

# RESTART\_4Danube

**Boosting cREative induSTries in urbAn Regeneration for a  
stronger Danube region**

**D.T4.2.1 Policy booklet on new Governance Models for Urban  
Communities**

*Already existing policy recommendations of  
6 Danurban communities*

## Document Control Sheet

<b>Work package Number</b>	WP T4
<b>Work package Title</b>	Capitalization and Policy recommendation
<b>Activity Number</b>	A.T4.2.
<b>Activity Title</b>	Policy Recommendations
<b>Deliverable Number</b>	D.T4.2.1
<b>Deliverable Title</b>	Policy booklet on new Governance Models for Urban Communities
<b>Dissemination level</b>	Confidential
<b>Main author</b>	City of Rijeka by the concept of UPB
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<b>Quality Assurance</b>	UPB - University POLITEHNICA of Bucharest

## Versioning and Contribution History

Version	Date	Author/Editor /Reviewer	Contributors	Description/Comments
_v01	30 <sup>th</sup> January 2021	UPB		Main structure of the document
_v02	5 <sup>th</sup> February 2021	UPB		Content was filled in
_final	8 <sup>th</sup> February 2021	UPB		After quality check, final structure of the document
1 <sup>st</sup> draft	18 <sup>th</sup> March 2021	City of Rijeka	Project tandems: Rijeka, Craiova, Maribor, Vratsa, Moldova and Vas County	Synthesis of involved LAP PPs/tandems contribution
1 <sup>st</sup> revision	30 <sup>th</sup> March 2021	Project tandems: Rijeka, Craiova, Maribor, Vratsa, Moldova and Vas County		Additional information, photos, sources and other content changes in sections referring to particular region
2 <sup>nd</sup> draft	April 2021	City of Rijeka	Project tandems: Rijeka, Craiova, Maribor, Vratsa, Moldova and Vas County	Completing content with changes
2 <sup>nd</sup> revision	1 <sup>st</sup> June 2021	S2i		Comments and suggestions
3 <sup>rd</sup> draft	25 <sup>th</sup> June 2021	City of Rijeka	Project tandems: Rijeka, Craiova, Maribor, Vratsa, Moldova and Vas County	Completing content with changes
Final version	30 <sup>th</sup> June 2021	City of Rijeka		Final changes and production of the final Deliverable

<b>Due date of deliverable</b>	June 2021
<b>Actual submission date</b>	30 <sup>th</sup> June 2021

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## List of Abbreviations

ASP	Associated Partner
CC	Cultural and creative
CCCCCI	Croatian cluster of competitiveness of creative and cultural industries
CCE	Croatian Chamber of Economy
CCI	Creative & cultural industry
CCI-Vratsa	Chamber of Commerce and Industry - Vratsa
CI	Creative industry
DR	Danube Region
ECoC	European Capital of Culture
EU CoR	European Committee of the Regions
HER	Higher education and research
IPA Craiova	IPA - Research and development company, engineering and manufacturing for automation equipment and systems
LAP	Local Action Plan
LCM Craiova	Local Council of Craiova Municipality
MOM	Municipality of Maribor
NGO	Non-governmental and other private organizations
NPC	National Program for Culture
ODIMM	Organization for Small and Medium Enterprises Sector Development
PBN	Pannon Business Network Association
PP	Project partner
R&D	Research & Development
R&I	Research & Innovation
Restart_4Danube	Boosting cREative induSTries in urbAn Regeneration for a stronger Danube region
S3	Smart Specialization Strategy
SME	Small and Medium Enterprises
UM	University of Maribor
UPB	University POLITEHNICA of Bucharest
UR	Urban regeneration
VMÖH	Vas County Government Office
WP	Work package

## Introduction

One of the DTP RESTART\_4Danube project outputs addresses the improvement of framework conditions & policy instruments supporting the regional & local S3 for a new model of urban regeneration involving CCIs. The aim is to employ creativity potential in urban ecosystems by tailored UR policies and collaboration of all stakeholders. Transnational collaboration between cities/regions, R&D and business sector is aiming to contribute to improved open-innovation policies, focusing on innovative SMEs in the field of CCI by strengthening their market position and stimulating new business models.

Deliverable D.T4.2.1 Policy booklet on new Governance Models for Urban Communities is developed within the 4<sup>th</sup> project's WP Capitalization and policy recommendation, with the main purpose to provide inputs of already existing policy recommendations in 6 Danube urban communities: (1) Rijeka (Croatia), (2) Craiova (Romania), (3) Maribor (Slovenia), (4) Vratsa (Bulgaria), (5) Cahul (Moldova) and (6) Vas County (Hungary). This Deliverable is created to support project Activity AT4.2 Policy Recommendations as a starting point for new sustainable approach on UR based on CCIs.

Policy booklet (D.T4.2.1) is containing contribution from 6 project tandems from above mentioned cities/regions on specificities of urban development strategies, 'on-site' events and other topics describing their local communities in the terms of CCI policies and position. It will also address the past UR challenges and urban development plans, achievements and lessons learnt as a basis for the future strategic policy orientations. The document will provide a number of good practices existing in urban/regional communities representing an exchanging potential for the other local ecosystems.

The already existing policies will be elaborated within 3 main chapters: (1) the context of 6 different Danurban communities illustrates the main characteristics of involved urban environments; (2) the promotion of CCI on local and regional level is describing initiatives, facilities, events and organization models for CCI support as well as initiatives, projects and programs for evaluation of cultural identity and heritage; (3) analysis of governance elements for creative cities is providing a set of different tools and mechanisms for CCI development, cross-sectoral cooperation and engaging the stakeholders.

Findings and Conclusion are summarizing the main highlights of LAP-cities/regions contribution, creating the pole position for policy dialog and new governance models.

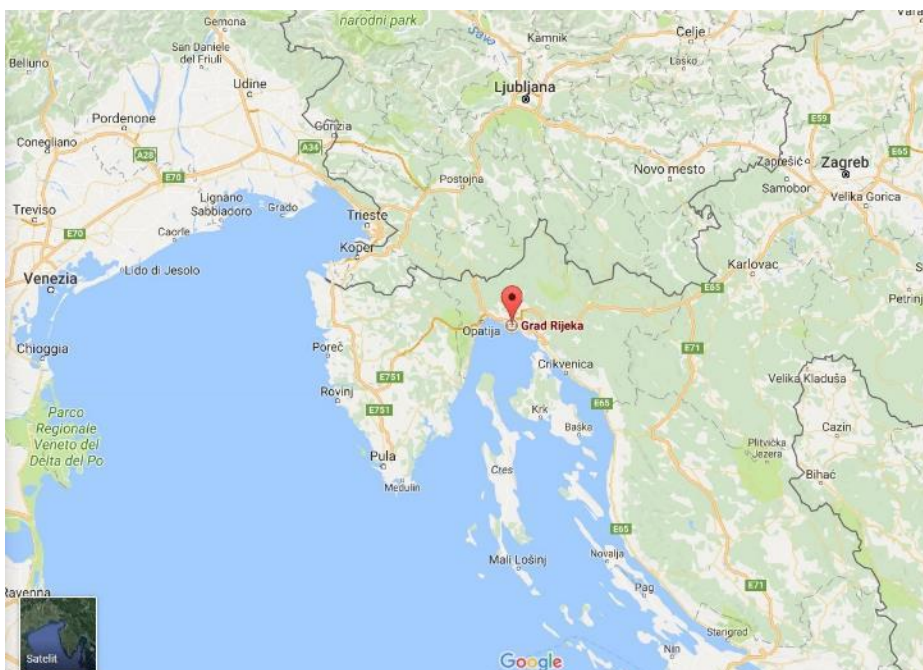
## 1 Creative urban communities in Danube region

Altogether 6 project tandems from Danube region provided an insight into their urban ecosystems: (1) Rijeka (Croatia), (2) Craiova (Romania), (3) Maribor (Slovenia), (4) Vratsa (Bulgaria), (5) Cahul (Moldova) and (6) Vas County (Hungary). The overviews are presenting general characteristics, regional context, statistical data and other relevant information regarding CCI in urban regeneration and communities.

### 1.1 Rijeka - Croatia

City of Rijeka is largest seaport in Croatia and administrative center of Primorsko-goranska County. With total of 128.624 inhabitants (2011), Rijeka is the third-largest city in Croatia and one with the highest population density (2.923/km<sup>2</sup>). Rijeka is located on the northern coast of Adriatic Sea, in the deep section of Kvarner Bay. Thanks to its advantageous geostrategic position and turbulent history, Rijeka is today considered as an important transport and cultural center of Croatia. With the existing University capacities, tending to expand even more in the near future, Rijeka is becoming the center of higher education and research in wider region.

**Picture 1. City of Rijeka geographical location**



Source: Google maps



In March 2016 Rijeka won a prestigious title of **European Capital of Culture (ECoC)** for the year **2020**, with the program *Port of Diversity*. Rijeka 2020 project aimed to upgrade the scope and the variety of its cultural offer, expand the access to and the participation in culture, strengthen the capacities of cultural and creative sector and its ties to other sectors, and improve the international visibility and profile of the city and region. Although Rijeka ECoC year was expected to influence the urban ecosystem transformation significantly, the emergence of the Covid crisis at its very beginning overturned the expectations since most of the activities had to be strongly reduced or canceled. However, the building renovation projects, co-funded by EU sources, continued with planned dynamics, and thereby ensuring the ECoC legacy.

**Picture 2. Opening of Rijeka ECoC event**



Source: [www.rijeka.hr](http://www.rijeka.hr), photo by Petar Kurschner

The improvement of entrepreneurial infrastructure is one of the main objectives within the city of Rijeka development in regards to both smart city concept, and advanced and creative technologies. In order to establish and maintain the efficient environment enabling the economic growth, City of Rijeka, as well as **Rijeka Development Agency Porin (RDA Porin)**, initiated and implemented projects involving local, national and international stakeholders from public, industry and R&D sector. The most important, which will certainly change the landscape of entrepreneurship in the city of Rijeka, are **Center of competence for smart cities (CEKOM smart cities)** and business incubators '**Energana**' and '**Production park Torpedo**'. These projects are not just aiming to facilitate the cross-sectoral collaboration, but also to co-create advanced ecosystem for sustainable development of local industry based on new technology and innovation.

One of the best examples of cross-sectoral collaboration, which is, at the same time, directly contributing to improvement of city entrepreneurial climate, is **Startup incubator Rijeka**<sup>1</sup>. The Startup incubator program is managed and funded by City of Rijeka – local authority, and carried out by representatives of business sector, as well as by representatives of Rijeka University and other HER institutions. A prominent stakeholder within local entrepreneurial infrastructure is Science and Technology Park of the University of Rijeka - **Step Ri**. It is an entrepreneurial support institution founded in 2008 by the University of Rijeka with the support of the Business and Innovation Agency of the Republic of Croatia - BICRO, the City of Rijeka and Primorsko-goranska County. Step RI purpose is to encourage, through synergy of scientific, technological and entrepreneurial potentials, faster development of science and entrepreneurship and thus create additional values that will contribute to faster economic growth and competitiveness of the region and the country.

Support of culture and CCI is integrated into City development policies for many years. CCI are always represented as one of the key interests Rijeka needs to focus in post-industrial era. The research conducted in 2015 on national level [Mapping of creative and cultural industries in republic of Croatia](#)<sup>2</sup> shows that CCI are represented with 2,3% in national GDP. The same study suggests that the share of employees in CCI in relation to the total number of employees in Croatia is 7,7%, and that the rate of self-employed is above average. Almost 99% of CCI entities are operating as micro and small enterprises. Regional online survey within the Rijeka ECoC project **Diversity Mixer**<sup>3</sup> was carried out in 2019 and involved 108 people actively working in CCI sector in Rijeka and Primorsko-goranska County. The following are the most important findings: (1) 50% of all participants are working in some form of visual arts; (2) 56% changed their field of interest during the years; (3) only 47% are able to live from their incomes earned in CCI; (4) film and photography are the most connected with other CCI fields; (5) one actor in CCI is covering 2,8 CCI fields of interests in average; (6) 63% of respondents are women; (7) Above 40% perceives underpayment and engagement instability as the biggest obstacles.

In this moment there is no exact numbers on how Covid crises hit in particular CCI in Croatia, but assumption is that the facts could be similar as presented in the recent study '[Rebuilding Europe: The cultural and creative economy before and after the COVID-19 crisis](#)'. Except for Game development industry, every other CCIs experienced downfall in their business and incomes in 2020. Taking into account that Croatia even before Covid-era was below EU average per number of employees and self-employees in the CCI

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<sup>1</sup> Startup incubator Rijeka, <https://startup.rijeka.hr/>

<sup>2</sup> Mapiranje kreativnih i kulturnih industrija u Republici Hrvatskoj (2015), The institute of Economics Zagreb

<sup>3</sup> Diversity Mixer: Time and risk produce quality (2018), Agency Rijeka 2020 and Academy of Applied Science of University of Rijeka

sector in relation to total employment<sup>4</sup>, the conclusion is that policies addressing CCI need to be improved.

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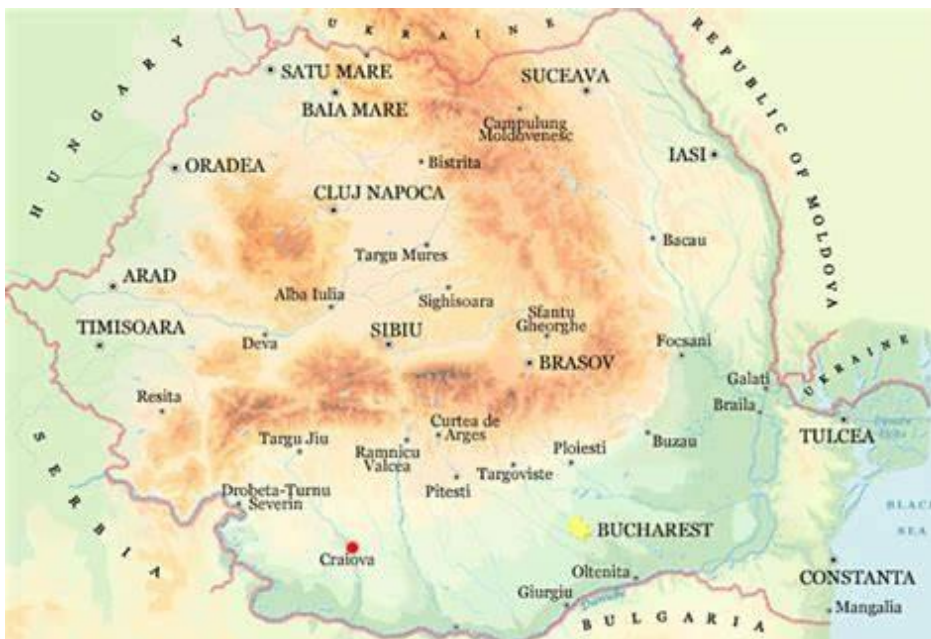
*The City of Rijeka is largely committed to the reconstruction of old industrial facilities and the initiatives creating new purposes and contents in renovated buildings, primarily in the fields of culture, creative industries and entrepreneurship. Given the new spaces and strategic framework, a new possibilities for CCI support are opened, including cross-sectoral collaboration and networking.*

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## 1.2 Craiova - Romania

Craiova is the 6th largest city in Romania and capital of Dolj County and Oltenia region.

