

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)	PP9 Primorje-Gorski Kotar County
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 overview of the state of the creative industry in the region, giving insight into the historical circumstances that led to the present state of the industry. Leading from there, the main stakeholders as well as the size and the importance of each subsector are presented. Through organizational background, possible ways of setting up cooperation between different stakeholders are set out as well as commercial system which has a potential of growth through e-marketing. New potential creative industry stakeholders of the region are recognized in the form of entities engaged in trade activities or service industry and potential new scenes of the creative industry are mentioned in the form of abandoned industrial heritage.

Following the SWOT analysis in which strengths, weaknesses, opportunities and threats are mentioned, the vision and strategic objectives, mainly directed to developing creative tourism in the region, are determined.

Based on the aforementioned, proposals for the use of two facilities (in municipality of Lokve and municipality of Klana) as well as the financial plan of activities and marketing strategy for both objects were presented.

The strategy continues on giving the proposals on potential future possibilities of cooperation between the stakeholders. These possibilities include cooperation between the stakeholders of the creative industry with other industrial sectors as well as internal cooperation of the creative industry stakeholders.

In the end, strategy sets out a possible value chain that can be established between various stakeholders through input supply, production, marketing and output supply, supported by a 4P marketing mix (product, price, promotion, place).

Therefore, the Strategy consists of chapters such as:

1. Introduction of the creative industry of the region
2. The challenges, opportunities of the creative sector
3. The introduction of creative scenes concerned in the project
4. The regional SWOT analysis
5. The vision and the strategic objectives of the regional creative industry
6. The application of the strategic objectives concerning on the technical house on the dam in the municipality of Lokve and on the building of a former school in Studena
7. Basing the strategy of the regional creative industry

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

Country: NUTS0: HR0 Hrvatska (Croatia)
Region: (NUTS2, NUTS3) NUTS2: HR03 Jadranska Hrvatska (Adriatic Croatia)
NUTS3: HR031 Primorsko-goranska županija (Primorje-Gorski Kotar County)

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

Mentioned strategy is expected to give an insight of the creative industry in the region to the relevant stakeholders in order for them to develop a bigger picture of the creative industry subsectors since similar strategy or statistical data is not available on the regional level to this day. Starting from there, these stakeholders can hopefully take advantage of some possible new ways of inner and outer sector cooperation as well as translate some of the marketing ideas in order of developing new appealing products. Lastly, since the strategy also addresses some of the crucial problems of the creative sector, such as decay of industrial heritage that can be suitable for usage of this sector, it is expected to raise awareness of the local governments that can take proper steps in solving issues that are set out.

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

Strategy can be used in creating an efficient environment of the creative industries in other regions in a sense that it gives a general overview on good practice examples that can be translated on whatever region in the country or regions in other countries where the same systems of cooperation can be applied.

Also, commercial systems that are set out, as well as value chains, are not exclusive and can be used by stakeholders engaged in other regions. Development trends of the creative industry that are mentioned in the strategy include trends on the regional, as well as on global level so they can be used as a certain guideline in the industry development while transferring the strategy to other regions.

Financing modalities presented on EU and national level are also applicable.

By establishing cooperation between the subsectors of the creative industry, as well as cooperation with stakeholders in other economic activities, the possibility is opened of linking them to the value chain and involving them in the core activities that are being undertaken in order to place products and services on the market. Also, there is a need of connecting other creative industry subsectors with electronic media and advertising subsectors as well as with entities engaged in retail and wholesale activities in order to ensure final distribution of products and services to customers.

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

Throughout the whole process of strategy development, the problems caused by the lack of sectoral connectivity have been stressed out. In order of developing an efficient network, there is a recognized need of establishing a regional cluster of creative industries. Also, it has been recognized that in other regions and cities (for example, city of Zagreb) effective ways of inner and outer sector cooperation have been carried out and that they can be similarly translated to the region concerned in the strategy. Finally, it has been noticed that the region has a lot of potential in terms of unused objects which can be used by the creative industry today. Some of them enjoy valorization as cultural monuments while some do not enjoy such a level of protection and giving those facilities to management of the creative industry can provide benefits for both the industry stakeholders as well as the local government.

The Strategy is pointing out the clear vision of growth of the potential of the creative industry, i.e. the creative potential of children, young people, students and other interested groups through the possibilities of research and improvement of personal interests, the development of potential and the creative and quality of leisure time.

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 "Lokve HR: technic water dam house"
- D.T3.2.1 : Pre-Investment concept "Lokve HR: technic water dam house"

Weblinks:

1. <https://www.interreg-central.eu/Content.Node/REFREsh.html>
2. European Comission, Survey on access to finance for cultural and creative sectors (http://ec.europa.eu/assets/eac/culture/library/studies/access-finance_en.pdf)
3. [Barcelona Activa](https://treball.barcelonactiva.cat/porta22/images/en/Barcelona_treball_Porta22_Summary_sector_trends_CREATIVE_INDUSTRIES_december2011_EN_tcm43-19695.pdf), The creative economy: a growing industry, Human capital (https://treball.barcelonactiva.cat/porta22/images/en/Barcelona_treball_Porta22_Summary_sector_trends_CREATIVE_INDUSTRIES_december2011_EN_tcm43-19695.pdf)
4. Primorac, Jaka, „The Position and Perspectives of Cultural and Creative Industries in Southeastern Europe”, medij. Istraž. (god. 20, br 1) 2014 (45-64), str. 57
5. UNCTAD, Creative Economy Outlook: Trends in international trade in creative industries 2002-2015, 2018., (<https://unctad.org/en/pages/PublicationWebflyer.aspx?publicationid=2328>)
6. [World Economic Forum](http://www3.weforum.org/docs/39655_CREATIVE-DISRUPTION.pdf), Creative disruption: The impact of emerging technologies on the creative economy, 2018., (http://www3.weforum.org/docs/39655_CREATIVE-DISRUPTION.pdf)
7. UNCTAD, Information Economy Report, Digitalization, trade and development, 2017., (http://unctad.org/en/PublicationsLibrary/ier2017_en.pdf)
8. Golub, Marko, „Strategija čega?“, (<http://dizajn.hr/blog/strategija-cega/>)
9. Prerad, Danijel, „Potpore krojačima, bravarima, urarima i zlatarima da ih sačuvaju od propadanja”, (<https://lokalni.vecernji.hr/zupanje/potpore-krojacima-bravarima-urarima-i-zlatarima-da-ih-sacuvaju-od-propadanja-4265>)
10. Komazlić, Antonija, „Made in Ilica: uspješna suradnja dizajnera i obrtnika”, (<http://pogledaj.to/oblikovanje/made-in-ilica-uspjesna-suradnja-dizajnera-i-obrtnika/>)
11. Kovač, Vesna, „Suradnja škola i vanjskih dionika”, u: „Sociologija i prostor”, 51 (2013) 197 (3): 523-545, (<https://hrcak.srce.hr/115072>)