



creative Clusters

in low density urban areas

Connecting cities
Building successes



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Urbact Creative Clusters Network in the European Creativity Agenda

GREETINGS FROM THE LEAD PARTNER

URBACT Creative Clusters network had a good year. Despite the global economy atmosphere, we kept a positive attitude. We started in January discussing the challenges of our economic model and launching the Óbidos Charter, learnt in Finland with the experience of Jyväskylä, started new projects in our territories, and finished our year in Romania discussing how creativity could diversify economy and create new opportunities for young people. At the

same time the network was presented in several forums, from Brussels to Stockholm. Today we need to be connected to other people and networks; continue our work in setting the basis of a new and wide approach to creativity. We welcome an active collaboration, by sending small articles, or other initiatives to be organized in the EU. Please send all information to the following e-mail: creativeobidos@cm-obidos.pt.

Best Regards,
José Parreira, Lead Partner

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 town 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.



Dr. János Lázár Mayor of Hódmezővásárhely

Leadership and powerful new visions are key starting points to face new paths in local development for small and middle-sized towns across Europe. This section contains a number of short interviews by Miguel Rivas [the URBACT lead expert for creative clusters] to the Mayors of the city-partners. This issue with dr. János Lázár, Mayor of Hódmezővásárhely, a fifty thousand inhabitants town located in the heart of the Hungarian Southern Great Plain, near the Serbian and Romanian borders.

“My main aims are the improvement of employment, the revitalisation of local entrepreneurship, the preservation of regional culture and environment and the appreciation of solidarity and dignity”

MR. Industrial ceramics as the main economic sector in town is suffering these days a severe adjustment including the closure of some big factories. What is the explanation for that? What could be the role of the city council in facilitating new opportunity windows for that sector in your town?

JL. Hódmezővásárhely is in quite a good situation. Although both the town and the ceramics factories have felt the financial crisis, no huge problems have appeared in the town. The local ceramic industry was developed with state intervention in the '60s, during the socialist period, but at the same time on a quite high level. Due to the high-technological level and good infrastructure, after the change of regime in 1990, the ceramics industry in Vásárhely could find several investors, who have made high-level specializations, technical developments according to the market needs, so they could stay competitive. This is why the ceramic industry of Hódmezővásárhely is so well developed.

At the same time, I have to mention that Vásárhely's handicraft and ceramic industry is becoming a victim of Far Eastern dumping, which goes side by side with the dramatic change of customers' habits. These altered circumstances cause several problems for traditional small craftsmen, who have fewer and fewer customers and followers too. This is a complex problem, the solution of which can only be realized through cooperation and with joining forces. A thorough programme has to be created after surveying needs and available resources that can handle the above mentioned symptoms all together. The leaders of the town, taking into consideration the opinions of the stakeholders will have to decide whether this will be realized in the form of boosting the economy, or a tourism intervention. The first step of this long-lasting programme was the realization of the Integrated Town Development Strategy in 2008. Related to this and also in order to reach our strategic aims, we take part in two international projects: CeRamiCa under the INTERREG IVC Programme, led by our city and Creative Clusters under URBACT II Programme. Our basic aim in both projects is to start our own, complex and long-lasting developments in order to find solutions for the above detailed problems with the help of international good examples and practices. The Local Support Group (LSG) that has been set up within the Creative Clusters project regards 'clustering' as the most important topic in the process of this problem handling. Thus the town wants to widen the frames of the LSG and organize a local forum focusing on the topic of local handicrafts and clusters, with the utmost involvement of all concerned people.

MR. Hódmezővásárhely hosts a major cultural event like the Vásárhely Autumn Exhibition [a well-known fine-arts exhibition in Hungary]. Also a unique exhibition space aimed at a critical review of the

communist period [Emlékpont] is located in the town. How do you see the role of culture for a middle-sized town?

JL. Despite the small size of the town, it used to be one of the most significant cultural centres of the Great Plain. We have remarkable traditions in the area of culture, for example symposiums, which are organized every year and in which several European artists take part, not to mention the well-known Autumn Exhibition, which is an important event at national level, too. We have defined ourselves in the Integrated Town Development Strategy as the centre of the great plain's culture. We have to build this town image consciously and realize a common brand behind which the town's services have to be collected. We have to find the proper image, slogan and the content behind these in order to make Vásárhely competitive at the Hungarian cultural market and appealing for the neighbouring countries as well. This is why the LSG, working within the URBACT II Creative Clusters project has defined conscious town-marketing as the second most important area besides clustering.