**Picture 3. Localization of Craiova**



Source: <https://harta-romaniei.org/harta-craiova.html>

Around 225 e. n., on the map of the main road of the Roman Empire, is mentioned the Dacian Residence-Pelendava-close to Craiova. The residence was certified documentary with the name of Craiova in 1475 at 1st of June.

Craiova, was formerly the capital of Oltenia region. Its ancient bans, the highest ranking boyars of the Wallachian state, were initially those of the Craiovești family. The bans had

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<sup>4</sup> European Cultural and Creative cities in Covid-19 times (2020), EC JRC Science for Policy report



the right of minting coins stamped with their own effigies, the origin of the Romanian word ban as used for coins.

Craiova Municipality is a mixture of new and old, history, culture, economy, agriculture, getting an outstanding personality especially in the last years after the revolution, when the modernization could be seen in all the fields.

Craiova Municipality has twinning and bilateral relations with: Kuopio-Finland, Nanterre-France, Valencia-Spain, Skopje-Macedonia, Vratza-Bulgaria, Shiyang-China, Ferrara-Italy, Uppsala-Sweden.

During the last years, the city of Craiova has developed in an intelligent manner, by increasing the Cultural & Creative Industries (CCIs) sector, which is competitive at national and international level, the majority of companies active in CCIs being based on new technologies.

#### **Photo 4. Art Museum**



Source: <https://turistulvesel.ro/cele-mai-importante-obiective-turistice-in-craiova/>

The main actors in the field of CCIs are: Local and Regional Administration, Art Museum, History Museum, the Oltenia Philharmonic, Opera Theater, National Theater, Tradition House “Casa Baniei”, the Bibliotheque “Theodor and Aristia Aman”, the Innovating and Technology Transfer Incubator, the Industrial and Technologies Parks.

The explosive growth of this sector is due in an overwhelming proportion by the activities which are developed in the IT&C domain (Craiova is ranked 5th nationally in terms of number of companies and turnover) with a contribution of 32,2% to the turnover of CIs in 2018, respectively 143,2 mil. Euros, followed by telecommunications (20,8% ; 102,4 mil. Euros), architecture and engineering activities (14,4%; 70,9 mil.



Euros), advertising (5,1%; 23,8 mil. Euros) and other professional and technical activities (4,1%; 17,1 mil. Euros) such as: theater and music industry, automation systems, power electronics, specialized design, photographic activities, translating activities etc.

As creative pole, Craiova, placed itself on the 5th place taking into account the number of employees in CIs sector in 2018 (6987), after Timisoara (12758 employees), Cluj-Napoca (11672), Iași (8874) and Brașov (7772) and on the 5th place considering the number of companies in CIs sector with 1051 companies, after Cluj-Napoca (3700), Timisoara (2285), Iași (1935) and Brașov (1923).

The high entrepreneurial spirit of the population and its openness towards the new and innovation, the presence of the university education adapted to the requirements of the local creative market are decisive factors in the growth of the local creative potential and in the development of CIs.

In the context in which innovation and creativity are fundamental in the economic development of any city, the local authorities have permanently tried to encourage the creative entrepreneurship by offering start-up funding and support for spaces of creation. The most investments in the science of management, of leadership, and of the market assessment have been made especially in the sectors of IT, software, entertainment sector, product or interior design.

Thus, starting from 2004, the Technological and Industrial Park Craiova (PITT) was created with the purpose of supporting the small and medium-sized enterprises (SMEs), A new technological Park, specialized on new technologies was created including for the creative sectors: software, IT & communication, design, research and development activities, having the mission of using the results of the research activities and the application of the advanced technologies in economy, and, at the same time, it also pursues the growth of the participation of higher education and the research-development units to the process of economic and social development.

Also, within the regional IT&C business and technology infrastructure, it's noteworthy to mention the business and technology incubator IPA CIFATT, which supports the start-ups in the domain by offering all necessary facilities and innovating services. As part of the DTC – Danube Transfer Centre Network it created services for innovation and business internationalization. The future entrepreneurs of the IT sector have the possibility to participate at certified courses offered by IPA CIFATT and the entrepreneurs of the software and creative industries domain can participate at networking, innovation and know-how transfer meetings, or at variety of creative competitions.

**Photo 5. IPA CIFATT**



Source: IPA's personal archive

INCESA (Research Hub for Applied Sciences) is currently one of the largest Romanian organizations of applied research. It was designed to support the regional evolution of R&D infrastructure and activities according to the institutional strategy of the University of Craiova that enhance: integration to the European research networks, compatibility with the EU research infrastructure, multidisciplinary research capacity.

**Photo 6. INCESA (Research Hub for Applied Sciences)**



Source [http://www.ucv.ro/servicii\\_administrative/investitii/incesa.php](http://www.ucv.ro/servicii_administrative/investitii/incesa.php)

The clustering phenomenon in the CIs domains has strongly developed at the local and regional level. The clusters have a positive influence not only on innovation and competitiveness, but also on the increase of business dynamics on a long term. Integrated

in a network, the companies have greater chances of survival in a competition environment, than if they were to remain isolated.

Craiova and Oltenia Region have a Software and new technology Cluster – ITC Oltenia Cluster (with 32 partners) and a DIH – Digital Innovation Hub (with 67 partners).

Regarding the number of companies, the most representative CCIs were the information technology, computer service activities, architecture and engineering activities, advertising, editing activities, sport, entertainment, music and recreation activities and other professional, scientific and technical activities. The evolution of the CCIs in the 2014-2018 period, the most creative industries in terms of the positive trend of the number of companies are the following ones: entertainment and recreation activities, creative and artistic interpreting activities, computer service activities, information technology, sports.

Craiova has an important role in cross-border cross-border Craiova, Romania - Vratsa, Bulgaria partnership partnership in the field of CCIs to boost the development of new creative activities in cross-border area, especially in the cultural sector, in the entertainment, and artistic ones innovation sector, as well.

### **1.3 Maribor - Slovenia**

The city of Maribor is the largest city (96.211 inhabitants only the city, and the municipality 112.682 inhabitants in January 2020) and the most important economic center of the Podravje region and the whole of northeastern Slovenia. With 2.170 km<sup>2</sup>, the Podravje region covers more than a tenth (10.7%) of Slovenian territory and is the fifth largest Slovenian region. The region lies in the northeast of Slovenia and borders the Carinthia and Savinja regions in the west, and the Pomurje region in the east. It is bordered on the north by the neighboring country of Austria and on the south by Croatia.

**Picture 7. Maribor: a city by the beautiful river Drava**



Source: <https://www.visitmaribor.si/si/odkrij/maribor/>

The Podravje region is generally characterized by a very low level of innovation in existing companies, lack of innovative companies with their own final products and services (especially in activities with high development potential), lack of large, high-tech, successful companies with high added value and low level of innovation and entrepreneurship culture. Despite the presence of the University of Maribor, the Podravje region is relatively weak in terms of investments in research and development, which speaks volumes about the research and development weakness of the economy.

Since 2008, we have been following the constant growth of the cultural and creative sector in all Slovenian regions. In 2008, the share of units in CCI among all units in the Podravje region was 7.3%, and in 2017 it was already 9.0%.

The creative economy in Slovenia employs 7% of all employees. Among economic entities, 8.4% of all active enterprises in the Slovenian economy belong to the cultural and creative sector. In 2017, the entire cultural and creative sector generated 2.7% of sales revenues generated in the entire Slovenian economy. In generating revenues, CCI was more successful than the chemical industry, and at the same time the share of generated sales revenues in CCI is comparable to the revenues generated by the electrical manufacturing industry this year. The largest share of CCI sales revenues in 2017 was generated by the following industries: books and printing (27%), software and games (19%), advertising (17%) and performing arts and artistic creation (8%).



In 2017, companies operating in CCI contributed 3.5% to the total gross value added (GVA) in Slovenia. After growth in the field of CCI, the software and games industry and the profession of software developer stand out. In the period 2008-2017, the number of companies in this industry doubled. One of the main characteristics of CCI companies is their small size. 97% of companies from CCI in Slovenia employ up to 9 employees, while 80% of companies employ only 1 person. This feature is not only a Slovenian specialty, but a situation that is completely comparable to the EU.

According to a study<sup>5</sup> conducted within the CRE.RE - Creative Regions (INTERREG IV) project, around 400 companies in the field of cultural and creative industries are expected to operate in the Municipality of Maribor. They employ around 2,000 people, which is only one quarter of those employed in the field of cultural and creative industries in Ljubljana, the capital of Slovenia. In 2009, of the total revenue of these activities in the amount of almost one and a half billion euros, 69% fell on the Central Slovenian region and only around 10% on the Podravje region.

The main problem in the Municipality of Maribor is that the operators of cultural and creative industries are not connected and do not act in an organized way, and they are also not taken into account in the preparation of development strategies of the city. Many people move their business to Ljubljana or abroad, which is additionally problematic because most of them are young people. At the same time, the connection between public cultural institutions and CCIs is poor. This stems from the belief that public cultural institutions are the cultural core and CCIs are the cultural periphery. The Slovenian specialty is the self-employed in culture, which according to the above study in the Podravje region around 200, and perform more than 40 different professions in culture, but they cannot automatically be equated with cultural industries, although they represent potential for their development.

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*In the Municipality of Maribor, the problem is that the operators of cultural and creative industries are not connected and do not act in an organized way, and they are also not taken into account in the preparation of development strategies of the city. As a result, many people move their business to Ljubljana (the capital of Slovenia) or abroad. At the same time, the connection between public cultural institutions and CCIs is poor, because public cultural institutions do not see the potential in CCIs to complement their activities, but consider them as cultural periphery. The positive aspect is that in the last decade there has been a constant growth of the cultural and creative sector in all Slovenian regions, including the Podravje region, where the Municipality of Maribor is located.*

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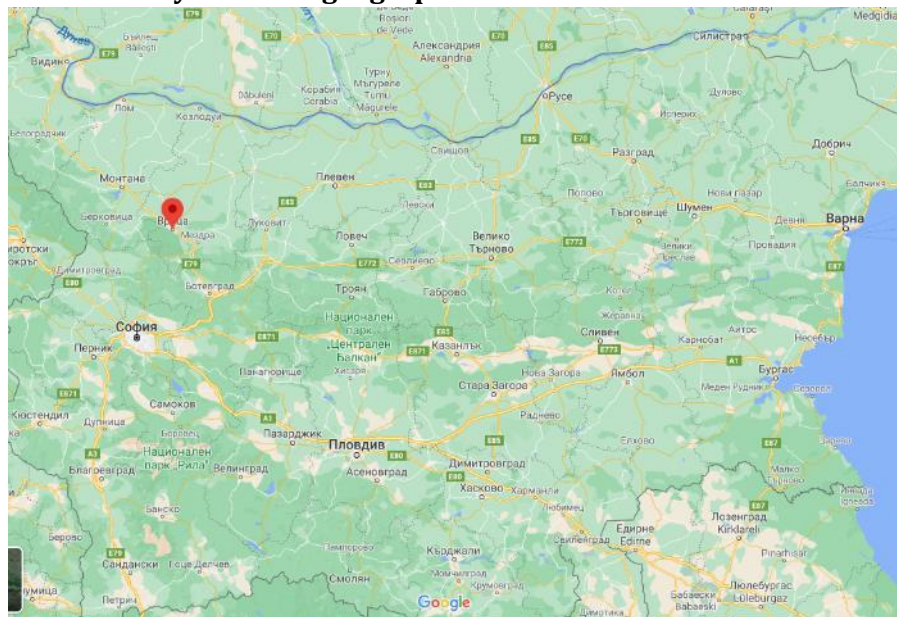
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<sup>5</sup> RRA Podravje, <https://rra-podravje.si/projekti/crea-re>, information about the study and key data from it are taken from the Local Programme for Culture 2015-2020  
<https://www.maribor.si/dokument.aspx?id=28091>

## 1.4 Vratsa - Bulgaria

Vratsa is the biggest city in the same name district (51 674 inhabitants in 2019) - administrative and economic center. Located at the foothills of the Vratsa Balkan in the northwestern part of the Republic of Bulgaria, about 112 km from Sofia.

**Picture 8. City of Vratsa geographical location**



Source: Google maps

The local governance is focused on the use of the city's potential related to nature (Vachanski Balkan, Ledenika Cave), human resources, strategic location (proximity to the borders with Serbia, Romania and the capital Sofia), and modernized infrastructure, historical and cultural heritage as a booster of the local economic and social development. Due to the limited financial resources, the participation in national and international projects is one of the key sources for city's development in different areas.

The National Statistical Institute announced that for the 2017 Vratsa is the district with the highest growth of the GDP. The good performance of many companies in the region of Vratsa provides employment and a significant contribution to the local economy, which is characterized by a pronounced industrial profile. The manufacturing industry is the sector with the largest share of nearly 1/3 in the local economy. Tourism is also developed well in recent years, although it still plays a secondary role in the local economy. The fast-growing sectors like creation and distribution of creative products and IT at the national level still remain undeveloped in the Municipality of Vratsa. For

the last few years, the Municipality of Vratsa has invested funds and developed many projects with the main purpose to create the so-called "smart city". At the end of 2019 in the Municipality started the construction of new digital hub that will provide free of charge large number of services in the field of information technology, including - training, certification, software development, work with software platforms and digital project management. Furthermore, Vratsa is the first city in Bulgaria where the most modern system for video surveillance and control was implemented.

