

INDUSTRII
CREATIVE
IASI



**IASI CREATIVE INDUSTRIES PROGRAMME
2005-2007**

Iasi as a creative city (2005)

- The South East European network of Creative cities (Iasi-Plovdiv-Novi Sad-Tuzla-Skopje-Pristina)
- Exploiting the “Nr. 2” city position
- Creating awareness about Creative Economy to the local authorities and business community in Iasi

Objectives of the project:

- To create a local and regional partnership in order to develop creative industries in Iasi
- To achieve a mapping study following a common methodology with other SEE Forum partners based on UK experience
- Showcase success stories in creative industries in order to advocate Iasi as a creative hub
- To raise awareness about the concept of creative industries and their role in regional development
- To create a local network of creative industry professionals, politicians, business community, public institutions and NGOs

The mapping survey (2005/6)

- Using a British pattern and creating a common methodology (Split, 2005)
- Identifying CI economic players in Iasi
- Editing and launching the Guidebook "Creative Iasi" (March 2006)
- Spreading the guide around the world
- Press releases and media advertising

Working on Guidebook (2005/6)



Launching the Guidebook (2006)



Training young entrepreneurs

- Autumn school “Developing community through CI” (November 2006)
- 5 teams of young creative entrepreneurs
- British and Romanians trainers
- 5 final projects dealing with urban regeneration
- Starting the creation of CIA Iasi





Next step: engage education

- Developing our programme inside the BC new project “Higher Education that matters” (connecting universities curricula to the needs of business sector)

<http://www.britishcouncil.ro/blog/>

- Looking for partners in order to create an European master degree in “Creative entrepreneurship” at the University of Iasi





What we achieved so far:

- Including CI as an major element of the regional cultural policy and development
- Including CI as a part of “Iasi 2020 Strategy”
- Dealing with the final slogan of Iasi as “City of Inspiration”
- Imposing one of the project of young entrepreneurs (Team 3) to be financed by the City Council and included in the *IASI 600* programme (2008)

Key concept to deal with local authorities:

URBAN REGENERATION

- Architecture
- Heritage
- Design
- Advertising
- IT



What we still have to do:

...quite everything !