MR. The Tornyai János cultural city rehabilitation programme is an integrated redevelopment strategy for the city centre. What are you doing? How are you dealing with culture and creativity issues in that programme?

JL. The rehabilitation of the city centre is a very significant and determining investment for the development of the town from an economic, cultural, town rehabilitation and touristic aspect. The Programme includes activating cultural and community institutions and reintroducing them into the town's life and economic circulation again, developing education, improving touristic attractions and re-enacting buildings. This is a complex investment in which the above mentioned elements intensify each other. The infrastructural development and renovation of Petiófi Sándor Cultural Centre is closely related to this significant project. Under this project a multifunctional centre will be realized, which will rationalize the accomplishment of cultural tasks: communal, training, educational and experience functions set up in one place. Within the project the development of Tornyai János Museum and Alföld Gallery will be realized. Related to the Tornyai János Town Rehabilitation Programme two private investments are also developing. Some years from now Hódudvar centre - a service centre- will be built in the city centre with 200 parking places, shops and bureaus and as a result of the other private investment, the Ginko-Sas Hotel with 90 rooms will also be built.

MR. We used to see members of the Hódmezővásárhely Local Support Group in many of

our activities at network level, which is great. What exactly means participation for you?

JL. I think in Central Eastern Europe it is more difficult to activate, develop and take local communities into development processes because of the specific characteristics of the socialism and the socialist heritage, though integrated development can only be realized with the presence of local communities. The participation in international projects is a significant lesson for us to emphasize the involvement of the civil sphere. The URBACT II project Creative Clusters is a good chance for this. We would like LSG members to be active participants, not only at local level, but at the international network level too, because we have to create our Local Action Plan through listening to and incorporating their opinions and advices. Other important element of their motivation is my personal participation, which gives legitimacy for their participation.

MR. What will be the main orientations of your Local Action Plan in the field of creativity?

JL. Vásárhely develops its Action Plan in line with the Integrated Town Development Strategy. So far in the LSG meetings that have been organized we identified those areas which are important and significant for the town so that harmonized developments would be realized in the field of creative economy. The two most significant topics are the realization of a craft or cultural economic cluster, and the creation of conscious town-marketing/image. Besides these topics, there are also several important areas like community development linked to the creative issues of urban development, involvement of local citizens into the creative development of the town, development of different kinds of programmes and events as catalysts, stimulating tourism opportunities, creating a living connection between cultural traditions and education and creating creative spaces in the city.

MR. Finally, how do you see the role of middle-sized towns in Hungary as "work & live environments"?

JL. In Hungary, the role of Budapest is over-emphasized from all perspectives (economy, culture, inhabitants etc.); this is why middle sized, rural towns are in a difficult situation, not to mention the high level migration. After the First World War, the situation of rural towns became disadvantageous, because of the changing of the borders which caused that they lost greater part of their attractiveness. Hódmezővásárhely's situation is similar; furthermore, it has to compete with the neighbouring regional centre, Szeged. This is why I regard it important to find that market gap and town-image which can make Hódmezővásárhely a unique and outstanding place. The aim is to ensure that Hódmezővásárhely can keep its inhabitants and to ensure the future development of the town.



Sharing experiences with Jyväskylä [Finland]

A REPORT ON THE STUDY VISIT TO JYVÄSKYLÄ BY INTELI. 7-9 JULY, 2009

Jyväskylä is located in the Lake district of Central Finland, about 250 km from Helsinki. With 130.000 inhabitants it is one of the Finnish growth centers alongside the urban regions of Turku, Oulu, Tampere and Helsinki.



The URBACT Creative Clusters partners and some members of their Local Support Groups arrived at the city of the famous architect Alvar Aalto during the Jyväskylä Arts Festival. Pirkko Korhonen, the project coordinator of URBACT in Jyväskylä and R&D Manager of Innovation Services of the City, organised the study visit and received the European delegation with high professionalism and hospitality.

The Human Technology City: Wellbeing and Quality of Life

Jyväskylä promotes itself as the “Human Technology City” (www.humantechnology.fi/; www.jkl.fi/lang/), mixing the technological and human dimensions of innovation. Quoting the Mayor Markku Andersson “technology traditionally has a hard basis, steel or bytes (...) we want to combine technology with more human or psychological aspects, and harness it in enhancing people’s life”. The main objective of the city’s innovation policy is the wellbeing of people and the environment, and its final competitive asset is the quality of life.