In 2020 the city of Vratsa was selected to participate in the Intelligent Cities Challenge (ICC), which is a European Commission initiative that supports 136 cities in using cutting-edge technologies to lead the intelligent, green and socially responsible recovery. The ICC cities and their local ecosystems will be engines for the recovery of their local economy, create new jobs, and strengthen citizen participation and wellbeing. The city of Vratsa will receive the opportunity to participate in meetings with other cities, to share good practices and to exchange experience in the field of sustainable tourism and green economy.

Through a project funded by the Operational Program "Regions in growth" 2014-2020, the central pedestrian zone in the city was renovated and modernized. At the end of 2020 at the international competition organized by the International Academy of Architecture with the participation of projects from over 10 countries around the world, the project of Vratsa won first place in the category "Urban Planning".

**Picture 9. The renovated central town boulevard**



Source: Municipality of Vratsa

The Municipality of Vratsa is also focused in the promotion of the Corporate Social Responsibility which is the main goal in the implementation of the "Cities4CSR" project under the URBACT III Program.



The Municipality of Vratsa is in the process of implementation of a project for construction of composting plants for separately collected green and/or biodegradable waste, funded by Operational Program Environment. The purpose of the procedure is to reduce the amount of landfilled municipal waste by providing additional capacity for separate collection and recycling by composting green and/ or biodegradable waste.

In 2020 started the implementation of the project QuesTour - Valorisation and capitalization of unexplored tourism cultural and historical routes in the cross-border region Bulgaria-Serbia". The project is co-funded by EU through the Interreg-IPA CBC Bulgaria - Serbia Programme. Vratsa Municipality acts as a partner in the project.

Overall project objectives are boosting the tourism potential of the cross-border region through sustainable use of natural, cultural and historical resources by involving local communities and tourist providers. Project specific objectives are: to strengthen the awareness of sustainable and responsible tourism development in the border region; to foster recognition of the destination by joint collaborating actions exploring the natural, cultural and historical resources; to enhance the cultural interaction and networking among local communities; to create an interactive environment for collaboration and capacity building activities in the tourism and supporting industries.

## **1.5 Cahul - Moldova**

The development of the CCIs in Moldova is only in its infancy. There is a lack of legislative documentation and regulations regarding the cultural and creative business environment. The Government is making efforts to better understand and evaluate the economic potential of CCIs in Moldova. However, the benefits that the creative field may bring to economy are still ignored, the CCI field being classified just as „arts” in many legislative papers.

A very important initiative to be mentioned is that in 2017 as part of the government reform, the Ministry of Culture was renamed into Ministry of Education, Culture and Research, and absorbed the Ministry of Education, and the Ministry of Youth and Sports, further becoming their legal successor. This new wider structure is more favorable to the development of joint policies among the areas of business and Cultural and Creative Industries.

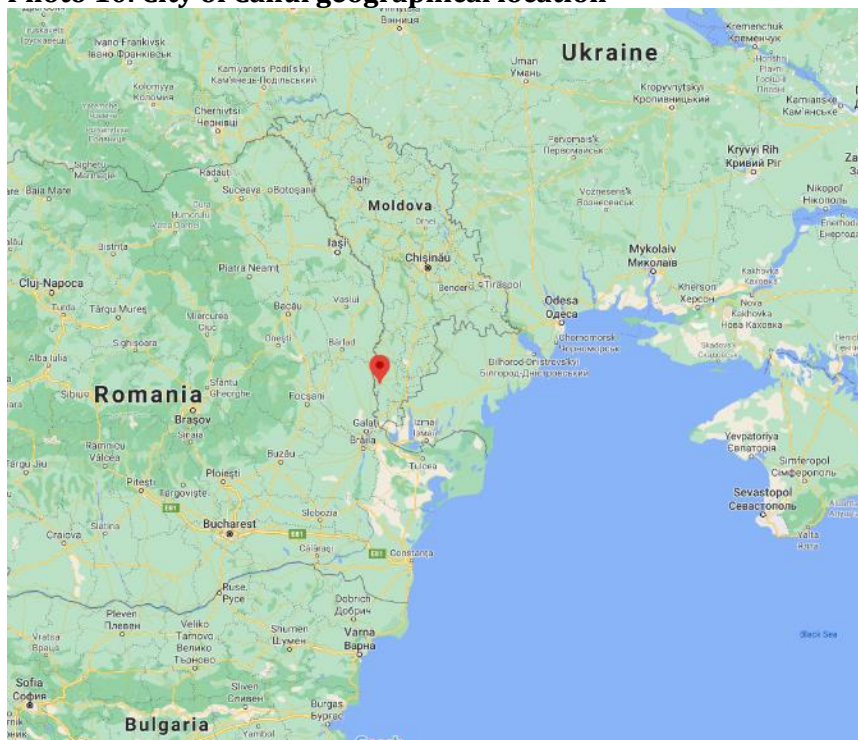
At the current moment, there is no national strategy dedicated on the development of CCIs, this being considered a future national priority. According to the Government's Action Plan for 2020-2023, CCIs development is seen as fundamental in the activity of the Ministry of Education, Culture and Research of Moldova. Hence, an important



progress indicator is "15 regulatory acts in the fields of arts, creative industries and cultural heritage approved". These documents are meant to tackle several burning needs: develop the national research infrastructure; develop effective policies to stimulate cultural consumption (Culture Development Strategy for 2021-2030); launch an analysis programme of investments strictly necessary in the cultural infrastructure: museums, theatres, libraries, show facilities, galleries, headquarters of creative unions; develop a programme to support the film industry in the Republic of Moldova and to revive the cinema network in the country; encourage private investments in immovable cultural heritage; and many more.

The CCI is one of the fastest growing sectors in Moldova, developing at a rate of 11% each year. The sector encompasses everything from advertising and architecture to graphics and game design, and offers some of the highest salaries in the country. The capital, Chisinau, is undoubtedly the city where most of the CCIs are located. However, we should mention that Cahul town in the south of Moldova has the potential and is visioned as a future creative industry hub. The presence of the only Creative Cluster from Moldova in Cahul proves the values and perceptions of the local people and the high potential of the southern region to be competitive.

**Photo 10. City of Cahul geographical location**



Source: Google Maps

Chisinau is the capital and biggest city in Moldova (4,028,085 inhabitants) and it's holding the highest number of SMEs (as estimated in 2018 - 55.7 thousand enterprises, representing about 98.7% of the total number of enterprises). Currently, the

municipality is witnessing a raise in the number of newly established SMEs in IT, fashion, filmmaking and many other creative fields. However, many challenges are still encountered in the matter of finding space and financial resources to perform these activities. Nowadays the creative professionals search for joint use and co-working spaces and formulas that allow sharing and pooling resources and generating debates, where ideas are born and further developed. The access to sites and public space(s) where CCIs professionals would jointly gather, experiment and/or showcase is limited.

There are over 1000 enterprises registered in the Republic of Moldova with the purpose of providing cultural services or goods. Most of them do not form a network, which would allow relevant statistics in the field. This issue makes the exact contribution calculation of the culture sector to GDP almost impossible. According to the latest analyses from 2014, the contribution of the creative industries to the Gross Domestic Product of the Republic of Moldova is 3.98%, and there is 3.55% of employees and about 40 thousand people working in this sector. More than 13,000 specialists work in the creative and media industries in Moldova. In the Republic of Moldova, the largest branch of the cultural industry is software, occupying 46.5 percent of the creative industry, followed by the press and literature with 17.5%, the advertising sector - 15.2%, radio and television with 9.7 percent and phonography by 7.2 percent, and the rest of the sectors such as theatre, photography and visual arts, is 3.9%.

The Global Innovation Index 2012 shows that the share of exports of creative services - such as advertising services, marketing, design and architecture, research and development, cultural etc. - from the total Moldovan services exports (3.5%) is way below the average in the group of CIS (7%) or Central and Eastern Europe (7.5%) countries. At the same time, there is a very low level of domestic consumption of creative goods and services: the total expenditures for cultural and recreational products represent only 0.5% of the consumption expenditures of households.

Lately, the clustering phenomenon gained ground in Moldova. There are two clusters in Moldova, mainly targeting the CCIs. The two - Cahul Creative Cluster and SORINTEX Textile Cluster in Soroca have been launched in 2018 in the southern and northern regions of the Republic of Moldova, with the support of the European Union. They concern creative industries in Cahul and textile companies (including fashion industry) in Soroca, and offer the opportunity to bring businesses together to develop joint projects. The creation of the two clusters was carried out by the Organization for the SME Sector Development (ODIMM) through the EU Technical Assistance and Information Exchange Instrument (TAIEX).

Another worth-mentioning platform that encourages the settlement of new CCIs is the ground-breaking Moldova IT Park project, launched in 2018. It is the first park of this kind in Moldova and it strives to offer IT companies from Moldova space, opportunities, incentives and tax exemptions. At the current moment, it gathers 660 residents and had incomes worth two billion lei after the first year of work. Also, at the recommendation of

USAID, COR - Creative Industries Association in Moldova was set up in 2017, gathering companies and NGOs in this field and offering opportunities for joint action.

Thus, Moldova takes the first steps to create preconditions of a favorable environment for CCI. The creative potential and openness of the population is quite high. However, lack of skills; poor cooperation between key actors, as well as insufficient financial resources threatens to hinder the capitalization on the full national potential.

## 1.6 Vas County – Hungary

Vas County is situated at the very western border of Hungary, at the foot of the Alps and the Little Plain. It shares borders with Austria and Slovenia and the Hungarian counties Győr-Moson-Sopron, Veszprém and Zala.

The history of the county goes back to centuries. The county has raised during the reign of the 1st Hungarian King, István, and its public and infrastructural unit has built on the ruins of the Roman Empire. The capital of the county is the city of Szombathely, what was founded by the roman emperor Claudius in 43 AC with the name Savaria. In the last couple of centuries, the County has opened its gate to the modern European culture, and acted as mediator during economic modernization. Because of its fortunate geographical location, the area is easily approachable.

Its total area is 3.336 km<sup>2</sup> and its population is 252.551 persons. According to the settlement system there are 203 villages and 13 cities in the county. The capital of Vas County is Szombathely, built upon the ruins of Savaria, the ancient seat of the Roman Pannonia Superior province. The city has ca. 76.000 inhabitants. Other bigger towns in Vas County are Celldömölk, Csepreg, Körmend, Kőszeg, Répcelak, Sárvár, Szentgotthárd, Vasvár.

The county has a particularly strong cultural and event sector - the number of participants in cultural events (1,311,784 people) exceeds the similar numbers of both Zala and Győr-Moson-Sopron counties. In terms of the number of cinema performances per seat, the county is in the middle. In terms of museum exhibitions, however, it is again only good in a national comparison, far above the population ratio (3.3%).

Theater sector

- In 2018, 104,136 visitors received 775 theater performances in Vas County.
- The average number of spectators - 134.4 - remained below the similar values of both the national and the two neighboring counties.

Highlighting the latter sector is also important because the city of Szombathely - and the county - established its own stone theater in 2007 in a wide-ranging collaboration, which has been very popular ever since - obviously exposing the sector as a whole to the effects of the Covid-19 epidemic. The first season of the theater opened in August 2008 and the new theatre building was completed in January 2011. Before the theater with a permanent company, the County Cultural and Youth Center, the House of Arts and the House of Culture and Sports offered to host theater performances.

Other significant cultural and artistic scenes:

- Savaria Symphony Orchestra, Fairy Tale Puppet Theater, AGORA Szombathely Cultural Center and its member institutions (Children's House, Savaria Cinema, House of Culture and Sports, Dániel Berzsenyi Library);
- Savaria Museum, Iseum Savariense Archaeological Workshop and Repository, Szombathely Gallery, Smidt Museum, Járdányi Paulovits István Ruin Garden, Vasi Open-Air Museum, etc.

In Kőszeg, open-air theater performances have been organized in the Jurisics Castle Theater for almost 40 years, which is one of the defining series of art events of the summer in Vas County.

The highlighted places of the ethnographic heritage and built values of the county are the open-air museum in Pityerszer and Szombathely, as well as the cellar row in Cák and the cellars in Oszkó. Traditional handicrafts are present in the county, of which pottery is the most famous in Órség. Cultural and traditional events, such as Savaria Carnival, Kőszeg Siege Days, Bartók Seminar, International Folk Dance Festival in Sárvár, and other programs.

Vas County is one of the counties which is rich in nationally valuable cultural heritage. Local architectural values are important identity factors for settlements while in some settlements (Kőszeg, Szombathely) are the determining factors of tourism. There are significant monuments and archeological sites in the following settlements in the county: Kőszeg, Bozsok, Cák, Csepreg, Bük, Szombathely, Ják, Sárvár, Körmend, Celldömölk, Vasvár, Szentgotthárd, Hegyhátszentpéter, Óriszentpéter, Szalafő, Szarvaskend.

The richness of buildings under heritage protection in Kőszeg is outstanding, based on the number of buildings per 1,000 inhabitants, it is the 5th richest settlement in the country in terms of protected buildings. However, the renovation also means a significant financial burden for both the private and the stately owned buildings, which in most cases the owners cannot afford. It is characteristic for the county that most of the protected buildings are former manor houses, castle buildings, most of which are



already renovated or awaiting recovery in the future. At the same time, there are many unprotected former castles and manor house buildings in the county, the high-quality utilization of which is yet to come.

The former Szapáry Castle in Sorokpolány, which was completely renovated in its original splendor from a private source in the mid-2000s, is worth highlighting. In the Órség there are significant monuments of diverse folk architecture that fit into the landscape.

