



Innovationsförderung in der neuen Regionalpolitik – welche Möglichkeiten für die Förderung der Kreativwirtschaft?



Artikel 176
(ex-Artikel 160 EGV)

Aufgabe des Europäischen Fonds für regionale Entwicklung ist es, durch Beteiligung an der Entwicklung und an der strukturellen Anpassung der rückständigen Gebiete und an der Umstellung der Industriegebiete mit rückläufiger Entwicklung zum Ausgleich der wichtigsten regionalen Ungleichgewichte in der Union beizutragen.

- Regionalpolitik ist Strukturpolitik, d.h. sie unterstützt, ueber moeglichst integrierte Massnahmen, die in Foerderprogrammen konzipiert werden, den Strukturwandel in den Regionen zu unterstuetzen.
- Die Förderung der Kreativwirtschaft in den Regionen kann in dieser Hinsicht eine wichtige Rolle spielen.
- Und sie kann eine besonders wichtige Rolle spielen im Rahmen regionaler Innovationsstrategien der intelligenten Spezialisierung, die in der neuen Förderperiode im Mittelpunkt stehen sollen!



Worüber sprechen wir eigentlich?

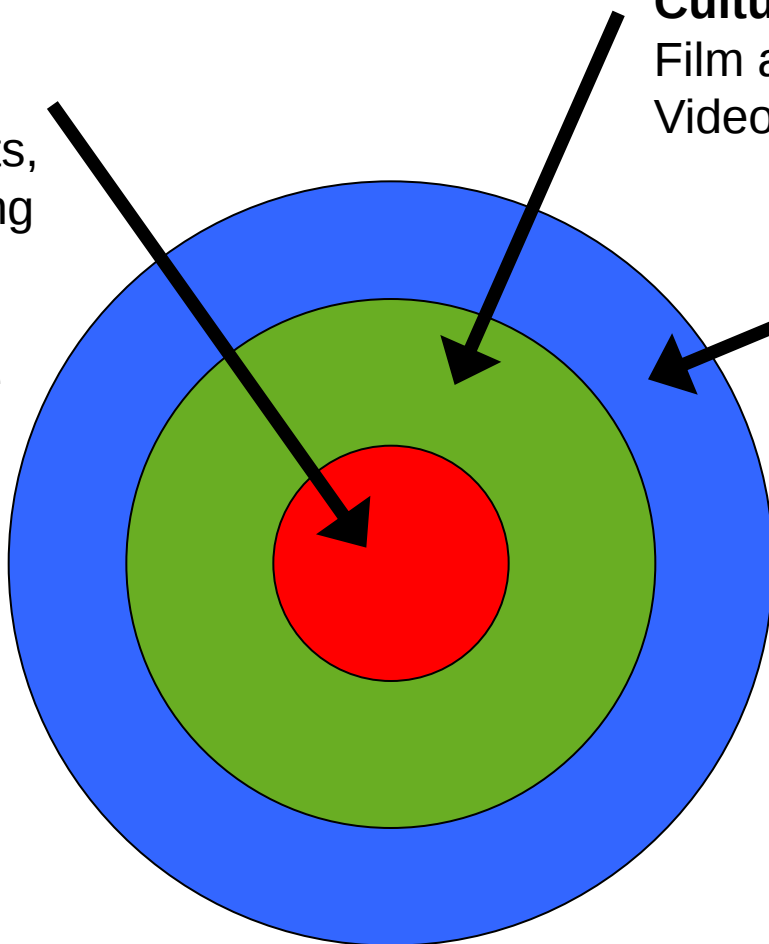
Culture:
Visual Arts,
Performing
Arts,
Heritage
Literature

Cultural Industries:

Film and Video, Television and radio,
Video games, Music, Books and press

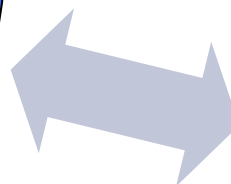
**Creative Industries
& Activities:**

Design, Fashion
Architecture
Advertising



Related Activities:

Cultural tourism
ICT & Mobility
Services, Gaming,
etc.



