



The creative ecosystem: events and cultural agenda as catalysts

4th THEMATIC WORKSHOP, Barnsley, March 2011

## What about URBACT ?

- URBACT is about cities working together to build solutions to major urban challenges: a “learning by interacting” itinerary / a laboratory on urban issues.
- URBACT works with all parties who have a stake in the city: the LSG.
- URBACT is a result-oriented European programme: the LAP.

## Learning by interacting 2008-2011

- Production of a baseline study at the beginning of the process.
- Setting up of Local Support Groups in each of city partners
- A Local Action Plan for each of the city partners.
- Launching conference and final conference [Óbidos, June, 2011].
- Involvement of Mayors, eg, The Óbidos Charter, a political manifesto.
- Four thematic workshops.
- Two key study visits.
- “Open innovation and the city” as hot topic along the process.
- Systematic capitalization of the experience, beyond the URBACT community.
- .../.....



**Involvement and commitment of Mayors and elected people**



**New format for stakeholders participation:  
Local support group**

## THE WORKSHOP

- Creative clusters: diversifying local economic base & opportunities to young people, Ploiesti-Mizil, October 2009.
- Creative education: incubating future talent, Reggio Emilia, May 2010.
- The space of the creative class: urban facilities and strategies for creative entrepreneurs, Hódmezővásárhely, October 2010.
- The creative ecosystem: events and cultural agenda as catalysts, Barnsley, March, 2011.

## The aim:

- **Learning from Barnsley as local organizer.**
- **Case studies just as basis for discussion: 10 presentations and almost 2 hours for debate: critical reviews, Q&As, lights and shadows, key findings, new ideas...**
- **Mixing local officers, scholars, experts, creative entrepreneurs... including a meeting with local creatives.**

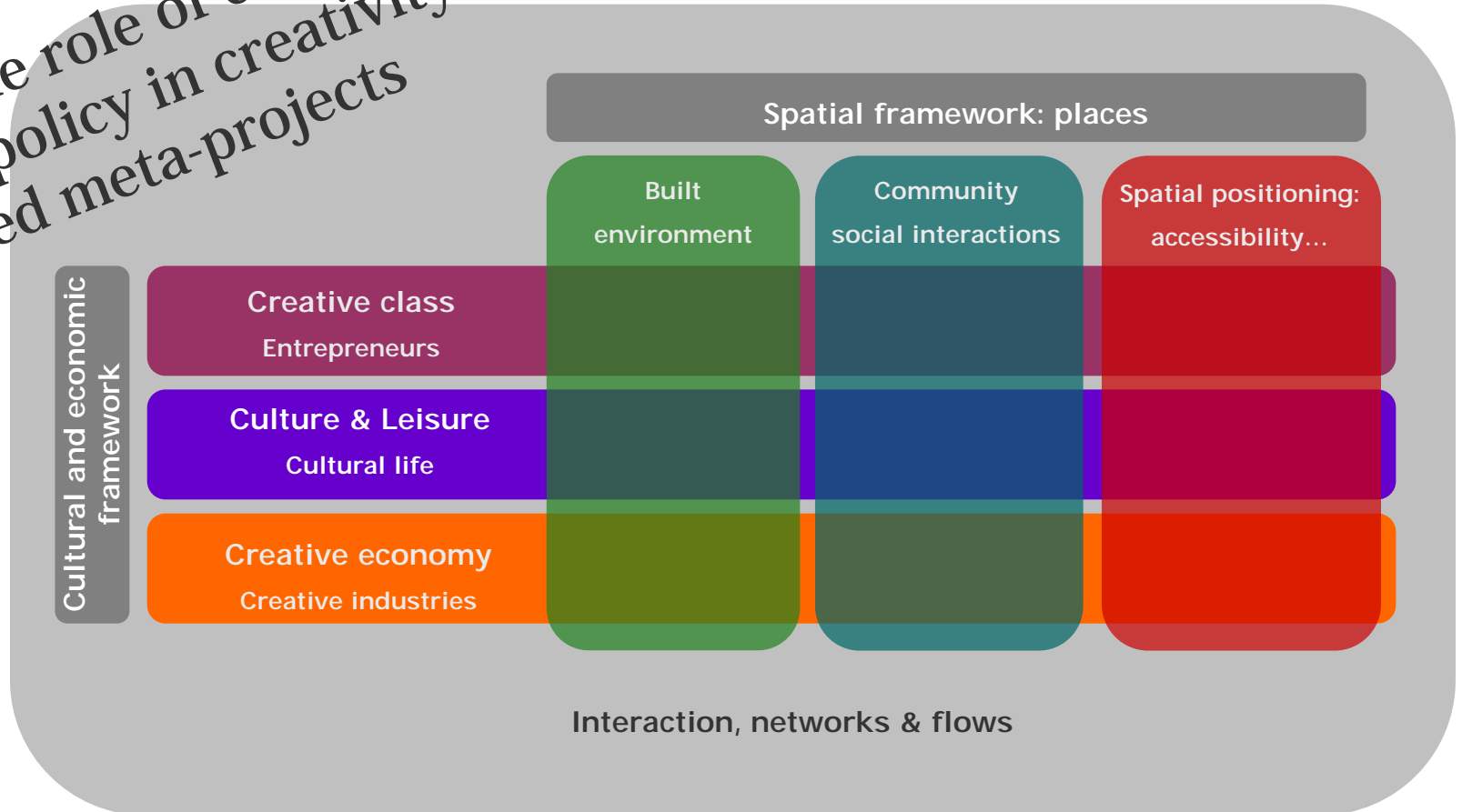


## Assumptions:

- **The creative entrepreneur comprises much more than people working in cultural and creative industries – creative-based business model.**
- **Now we are not so much interested in culture, cultural policy or the economy of culture, but in the creative economy.**



To assess the role of culture and culture policy in creativity-based meta-projects



**The creative ecosystem: a model**

Source: adapted from INTELI

## Questions 01

### CULTURE WITHIN THE CREATIVE-BASED CITY META-PROJECTS:

- **Linking cultural policy to economic development strategy, in which way?, barriers.**
- **What kind of cultural policy for cultural entrepreneurs?**
- **How to promote a risk-friendly creative economy at local level?**
- **Public cultural marketplaces: angel or devil?**
- **Linking heritage to the contemporary.**
- **Cultural branding ? sectoral branding?: deconstruction and re-building the city around creative-based narratives: Óbidos Criativa, Re-making Barnsley, Jyväskylä the human technology city...**

## Questions 02

### THE ROLE OF CULTURAL FACILITIES:

- **A new range of cultural facility?**
- **The nature of the cultural facility nowadays: hybridation, flexibility, experimentation, interaction... a working environment, a space for production as well?**





Casa da Musica\_Porto\_Portugal



## Questions 03

### THE IMPACT OF FESTIVALS AND EVENT:

- **New aims, new formats?**
- **How to evaluate?**
- **Outdoor culture: art and creativity on the street. Promoting lively city centres.**





**So we are here again, three years later... let's work**