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*It can be stated that the natural and cultural heritage of Vas County is already rich and diverse, and that there are numerous existing initiatives linking up subsets of this “experience trove. It is both effective and efficient not to introduce completely new services and ideas, but to exploit, enhance and disseminate already existing solutions. As an aspect of networking, it is a key task of mind setting to raise awareness of all local attraction hosts to constant active representation and promotion of not just their respective experience hubs, but of neighbouring ones as well – both geographically and thematically.*

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## **2 Promotion of CCI at local and regional level**

In the respective Danubian urban communities CCIs are recognized as one of the key factors of urban development, with potentially strong impact on local and regional economy. Public authorities, HER, NGOs and business sector are taking the actions, initiatives, projects and programs to support the diversity of their local and regional culture, to preserve the heritage and repurpose the former industrial facilities, to improve entrepreneurial infrastructure for SMEs growth and development, and in general - to better respond to needs and challenges CCI are facing these days. All these efforts are gradually changing the urban ecosystem: clean industry, smart technology, green economy, internationalization, and marketed innovation are driven by decision co-creation, networking and cross-sectoral collaboration. Still, this collaboration is often not sufficient, and there is considerable room for improvement. This chapter is questioning 3 aspects of CCI in urban regeneration: the initiatives, organizations, and cultural identity/heritage.

### **2.1 CCI initiatives in the context of urban regeneration**

From significant annual events and creative urban networks, through repurposing abandoned industrial heritage, to the encouraging of advanced technologies in specialized incubators, CCIs are promoted in many various ways either as a part of public policies or as private initiatives. Different urban communities are practicing diverse actions, thus changing social, cultural and economic environment in benefit of both CCI and local/regional economy. Urban areas are becoming a meeting places of modern technology and art, and hotbed of innovative ideas for smart and sustainable development. The following content is elaborating a selection of various activities and examples of support and demonstration of CCI potential in respective in the context of urban regeneration.

#### **2.1.1 Rijeka: Supporting the initiatives through system of incubators**

In the transition era (1990-2000) the city of Rijeka went through significant changes. The new vision encompassed clean industries, IT sector, services, transport, culture, social inclusion, and stimulating environment for SMEs growth and development. The heavy industry was gone, and the large industrial and military areas closed. Before the new policies started to provide any positive results, the global economic crisis broke out and moved things even more backwards. In 2013, when Croatia became a full EU member, the first indicators of economic recovery appeared, and at the same time a new

large investment cycle began, as EU funds were available. City of Rijeka was and remains at the very top in terms of the use of EU funds, among other Croatian cities.

Rijeka is now on the path for successful transition from traditional industry center based on shipbuilding and processing industries to city of advanced technologies. The city of Rijeka currently has a number of significant public investments: traffic and port infrastructure (a new Western Container Terminal with associated roads), the improvement of health care (new Rijeka clinical hospital), the projects in culture in the context of Rijeka ECoC 2020 and further construction of the University Campus Trsat complex. New economy is focusing on building innovation ecosystems and cross-sector cooperation as crucial factor for creation of competitive products. Innovative incubators Production Park Torpedo and Energana, as well as Center of competence for Smart Cities, will play an important role supporting start-ups and SMEs in development and commercialization of new products and technologies.

City of Rijeka **advanced incubators system** is offering general and specific knowledge, mentoring and experts' network, acceleration and internationalization of business, access to investment networks, co-working spaces, etc. Extension of the system of existing entrepreneurial incubators in the city of Rijeka by establishing 2 new business incubators **Energana** and **Production park Torpedo** is generally aiming to promote business initiatives, increase the competitiveness of local SMEs, improve their number and survivor rate, as well as encourage the production of innovative solutions and products with high-added value. Through establishment, improvement and extension of Rijeka system of incubators, a comprehensive support to potential entrepreneurs and entrepreneurs is provided.

**Startup incubator Rijeka** is integrated part of City of Rijeka Department of Entrepreneurship, and aims to support individuals and teams in the development and implementation of their business ideas. Through the individualized program lasting for eight months, Startup Incubator enables its beneficiaries free of charge: business premises, mentorship support, education (lectures and workshops), assistance when preparing, validating and implementing business plans, assistance in production of prototypes with innovative concepts and commercial potential, connecting with potential investors, participation in national and international startup events, and prizes for the best teams. The program and activities of the Startup incubator are carried out in cooperation with partners: experts and entrepreneurs from business and industry, Rijeka Development Agency Porin, University of Rijeka, Polytechnic of Rijeka, University college PAR and University of Pula Juraj Dobrila. From February 2021 Startup incubator is operating within RiHub center premises, creating additional potential for the existing and new users, especially in cross-sectoral collaborations, cultural and business initiatives.

Startup incubator is currently one of the greatest examples of effective collaboration between business sector (industry), local authority, citizens and HER. It represents a solid good practice that can be transferred and adapted in any urban ecosystem. The collaboration is facilitated by local authority – City of Rijeka, which is covering costs and expenditures for program implementation. Startup incubator was given a tremendous support by 50 experts – mentors, coming from different industries and sectors, which are offering their expertise and time to incubator users for free. The most of them are successful entrepreneurs and academics with respectful careers in science and research. Moreover, the Program council, an advisory body of Startup incubator, is consisted of representatives from business, academic and public sector: they are purposing decisions related to beneficiaries’ progress in incubation process as well as other improvement and changes in order to make incubators services more quality and tailored by the users’ needs. Finally, there are beneficiaries of the Startup incubator, individuals/citizens, whose intention is to become entrepreneurs.

**Picture 11. Startup incubator’s Demo day for 11<sup>th</sup> generation of users**



Source: City of Rijeka

Through the project **Energana - Incubator for creative technologies and IT Industry** City of Rijeka will renovate about 2.700 m2 of useful space of the former energy plant within the ex-paper factory complex, which will be offered to SMEs, together with educational programs, mentoring, networking, internationalization and organization of events. Energana will be positioned as an innovation hub - a center for the development and demonstration of products/services based on IT and creative technologies. The program scheme will cover educations, mentoring and events in the fields of IT, AI, IoT,



GameDev, Photography and Video production and internationalization, and also for gaining/developing entrepreneurial skills. This implies a building of a strong and quality mentoring network, collaboration with HER institutions, scientific and technology centers, as well as co-working with similar entities (incubators and accelerators) and within international collaboration platforms and initiatives. The project is in early stage of implementation and will end in July 2023. Total project value is 5 mil €.

**Picture 12. Existing condition of Energana building and Energana in 2023**



Source: City of Rijeka

**Production Park Torpedo (PP Torpedo)** is a business incubator that will improve the competitiveness of local, regional and national SMEs, providing high-quality services for its users, based on 3D and additive technologies. The activities included reconstruction works of the existing hall of ex industrial complex and equipping the refurbished hall with modern equipment based on additive technologies that will enable SMEs the easier access to high-quality services, improvements of their business skills as well as transfer of knowledge and know-how through the establishment of new education programs. The expected impacts are concerning the quality and quantity of new established companies and startups in Rijeka region, using 3D and additive technologies, as well as boosting Rijeka business scene with expected international cooperation and expertise, involved within production park operational and regular activities. Total value of the project is 3,07 mil €, and official opening of the complex was held in December 2020.

This newly opened business incubator for additive technologies is managed by Rijeka Development Agency Porin, owned by City of Rijeka. At this point, its work is still at an early stage, so official collaborations are yet to be made. PP Torpedo is located in refurbished industrial hall of ex-factory Torpedo on 1,557.34 m<sup>2</sup> area with 16 units of working spaces (offices), co-working space, technological laboratory, conference hall and meeting rooms. This advanced entrepreneurial infrastructure is providing entrepreneurs with quality and attractive workspace and use of other incubator facilities that provide easier access to knowledge, information and high quality services to grow their own start-ups and increase their survival rate, or to improve their business results. The use of services on specialized equipment for optical measurement and equipment for additive production of sand, metal and polymers shortens the time of production of various prototypes and strengthens competencies, knowledge and skills of its beneficiaries by training to work on modern equipment in 3D technology segment.

**Picture 13. Production Park Torpedo: business incubator for additive technologies**



Soruce: Rijeka Development Agency Porin

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*All 3 incubators – Energana, PP Torpedo and Startup incubator already have or will have a major role in promoting of entrepreneurial initiatives – from basic business idea to the internalization of startups. In order to further promote local entrepreneurial initiatives in the field of CCI, Startup Incubator is introducing a special educational module – ‘Creative module’, designed to support users who develop ideas in the field of CCI. Energana will be entirely dedicated to creative technologies, while PP Torpedo will intensify activities on practical implementation of 3D technology in CCI.*

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### 2.1.2 Public and private initiatives in creative Craiova

The urban regeneration is an important part of creative industries, where art can play a significant rebranding role. The closure of many industrial production facilities as a consequence of post-industrial development left many urban areas with numerous derelict industrial plants and polluted spaces, not attractive for living. The topic in cultural studies is formulated as arts and urban regeneration. The idea is to use creative approaches considering architectural, urban art and community-oriented solutions. The contributions of public art could be economic, social, environmental and psychological.

Creative industries policy includes the idea of “creative towns”. The relationship between the cultural infrastructure (‘software’) and the urban infrastructure (‘hardware’) takes us well beyond the limits. But the relationships are both complex and manifold. Cultural industries thrive in the city; cities sustain the networks of information, expertise and interaction central to their operations.

Creative industries have the potential to stimulate a new type of economy, and increase a country’s competitiveness in the global innovative products market, form and strengthen regional and local identities, search out resources to develop a territory’s economic and social potential and diversify the economy.

A key driver of interest in creative industries and development is the acknowledgement that the value of creative production resides in ideas and individual creativity, and developing countries have rich cultural traditions and pools of creative talent which lay a basic foundation for creative enterprises.

Cultural industries blend artistic, media, communication, cultural and business studies to investigate the creative fields from the perspective of enterprise and entrepreneurship. Cities face challenges to develop a culture that generates public/private synergies to promote SMEs & stimulate creative urban communities. The number of urban regeneration (UR) initiatives promoted by European cities is rising.

#### **Public or private initiatives**

- *Multifunctional Centre*

It represented one of the municipality's priorities, that aimed at realizing a modern socio-cultural, commercial and business center by means of which to support the local business environment and at the same time to attract the private capital in actions aiming at satisfying certain needs of the local community as well as creating new work places. The Multifunctional Centre in Craiova is the perfect location for organizing exhibitions, fairs or congresses; the exhibition area available indoors is 2474 sqm, of which 1200 sqm in the atrium (40 meters diameter). On the outside, the exhibition

spaces have a total area of 2,860 sqm, especially for outdoor exhibitions and fairs. The generous area has made it possible to successfully carry out large-scale events such as the Beekeeping Fair, Wedding Fever, the Tourism Fair, the Trade Fair, the Dog Show, the Spring Festival, the Foto-Fair, etc.

**Photo 14. Multifunctional Centre**



Source: <https://www.primariacraiova.ro/ro/proiecte-implementate/centrul-multifunctional-craiova-pavilion-central.html>

- *Traian Demetrescu House of Culture*

It is a literary and rehearsal hall, exhibitions hall and workshops. The "Traian Demetrescu" House of Culture is a public institution with legal personality operating in the municipality of Craiova, under the authority of the City Council. It mainly has the following objectives:

- Organizing and carrying out artistic cultural activities and permanent education;
- The preservation and transmission of the moral, artistic and technical values of the local community, of the national and universal cultural heritage;
- Organizing or supporting amateur art groups in competitions and festivals;
- Organizing or supporting the activity of documenting temporary exhibitions, drawing up monographs and works of civic education and public information.
- Offers to the general public unique cultural projects and products. Inspired by people's wishes, promote access to information, education and permanent development. Organize festivals, exhibitions, shows, competitions, creative workshops, courses, cultural residences.
- For the creative, put the ideas into practice!
- Supports cultural tourism.

The activity is aimed at all citizens, regardless of race, nationality, age, gender, ethnicity or religion with a view to free development and their adaptation to major developments in society and general norms of morality.



**Photo 15. Multifunctional Centre**



Source: [bing.com](http://bing.com)

- *High-Tech Industry Park Craiova*

The industrial park aims at the sustainable development of the eastern metropolitan area of the municipality of Craiova by attracting private investments that generate stable jobs in this area. Is dedicated to development of new technologies including in the creative industries. It manages the business infrastructure for a period of 30 years, on the green-field land provided by Dolj County through the County Council lands that form a compact body of 29,8541 hectares.

Investors-residents of the industrial park will benefit from all the facilities provided for in the Romanian legislation provided for by law 186/2013 on the establishment and operation of industrial parks in Romania and supplemented, by the will of the Craiova City Council expressed by a decision, with non-payment of any fees for the issue of urban planning certificates and building permits for the initial investments of the administrator and residents of the parks, in the sites related to the industrial park High-Tech Industry Park.

The first 3 infrastructures are part of a **public program, as local strategy.**

It was realized under own funds of Local Administration (pct 2, 3) and under Structural Funds (pct1), having as objectives an infrastructure/multifunctional center in for organizing exhibitions, fairs or congresses / conferences / development new companies,

attract investors. The initiator was the Municipality of Craiova / Dolj County Council, and was implemented in two years.

Modality of implication of local/regional authorities. The Center was realized by financing by project, under own funds / the Structural Fund Programme. The Municipality of Craiova / Dolj County Council, assured funds for co-financing and the logistic support, publicity / marketing, organization of events, etc.

Partnership type used for development. It was a public programme, with co-creation strategies, and partnerships for events organisation.

- *IPA CIFATT Innovation Center*

It is a business and innovation incubator transferring knowledge and technologies. Member of Danube Transfer Centers. It assures services for innovation, including in cultural and creative industries, at local and regional / national level as virtual center. Local setup:

- Incubator space: 14 rooms x 24 sqm + 1 room x 120 sqm + 1 room open space: 360 sqm
- Access to meeting room for 30 persons with wireless access, video projector, video conference
- Access to meeting room for 60 persons with wireless access, video projector, video conference
- Access to Internet, tel, printers, copiers/copy printers
- Access to the laboratory for technological development.

It was realized under private fund with support from national programme for innovation, having as objectives a business and technology center focusing on Local stakeholders/contributors: National/Regional Council for Young Entrepreneurs, Chamber of Commerce and Industry in the five counties of the Region, National/Regional Council for SMEs, Universities of Craiova, Universities from Turnu Severin, Targu Jiu, Agencies for employment in the five counties of the Region.

The initiator IPA and was implemented in one year. The Center was realized by financing by IPA, under own funds. Ministry of Research and Innovation assured funds for the logistic support, services for innovation and technology transfer under Inno-Tech Programme, publicity/marketing, organization of events, etc. It was a public-private programme, with co-creation strategies, and partnerships for services development in the field of innovation and technology transfer.

