



Integrated innovation at city level: Castellón as a “CityLab”



The main aim of its Local Action Plan is to turn Castellón into the “Capital of Innovation in Ceramics”. In this regard, one of the key planned actions is to gradually transform the city into a huge showcase displaying the innovations developed by its industry. Thanks to this CityLab, experts, citizens and authorities from around the world will be able to see how the ceramic tile industries of the region can help the urban and public space planning.

The concept of a “CityLab” tries to translate the outputs of the ceramics industry into new urban applications. Design, innovation and a strong practical approach are the core items on which this idea is based. This concept considers the city as a big laboratory by reinventing the idea of public urban planning through elements provided by the ceramics heritage.

Speaking with one voice: the establishment of the “Ceramics Development Council” at Stoke-on-Trent

A clear issue for Stoke-on-Trent that the UNIC project contributed to bring into light, was the lack of a single body to co-ordinate and respond to the industry needs (also issues of co-ordination external perceptions). The solution was the setting up of a Ceramics Development Council with clear remit, structure, objectives and planned outputs,

not saturated by predecessors and involving local businesses of different sizes, business support agencies and Public Authorities. The Council, which will meet 5 times per year shall provide the whole local ceramics industry (firms in the supply chain, prime manufacturers, studio ceramicists) and its associated stakeholders with an effective

and inclusive mechanism to consider and respond proactively to strategic challenges concerning the strength and competitiveness of the cluster.



Improving qualifications of the Ceramics labour force: Aveiro’s training and qualification plan



The city of Aveiro has a long tradition in training and qualification (including at university level). In order to improve

qualifications of the ceramics sector labour force and to preserve jobs in the industry, Aveiro will elaborate training programmes, in collaboration with specific training centres in the sector, the local employment agency and the University of Aveiro.

The synergy between UNIC city partners is well expressed in this planned action. Indeed, details for the ceramics targeted training Plan included in the Local Action

Plan (LAP) benefited from the past experience of Stoke-on-Trent re-qualification programmes of ceramics workers affected by lay-offs as a result of industry reconversion in the early years of the past decade. And now, this action by Aveiro, using funding from structural funds, is benchmarked by Stoke-on-Trent in its LAP under the action “Ceramics Skills Academy” (see insert on “Urban integration”).

Redde Limoges quae sunt Limoges (Render unto Limoges the things that are Limoges’s) : striving for a Protected Designation of Origin for the “Porcelaine de Limoges”

The City of Limoges is striving to protect its ceramics industry, which still remains an important aspect of the Region’s economy, though having gone through many crises. Indeed, the name “Porcelaine de Limoges”, standing for high quality, genuineness and know-how, must be protected against the improper use of its image which has a detrimental impact on the international reputation of this industry part of the French luxury sector. These factors are decisive in

order to acknowledge the quality of local trainings and skills, to consolidate and develop jobs in this sector.

Within the Limoges LAP a specific action is therefore devoted to a National, European and international initiative for the protection of the name “Porcelaine de Limoges” through a decree law signed by the French Conseil d’Etat, in parallel with initiatives to allow the know-hows related to Limoges ceramics to be acknowledged as an intan-

gible heritage by the UNESCO, as well as a broader discussion on the opportunity for a joint tradename.



Together we stand: developing the Pécs- Baranya Porcelain and Ceramics Cluster

The notion of cluster is relatively recent in the Hungarian economic development policies, but nowadays the creation of thematic clusters is strongly supported by the regional operating programmes. The City of Pécs, as an owner of the Zsolnay Heritage Management Public Benefit Company, successfully applied

for grants and established the South Transdanubian Porcelain and Ceramics Cluster in April 2009, with 10 member organisations including the University of Pécs and several companies. The LAP of Pécs now aims at the development of the Pécs-Baranya Porcelain and Ceramics Cluster, including the profes-

sional development of its management, joint communication and operational activities as well as the expansion of the number of its members.



Helping industry to benefit from public funding opportunities: Cluj-Napoca plan to implement a Help Desk to inform the SMEs about the support opportunities within the field of ceramics clusters

The ceramics sector in Cluj, once dominated by the large IRIS factory, now extinct, is characterised by small enterprises, workshops and craftsmen. Such organisations need all the support they can get, as well as advice and guidance on how to benefit from such support, namely in terms of public funding. While this public funding is essential for small companies, it does bring along a series of rules, forms and deadlines that may be hard to follow for inexperienced users.

This explains why the City of Cluj-Napoca, in association with the Territorial Office for SMEs strategy, included in its LAP the implementation of a Help Desk in order to inform the SMEs about funding opportunities within the field of ceramics clusters. The impact of this measure, once implemented, will be directly measured by the number of SMEs that will receive consultancy and information from that Help Desk.

Mapping the Ceramics sector: the Sevilla experience

Although Sevilla is now famous for its hi-tech production, including being the centre of Spain's aeronautical industry, the ceramics tradition is still well alive within the city.

Building precisely on the experience of the aeronautics cluster, for which the development of a map and an inventory of the industrial actors established by

Sevilla Global has contributed to the promotion of the sector and of the city, the same principle will be applied to the Ceramics sector. A map and inventory of the active industrial actors will be developed, contributing to increased knowledge of the involved players and the promotion of the sector as a whole.