In fact, Jyväskylä is a youthful, lively and international city. It offers its inhabitants inspiring possibilities for living, studying and entrepreneurship. Due to the number of students being one of the highest in Finland, its age structure is young. Moreover, the presence of students from around 100 countries

in the world creates a diverse and multicultural environment. Theatres, orchestras and clubs make Jyväskylä also a throbbing cultural city.

The city is surrounded by forests and lakes and it is a sporting paradise for all interested in physical wellbeing. Greenness, freshness, security and sense of community are some of the distinctive characteristics of Jyväskylä.

The Network City: Cluster Model and Triple Helix

Jyväskylä is a city of networks between companies, universities, institutes of higher education, research institutes, technology centres, public organisations, etc. The active engagement of governments in creating optimal environments for business activities and the strong interaction between university and industry are the basis for the success of the well-known triple helix model. Moreover, through the effective use of the open and user-centred innovation approach, we can talk about a quadruple helix, integrating also the civil society.

A region-based cluster model is in operation under the edge of the Finnish Centre of Expertise Programme, a specific government initiative oriented to utilise top level knowledge and expertise as a resource for business development, job creation and competitiveness, integrating 13 national clusters and 21 regional centres of expertise.

Jyväskylä Region Centre of Expertise focuses on the areas of new generation machines and equipment, bio energy, and housing and construction. Wellness technology and knowledge intensive business services (KIBS) are also growing in importance and will play a major role in developing the human technology city. The Centre participates in five national cluster programmes: energy technology, ubiquitous computing, forest industry future, nanotechnology and tourism and experience production.



Jyväskylä Innovation Oy (www.jklinnovation.fi/en) is the institution in charge of the Jyväskylä Region Centre of Expertise Programme and it is the national coordinator of the nanotechnology cluster programme 2007-2013. Its mission is to develop the right innovation environment and technology clusters and to support the development and competitiveness of technological enterprises in Jyväskylä region. The URBACT delegation visited the organisation located in the recent Innova building, in Luttako area (a living lab centred on tourism and events), and became impressed with its modern premises and huge package of business services.

The “City of Schools”: Education and Research

Jyväskylä is known as the “City of Schools”. The city has been recognized as the centre of Finnish education hosting several universities and higher education institutes, such as: the University of Jyväskylä (www.jyu.fi/en/), the JAMK University of Applied Sciences (www.jamk.fi/), the Air Force Academy and Jyväskylä Polytechnic, but also several innovative cross-field research institutes.

The URBACT network had the opportunity to visit one important Centre of Excellence in Research (under the Finnish Programme for Centres of Excellence in Research 2008-2013 of the Academy of Finland), the Interdisciplinary Music Research Centre. The institute is mainly interested to study how people listen to music, experience music and how they play and perform music. Applications of the new knowledge produced in this research, such as music therapy, the

promotion of language learning and the reduction of state fright, have social, pedagogic, artistic and commercial significance. It was amazing to see how music therapy rehabilitation works and how music can be used to set and create mood.

This interdisciplinary nature of the research work and the links established with industry and other relevant players was also experienced in the AGORA Human Technology Centre, a meeting place for people and technology as well as a multidisciplinary research environment where research, education, and business work together. The combination of technology and social innovations can be seen, for example in the Mind Tech Laboratory that develops and applies technology for the study of human mind.

The Cultural City: Creative Spaces and Events

Jyväskylä is home for a large variety of cultural activities and events, the most popular of which are the Neste Oil Rally, the Jyväskylä Arts Festival and the Graphica Creativa Triennial, but also LUMO - Contemporary Photography Triennial and Jyväskylä Summer Jazz. Moreover, several national and international congresses are held in the city at the congress and trade fair centre, Jyväskylä Paviljonki (www.jklpaviljonki.fi/eng/), which was visited by the URBACT team. It is recognized as the most versatile pavilion in Finland with 400,000 visitors per year, an exhibition space of 20,000 sq m, a 1,200-seat flexible auditorium, several lecture and meeting rooms and a main restaurant.

Besides several museums, theatres and other cultural





infrastructures (such as the Alvar Aalto Museum), it is worth of notice the existence of small creative and cultural spaces that supports the activity of artists and other creative people. One example is the Jyväskylä Centre for Printmaking (www3.jkl.fi/taidemuseo/grafiikkakeskus/english.htm) which aims at increasing its knowledge of and insight to the art of printmaking. The centre includes a well-equipped print workshop, an art gallery and a guest room for visiting artists and organises exhibitions with both Finnish and foreign printmakers' works.