### 2.1.3 Synergy of creative, cultural and startup scene in Maribor

**Festival lent.** With 28 years of tradition Festival Lent is one of the oldest and largest open-air festivals in central Europe, which turns Maribor into a giant open-air stage and a buzzing meeting place for people from all over the globe. Each June the medieval Lent district at the Drava River, the historic squares, picturesque streets of the Old town and even the mighty city park emerge as festival venues bursting with art, culture and creativity. It's a huge, vibrant, cross-cultural and multi-genre event where everyone can easily find something for themselves. Choose between pop, rock, jazz, classical and world music concerts, open air ballet and opera performances, musicals, folklore, contemporary dance, street theatre, stand-up comedy, circus, cabaret, children's shows, exhibitions, arts & crafts workshops, open-air meditation and yoga classes.

**Picture 16. Festival Lent 2020**



Source: <https://mariborinfo.com/novica/lent/kljub-koronavirusu-in-nosenju-mask-je-letosnji-festival-lent-obiskalo-vec-kot-54000>

**Maribor Theatre Festival – Boršnikovo srečanje.** Brimming with challenge and the poetics of the senses, the oldest and the most prominent theatre festival in Slovenia has always been the scene of exciting arguments, new insights and unexpected reversals. The festival consists of several thematic programs, including Slovenian theatre performances in competition program and international program. Prizes are given for best artistic achievements, the most prestigious prize is the Boršnik Ring, awarded by a special jury to a deserving Slovenian actor for his/her life's work. The festival has recently evolved into an international event: international symposia, and foreign guests, producers and performances are obvious signs that it is confronting European and global theatre scene.



Since 1966, the year of its debut, its home institution has been the Slovenian National Theatre in Maribor. Its kaleidoscopic history has seen much turmoil and change. Starting as the Week of Slovenian Drama then transforming into a gathering of Slovenian theatres, it eventually established itself as the national theatre competition. It owes its name - notwithstanding the polemics surrounding it - to Ignacij Borštnik (1858-1919), an actor, a stage director and the founder of modern Slovenian theatre.

**Opera spectacle under the stars** is a traditional concert of the Maribor SNG Symphony Orchestra. The citizens can enjoy the most beautiful opera arias in a natural ambient of the Maribor City Park and experience an unforgettable romantic night at the magnificent conclusion of the opera season. A traditional concert of opera arias and choirs organized by SNG Maribor is enjoyed by opera and classical music lovers and also by many passers-by. Slovenian National Theatre Maribor is the central cultural institution in the city and in northeastern Slovenia, which has played an invaluable role with its artistic creativity since its inception and has left a lasting and indelible mark on the city and the wider environment in the hundred years of its existence and operation.

**Picture 17. Opera spectacle under the stars**



Source: <https://www.visitmaribor.si/si/kaj-poceti/dogodki-in-prireditve/vsi-dogodki-in-prireditve/6490->

**Pruning of the Old Vine**, the oldest vine in the world. The pruning of the vine is one of the most important practices in the vineyard because it has a direct impact on the growth of the vine and the grape harvest. But pruning of the Old Vine is also a significant ceremonial event; on this occasion, the city of Maribor donates the scions of the Old Vine to its partner cities, communities and countries all over the world. The pruning and



ceremonial donation of scions are accompanied by a cultural-ethnographic programme and scions of the Old Vine's descendants will be for sale for the visitors of the event.

**Picture 18. The oldest vine in the world**



Source: <https://maribor24.si/lokalno/turizem-v-mariboru-v-porastu-zacelo-se-je-pestro-iesensko-dogajanje>

**Festival Maribor.** The origin of the Maribor Festival is dated back to 1964, and it voyaged from its Baroque beginnings to postmodern transformations. It developed from an international festival of chamber music September and inherited its refined programming, state of the art performance standards and unorthodox approach to organisation. Held each year in the beginning of September it assembles numerous Slovenian and foreign musicians. The programme is created in collaboration with both domestic and foreign co-producers and musicians and it consists mainly of chamber music and symphonic works. Even though the festival endured many transformations, it tries to preserve two main inspirations: the festival's theme which guides the programme selection and the concept of chamber or orchestral ensembles. During pre-production, some of the ensembles participate in a kind of music laboratory, where musicians can collaborate and prepare a concert line-up presented only during the festival. Top musicians – soloists thus benefit from harmonizing their creative energies as well as the audience, invited to enjoy the unique concerts.

Another prominent feature of the Maribor Festival are beautiful venues, engulfed by history and charm. Union Hall, deeply appreciated because of its beautiful Secession

style and acoustics, Kazina Hall at the Slovene National Theatre Maribor, Vetrinj Mansion and the Minorite Church, dazzling the audience with its more than 700 years old ambient.

**Summer Puppet Pier**, international puppet festival. The festival with an artistic programme offers the best foreign and domestic puppet shows for children and adults. More than 25 years, the Maribor Puppet Theatre organizes an international festival which is an annual summer event in the city. Every August, several thousand people visit an interesting and entertaining programme, and the festival presents the best foreign and domestic puppet shows for children and also shows for adults, workshops, exhibitions, installations and other side events.

**Poletni večer na Židovski (Summer Eve on Jewish Street)**. This event, which took place in June 2020, brought together a range of different cultural actors and associations from in and around the Jewish Street (situated in the historic Maribor old town). It included various cultural and creative events such the Smart Art creative workshop, a photography exhibition, a pop-up shop selling products made by young Slovene designers and a documentary exhibition which told the story of Slovene victims of Auschwitz (Organized by the Maribor Synagogue).

**StopTrik IFF**. Since 2011 the cities of Maribor and Lodz (Poland) have hosted the StopTrik festival which focuses on animation and stop motion. The main organizer is the Pekarna Magdalenske Mreže organization and it is co-financed by the Slovenian Film Centre, The Ministry of Public Administration and the Municipality of Maribor.

**Enimation Festival**. It is an international children and youth films festival. Its purpose is to encourage children and youth (up to 19 years) to share their ideas and work with a wider international audience. The entries are separated into three categories (depending on age) and awards are presented to the winning films. It includes a wide range of partners (e.g. Municipality of Maribor, Youth Cinema Network, Dokudoc, University of Maribor etc.).

**MFRU/IFCA (International Festival of Computer Arts)**. The festival presents the works of contemporary artists in the field of computer art. Its aim is not only to present and develop the theory and practice of computer art but also to incorporate works which address the broader field of computer technologies in relation to wider social, economic, political and ecological issues.

**PODIM conference** - Podim an annual conference, that takes place in Maribor for Start-ups and companies. It is creating real value by bringing together and connecting

renowned international investors, established corporations, and start-ups & scaleups from the Alps-Adriatic and Western Balkans regions. Podim is a non-profit platform founded in 1980 to change attitudes towards innovation. Based in Slovenia, Podim has evolved into the most influential startup & tech event in the CEE region, where innovation meets business opportunities and capital, as well as knowledge and experience. It is a key regional platform for enabling learning and networking in the most valuable and time-efficient way. Podim aims at equipping founders and innovators with the right tools to solve the most meaningful challenges of the society.

**Start:up Maribor.** It is a business incubator for start-ups in Maribor. It is associated with the University of Maribor incubator Tovarna Podjemov and the national Start:up Slovenija incubator. However, its strategic partners also include private companies.

**Vetrinj Mansion** - Vetrinjski dvor is a multi-purpose event, exhibition and production space, primarily intended for the implementation of programs of non-governmental cultural organizations. The content is designed according to the conditions of the premises and the building and in light of the lack of sustainable programs and the effects of the ECOC (2012), which were lacking despite the efforts and ambitions of local cultural producers. The possibility of further development of Maribor culture and cultural organizations lies in their ability to connect and in the promotion of a suitable supportive production environment, which includes and strengthens new, adapted to the needs and capabilities of production, production models.

**Picture 19. Fairy Town Festival in Vetrinjski mansion**



Source: <https://www.visitmaribor.si/si/kaj-poceti/dogodki-in-prireditve/vsi-dogodki-in-prireditve/7944-festival-vilinsko-mesto>



In premises of the former **Maribor textile factory** (MTT) in different part of Maribor (Melje, Tabor) alternative places for various activities have been established, such as a shooting range ŠRT RA-TA-TA, a climbing centre Klajnber, etc.

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*The Municipality of Maribor is preserving the traditions of diverse festivals in the city as well as adding new culture and creative events in the agenda of the events. This is also an important step towards introduction of culture and creativity to the citizens and tourists.*

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#### **2.1.4 Co-existence of traditional and modern in Vratsa**

##### **Children’s Festival “Smile”**

In the last three years, the Municipality of Vratsa held the “Smile” children’s fest for its youngest residents. They can take part in activities such as creative workshops; outdoor puppet theater; sports games and entertainment; zumba; a raffle with many prizes will delight children on this day. In the art studios, all kids will be able to color plaster figures and pictures, make decoupage, cards with the technique “Quilling”, stained glass, arranging puzzles, and making magnets with natural and historical landmarks from Vratsa. They also can visit traditional hairstyles and make-up workshops, as well as a children’s house with toys for the little ones, which are also part of the program.

**Picture 20. Children’s Festival “Smile”**



Source: Municipality of Vratsa



### **Vratsa Spring International Folklore Festival**

Vratsa Spring International Folklore Festival is organized by the Municipality of Vratsa every year in April, with the participation of hundreds of singers and dancers from several countries. The purpose of the festival is to popularize the dance art in different Bulgarian regions, as well as to get acquainted with the folklore of the visiting countries. The festival provides the opportunity to create new contacts and friendships, as well as for guests from different countries and regions to see interesting tourist sites and nature attractions of Vratsa. So far, dance groups from Italy, Greece, Russia, Kazakhstan, Lithuania, Croatia, Ukraine, Belarus, Serbia, Macedonia, Greece, Indonesia and Bulgaria have participated.

#### **Picture 21. Spring International Folklore Festival**



Source: Municipality of Vratsa

**The Municipality of Vratsa supports street art and every year holds a competition for the best graphite.** In this way, it gives young people a chance to present their point of view and express their opinion about the developed urban environment, as well as to promote graffiti art. One of the best graffiti masters in Bulgaria is Nasimo, who created a new look of old buildings and public places in the municipality of Vratsa.

Picture 22. Street art in Vratsa



Source: Municipality of Vratsa

On the central square in the town of Vratsa rises a **monument to the most revered hero of the town - Hristo Botev**, who died in Vratsa Balkan, The 12-meter monument was made on June 2, 1964 by the sculptor Vladimir Ginovski. The monument is part of a sculptural-architectural ensemble. Next to the statue of Botev burns “eternal fire”, brought from Odessa, and reliefs depict scenes from Botev's work and his military journey after disembarking from the ship "Radetsky". Every year on March 3 and June 1, the grateful residents of the city and Bulgaria pay homage to the monument to Botev and his sacrifice. **Botev's days** are dedicated to the revolutionary Hristo Botev and Botev's detachment. They are held every year from May 24 to June 2 in Vratsa. Botev's days include a rich cultural program: competitions, recitals, exhibitions and concerts. The Literary International Botev Prize is awarded during the holidays. The culmination of the celebrations is the fireworks rally on June 1, held on Hristo Botev Square under the patronage of the President of the Republic of Bulgaria in memory of those who died for the freedom of the Republic of Bulgaria, as well as the national pilgrimage on June 2 on Okolchitsa peak, where is place of his death.

**Picture 23. Start Botev's days with 3D mapping show in Vratsa**



Source: Municipality of Vratsa

**International Youth Theater Festival "Time"** is held annually in the city of Vratsa. Theater groups from a number of countries take part in the festival. On the Bulgarian side, youth theater formations from different cities are presented. The accompanying program of the forum includes: exhibitions, bazaars, concerts, promotions and creative workshops.

**Picture 24. International Youth Theater Festival "Time"**



Source: Municipality of Vratsa



### 2.1.5 Supporting infrastructure for creativity and innovation in Moldova

**Chisinau Circus rehabilitation.** The Chisinau Circus, with a capacity of 1,900 seats and a distinct 3D architecture, was built in 1981 and had once been considered the best in the USSR. Due to lack of funds, after the country's independence in 1991, it almost became inactive. After passing through privatization, the building was returned to the state patrimony and only the small arena of the State Circus was restored through a public – private partnership, with the official opening on the 30th of May 2014. Starting with 2019, the European Union supports restoration works at Chisinau Circus (big arena) and at another patrimony objective, the Bender Fortress, in accordance with international standards. The project is carried out in the framework of the EU Confidence Building Measures Programme, implemented by UNDP. Approximately 2.5 million EUR are allocated for the Circus and a total of 10 small-scale sites are to be selected for renovation from the cultural-historical heritage. The Ministry of Education, Culture and Research cooperates with the Delegation of the EU for the reconstruction of the Circus. The project ends in 2021 and is aimed at transforming the Circus into a large cultural center, respectively, into a multipurpose institution that will focus mainly on the presentation of circus performances, but will also provide various cultural and educational services: gala concerts, national and international festivals etc.

Picture 25. Chisinau State Circus



Source: <http://socialistmodernism.com/the-state-circus-of-chisinau/>

**11 Business Incubators.** Soroca Business Incubator was the first to be founded in 2009 with the support of the Norwegian Government, serving as a model for launching the



other 10 incubators from the Network of Business Incubators of Moldova (RIAM). Therefore, during the 2011-2017 years, the Organization for Small and Medium Enterprises Sector Development (ODIMM) in partnership with the Ministry of Economy, local public administration and with the support of the European Union, on the premise of the Policy Matrix established by the Addendum to the Budget Support Program "Economic Stimulation in Rural Areas", created a Network of Business Incubators in the following districts: Stefan-Voda, Leova, Rezina, Sangerei, Dubasari (s. Cosnita), Ceadar-Lunga, Nisporeni, Cimislia, Calarasi and Cahul. Member SMEs benefit from the most advantageous conditions, equipped offices, advisory support and financial support, vital conditions for the initial phase of business development. Currently, there are more than 200 resident companies operating within the 11 Business Incubators and approx. 1000 jobs had been created.