KIS Partnering Forum

Warsaw 27 & 28 January 2011



Project	Total
1) Creative Credits , <i>Haidee Bell, NESTA</i>	32
2) Service Factory , <i>Kai Förstl, Fraunhofer Institute for Integrated Circuit</i>	1
3) Imp3rove , <i>Eva Diedrichs, A.T. Kearney</i>	5
4) KreaNord , <i>Mona Truelsen (Danish Enterprise and Construction Authority)</i>	2
5) Crowd Funding , <i>Arthur van de Graaf, ABN Amro Bank)</i>	29
6) Design Pressure Cooker , <i>Chris Willemsen (Syntens)</i>	9
7) PROSESC , <i>Raluca Cibu, West Regional Development Agency Romania)</i>	6
8) The experience of sentres: iPhone App for South Tirol <i>Eckart Estenfelder, Geo Marketing</i>	17
9) Innovation Assistant , <i>Andrezj Mikolajczuk, Ecoplus</i>	19



How can the EU Regional Policy support CCIs?

Current programming period (2007-2014)

€ 6 billion allocated by Member States of which:

- € 2.9 billion for protection & preservation of cultural heritage
- € 2.2 billion for the development of cultural infrastructure,
- € 797 million for assistance to improve cultural services.

And support under other relevant headings

- RTD & Innovation, SME promotion, information society, tourism, urban regeneration, human capital



2014-2020: Opportunities for CCIIs ?

Proposals for ERDF Investments Priorities:

- (1) **Strengthening RTD & Innovation:** infrastructures, clusters, networks, products & services development, social innovation
- (2) **Enhancing access to & use of ICT:** developing ICT products, services & applications; increasing demand for ICT
- (3) **Enhancing the competitiveness of SMEs:** promoting entrepreneurship and new business models for SMEs
- (6)...environment & promoting resource efficiency: ...
 - ...(c) **protecting, promoting and developing cultural heritage**
- (9)...social inclusion:...economic (**urban/rural**) **regeneration**

The Common Strategic Framework (**CSF**) for Cohesion will translate these priorities into key actions and clarify opportunities for CCIIs.

Bodies involved in “Creative Europe” should work together with ERDF Managing Authorities for mainstreaming CCIIs in RIS³ .



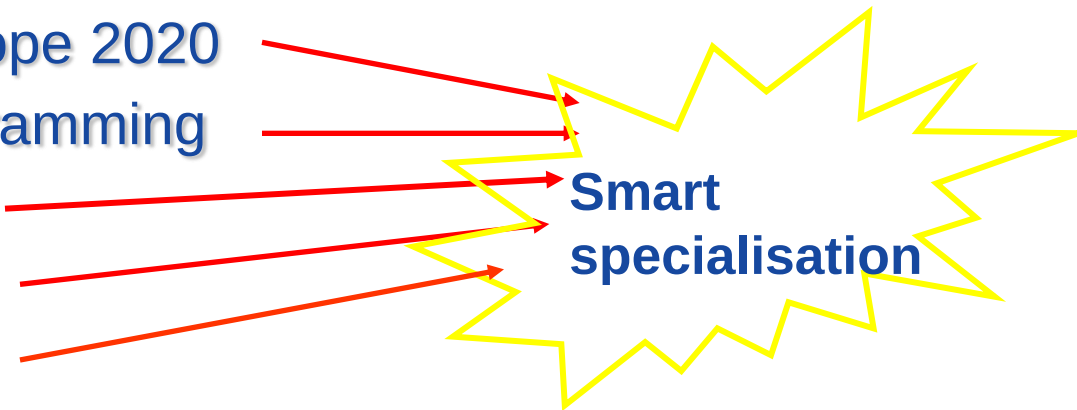
Future CP - need for change

1. CP evaluation: Much added value but dispersion of funds, priorities where regions lack relative strength, inward looking, little funding to transnational pooling of resources/expertise,...
2. Europe 2020/Innovation Union: Cohesion policy as key delivery mechanism for smart, sustainable, inclusive growth, but need for more knowledge-based investments...
3. Budget crisis: more efficient spending, getting more for less...
4. Economic geography: Competitive advantage about technological adaptation and diversification amongst the most embedded industries whilst maximising intra- and interregional knowledge flows and connectivity...