Other example is the Lutakko Dancing Hall (www.jelmu.net/), the soul of the rock music in Jyväskylä. It is located in a charismatic old building originally built as a bakery in the 1950's, at Lutakko, and contains almost twenty rehearsal spaces for bands and workspaces for visual artists, in addition to hosting rock gigs throughout the year. After visiting the space, the URBACT Creative Clusters network partners organised a workshop with some artists, creative companies and event's organisers of Jyväskylä in order to discuss their difficulties and opportunities: FirstBeat Technologies, Astor & Amadeus, JELMU, Kirsi Neuvonen (printmaker), etc.

Linking tradition with creativity, the Handicraft Centre Aivia (taitokeskus.aivia.fi/) is a local crafts association

representing handicrafts as medium of culture, skill and a business. The centre provides the opportunity of making articles oneself and learning through courses and crafts schools. Together with other local associations, the Finnish Crafts Association Taito forms the Taito Group with more than 140 crafts centres all over Finland, 280 permanent employees and 8,500 members. It was a good opportunity to the URBACT delegation to learn how to launch a national and local strategy to make a traditional sector creative and sustainable.

The Creative Strategy: Culture and Wellness

"Culture and Wellness" is the title of the Local Action Plan that Jyväskylä is developing within the URBACT Creative Clusters network. In order to reinforce the concept of the "Human Technology City", the aim is to develop new products, services and solutions in the interaction between wellness (wellbeing in all of its dimensions: physical, social, professional, etc.) and culture and creativity in order to improve people's quality of life.

"Clinic of Wellness" is one of the pilot projects that started in September 2009. The first clinic was meant for seniors and it was arranged by Aivia, with the aim of proving the wellbeing effects of the arts – in this case handicraft work – for the people. The evaluation of the effects will be done by using different kind of wellbeing technology invented in Jyväskylä and used in music therapy. The second clinic will start in the beginning of the year 2010 and is meant for the employees of the city hospital and it is going to use music as a tool. Moreover, the city is creating and animating a network of people working in creative and wellness sectors - Creative Wellnet as a regional organ and as a part of economic development. A larger research plan is also being defined which will be led by the University in cooperation with many other interest groups, like the city of Jyväskylä.

This strategy is linked with other projects on creative industries in development by the Regional Council of Central Finland (www.keskisuomi.fi/), the Arts Council of Central Finland (www.kstaide.net/english.htm) and other players, such as: Creative Forum, Development of Entrepreneurial Expertise (LINKO project), CREA. RE - Creative Regions, Luovapaja portal.

URBACT Creative Clusters delegation left Jyväskylä with the "Sauna Concept" in mind. The initiative was presented by Jyväskylä Regional Development Company Jykes, Ltd and the aim is to use new concepts and innovations in bringing the deeply traditional sauna culture of Finland to the wider public. Next time, probably the team will have the opportunity to experience this "Sauna from Finland" concept in the beautiful summer cottages near the lakes.

Scientific Research on URBACT Creative Clusters

Elisabete Tomaz, a Portuguese researcher, is doing her PhD thesis focused on the role of culture in territorial development and she is using the city partners of the URBACT network Creative Clusters as empirical case studies. The investigation is being supported by the national Science and Technology Foundation and the innovation centre INTELI, a partner of the network.

The starting assumption of the research project is that culture, in a broad sense, plays a key role for the sustainable development of territories and particularly for urban strategies based on creativity. New modes of urban governance have been considered as one of the success factors for implementing this kind of strategies and policies, namely with the involvement of public actors, the private sector and the civil society.

In fact, research about the processes of definition of development policies based on culture and creativity should include the analysis of discourses of different actors to a greater understanding of the relationships of interest, power and exclusion, as well as the social interaction processes, by which the social identities are constructed, negotiated and developed.

The study will include interviews with local, regional and European authorities and with relevant players in the strategic planning of cities, a questionnaire with members of the Local Support Groups, and meetings with some stakeholders in order to produce a comparative study.