**Creative Industries Association in Moldova (COR).** Established in 2017, COR gathers companies and NGO's from the creatives industries in Moldova, aiming at supporting and representing them by ensuring their growth, education, local and international connectivity. This initiative resulted from a USAID study conclusion that highlighted the lack of joint action and organisation among the CCIs community. Therefore, considerable efforts took place in setting up a joint organisation – COR - mostly through mapping needs and meetings with diverse professionals, so that the process was led by the creative sector itself. The Association participates in various creative projects, such as the development of a new creative hub - Academy of Music, Theatre and Fine Arts' Creative Hub, as well as the implementation of the British Council's programme "Creative Enterprise for Moldova".

**Creative Industries Center (ARTCOR).** Completed in 2019, ARTCOR is located in the historical center of Chisinau in the courtyard of the Art Academy (AMTAP) and is set to become a place for developing the environment of creative industries in Moldova. The construction was possible with the support of Moldova Competitiveness Project, funded by USAID, Sweden and UK aid. The structure consists of a new building and part of the old Art Academy building erected in the 1950s. The task was to preserve the site's historical background as much as possible while also creating a modern multifunctional space. The building architecture is very impressive, the architect transforming the courtyard into an approachable urban zone open to all visitors.

Picture 26. ARTCOR



Source: <https://www.archdaily.com/921208/artcor-creative-center-maxim-calujac>

**Tekwill.** Tekwill is a center for resources and learning for IT business community, located in the heart of the Technical University of Moldova (UTM) and has everything one needs for ongoing growth, from co-working spaces to tech labs (IoT, 3D printing) and community events. Tekwill was created in 2017 with the support of the United States Agency for International Development (USAID) and the Government of Sweden through Sida/Swedish International Development Agency in the framework of the project "Development of Moldova ICT Excellence Center" implemented by Moldovan Association of ICT Companies (ATIC) in partnership with Technical University of Moldova. The hub has expanded its fields of activity, becoming in 2019 a complex nationwide project, dedicated to the progress of the IT sector and the general economic development of the country. Currently, Tekwill is managing projects like: Startup Moldova (platform for generating, piloting, and implementing new ideas for both the local and global market); Digital Upgrade (40 companies will receive support for the digitization of internal processes); Creative Growth Program (providing startups with access to education and professional programs, financing, assistance in piloting business ideas) and many more.

Picture 27. Tekwill Moldova



Source: <https://locals.md/2017/foto-otkryilsya-supersovremennyiy-it-tsentr-dlya-molodyozhi-tekwill/>

### 2.1.6 High-end festivals and refurbished buildings in Vas County

**Savaria Historical Carnival.** Looking back on a history of two decades already, modern-day Savaria Historical Carnival is a festive period for Szombathely. Late August the Inner City is dressed up in its finest to welcome local guests and visitors from far away at the colourful programmes of the festival covering all branches of art. In addition to the city's Roman history, the historic events of its glorious and less than glorious past will also be evoked, together with its famous or infamous figures. The Carnival is an attempt to present the values of Savaria-Szombathely bequeathed onto us that will contribute to our future. The wide-ranging programmes on offer will include a number of traditionalist and re-enactment shows, exhibitions, national costume shows, thematic presentations, classical and popular music, fine and applied art shows. Put your toga on to be an integral part of this time travel, let us turn the wheels of time back together at the Carnival.

Organiser: Savaria Tourism Nonprofit Ltd.

Website: <http://www.karnevalsavaria.hu/2020/>



**Picture 28. Savaria Historical Carnival**



Source: <https://www.friss.hu/hirek/mindjart-itt-a-savaria-karneval-hangolodjunk-kicsitA>

**Crescent and Full Moon - Kőszeg Siege Days.** With a series of events throughout August, the city commemorates the Turkish siege of 5-30 August 1532 in a historically authentic way. The siege of the city is repeated every year with the participation of many organizations and associations. The Local Government of the City of Kőszeg, the Local Government of the Croatian Nationality, the Industry Association of Kőszeg and its Countryside, among others, play an outstanding role in the organization of the Siege Days and the protection of the castle. The Kőszeg Volunteer Firefighters' Association undertook the display of the conquering Turkish army, which was joined by the firefighters of the surrounding villages and the members of the Fitt-Box Boxing Association. The structure of the event has followed the same structure since its inception. The Sabbath Weekend takes place on the first weekend of August, when the town's population repeats the events of the 1532 siege. The highlight of the weekend is the siege of Jurisics Castle, which features more than 200 costumed actors. After the Siege Weekend, sports, art and cultural events, classical music concerts, film screenings, nationality evenings, and a street ball will add color to the program.

Organiser: Kőszeg Siege Days Association

Website: <https://ostromnapok.hu/hu/>



**Picture 29. Crescent and Full Moon - Kőszeg Siege Days**



Source: <https://ostromnapok.hu/hu/galeria/xiii-felhold-es-telihold-koszegi-ostromnapok-2019/oldal/2/>

### **Refurbished buildings - good practices from and outside of Vas County**

Within the framework of the project TOP-6.3.1-15-SH1-2016-00001, “Development of an abandoned industrial area on Szent László King Street in Szombathely”, from EU support of 750 million HUF, 50 million HUF from the Hungarian Table Tennis Association, 158 million HUF from The Hungarian Fencing Association, and monetary support from the City of Szombathely a new fencing room, commercial units, a table tennis hall, a scout house and related infrastructure (utilities, car parks, on the route of the former Scout Street) were built at the site of the former EPCOS factory. As part of the project, a new street was also built, called Scout Street.

Within the framework of the project, a new urban area was enriched with green space-recreation, community and culture, enriched with sports functions, creating an attractive, modern environment and image for the population and businesses.

**Picture 30. Opening Ceremony of the refurbished buildings of the former EPCOS Company**



Source: <https://www.szombathely.hu/onkormanyzat/onkormanyzati-hirek/dr-laszlo-gyozo/helyszinbejaras-es-projektzaro-a-volt-epcos-teruleten-epult-letesitmenyekben.17860/>

The headquarters of a creative team from a ship repair yard - Filip on the Népsziget ("Peoples' Island"). It is not in vain that Népsziget has become a big favorite in recent summers - even with the seating places on the banks of the Danube, life is just buzzing here this season. One of its centers is Filip, which set foot in the ship repair yard of MAHART Zrt., In a workshop that manufactures former ship interiors. The place, which has been operating since 2018, is a community workshop, studio and showroom at the same time, where we can meet the most varied programs in the summer, such as cooking, outdoor film screenings and concerts as part of a mini-festival.

**Picture 31. The "Filip" on the Peoples' Island**



Source: <https://welovebudapest.com/toplista/ha-a-rozsda-kiviragzik-elhagyott-gyarak-kihasznalatlan-ipari-epuletek-ujrahasznositasanak-legjobb-peldai-ii-1>

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*Cultural and traditional events, and tourism services based on cultural heritage play an increasingly important role in the life of Vas County. It is important for the settlements to maintain the landscape and architectural values, as well as to preserve the cultural traditions and organize them into the tourism offer. These events also serve as a community-forming force, as the locals adhere to their traditions, and this forges them more together.*

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## **2.2 Facilities and models of cultural and creative organizations**

Creative cities are tending to improve every aspect of everyday life in sustainable and inventive way. The culture becomes much more than in traditional sense of understanding: not just arts, performance, and events, but also the way of living, thinking, designing and producing. It is supported by many different modalities: creative city areas, quarters and districts, smart governance, transport and environment, advanced business infrastructure, open-innovation cultural infrastructure, engaged citizens and NGOs, regenerated urban landscapes that, in the same time, preserve cultural/industrial heritage and ensure prosperity and wellbeing. Danube regions of Rijeka, Craiova, Maribor, Vratsa, Moldova and Vas County are providing different facilities and models of cultural and creative organizations.

### **2.2.1 Rijeka 1st Art quarter Benčić**

At the former Rikard Benčić factory in wider city center, 3 industrial heritage buildings were/are being renovated and are/will be repurposed into cultural buildings that will house **City Museum of Rijeka**, **Rijeka City Library** and **Children's House**. The **Museum of Modern and Contemporary Art** was refurbished in the first phase, and will continue its expansion into the remaining areas in the current building. The **ship Galeb** is also being renovated and repurposed into a museum ship and a cultural and tourist attraction. Rijeka has received grants in the amount of almost 18,6 million Eur from the EU funds for these renovations, with the buildings and structures being completed and slated to open during 2020 and in 2021.

The general goal of the project is to create a recognizable identity of city of Rijeka and to improve its social and economic development in the long run, by:

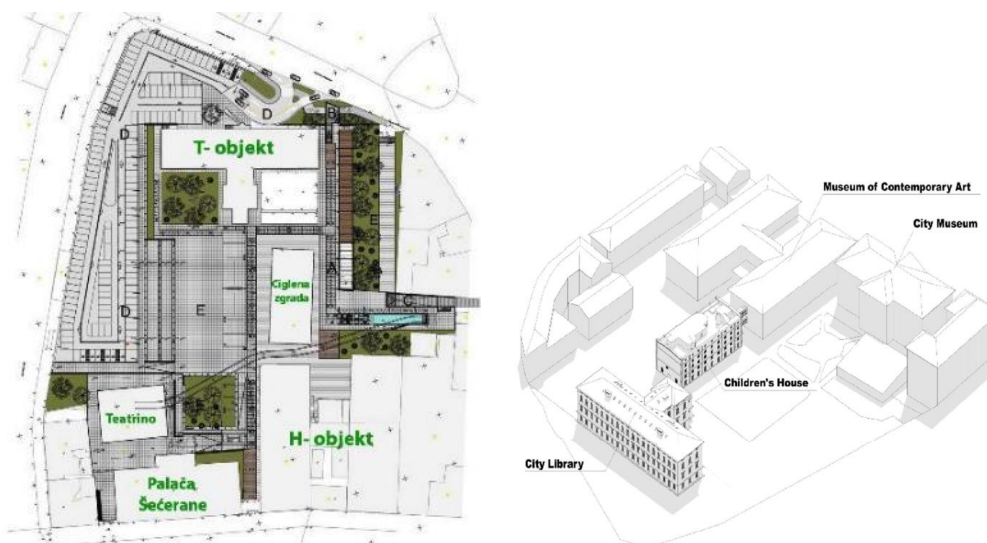
- Contributing to the development of the City of Rijeka into a strong regional centre of cultural, tourist and creative events,
- Urban regeneration,

- Developing cultural tourism,
- Creating new jobs through the development of small business in the field of cultural and creative industries and tourism and the hospitality industry,
- Social interaction and social inclusion.

The specific goal of the project is the conversion and revitalization of the former industrial complex Rikard Benčić in Rijeka, i.e. protection, restoration and presentation of heritage, but also the restoration of a neglected part of the city, by:

- Creating new spatial capacities for culture and entrepreneurship,
- Increasing the number of visitors to the museum and other educational, cultural and entertainment contents, and increasing the number of library users,
- Developing knowledge and skills among inhabitant, especially young people, and encouraging innovative business ideas in culture and related activities.

**Picture 32. Art quarter Benčić**



Source: City of Rijeka

The renovation of the **ex-Sugar Refinery Palace and the ship Galeb** is an integral part of the EU project ‘Tourism Valorization of Representative Industrial Heritage Monuments in Rijeka’<sup>6</sup>, co-funded by European Regional Development Fund as part of the Operational Programme Competitiveness and Cohesion. Following renovation and refurbishment, the **City Museum of Rijeka** is relocated to the former headquarters of the Sugar Refinery Palace in November 2020. The permanent holdings of the City

<sup>6</sup> City of Rijeka, [https://www.rijeka.hr/en/city-government/eu-projects/ongoing-projects/integrated-programme-tourist-valorisation-notable-industrial-heritage-monuments-rijeka/?noredirect=en\\_GB](https://www.rijeka.hr/en/city-government/eu-projects/ongoing-projects/integrated-programme-tourist-valorisation-notable-industrial-heritage-monuments-rijeka/?noredirect=en_GB)



Museum showcase many exhibits that are emblematic for Rijeka, such as the first torpedo in the world, the Naval Academy, Rijeka as an emigration port, the history of the city theatre, the skyscrapers in Rijeka, music, rock in Rijeka, the history of large companies in Rijeka – the Paper Factory, the Tobacco Factory etc. The items and artefacts from the museum’s holdings are exhibited in over 30 rooms on two floors.

**Picture 33. City Museum of Rijeka**

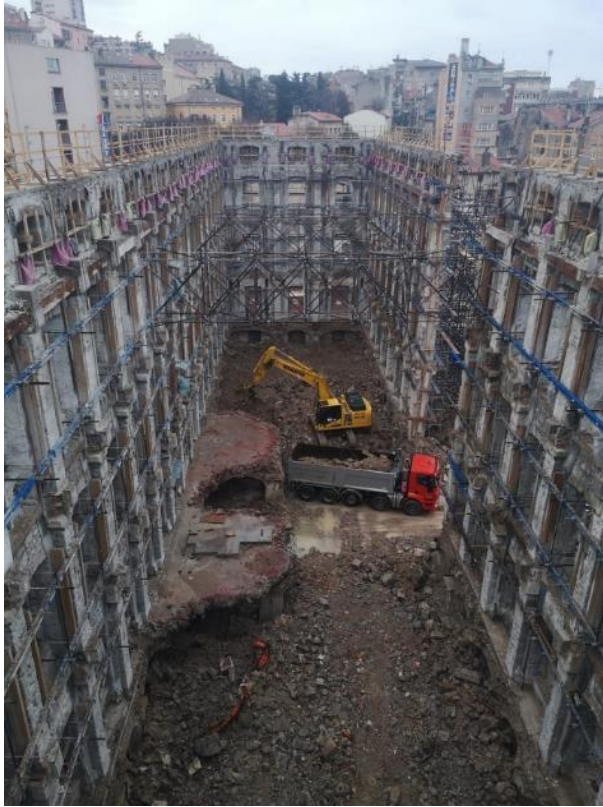


Source: City of Rijeka

The so-called **T-Building** of the Benčić complex will provide adequate area, interior design and functional spatial design to meet the **City Library’s** needs and thus become a cultural public service for people of all ages. Work on the T-Building commenced in September 2019 on a gross area of 5,825 m<sup>2</sup>, as a part of the EU project “Revitalisation of the Benčić Complex – the Brick and the T-shaped Buildings”<sup>7</sup>, together with Children’s house.

