

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)	Institute for the Protection of Cultural Heritage of Slovenia, PP5
Project website	https://www.interreg-central.eu/Content.Node/REFREsh.html
Delivery date	06.2019

Summary description of the strategy/action plan (developed and/or implemented)

The strategy starts with an explanation of the term of “cultural and creative industries” (CCI) and with an overview of the state of CCI in Slovenia and in the Obalno-kraška region. CCI in the Obalno-kraška region are primarily connected to the tertiary sector, mostly tourism. There is also some potential regarding the connection with the primary sector (agriculture, forestry), especially recycling material initiatives. However, such an activity is still completely undeveloped, rare, and unplanned. The secondary sector (industry, construction) shows great potential for CCI, particularly in relation to the manufacture of unique furniture and the upgrading of traditional crafts (stonemasonry).

Then the main creative sectors are introduced and the organizational background and frames of the sector are mentioned. There are many players in the region, but they are scattered and unconnected. Two key potential CI scenes at regional level are the cooperation with tourism and with the Port of Koper. The Monfort warehouse is already partly used by CCI. Only compartment 5 houses a shop, while all the other compartments accommodate mostly cultural and creative activities.

Following the SWOT analysis in which strengths, weakness, opportunities and threats are mentioned, the vision and strategic objectives of the regional creative industry are determined. Proposals for the use of two facilities (Monfort and Grando salt warehouses) as well as the financial plan of actions, organization and frames of operation and marketing strategy are presented.

The strategy continues on giving proposals on potential future possibilities of cooperation between CI and other sectors, between creative actors and between actors and groups of actors.

At the end strategy is focused on possibilities to set up creative industry, on effective marketing system of the creative sector and also on market trends, niches, expected changes, risks of the market and possible reaction.

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

The Slovene participants of the project are Institute for the Protection of Cultural Heritage of Slovenia and Municipality of Piran, which is in the area of the Obalno-kraška region. Obalno-kraška region is not an uniform region. Rather, it is characterized by a distinct duality. The study focuses on the Littoral part of the region. The economy has been linked to the sea and the Littoral boasts a long tradition of tourism. The development of CCI was first focused on cultural activities.

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

CI players in the region are scattered and unconnected. The leading industries are architecture and advertising. A highly developed industry in the region is multimedia art, which is represented by several independent creatives as well as the PiNA society. Many CI activities are associated with tourist services (designers of unique jewellery and souvenirs located in attractive spots within town centres).

The strategy's impact relates to the creation of a CI context itself (not existing yet), namely the creation of a physical hub ("Center for Creativity" Portorož) and consequently a network of CI actors. In larger scale, two areas benefit: firstly the local community, since with the provision of a space for CI also the local community gets a space for gathering and interacting. Secondly, the CI area links with tourism, the Port of Koper and University and contributes to regional economic development. This way diverse target groups are addressed: CI actors, community, economic sector. A systematic integration of the economy and the creative sector in creating synergies is of key importance for the region as well as for Slovenia as a whole.

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

Successful cooperation between creative actors, as well as cooperation with stakeholders and local community could give a good practice example that can be translated on whatever region in Slovenia or in other countries. In Monfort warehouse three potential uses have been examined: protocol activities and other events, gastronomic events, and a "presentation room" for activities carried out by external tenants. The strategy includes some additional (permanent or temporary) entities or complementary content, which could represent new value and new synergies at the site. All additional content can be developed under the organisational partnership between CCI and all three universities in the municipality (Faculty of Tourism Studies, Faculty of Maritime Studies, Faculty of Humanities, and EMUNI). They can co-manage these activities as learning, research, and creative centres together with their students, serving as an incubator of new CCI entities in town and in the region.

Any potential new functions of the spaces in the Grando building have not been determined yet. Within the REFREsh project, several consultations with local support groups have identified the need of the local community to use the spaces. The stakeholders considered that the space has to be made available mainly to the local population since too much emphasis is placed on tourists' needs in the Municipality of Piran. Based on that, a review of the different activities which could be carried out in the building was made and their suitability and burden on the monument were evaluated.

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

In Slovenia, there is no umbrella organisation that would integrate all CCI actors at national level. So, at this stage it makes sense to search for synergies at local and regional level, and then connect with similar organisations in other regions and countries. Connections between individual actors are welcomed since they are generally more operational than systemic connections or any cooperation through CCI centres/hubs. Considering the relatively small size of the region in question and the low concentration of CCI actors, we propose to form some centres within the existing organisations that provide a well-established structure, staff with suitable competences, and the basic conditions necessary to operate. To some extent, that is already happening but this cooperation should be intensified. In the long run, a regional (Littoral) or at least local CCI Centre could be created.

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

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 "old warehouse Monfort"
- D.T3.2.3 : Pre-Investment concept Piran SI: old warehouse

Web-links:

- <https://www.interreg-central.eu/Content.Node/REFREsh.html>
- <https://www.zvkds.si/sl/projekti>
- UNCTAD 2010, United Nations Creative Economy Report 2010. Creative Economy: a Feasible Development Option. https://unctad.org/en/Docs/ditctab20103_en.pdf
- FORA, 2010, New Cluster Concepts Activities in Creative industries, http://www.rosted.nu/attachments/File/2010/creative_industries.pdf
- Breznik Močnik M., Lipovšek B., Pivec H., Stepančič L., Širca M. and Tivadar B. (2011) Kulturne in kreativne industrije po slovensko, Ministry of Culture of the Republic of Slovenia, <https://tovarna.org/files0/active/3/brosura-web-si.pdf>
- 2018–2026 Cultural Heritage Strategy, http://www.mk.gov.si/fileadmin/mk.gov.si/pageuploads/Ministrstvo/Zakonodaja/Predpisi_v_pripravi/2018/Strategija_KD_2018-02-19.pdf
- Circular economy in the regions of Slovenia (Krožno gospodarstvo v regijah Slovenije), http://www.vlada.si/fileadmin/dokumenti/si/projekti/2016/zeleno/5_Obalnokraska_Regionalno_Porcilo_RM.pdf
- Regional Development Programme for the South Primorska region 2014–2020, https://www.rrc-kp.si/images/stories/dokumenti/RRP/Povzetek_RRP_kon%C4%8Dni.pdf