Further information:

Elisabete Tomaz - elisabete.t@inteli.pt

Enlargement of the Creativity Network through the Óbidos Charter

A number of Mayors of small and middle-sized towns across the European Union signed last January 21, 2009 a political memorandum to underline the increasing importance of the issues related to creativity for re-shaping the urban working agendas, and specially the role that small and middle-sized European towns and cities can play adopting this strategy for local development.

Barnsley (UK), Enguera (Spain), Reggio Emilia (Italy), ViaReggio (Italy), Mizil (Romania), Hódmezovásárhely (Hungary), Óbidos (Portugal), Paredes (Portugal), Guimarães (Portugal), Portalegre (Portugal), Montemor-o-Velho (Portugal), Faro (Portugal) and

Loulé (Portugal) were the pioneers.

However, every small and middle-sized city from the EU could express a formal adhesion to the Óbidos Charter. Online subscription of the document is available at www.obidoscharter.com. In alternative, the letter of adhesion should be sent to the attention of the Mayor of Óbidos (Portugal), Mr. Telmo Faria to the following e-mail: creativeobidos@cm-obidos.pt.

This is one of the contributions of the URBACT Creative Clusters in Low Density Urban Areas Thematic Network to the European Year of Creativity and Innovation 2009 and to the European policies on creativity and innovation.



Creative Wellnet cruise in Jyväskylä [Finland]

A Creative Wellnet Cruise was arranged on the 4th of September on the lake Päijänne. The main aim for the cruise was thought to collect people working in either cultural, creative or wellness professions together to give them a short introduction about URBACT Creative Clusters project and even more importantly, to get them a possibility to learn to know each other and form a cooperative network. This was a kind of kick-off meeting for ongoing series of events.

The cruise started with a few short presentations about the future scenarios, the future views of the wellbeing, the possibilities of creative people to be within that future development and the effects of arts and culture on wellbeing of people. The speakers were the professor of music therapy Jaakko Erkkilä from the University of Jyväskylä, the lector of cultural management Jari Hoffrén from the Human University of Applied Sciences, the project coordinator of the

cultural affairs Raija Partanen from the Regional Council of Central Finland and Pirkko Korhonen (the project coordinator of URBACT Creative Clusters in Jyväskylä), the R&D manager of Innovation Services of the city Jyväskylä.

All the very pleased participants (about 70 people) also had a great pleasure to listen to the "house band" Tessa Virta & Olli Peuhu (www.tessavirta.net) there in the cruise. Also the project coordinator Pirkko Korhonen, who has a long career as a professional violinist in her past, took her instrument and played with Tessa & Olli one very well known Finnish piece "The Right Moment" to give a sign to the others to start this cooperation process.

The next meeting of that network, Creative Network Pub, is going to be in January the 28th, 2010 on the topic of World Café.

The Local Support Group in Óbidos [Portugal], a Testimony of the Moderator

My conviction it's our success as Local Support Group (LSG) depends very much upon networking & sharing unconditionally. Being part of the LSG has to be seen not as a social boring duty, but as a civil privilege.

1. The much we engage with it the stronger we become as LSG. Civil contributions are crucial for URBACT II action plan definition and implementation to succeed.
2. Entrepreneurship it's by definition a civil attitude! Each community has a lot of pre-existent disperse initiatives, entrepreneurship and individual values to consider.
3. The much we consider pre-existences, the more our Local Action Plan (LAP) addresses to reality. Its data collection and classification shall allow us to map and read our very own territorial potentialities towards viability and success of local action plan convictions.
4. Convictions are a vital process but need crucial data validation. Exchanging our different points of view regarding these potentialities and convictions must reach global engagement of local community.
5. Agreements are fundamental to civil engagement. We need to gather all available strategic human resources, either young, mid-life, post-corporate, post-retirement, fighting-the-recession entrepreneurs.
6. Gathering efforts are needed to reach critical mass over our objectives. It's about it, gathering people and its aspirations, enhancing our local community values and cultural identity, and finally realizing that in the other corner of Europe there might be a humanized placement living same reality day-by-day aspirations and difficulties.

7. Defining what makes us unique adds value to our global existence. It's about sharing experiences, disappointments and well succeeded initiatives, not only within our LSG, but also with other LSGs within this URBACT II project.

8. Friendly networking and corporate link building inside URBACT teams are needed. We can only raise our collective morale if we actively support collective actions that makes us feel part of our global society and consequently within our local community.

9. "Happiness it's only worthy once we can share it", said Pirkko Korhonen at Mizil workshop. Same values must assist innovation, creativity, and knowledge as cultural pillars of our global society. In our local support group meetings to come these should be our goals to achieve maximum results of it.