Future CP – key components

- 1) Alignment of CP with Europe 2020
- 2) Reinforced strategic programming
- 3) Thematic concentration
- 4) Reinforcing performance
- 5) Stronger focus on results
- 6) Simplified delivery system



**Smart
specialisation**

*“To increase the effectiveness of cohesion spending, funding in future will be **targeted on a limited number of objectives....** New **conditionality provisions** will be introduced to ensure that **EU funding is focussed on results** and creates strong incentives for Member States to **ensure the effective delivery of Europe 2020 objectives and targets...**”*



Future CP - thematic concentration

MS/regions are asked to **concentrate EU and national resources on a limited number of thematic objectives linked Europe 2020** to improve EU added value and impact (see menu of 11 investment priorities/ERDF regulation)

Transition and more developed regions need to focus at least **80%** of their SF investments on **(1) research and innovation, (3) SME support and (4) energy efficiency and renewables**, while **less developed regions** need to focus at least **50%** on these 3 themes.



Thematic menu - ERDF

1. **Strengthening research, technological development and innovation**
2. Enhancing accessibility to and use and quality of information and communication technologies
3. **Enhancing the competitiveness of SMEs**
4. **Supporting the shift towards a low-carbon economy in all sectors**
5. Promoting climate change adaptation and risk prevention
6. Protecting the environment and promoting the sustainable use of resources
7. Promoting sustainable transport and removing bottlenecks in key network infrastructures
8. Promoting employment and labour mobility
9. Promoting social inclusion and combating poverty
10. Investing in skills, education and lifelong learning
11. Enhancing institutional capacity and an efficient public administration



Smart specialisation - What?

- Proposed conditionality for use of future ERDF under thematic priority 1 (research, technological development and innovation)
 - National or regional innovation strategy for smart specialisation
- = *Asks MS/regions to develop **strategies with the aim to identify the knowledge specialisations that best fit the innovation potential of the region based on their assets and capabilities through a process of entrepreneurial discovery** involving key innovation stakeholders and the private sector*



Smart specialisation - What?

A process (and ‘way of thinking’) that should help you to prioritize your investments and develop integrated, place-based initiatives that:

- **build on regional capacity and capabilities**
- **unplug local bottlenecks, bridge missing links**
- **unleash entrepreneurial dynamics**
- **foster regional embeddedness**
- **encourage technological diversification**
- **enhance intra-/interregional knowledge connectivity and cross-sectoral linkages**



Smart Specialisation ?

- = "SWOT 2.0", all assets + capabilities, market opportunities, potential for new ideas
- = involve business: entrepreneurial discovery
- = global orientation (value chains) & cooperation potential with other regions
- = source-in & adapt knowledge & technologies (e.g. KETs)
- = Integrate policies, break down silos, promote synergies, evaluate, learn
- = identify & select core strengths + real potential and focus investments on these areas
- = find your niche/position your region in global value chains
- = target excellence/leadership
- = critical mass but also technology-led diversification & differentiation
- = not just sectoral: promote clustering, locating inter-industry/inter-disciplinary innovation potential

➔ **Regional Policy for the knowledge economy/RP upgrade**



Contact us / Register

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<http://ipts.jrc.ec.europa.eu/s3platform.html>



... welche Möglichkeiten für die Förderung der Kreativwirtschaft?

- Antwort: Jede Menge !
- Kreativwirtschaft wird zwar nicht explizit in den neuen Verordnungstexten benannt...lässt sich aber in zahlreiche Förderschwerpunkte integrieren
- Smart specialisation sollte darüber hinaus helfen den Wissens- und Kreativsektor mobilisieren, eine grössere Rolle zu spielen in der Definition regional Entwicklungsprioritäten
- Sprechen Sie doch einmal mit Ihrer Verwaltungsbehörde darüber!