<sup>7</sup> City of Rijeka, <https://www.rijeka.hr/en/city-government/eu-projects/ongoing-projects/revitalisation-of-the-bencic-complex-brick-and-t-buildings/>

**Picture 34. The construction site of the new central building of the Rijeka City Library**



Source: Rijeka City Library

**The Children's House**, the first building of its kind in Croatia, will be located in the Brick building of the Benčić complex, which was once a tobacco curing chamber, following its renovation. It is distinctive for the way in which it approaches the children and parents who will spend time there, as well as the areas and themes in which children will be involved. Making animated movies in a movie studio, making video presentations, creating music in a music studio, playing video games on the big screen of the screening hall, making video games, product design and 3D printing, storytelling theatre in the small amphitheater on the roof of the house, interactive baby theatre, doll-making, therapeutic theatre and customized movie screenings for children with developmental disabilities, daily movie screenings for children etc. are just some of the planned activities that the Children's House will offer in one place for children and their parents once it is constructed and furnished. The content of the Children's House is intended for children between the ages of 0 and 12.

**Picture 35. Interior of Children's house**



Source: City of Rijeka

The **Museum of Modern and Contemporary Art** has been housed in the Benčić art neighborhood since 2017. Refurbishment works on the H-shaped building at the former Rikard Benčić factory complex were financed in the amount of 1.23 mil. Euro by City of Rijeka. The Museum will become fully functional following the refurbishment and its expansion into the remainder of the H-shaped building, the ownership of which is being negotiated with the private food company. In 2017, the Museum moved into the 1550 m<sup>2</sup> equipped and refurbished area occupying the ground floor, first floor and the hall therein.

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*Art quarter Benčić will soon become fully functional space with a supporting infrastructure: playground, parking lots and green areas. It is representing a new point of Rijeka cultural life, new place of meetups and social interaction, as well as new location worth visiting by the tourists. This 'cultural heart' of the city will create a new dimension of culture life in Rijeka.*

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### 2.2.2 Cultural offer in Craiova

The socio-cultural aspect of Craiova can be seen in the activity of the National Theatre carried out the fame of the Romanian Art all over the world. Other cultural institutions in Craiova are: Elena Teodorini, Lyric Theater, the Theater for Children and Youth “Colibri”, the Folkloric Assembly “Maria Tanase” and the Philharmonic Orchestra “Oltenia”, the “Oltenia Museum”, “The Art Museum” and the Ethnography Department of Oltenia Museum are also important places in Craiova Municipality.

In the ranking conducted by the National Institute for Research and Cultural Training in the study Cultural Vitality of Romanian Cities (2019), Craiova ranks sixth after Cluj-Napoca, Sfântu Gheorghe, Miercurea Ciuc, Sibiu and Targu Mureş in terms of public cultural infrastructure, between 46 cities in the country (the study does not include the city of Bucharest).

At the level of Dolj County there are 43 public cultural institutions, 27 of which operate in Craiova Municipality. These include seventeen institutions of national interest under the Ministry of Culture.

In 2019, 302 libraries operate in Craiova Municipality and even though the number of public libraries at The Dolj County level decreased by 67 units in 2019 compared to 2010, 4 new libraries were established in Craiova municipality between 2010 and 2019.

In recent years the Municipality of Craiova has hosted a large number of high-level cultural events, made in partnership with artists, operators or cities in Europe, and has also benefited from the presence of outstanding personalities from Europe and other continents.

At the Functional Area of Craiova level there are 447 monuments, assemblies and archaeological sites of national, county and local interest, i.e. 63.7% of those in Dolj County. Craiova has developed an extensive program of street art – from the decoration of electrical paintings by students of the art high school, to murals made by artists on the lime stones of buildings in the historic center and the facades of blocks in neighborhoods.

At the level of the Municipality of Craiova there are some generous initiatives for the diversification of the cultural offer

- There is a fruitful collaboration between the County Council and Craiova City Hall which will lead to the establishment of a unique objective in the national landscape – the Romanian Book and Exile Museum, dedicated to the recovery of cultural values created outside the borders. Thanks to donations of extreme generosity from prominent personalities, the future institution already holds an impressive number



of outstanding books and documents, until now inaccessible to the public, grouped into collections.

- A 5-level building will be built, in which a new museum will operate – the Museum of Contemporary Art, conceived as a whole cultural complex, able to support at the same time exhibition events, but also a rich range of artistic activities". The future edifice will offer generous spaces in scope and diversified as a utility, and are intended to include exhibition halls for contemporary art collections, offices, project presentation spaces, warehouses for heritage pieces, as well as an area for a restoration laboratory.
- The Dolj Palace of Culture will rehabilitate and develop a representative building in Banie, where all the institutions of profile in Dolj will have the opportunity to present their cultural and tourist offer and to organize shows or exhibitions. Modern means, such as three-dimensional projections or interactive guides, will be used to ensure the best possible promotion and information of visitors from other regions, through which the main objectives of interest will be presented.
- The partnership between the Dolj County Council and the City Hall of Craiova leads to the creation of another institution without equivalent in Romania and even abroad. The International Centre "Constantin Brancusi", located next to the Museum of Art, is distinguished both by its spectacular architecture and by its important role in the cultural sphere. The investment, worth 5 million euros, is nearing completion: the underground gallery, with an area of 1,200 square meters, was built, in which are provided showrooms, conferences and exhibition, as well as creative workshops.
- Various companies have joined the program "Adopt a statue" Young sculptors, selected through a competition, made works of fiber glass, which were placed on the streets of the city. Businessmen chose their favorite statues and paid for their casting in bronze, donating, in the end, the work to the municipality.
- The gas and electricity companies gave their consent for the beautification of the boxes which shelter the utilities. They were painted by the students from the Art High School „Marin Sorescu”, turning the city into a Real open air museum and the works of the children were scored as school projects.

### The socio-cultural creative organizations

- **Art Museum “Jean Mihail Palace”.** The Palace was realized between 1899 and 1907 by the French architect Paul Gottereau at the request of Constantin Mihail – one of the Romanian richest people from those times. The palace was built as a private house. At the construction of the building were used only the best material like Venetian mirrors, painted ceilings, Murano crystal chandeliers, columns and stairs made of Carrara marble, walls covered with Lyon silk, gold and other precious materials. The palace was covered with table slate and it also had central heating. Constantin Mihail dies in 1908 and the palace remains to his younger son Jean Mihail. The first Art Museum in Craiova was founded in 1908, the Aman “Pinoteca”. In the present palace it is housed since 1954. The museum

has a patrimony of about 12.000 set pieces and it is known in Romania and also over the borders by the European Art Gallery that has rooms of Holland, Flemish, French and Italian Art, general work from the XVII century. The Romanian Art Gallery having monographic rooms dedicated to the Romanian classic painters. Famous in the world for the “Brancusi “Room, where usually, there are exposed six of the works made by the modern sculpture initiator.

- **“Marin Sorescu” National Theatre**

It represents one of the contemporary achievements inaugurated in 1973 and it’s among the first three Romanian theatres.

- **The State Philharmonic of Oltenia** established in 1947 the host of several international and national festivals, as well as Elena Theodorini Lyric Theater.

It has been founded in 1904 and established in 1947 by a royal decree. The present activity is carried out by the Symphony Orchestra, the Chamber Orchestra, the Academic Choir and several chamber assemblies.

- **Opera Theater.** The concerns for the theatre in Craiova are old, the beginnings being in the folk shows, in the game of puppeteers and the game with shadows, in the performances of the traveling troops and the circuses. The appearance of the "improvisation theatre" is reported in 1596, in the "Chronicle of the Reign of Mihai Viteazu"). In 1811, in "History of Craiova" is noted the presence of "Italian buffoons" and a German band who, in 1830, presented in Craiova two comedies of Kotzebue - "Kaiser Claudius" and "Das Lustpiel am Fenster". In 1837, the German theatrical society presented here «Puritans», great opera drama in three acts of Romans, music by Bellini.

- **Bania House**, museum of art traditions, presently is the oldest laic building and it was built in 1699; considering the opinions of some art historiographer the building built by Barbu Craiovescu in the XV century remains one of the oldest buildings. Restored by Constantin Brâncoveanu, Casa Baniei has two levels, brick dome areas downstairs and here it used to meet the old council of Craiova.

- **Bibescu House** in Nicolae Romanescu Park - an exhibition center and conference center with an impact on public activities in the park.

- The restoration of Bibescu House and the re-functioning of the building host workshops of plastic artists, becoming an exhibition center and conference center with an impact on public activities in the park.

The facilities & models of cultural/creative organizations are part of public local strategy own by Municipality of Craiova having the aim to develop cultural activity and creative industries in Craiova. It is a permanent activity and strategy. The local authorities involved by financing through own funds, assuring the strategy, logistic support, publicity and marketing. To develop the activities provides by this socio-cultural creative organizations, the Municipality of Craiova develop partnerships and clustering initiatives, collaboration/co-creation strategies with public or private entities.

### 2.2.3 Maribor creative infrastructure

**MKC – Mladinski kulturni center** – Youth Culture center established in the year 1966 and operates in the field of art, culture, the youth sector and youth infrastructure. Their programs, events and activities are intended for young people and adults, lovers of contemporary art and urban culture. They also have the status of a youth center. The organization annually hosts over 300 events (festivals, exhibitions, workshops, literary events, performances, performances, lectures, round tables, talks, symposia, youth exchanges, installations, urban and street actions, conferences, trainings, performances, book fair, multimedia events...) that take place in our own premises (Media Nox Gallery, Cultural Incubator, Hostel Pekarna) or with them - often in partnership with other organizers and actors in the field of culture and youth - they host at various locations and events in Maribor and elsewhere .

The institute's programs are structured in the form of regular program activities and permanent and occasional projects. Regular program activities include the literary festival Slovene Book Days in Maribor, the international festival of computer art MFRU, the festival of contemporary performative practices Performa, the year-round literary program MKC Črka, contemporary art activities taking place within the Media Nox gallery, youth programs Živa knjižnica Maribor, Banka idej - Local fund for young people with ideas, Maribor through pink glasses and the project Mladi Maribor. The Mladi Maribor project represents the sustainable effect of the European Youth Capital Maribor 2013 project, which organizes the Mladi Maribor festival and manages the web portal [www.mladimaribor.si](http://www.mladimaribor.si), which represents and promotes the entire youth sector in the city.

Among the permanent and occasional projects, MKC Maribor also carries out various musical activities (e.g. Jazz'ma mlade festival, music workshops, international youth exchanges, various trainings for young people and youth workers. MK is owned by the Municipality of Maribor and also partly financed by the municipal budget.

**UGM – Umetnostna galerija Maribor** – Art Gallery Maribor - With its collection of more than 7,000 art works by Slovene artists from the end of the 19th century up to present, UGM is one of the main museums for modern and contemporary art in Slovenia. Painting, sculpture and prints are joined by photographs, video art, multimedia installations and interactive art projects. Their mission is to:

- collect, preserve, present, interpret, research, document and protect Slovene cultural heritage in the field of visual art from the beginning of the 20th century to present time;
- present, promote and interpret contemporary Slovene and international visual art;
- educate the public about modern and contemporary visual art.

At the UGM one can - besides major names of Slovene visual art in the last hundred years - follow influential developments of international art scene, get acquainted with the rising stars of modern art and explore current themes in visual arts. With its collection and programme of around 12 special exhibitions a year – ranging from retrospective reviews of works by Slovenian authors to international festivals of contemporary art as well as architecture and design exhibitions – UGM importantly shapes both the art scene in Slovenia and internationally. Well-structured education programme joins different generations, ethnic groups and educational institutions.

**Maribor Cultural Centre, Institute for Art Production and Publishing.** The Maribor Cultural Centre (formerly the Maribor Subcultural Asylum) has been operating in the organizational form of the Institute for Art Production and Publishing since 1999.

Various cultural, informational, social and research projects operate, develop and are established within the institute. The fields of activity of the institute also include cultural management and mediation, artistic creation and reproduction, distribution and promotion of cultural goods, and the design and implementation of international projects.

**Društvo Hiša! - House! Society** for people and spaces is the main barer of the Living courtyards initiative (sustainable program of ECC Maribor 2012), Living town, Polygon of knowledge, Printmaking art centre and Rajzefiber office.

In 2012 a team has created a new mode of operations based on integration and cooperation of the private, public and creative sectors, formalizing projects with actors from all areas of youth and culture in the cooperation with the residents of the core city. With their wide field of action and high professionalism of work in Maribor in the field of youth and culture it is creating a year-round program that is culturally and socially invigorating both the cultural offerings of the city, both individuals and the city in general. The society builds and develops the potential of local places and people, as well as carries out content that complements existing cultural and artistic offerings of the city or creates them.

House! is part of the Actors of Urban Change the Robert Bosch Foundation. It is recognized as an innovative local community initiative (Award InLoCom 2013), they



received two Challenge Future Summit 2013 awards in the category of social enterprises and the main prize of Maribor.

**Picture 36. The Living Yards program, implemented by the House Association**



Source: <https://maribor24.si/lokalno/maribor/zacetek-dogajanja-na-zivih-dvoriscih-letos-ze-desetic>

**The Centre for Creative Industries Maribor** and the Platform Center for Creativity, run by the Museum of Architecture and Design - The Centre for Creativity is the first national business development accelerator for professionals working in the creative and cultural sectors. Center for Creative Industries Maribor is a private non-profit institution established in 2016 by four companies: Gozdno gospodarstvo Maribor d.d., Marles hiše Maribor d.o.o., Mikropis Holding d.o.o. and Steklarna Hrastnik d.o.o. Production companies have recognized the potential for cooperation with creators in innovating their own products, services and processes, and have combined resources to promote and develop the operation of the institute. At CKI, they connect companies and creative industries, lead projects and develop collaboration models for product, service and process innovation that raise added value and market competitiveness. The platform is run by the Museum of Architecture and Design and together with open calls of the Ministry of Culture it forms the support framework for the development of the creative sector in Slovenia. The Centre's programs are aimed at strengthening the social and economic value of the sector while forging stronger ties with other sectors and the economy in general. They develop projects that take shape at the intersection of different creative disciplines, art, experimentation, entrepreneurship, and business, and have not yet received a system-wide public funding. They promote interdisciplinary cooperation and the development of projects that are commercially viable, increase added value and contribute to social progress and welfare.

The Centre for Creativity functions as the entry point for the creative sector and is an important part of Slovenia's support environment for innovations. To facilitate conversations in person, the centre has set up offices in Ljubljana and Maribor.

