



creative Clusters

in low density urban areas

Connecting cities
Building successes



BARNSELY . ÓBIDOS . REGGIO EMILIA . HÓDMEZŐVÁSÁRHELY . MIZIL . INTELI . ENGUERA . VIAREGGIO . JYVÄSKYLÄ

IT'S MORE FUN IN A GROUP!

Guess what? It's true! We learned and felt another powerful experience in Barnsley during our last thematic workshop. At the same time that our network is reaching the end, we feel that our team building is improving its abilities to share and learn. This edition of the creative brief planted some of the new seeds that our network has been harvesting in the last couple of years. Óbidos and Reggio Emilia are working together by putting in practice a common project of developing creativity as an educational resource that could improve intellectual and entrepreneurial skills. Beneath the surface we are all discussing other possibilities of working together. Education, creativity and innovation, new social solutions of community inclusion and technology resources are some of the areas that are in our virtual daily round table.

This is one of the signs of our good health or wellbeing. The final conference in Óbidos, June 9th, will be an important step to reach conclusions of the work undertaken, but also to establish a platform of common objectives and new solutions for our challenges. Once again we reinforce our invitation for all you to come to Óbidos and activate your brain cells under this stimulating theme: "Creative Footprint – The Next Big Step Will Be a Lot of Small Steps".

Miguel Silvestre – lead partner
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**Its more
fun in
a group!**

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JOSÉ RUI FELIZARDO, PRESIDENT OF INTELI [PT]

INTELI is an Innovation Centre located in Lisbon, Portugal. Culture and creativity, sustainability and urban regeneration, and social innovation are the main intervention areas of INTELI. Within URBACT framework, INTELI is a non-city partner acting as a think tank to creative development models.

www.inteli.pt

The main aims of INTELI are the generation of innovative ideas and creative solutions to governance problems, the development of strategic information systems on industries and territories, and the production of recommendations to support political and social decision-making processes. We act as a bridge between government, science and society.

One of our strategic activities is linked to territorial innovation where we develop projects in the areas of culture and creativity. This interest of INTELI in the creative sector derives from its importance for economic and social development, urban regeneration and citizenship and community involvement in arts, economy and society.

MIGUEL RIVAS: Within URBACT Creative Clusters we used to define INTELI (the only non-city partner in the network) as a think tank. Is it correct? Why the interest of INTELI in creative industries?

JOSÉ RUI FELIZARDO: Yes, we define INTELI as a think tank or a policy research institution. Our mission is “contributing to a creative and innovative society, aimed at sustainable economic and social development”.

MR: You are rather well informed about the most outstanding projects promoting creative hubs in big European cities from Dublin to Helsinki, from Barcelona to Vienna. Do you see any advantage when trying these creative-based strategies from small and medium-sized towns?

JRF: In fact, we have been developing a knowledge system with case studies of creative hubs around

the world. This activity started in 2004 within an INTERREG III C project called 'Intelligent Cities' where our team had the opportunity to visit several creative spaces and to interview regional and local stakeholders on site, such as 22@bcn in Barcelona (Spain), Arabianranta (Finland), The Digital Hub (Dublin), One-North (Singapore), Multimedia Knowledge Corridor (Malaysia). This data base has been enhanced through our participation in other European and local initiatives and our involvement in European and national networks related to culture, creativity and innovation.

This policy research and intelligence activity is part of our daily work, and it is very important for the development of joint projects with cities and regions at the national level.

However, our objective is not to promote policy transfer and emulation of creative development models for small and medium-sized cities in Portugal and Europe. The serial replication of this phenomenon can be avoided if creative strategies are strongly based on historic precedents, in the symbolic value of place and space and cultural heritage.

MR: INTELI has been in charge of the URBACT Creative Clusters' contribution to the Green Paper of creative industries delivered this year by DG Education and Culture. What has been the perspective of URBACT Creative Clusters in such reaction?

JRF: The main message behind our contribution was that creativity can act as a driving force for economic development not only of large cities but also of small and medium-sized towns and even rural areas.

In fact, small communities have an important role to play in the European territorial structure, contributing to the development of a polycentric and balanced system and the strengthening of the partnership between urban and rural areas. These territorial areas are no longer synonymous with agriculture and decline. They can be competitive through the valorization of endogenous assets, the exploitation of unused resources and the in-migration of creative people who look for quality of life and quality of place. Their entrepreneurial spirit can be directed towards the creation of new companies or civic associations in areas such as arts, music, design, software, etc., enhancing the development of small creative ecosystems.

