums, symposiums, international workshops	- new opportunities; - facilitating the meeting of cultural and creative agents; - enhance the knowledge and state of the art at worldwide level; - training of agents; - ideas.	Institute to be created (see "Model of Governance") and UAlg	Institute to be created (see "Model of Governance") and others
Ideas contests for the CC sector	- enhance new ideas	UAlg	CGD or other bank

R3: PROMOTION OF ARTISTIC TEACHING FROM THE PRIMARY SCHOOL/ CULTURAL HABITS

Proposed Solutions	Expected results of the solution	Responsible	Partnership
Introduction of artistic teaching in school education	- more complete basic training; - increase of audiences; - greater social cohesion.	Ministries of Education, Culture and Finance	Autarchies and sector agents
Creation of a digital/ interactive didactic game, dedicated to the cultural, artistic customs of the Algarve region and/ or other regions on an international scale, adapted to the different age groups	- increased ability to identify artistic and creative areas; - increased awareness of the issue.	Mini Clip (national company)	ETIC, Ministry of Education and UAlg
1 Mobile phone application for children (cultural guide / cultural heritage)	- *Semente*	Private companies	
Increase and diversify the offer of extracurricular activities	- enrichment of training; - to value artistic teaching and "internalize" the importance of culture in personal development.	Ministry of Education and Autarchies	Cultural agents

R4: GOVERNANCE MODEL

Proposed Solutions	Expected results of the solution	Responsible	Partnership
Creation of an entity that aggregates the actors involved in the sector (Institute or other typology)	- systematize successful experiences and create facilitation models; - ensure the availability of information to each type of sector (creators, performers, producers, promoters, users, spectators and listeners).	Political power with public and private management	Actors, promoters, producers, creatives (representatives)
Survey and confrontation with the current state of the art of the different profiles / needs / characteristics of the cultural and creative agents of the region (e.g.: business sector, cultural sector, etc.)	- systematization of needs; - organization; - improved responses (optimization).	UAlg and CCDR	The entire sector
Sector consultation to revise the concept of ICC	- better identification of agents by assigning a classification; - better representation and notoriety	Political power	All
Regionalisation	- autonomy administrative, financial, etc.	Political power	