10. Maximum can only be achieved with civil deep involvement and public wide support. Under this perspective, creativity becomes a natural addressed subject.



URBACT Creative Clusters in the Seminar “Culture in Local and Regional Development”

URBACT “Creative Clusters in Low Density Urban Areas” was one of the 12 projects selected for being presented in the Seminar “Culture in Local & Regional Development - Evidence from the Structural Funds”. The event took place in Brussels in 11 November 2009 and the communication was made by INTELI.

The Seminar aimed to break new ground in



establishing evidence on the effects of culture-based projects on local and regional development financed through the Structural Funds since 2000 and in identifying significant emerging themes and practice in the area.

It was the first step of the study on the Contribution of Culture to Local and Regional Development as part of European Cohesion Policy that is being conducted by the Centre for Strategy & Evaluation Services and ERICarts Institute for the European Commission. The work aims to answer to the following questions: “Can culture make a significant contribution to modern economies and social change?”; “Does culture have an important part to play in local and regional development?”

The next action of the study is the analysis of detailed project case studies. URBACT Creative Clusters was one of the case studies chosen to be analysed by the project.

www.cses.co.uk/surveys/eacea-culture-and-regional-policy/

INTELI in the EICI – European Interest Group on Creativity and Innovation Strategy Meeting

INTELI and the URBACT Creative Clusters network participated in the EICI (European Interest Group on Creativity and Innovation) Strategy Meeting on the 6th October 2009, in Brussels.

The event brought together a select group of regional decision makers in order to discuss establishing the EICI as a European association, such as: MFG Baden-Württemberg mbH (DE), KEA European Affairs (BE), CIDA - Creative Industries Development Agency (UK), Dublin City Council (IR), Region of South Denmark (DE), Swedish Creative Industries Initiative (SW), Nantes Metropoles (FR), CSP - Innovazione nelle ICT (IT), Flanders DC (BE), Östsam Regional Development Council (SW), IBBT - Interdisciplinary Institute for Broadband Technology (BE).

The EICI vision is to act as a platform linking local, regional, national and European initiatives that promote the cause of the creative industries and innovation. It wishes to enable local and regional agencies and other stakeholders to actively participate in EU initiatives concerning creative industries,

culture and innovation, such as the 2009 European Year of Creativity and Innovation.

www.creativity-innovation.eu/



Óbidos invited for the Brussels debate on “Towards a creative Europe: What role for creative industries?”

The Municipality of Óbidos, the Lead Partner of the URBACT Creative Clusters network, participated in the Brussels debate on the role of creative industries in European development, in November, 19.

The event was opened by Jean-Noël Durvy, Director for Innovation Policy, European Commission - DG Enterprise and Industry, followed by a panel debate between the following speakers besides Óbidos: Hasan Bakhshi (NESTA, UK); Ruta Prusiviciene (Director of Vilnius Festival, Lithuania); Anne-Marie Boutin (APCI – Agence pour la Promotion de la Création Industrielle, France).

Jean-Noël Durvy has promised a broader definition of innovation and support for networks of creative industries across Europe.

A series of Brussels debates are being organised by the European Policy Centre in the framework of the European Year of Creativity and Innovation 2009. These events are oriented towards decision makers, civil society, press and other stakeholders.

create2009.europa.eu/about_the_year/debates/7th_brussels_debate.html



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FORTHCOMING EVENTS

2nd THEMATIC WORKSHOP, “Creative Local Education Systems: Incubating the Future Talent”. Reggio Emilia (Italy), May 6-7, 2010.



The second thematic workshop of URBACT Creative Clusters will take place in Reggio Emilia [Italy] next May around the topic of creative education and the role played from the local level. The main task of these exciting learning experiences is to get a fruitful debate mixing

local officers, scholars, experts and creative entrepreneurs. Some of the issues we are dealing with in Reggio will be related to: creativity at school nowadays; trends and the role of local governments; educational patterns for growing capabilities of young people

specifically in entrepreneurship; business games at school; art at school; or “ethic communities”, cultivating civic virtues. During the meeting week will be opened the “Settimana della Fotografia Europea”, a major creative event in Reggio Emilia (www.fotografiaeuropea.it).