Thus, European creative-based policies and financing instruments should be adapted to the reality of small and medium-sized territorial areas, and not a "one size fits all" approach. Public policies and instruments oriented to the development of these communities

cannot be identified merely with sectoral policies such as agricultural or territorial cohesion policies. These small and medium-sized towns must also be the target of R&D, innovation, culture, and environmental policies in order to induce the development of creative and sustainable communities where people can live, work, learn and play.

Due to the importance of territorial cooperation, we have also proposed the creation of a European Creative and Sustainable Small Communities Network with the aim of sharing experiences and best practices, developing joint projects and promoting the mobility of creative people between cities and regions. This could be a good approach to perpetuate the activity of the URBACT Creative Clusters' network.

MR: Due to your nature as a non-city partner, your Local Action Plan on creative industries has been re-named as a Technical Action Plan. Could you please give us a brief description on its content?

JRF: Our URBACT Creative Clusters network has a specific characteristic: we are developing activities at local and network level, but we would also like to contribute to the wider discussion on creativity-based policies and strategies at European level.

As a result, INTELI is producing a Technical Action Plan called "Creative-based Strategies for Small and Medium-sized Cities" which intends to give voice to these territories in the European Union. It will include some theoretical insights on the importance of creativity and innovation for the development of small and medium-cities (particularly the ones integrated in intermediate regions) and a series of case studies of successful creative small communities in Europe, Australia, Canada and USA. Finally, we will propose some recommendations and policy measures in areas such as: supporting infrastructures (incubators, experimentation spaces, etc.), financing of creative companies, cluster and regional development, education and skills.

MR: INTELI and also URBACT Creative Clusters are members of the so-called "European Interest Group on Creativity and Innovation". What can we expect from this group?

JRF: The EICI – European Interest Group on Creativity and Innovation aims to develop itself as the leading European network to promote and defend regional and local interests in European creative industries and innovation policy. It intends to actively influence EU strategies and funding on behalf of its members and thereby contributes to more creativity, competitiveness, social cohesion, sustainability and innovation in European regions and cities.

The activities of the group are mainly associated to policy advocacy; EU project development; and communication, networks and collaboration.

The initiative became an official network in May 2010 and INTELI is a founding member of the association. In our opinion it can be more than just another network. EICI can become the European Think Tank on Creativity and Innovation.

Our specific interest is to intensify our intervention at the European level and to enhance the international visibility of our projects and partners. It is also an opportunity to exchange ideas, to develop joint projects with the other members and to promote our policy intelligence and advocacy activities.

MR: This is not the only transnational project on creative industries for INTELI. In your view, what is the distinctive feature of URBACT II as framework?

JRF: INTELI is involved in some transnational activities on creativity and innovation, such as the INTERREG IV C projects CITIES – “Creative Industries in Traditional Intercultural Spaces” and CeRamIca – “Ceramics and Crafts Industries’ Increased Cooperation”.

The distinctive feature of URBACT II is its methodological framework. The development of Local Action Plans with the involvement of local stakeholders (the so-called Local Support Groups) and the Managing Authorities of Operational Programmes by each city partner is a very challenging process.

The participation of INTELI in these networks is very important not only for knowledge development and exchange of best practices but also to integrate these experiences in regional and local projects in Portugal. ■

INTELI'S ACTIVITIES

RESEARCH & ANALYSIS

Entails research and knowledge development in terms of policies and the management of territorial innovation.

POLICY ADVOCACY

Design of innovative ideas and creative solutions for the agenda of territorial development policies, on a local, regional and European level.

STRATEGIC PLANNING

The definition of territorial development strategies, through diagnosis, benchmarking and planning.

EVALUATION OF POLICIES AND PROGRAMS

Involves the monitoring and evaluating of policies, programs and territorial development strategies.

TERRITORIAL STRATEGIC INFORMATION

Generating systems of territorial strategic information as the basis for the creation of indicators to support decision-making.

ESTABLISHMENT AND PROMOTION OF NETWORKS

Entails the creation and management of networks of cooperation between public and private stakeholders, political decision-makers and the civil society, in the area of territorial innovation.

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<http://www.facebook.com/group.php?gid=184167143955>

Óbidos and Reggio Emilia

Since 2008, Óbidos and Reggio Emilia integrate the Creative Clusters in Low Density Urban Areas network, of the European URBACT II Programme, which allowed the establishment of a partnership based on the European Programme – Comenius Regio, with the following partners: Municipality of Óbidos, Pre-school of Arelho, Histórias com Bicho, Municipality of Reggio Emilia, Province of Reggio Emilia, Preschools and Infant-toddler Centers - Istituzione of the Municipality of Reggio Emilia and Reggio Children- International Center for the Defense and Promotion of the Rights and Potential of All Children. This partnership that will be working for two years will allow the mobility of teachers, educational experts and artists,

between Óbidos and Reggio Emilia and it is foreseen school work, workshops and Seminars. The project was designed to offer teachers from Reggio Emilia and Óbidos the opportunity to articulate and effectively use their understanding of a child's creative skills development; understand current issues in pedagogy; articulate their practice with children and show deep confidence and empathy with children and their families in the work environment.

