

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1013 REFREsh
Lead partner	Aufbauwerk Region Leipzig GmbH
Output number and title	O.T2.1 Regional Strategies for the integration of creative scene
Responsible partner (PP name and number)	SAXONIA Standortentwicklungs- und -verwaltungsgesellschaft mbH (PP2)
Project website	<a href="https://www.interreg-central.eu/Content.Node/REFREsh.html">https://www.interreg-central.eu/Content.Node/REFREsh.html</a>
Delivery date	06.2019
Summary description of the strategy/action plan (developed and/or implemented)	

The regional strategy summarizes the previous milestones, studies and results of the project as well as future activities. In the beginning the strategy gives the reader an introduction on creative industries in general and an overview of the creative industry in the project region itself. In addition to that, the important stakeholder of the creative industry within the project area are introduced as well. Also frameworks, networks and the market of the creative industry are being displayed within the regional strategy, to give an broad overview of this economic sector.

After the introduction into the creative industry, challenges and chances of the creative industry are described. News and tendencies of the regional market as well as further potential scenes and stakeholder in and around the project area are being identified within this chapter.

In the next step the project sites of PP2 were shortly displayed to give the reader an impression of the ideas and plans which are described later on within the regional strategy. The two displayed site are:

- Immobilie "Huthaus" (prioritized/first scene)
- Immobilie "Archivgebäude Turmhofschacht" (second scene)

After that the SWOT-Analysis, which was conducted in work package 1, was displayed to give the reader a more detailed insight into the economic market situation of the creative industry in the project region. The vision and strategic objectives were discussed following the SWOT. Within this chapter the identified long-term and medium-term objectives, which are again targeting the vision, were displayed and explained.

In the end the reutilization concept and aspects like financing, organization, framework and development of the operation were explained. In addition to that, this chapter was also used to explain and justify the late exchange of the prioritized project scene and the second scene by PP2. Based on that the last chapter deals with basing the strategy of the creative industry in the project are. The organization, networking and cooperation between stakeholder are displayed as well as a cooperation with external economic sectors.

The following content can be find within the regional strategy (PP2):

1. Introduction
2. Introduction of the creative industry in the region
3. The challenges, opportunities of the creative sector
4. The introduction of creative scenes concerned in the project
5. The regional SWOT analysis
6. The vision and strategic objectives of the regional creative industry
7. The application of the strategic objectives concerning the selected buildings
8. Basing the strategy of the regional creative industry

## NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Aufbauwerk Region Leipzig GmbH  
NUTS 0: DE  
NUTS 2: DED5, Leipzig  
NUTS 3: DED51, Leipzig, Kreisfreie Stadt

SAXONIA - site development and management company  
NUTS 0: DE  
NUTS 2: DED4, Chemnitz  
NUTS 3: DED43, Mittelsachsen

## Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The expected impact and benefit of PP2s regional strategy can be described as very strong.

The document contains very useful information on the creative industry and the project area, which can be used by different stakeholder in the future.

On the one hand the regional strategy gives PP1 and PP2 an comprehensive overview and strategy for the past, current and future project actions. But on the other hand it can be used as example and case study for other actions or projects, which have a similar objective regarding the creative industry and are located in the project area or similar areas as well.

But mainly the regional strategy is summarizing all important milestones and the overall strategy for the project actions, which are leading to a sustainable and successful investment and a future project outcome. The strategy is seen as necessary step to fulfill the project approach by PP1 and PP2.

## Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The regional strategy has a high value and expected sustainability, especially because of its transnational approach and the fact that this regional strategy is conducted by all of the project partners. This approach increases the transferability as well. The five regional strategies, which are summarizing the certain areas and background and the strategy of each partner as well, are a useful tool to the reader to gather information on case studies on different regions, backgrounds and situation to come up with a strategy to strengthen the creative industry.

Besides that the regional strategy itself can be seen as very sustainable comprehension on information, ideas and strategic objectives for the certain project area (PP1/PP2) and its stakeholders.

With this document, it is easy to understand the creative industry of PP2s project area and its strategy.

Stakeholder of the project area or similar areas around central Europe can transfer and refer to the strategy.

## Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Within the preparation of the regional strategy it became clear that we need to focus more on the creative stakeholder of the region and intensify our marketing and exchange with creatives as well. Within the process of editing we learned that a more frequently exchange of ideas with creatives would help us to improve our marketing. Beside our conducted meetings with creatives and marketing, it would have been helpful to conduct another workshop within the semester to target the specific needs of creatives regarding our different project sites (prioritized scene, second scene)

All in all the process of editing and discussing the different chapters and comprehensions of the regional strategy gave us a very helpful overall view of our own strategy. Especially the discussions and meetings with our architect, creative stakeholder, the municipalities and PP1 were giving a lot of new input.

## References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

### Weblinks:

<https://www.interreg-central.eu/Content.Node/REFREsh.html>

[https://www.saxonia-freiberg.de/de/Saxonia/Referenzen/Foerderprojekte/REFREsh\\_2424.html](https://www.saxonia-freiberg.de/de/Saxonia/Referenzen/Foerderprojekte/REFREsh_2424.html)

Due to the fact that besides new input the regional strategy is also summarizing most of the studies and results of the previous project activities of PP2, most of the previous deliverables can be seen as references.

### Deliverables:

D.T1.1.2: Joint best-practice handbook for reutilization of industrial heritages and incl. creative scene

D.T1.2.2: Regional SWOT-analysis

D.T1.2.3: Benchmarktool as handbook for reutilization and integration of creative scene

D.T2.1.1: Feasibility studies for integration of cultural scene in industrial development areas

D.T3.1.1: Reutilization concepts for the selected industrial heritages

- Reutilization concept "Huthaus"

D.T3.2.1 : Pre-Investment concept "Huthaus"