Create. Innovate. Grow. Closing conference of the European Year of Creativity and Innovation, 16-17 December 2009, Stockholm (Sweden)

The 2009 Year of Creativity and Innovation will be concluded with a closing conference under the auspices of Swedish Presidency of the EU. The event will include an exhibition of creative and innovative activities of the past year. The conference is intended to be a meeting place, where policy-creation from a Swedish and European perspective will be discussed.

www.se2009.eu/en/meetings_news/2009/12/16/1.20867



16th International Conference on Cultural Economics, 10-12 June 2010, Copenhagen (Denmark)

The conference, organized by the Association for Cultural Economics International (ACEI), will include the following topics: art markets and cultural consumption; creative clusters and urban development; cultural entrepreneurship and business; cultural heritage and cultural tourism; cultural policy and arts institutions; economic of copyright and the cultural industries; economics of marketing and promoting culture; entertainment and media industries.

ERSA Congress Sustainable Regional Growth and Development in the Creative Knowledge Economy, 19-23 August 2010, Jönköping (Sweden)



The conference organized by ERSA – European Regional Science Association, integrates two special sessions around the theme of creativity and creative industries: “location and migration of creativity”, and “creative regions: cultural and creative industries & regional development”.

www.ersa.org/ersa-congress/

SUGGESTED READINGS & SITES

THE MANIFESTO FOR CREATIVITY AND INNOVATION IN EUROPE

A document produced by the Ambassadors of the European Year of Creativity and Innovation 2009 as an input to the new Commission's strategy for EU 2020, November 2009.

The manifesto propose 7 lines of action: invest in knowledge; reinvent education; reward initiative; sustain culture; promote innovation; think globally; green the economy.

create2009.europa.eu/fileadmin/Content/Downloads/PDF/Manifesto/manifesto.en.pdf

THE IMPACT OF CULTURE ON CREATIVITY

A study prepared by KEA European Affairs for the EC (Directorate-General for Education and Culture), June 2009.

The report illustrates the impact of culture in the development of new products and services, driving technological innovation, stimulating research, optimizing human resources, branding and communicating values, inspiring people to learn and building communities.

ec.europa.eu/culture/key-documents/doc/study_impact_cult_creativity_06_09.pdf

SIXTH PROGRESS REPORT ON ECONOMIC AND SOCIAL COHESION – CREATIVE AND INNOVATIVE REGIONS

A report from the Commission to the European Parliament and the Council [COM (2009) 295 final], June 2009.

The report focuses on creativity and innovation as a way to help the Union to emerge faster and stronger from the current economic crisis.

ec.europa.eu/regional_policy/sources/docoffic/official/reports/interim6_en.htm

RECOMMENDATIONS FOR CULTURAL AND CREATIVE INDUSTRIES - PLATFORM ON THE POTENTIAL OF CULTURAL AND CREATIVE INDUSTRIES

A report of the Platform on the Potential of Cultural and Creative Industries of the EC, September 2009. The document represents the recommendations of the cultural industries stakeholders' platform aiming to unlock the potential of the European cultural and

creative industries in particular SMEs.
ec.europa.eu/culture/our-policy-development/doc/platform_CCI_paper.pdf

CREATIVE ECONOMIES, CREATIVE CITIES

Lily Kong, Justin O'Connor (Editors)

Springer, 2009

The book focuses on European and Asian experiences on creative economy policies, creative clusters, creative class, the making of creative cities, and the politics of the creative city.

THE DEATH AND LIFE OF GREAT AMERICAN CITIES

Jane Jacobs

The Modern Library, New York, 1993

It is surprising how the passionate defence of the street and community life in the seminal work by Jane Jacobs [edited in 1961!] and against the urban planning establishment of that time, it is so contemporary in these days even as an inspiring handbook for creative districts promoters.

WEB SITES

Proyecto Lunar - Spain

www.proyectolunar.com/proyectolunar/

CITIES Project – INTERREG IVC

www.eucreativeindustries.eu/

CREATIVE GROWTH Project – INTERREG IVC

www.creative-growth.eu/

CREATIVE METROPOLES Project – INTERREG IVC

www.creativemetropoles.eu/

FLANDERS - Districts for Creativity

www.flandersdc.be/view/nl/1397131

CREATIVE PEOPLE

Jyväskylä: KIRSI NEUVONEN, Printmaker

www.kirsineuvonen.fi

Viareggio: SIMONE POLITI, Carnival artisan

www.laboratoriofantastico.it/

Óbidos: JOÃO FIGUEIREDO, TIC Entrepreneur

www.janeladigital.com

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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