The teachers, educational experts and artists (or atelieristas) will be working with different groups of children based on Reggio Emilia pedagogy with the support of Reggio Children that will provide information and professional development on the pedagogical experience of Reggio Emilia pedagogy and make available the participation of all educational actors of this partnership in atelier urbani (this is the new concept of atelier that Reggio Children is working this year).

CITY CASE STUDY: BARNESLEY - RE-MAKING THE NORTHERN ENGLAND MIDSIZED TOWN

A report produced by the URBACT Lead Expert, Miguel Rivas

<http://urbact.eu/en/projects/innovation-creativity/creative-clusters/news/?newsid=543>

CAPITALIZING EVENTS

Brazil Creative Foundation visits Portugal

Brazil Creative Foundation (Aracaju, Brazil) visited Portugal last March, 21-25. The objective of the delegation was to collect information on the creative projects, institutions, spaces and cities at a national level.

One of the creative cities visited was Óbidos, the Lead Partner of URBACT Creative Clusters' network. In the town, the delegation had the opportunity to visit the creative industries incubator ABC, the technology park, one of the new municipal schools,

and the Chocolate Festival in the medieval walls. Moreover, the Brazilian team visited INTELI, also a partner of the network, in order to be aware of its projects linked to creativity and innovation and to jointly identify further collaboration opportunities.

www.fbcriativo.org.br

Mayor of Óbidos in Las Palmas (SP)

The mayor of Óbidos (Portugal), Telmo Faria, was invited to participate in the "Creative and Cultural Industries Forum", in Las Palmas, Gran Canaria (Spain), a candidate city to the European Capital of Culture in 2016, having presented ideas concerning development strategies of creative industries. The event took place from March 16 to 19.

The idea of this forum was to learn with the experience of similar projects, and the Creative Clusters in Low Density Urban Areas is one of them.

Last year, Telmo Faria was also invited to speak in the European Forum of Cultural Industries, in Barcelona, organized by the Spanish Presidency of the European Union.

OTHER CAPITALIZATION ACTIVITIES

Contacts with the city of Modena, Italy (partner of CITIES project, INTERREG IVC) transferring key lessons from URBACT Creative Clusters. December 2010.

Contacts with the city of Terni (Italy) transferring key lessons from URBACT Creative Clusters: video-conference with a group of stakeholders of the project "Cittá Giardino" (cultural quarter). November 2010.

DEPUTY MAYOR OF ÓBIDOS IN AZORES

2-3 April 2011, Azores (Portugal)

The Azorean Cultural Institute organized a seminar on the theme of Creative Strategies for Revitalizing Cities, in Ribeira Grande and Praia da Vitória.

This event welcomed seven conferences, which counted with speakers who narrated their personal experiences related to the development of projects of cultural nature and that have, in one way or another, revolutionized the areas where they are located. Miguel Silvestre, a lead partner of the Creative Clusters in Low Density Areas was one of the present guest speakers.

This event had the sponsorship of the Regional Direction of Culture and Youth, as well as the support of the Municipal Councils of Ribeira Grande and Praia da Vitória, Teatro Ribeiragrاندense and the Youth and Arts Academy of the Terceira Island.



Dedicated to managing directors of public and private organisms, as well as for the general public, this seminar aimed to prove that with the creation of cultural dynamics, it is possible to strengthen areas in our territory in areas transversal to its reality.

RELATED EVENTS

6TH INTERNATIONAL CONFERENCE ON THE ARTS IN SOCIETY

9-11 May 2011, Berlin (Germany)



The conference will explore the intersection of Art + Science. The merging of art and science in theoretical discourse along with concrete collaboration between scientists and artists offer new opportunities for identifying and discussing problematic social issues.

Investigating similarities and differences in the process of understanding are just as important as re-evaluating role models, styles of thinking and conventions, which promote or hamper the search for new ideas on both sides.

<http://artsinsociety.com/conference-2011/>

SYMPOSIUM ANIMATION OF PUBLIC SPACE THROUGH THE ARTS: INNOVATION AND SUSTAINABILITY

28-30 September 2011, Coimbra (Portugal)

The leading question of this symposium is how innovative artistic animation of public spaces can contribute to building more sustainable cities. Community sustainability is viewed as encompassing and intertwining environmental, cultural, social, and economic sustainability and resiliency. The forum will explore and advance arts-based approaches to sustainable city building, public engagement, and animation of public space by bringing together interdisciplinary researchers, students, and practitioners to share experiences and insights.

www.ces.uc.pt/

12TH EUROPEAN CONFERENCE ON CREATIVITY AND INNOVATION

14-17 September 2011, Faro (Portugal)



The conference intends to provide opportunities for learning experiences in collaboration to innovation. The specific objectives are: to approach any collaborative activity, discipline or performance that uses specific methods and tools to engage more diverse participants in the decision making process; to learn new ways to be creative together and to develop radical innovations; to use participants' talents as a means to improve participation and sharing; to provide contact opportunities with local culture and expression.

<http://www.eaci.net/eccixii/index.php>

URBACT Creative Clusters Final Conference

CREATIVE FOOTPRINT: THE NEXT BIG STEP WILL BE A LOT OF SMALL STEPS
ÓBIDOS (Portugal), 9th June, 2011

<p>CREATIVE CLUSTERS FINAL CONFERENCE</p> <p>CREATIVE FOOTPRINT</p> <p>THE NEXT BIG STEP WILL BE A LOT OF SMALL STEPS</p> <p>2011 ÓBIDOS PORTUGAL JUNE 9TH</p> <p>facebook WWW.URBACT.EU</p>	<p>Panels</p> <hr/> <p>KICKSTARTER</p> <hr/> <p>Keynote Speaker: CREATIVITY IN SMALL AND MEDIUM SIZED CITIES</p> <hr/> <p>Level #1: The Idea UPGRADING SIMPLICITY: From ideas to solutions</p> <hr/> <p>Level #2 Doing HUMAN SOLUTIONS: You are the answer</p> <hr/> <p>Level #3 Atmosphere A CREATIVE CLOUD: For a community storm</p> <hr/> <p>Level #4 Space CREATIVE SPACES: Living Hard Working Creatively</p> <hr/> <p>Level #5 Zoom ACTION PLANS TO CITIES OF ACTION</p> <hr/> <p>Level #6 Commitment GOVERNING THE LOCAL CREATIVE ECOSYSTEM. AND NOW? BEING CREATIVE IS ENOUGH?</p>
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CREATIVE CLUSTERS FINAL CONFERENCE

<http://www.facebook.com/event.php?eid=122826281128183&ref=mf>

Call For Proposals: European Alliances For Mobile And Mobility Industries And Creative Industries

This call for proposals aims at a more strategic support to service innovations, with the objective to unlock its transformative potential at sectoral and market level and to contribute to strengthening the innovativeness of the economy as part of the implementation of the Europe 2020 Strategy.

The call for proposals has two actions:

Action 1

European Mobile and Mobility Industries Alliance:

This action aims at strengthening the role of innovative services in mobile and mobility industries to re-invigorate the competitiveness of the EU. Whereas mobile services can build upon key enabling technologies developed in Europe or elsewhere, innovative mobility concepts

are urgently needed to better address societal challenges.

Action 2

European Creative Industries Alliance:

This action aims at strengthening the role of creative industries as a catalyst of innovation and structural change by promoting the more effective use of all different forms of knowledge and creativity for innovation throughout the economy and to support the emergence of new industries that combine knowledge and creativity with modern technologies, in particular ICT.

http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=4989

Interclustering Labs – Combining Strengths To Build A Creative Industries Intercluster

InterCluster Europa is the European Platform for Cluster Cooperation. It is a non-profit body whose full membership is restricted to clusters.

In this context, an InterCluster is an association of clusters within a specific interregional or transnational area and engaged in processes aimed at common strategic development. The objective is to promote synergies around high-value-added products and services, and thereby contribute to the emergence of European industrial projects.

Europa InterCluster has drawn up a preliminary list of ten world-scale growth markets: bio-products, sustainable construction, eco-transport, renewable energies, e-health, cultural industries, sustainable engineering, NBIC, industrial

textile and sustainable cities. A common characteristic of these growth markets is to overlap a number of different fields and thereby offer great potential for cooperation between clusters. The goal is to set up a European InterCluster for each of these ten markets, i.e. a transnational consortium made up of three or four clusters complementing one another in the value chain and with a common strategy and joint management.

Several Interclustering Labs on how to set up an InterCluster based on value chains in the

new “integrating markets” have been launched. One of them is in the market of Creative Industries which encompasses a broad range of areas: ICT, media, communication, new materials, education, cinema, serious games, architecture, design, etc. The first workshop was held in 2-3 February 2011 with the objective of designing a roadmap for the implementation of the Creative Industries InterCluster.

www.intercluster.eu/index.php?option=com_content&view=article&id=846&Itemid=646&lang=en



SUGGESTED READINGS & SITES

ANALYSIS OF THE CONSULTATION LAUNCHED BY THE GREEN PAPER ON "UNLOCKING THE POTENTIAL OF CULTURAL AND CREATIVE INDUSTRIES"

Commission Staff Working Document, SEC (2011) 399 final, 24 March 2011.

This document is the Commission analysis of the 350 responses to the public consultation launched by the Green Paper on Cultural and Creative industries.

http://ec.europa.eu/culture/our-policy-development/doc/analysis_green_paper.pdf

WORK PLAN FOR CULTURE 2011-2014

Conclusions of the Council and of the representatives of the governments of the Member States, Nov. 2010.

The document announces the priority areas of the work plan for culture 2011-2014: cultural diversity, intercultural dialogue and accessible and inclusive culture; cultural and creative Industries; skills and mobility; cultural heritage; culture in external relations; culture statistics.

www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/117795.pdf

BUILDING AND MANAGING AN INTELLIGENT CITY

A report produced by Accenture, 2011.

This report intends to answer to the following question: how new strategies, technologies, open platforms and effective governance can help create cities that are sustainable and attractive to ongoing development?

https://microsite.accenture.com/sustainability/research_and_insights/Documents/Accenture_Sustainability_Building_an_Intelligent_City.pdf

THE SMALL CITIES BOOK – ON THE CULTURAL FUTURE OF SMALL CITIES

W. F. Garrett-Petts (ed.), New Star Books, 2005.

The book localizes questions of globalization and cultural identity at the municipal level, and explores the challenges and possibilities facing smaller cities. The authors explore notions of social capital and community asset building, especially as they relate to the politics and aesthetics of self-representation, to notions of home and homelessness, to ideas of space and a local sense of place.

BUILDING A DIGITAL ECONOMY: THE IMPORTANCE OF SAVING JOBS IN THE EU'S CREATIVE INDUSTRIES

March 2010

BUILDING A DIGITAL ECONOMY: THE IMPORTANCE OF SAVING JOBS IN THE EU'S CREATIVE INDUSTRIES

Study produced by TERA Consultants and commissioned by the International Chamber of Commerce's BASCAP initiative, March 2010.

The study focuses on three questions: What is the contribution of the creative industries to the European economy in terms of GDP and jobs? What are the consequences of piracy on retail revenue and jobs? If current policies do not change in the EU, what will these losses be by 2015?

www.iccwbo.org/uploadedFiles/BASCAP/Pages/Building%20a%20Digital%20Economy%20-%20TERA%281%29.pdf

WEB SITES

British Council – Creative Cities
<http://creativecommons.britishcouncil.org/>

Cáceres Creativa
www.cacerescreativa.org/web/

Guimarães (PT) - European Capital of Culture 2012
www.guimaraes2012.pt/index.php?lang=2

CIUMED – European Network of Medium-sized Cities
www.ciumed.org/

Art Factory Policy - Bureau Broedplaatsen (NL)
http://bureaubroedplaatsen.amsterdam.nl/en/over_broedplaatsen.php

FabLab Amsterdam (NL)
<http://fablab.waag.org/>

The *Creative Brief* is the newsletter of the URBACT network on “Creative Clusters in Low-Density Urban Areas” [<http://urbact.eu/en/projects/innovation-creativity/creative-clusters/homepage/>] lead by the Portuguese city of Óbidos. It is an added value cooperation project with the goal to perform a collective “learning by doing” exercise in the field of urban creative clusters. The fundamental assumption is that creative issues in local economic development are also a functional pattern beyond the frame of big metropolitan hubs. Even more, creativity as source of innovation should act as a cross cutting approach to re-think economic

and social development in middle-sized and small towns given new opportunities related to accessibility, community life, culture and creativity-based business models.

During the period 2008-2011 this URBACT network is working on five key sub-themes: i) creative clusters: diversifying local economic base and opportunities to young people; ii) events and cultural agendas as catalysts; iii) promoting the creative city: a new range of facilities and infrastructures; iv) creative entrepreneurs and talented people: attraction and retaining; v) setting the basis: creative education environments at local levels.

The URBACT Network on Creative Clusters is opened to further collaborations with networks, cities and organizations operating with creative clusters and related fields. This newsletter is also opened to any information and contribution concerning creative industries and economic development.

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