**KIBLA Multimedia Centre.** Focusing on multimedia and new media art, KIBLA is a non-governmental cultural institution. Its aim is to present, organize, produce, document and archive cultural-artistic projects. Moreover, it organizes various events such as literary evenings, performances and discussions. Its partners include various governmental and EU organizations along with the Municipality of Maribor.

**Kreator Lab.** Based on the FabLab concept which was first introduced in the MIT (USA), Kreator:Lab is designed to be a learning platform supporting creativity in the field of modern design. It provides creative minded individuals with the opportunity to test and use new production technologies (e.g. 3D printers).

**Konservatorij za glasbo in balet Maribor.** As one of the largest music schools in Slovenia, the Maribor Conservatory provides music and dance education to grammar and secondary school students.

**GT22.** Transnational Guerilla Art School – Located on the Main Square, in the heart of the Maribor city centre. GT22 occupies the premises of a former warehouse-factory and nightclub. It is an artistic community, and it includes a range of different facilities and spaces (e.g. intimate stage, space for visual arts, photo museum etc.).

In the centre of the Maribor, on Main square 22 (Glavni trg 22), there are spaces in the size of 1000 square meters and owned by the Oset-Puppis family. At the beginning of 2013 these spaces were offered for use to Foundation Sonda. The artistic community and education laboratory began its work and currently it is made out of Društvo za razvoj filmske kulture, photographic platform MišnicaGT22, Kud Moment, Fotografski muzej Modrinjak, YoureupRadio, KUD Kombajn, EX-garaža, Zavod Razvoj, Zavod Kultivacija, Woodster, Center grafičnih umetnosti and Fundacija Sonda. The former warehouse-factory and the former nightclub were through voluntary work, conceptual inputs and with the support of the city, the state and friends.

**Photography Museum Maribor.** The museum houses the permanent exhibition August and Maria Bohanec and a collection of cameras that were used by masters of photography from Maribor and elsewhere in Slovenia.

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*Since creativity and culture always found its place in every city and town, the same is in Maribor. In many places and societies, we can meet with young, older, new, modern, digital, “old school” or industrial CCI’s in Maribor. Every location is diverse and has their own history of development, but also work together on connected topics and festivals.*

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#### 2.2.4 Leisure culture in Vratsa

**Ledenika Amusement Park** is located next to the Ledenika Cave, which is one of the most visited caves in Bulgaria and includes a visitor center with exhibitions and a 5D cinema, a rope garden, a climbing wall, an amphitheater and a theme park. The visitor center offers walks on eco-trails, sports games and competitions for all ages, artistic events related to the natural resources of the Vratsa Balkan Nature Park, quizzes, carnivals, photo workshops on a given topic and many other entertainments.

**Picture 37. Ledenika Amusement Park**

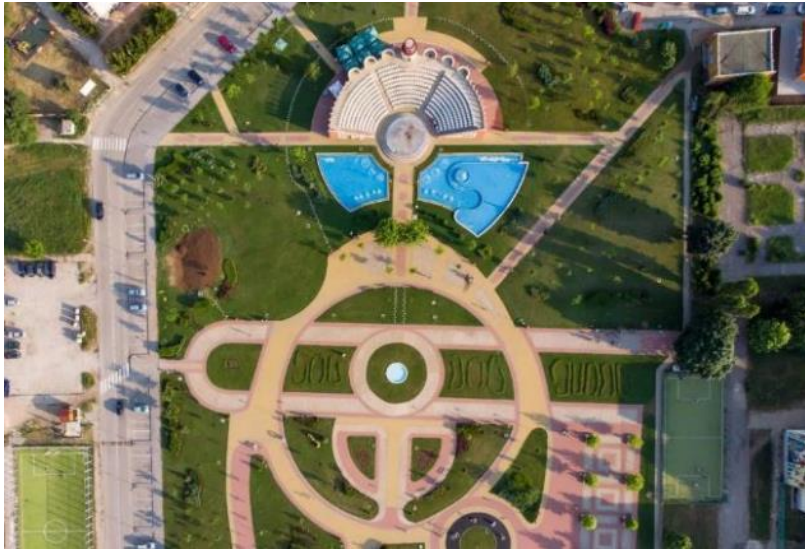


Source: Municipality of Vratsa

**Dabnika park** has an area of 30 acres and has pedestrian alleys, singing fountains, an open amphitheater stage with equipped dressing rooms, a rehearsal hall, toilets and a coffee shop. There are many green areas, in which more than 3,000 trees are planted, as well as bushes and flowers. There is a possibility for outdoor exhibitions. The youngest ones have also been considered with the construction of playgrounds for different age groups, as well as an outdoor gym. There is a pet walking area, a separate parking with 68 parking spaces. Lighting and video surveillance are provided throughout the territory.



**Picture 38. Dabnika park**



Source: Municipality of Vratsa

**Complex "Herald"** is located above the town of Vratsa, which reveals a beautiful panoramic view of the city. From here, on November 9, 1877, the Russian soldier Petlak announced the liberation of the city from Ottoman slavery. The park was afforested and built with the voluntary work of Vratsa in 1924. In the immediate vicinity of the hut is the monument of the Herald of Freedom. Every Sunday and on holidays at 12.30 there is a solemn melody. There is a pastry shop and an exhibition of photos from the Regional History Museum.

**Picture 39. Complex "Herald"**





Source: Municipality of Vratsa

**The ethnographic-revival complex "St. Sofroniy Vrachanski"** at the Regional Historical Museum - Vratsa is an architectural and ethnographic museum exposition, created between 1972 and 1987. It includes three Revival houses and a school, located in the center of Vratsa. In the yard of the complex are located models of the first in Bulgaria factory for carriages, which were sold throughout the Balkan Peninsula. The collection presents restored carriages and other "modern" vehicles of the time, the work of the great industrialist Mito Orozov.

**Picture 40. The ethnographic-revival complex "St. Sofroniy Vrachanski"**



Source: Municipality of Vratsa

**The renovated park "Zeletu"/"The Cabbage"/** has a summer cinema, benches, alleys and toilets in the city garden for the convenience of mothers with children, a water mirror.

**Picture 41. Park Zeleto (The Cabbage)**



Source: Municipality of Vratsa

**Regional Historical Museum - Vratsa** has 10 sections, 7 of which are specialized. Except for the central building, its expositions are located in eight more different sites, united in two complexes. It performs archeological research. There is a science team at the museum. The research activity is related to the museum profile. The institution is presented in a convincing way also in the digital space - two of its sites are accessible to Internet users for virtual tours. The treasure of Rogozen, which is the largest silver and one of the most significant ancient treasures discovered on the territory of Bulgaria, is kept in the museum.

**Picture 42. Regional Historical Museum - Vratsa**



Source: Municipality of Vratsa

**Sport complex “Hristo Botev”.** One of the largest stadiums in Bulgaria “Hristo Botev” is located in one and the name sport complex. Over the years, more than 30,000 people have gathered in the team's key football matches. Most of the equipment and facilities for the practice of different types of sport are gathered in the complex:

- Indoor swimming pool - 25-meter indoor swimming pool with five corridors;
- Outdoor swimming pool - 50-meter outdoor swimming pool with eight corridors, as well as a separate water slide and a small shallow pool for children;
- Renovated indoor athletics track that serves not only the three athletics clubs in Vratsa, but also during the winter season is able to hold competitions of national importance;
- Outdoor athletics track which to be renewed;
- Renovated volleyball hall;
- Karting track - the track in Vratsa is one of the longest tracks in Bulgaria. The total length of the route is over 1,000 m. The track has grandstands for about 1,500 spectators;
- Sports shooting range;
- Tennis courts.

**Picture 43. Sport complex “Hristo Botev” - Karting track**



Source: Municipality of Vratsa

**Dabnika Dam** is located in the vicinity of the town of Vratsa. The dam is suitable for all types of sport fishing. The dam allows for fishing for carp, caracuda, white fish, pike, catfish, grass carp, sunfish and perch. About 250 plane trees were planted around the dam about 250 plane trees were planted around the dam in 2020.



**Picture 44. Dabnika Dam**



Source: Municipality of Vratsa

**The "Beach" project** near Vratsa is implemented by the team of the Youth Center in the city of Vratsa. 10 sunbeds and 5 umbrellas were installed, which were placed by the river Leva so that the people of Vratsa could enjoy a more pleasant stay there. Thus, one of the favorite places in Vratsa - by the river, is designated as a recreation area and awaits its visitors.

**Picture 45. The "Beach" project**



Source: Municipality of Vratsa



### 2.2.5 Encouraging the competitiveness and quality of CCI in Moldova

**Creative Clusters.** There are two clusters in Moldova with specific focus on CCIs: **Cahul CREATIVE Cluster** and **SORINTEX Textile Cluster** in Soroca. They had been both launched in 2018, by the Organization for the SME Sector Development (ODIMM), through the EU Technical Assistance and Information Exchange Instrument (TAIEX).

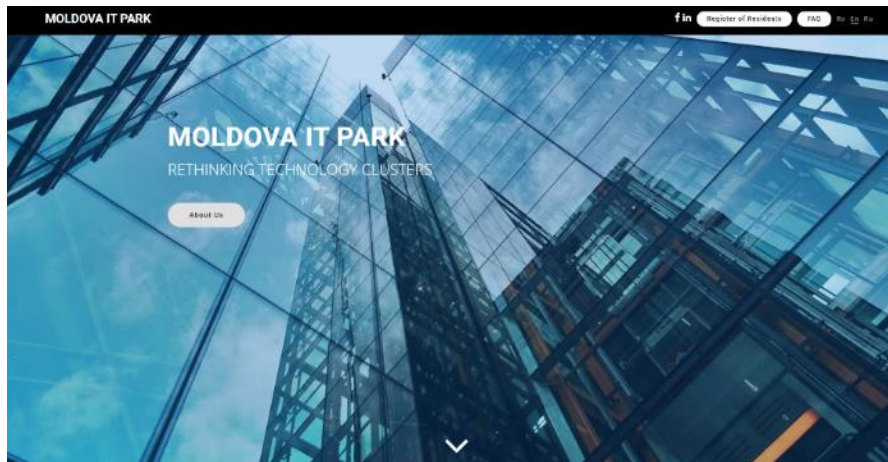
**The CREATIV Regional Cluster** Settlement Agreement in Cahul was signed by 12 members representing the business community, professional schools and local authorities. The cluster's mission is to stimulate the development of the creative industry and to increase competitiveness among companies to bring added value to entrepreneurs in the southern region.

**Moldovan Textile Cluster "Sorintex"** was launched in 2018 in the north Soroca city. The member enterprises of the "Sorintex" cluster (38) have a high interest in establishing of new long-term partnerships with European fashion clothing factories, manufacturer of work wear, also implementation of innovations and the transfer of modern technologies.

**National Film Center (CNC).** The Ministry of Education, Culture and Research is mainly involved in two creative areas: financing book publishing and film projects. The National Film Center was created in 1994 and is subordinated to the Ministry of Education, Culture and Research. CNC supports and promotes Moldovan Film, encourages the development of Cinematography, protects, develops and enhances the patrimony of national cinematography. Annually, the Ministry is financing the Film Project Financing Competition. For 2021 Edition, a total of 28 projects were submitted and at least 8 will be financed. The competition is organized according to the Government Decision no. 846. of December 4, 2015 on the implementation of the provisions of the Cinematography Law no. 116 of July 3, 2014. The financed Moldovan productions had received international recognition and nominations at different festivals: Catharsis International Film Festival (Belgium), Medium-Length International Film Festival LA CABINA (Spain) etc.

**Moldova IT Park.** Launched in 2018, Moldova IT Park is the main focal point of access to best services and incentives in the IT sector, offering the opportunity of a single tax of 7% of sales revenue, facilitating immigration documentation of expats, reducing bureaucratic barriers. Being a virtual structure and acting as a cluster facilitator, the Park provides a set of innovative tools and new approaches to accelerate, in a coordinated manner, the transformation of economy, streamlining corporate innovation practices, boosting the growth of the IT industry, supporting partnerships, creating new jobs and attracting local and foreign investment. At the moment, it gathers 660 residents and after the first year of work - incomes worth two billion lei (94 million EUR).

**Picture 46. Moldova IT Park**



Source: Moldova IT Park <https://moldovaitpark.md/en/>

**Green Design Code for public and residential buildings in Chisinau.** The Green Design Code is a certification system designed as a tool to encourage the transition of the construction sector in the Republic of Moldova to environmental sustainability and to increase the quality of life of citizens. The code consists of three components: Regulation on the prevention and reduction of pollution during the construction site stage in Chisinau; Code of Practice in construction; Voluntary certification system "Green Code" (By applying and using it, real estate project developers will be able to measure and reduce the environmental impact of buildings). The main beneficiaries include local public authorities, real estate developers and investors, tenants and final occupants of the designed buildings. The above-mentioned initiative is a deliverable of the project „Moldova Sustainable Green Cities”, financed by UNDP Moldova and implemented by Ministry of Agriculture, Regional Development and Environment (as Lead Partner), Ministry of Economy and Infrastructure, Municipality of Chisinau, Energy Efficiency Agency, licensed urban design companies, Technical University of Moldova, E-Government Agency and IFI's. With the implementation period between 2017 - 2022, the objective of the project is to catalyze investments in low carbon green urban development based on integrated urban planning approach by encouraging innovation, participatory planning and partnerships between a variety of public and private sector entities. The project will establish a Green City Lab - urban innovation laboratory in the field of local services, which will guide the transformation of Chisinau and other urban centers into modern green and smart European cities.

**Moldova Electro Marathon** The event aims at promoting environmentally friendly mobility, involving the participation of 100% electric cars. In 2018, UNDP Moldova initiated a project to create a national electricity infrastructure of charging stations. The Marathon is in its 3rd edition and currently there are over 70 charging stations throughout the country. This year's challenge was to cross Moldova from south to north in one day, over a distance of 500 km. Having the existing stations on the route, this

would mean that each car can be charged where it is needed, without using traditional gas stations. All cars have completed the task, regardless of battery type or charging time, proving that being environmentally responsible became real and possible in Moldova.

The project for the development of the charging station network for electric vehicles is implemented by EV Point, thanks to the partnership between UNDP Moldova, the Agency for Energy Efficiency and the Ministry of Economy and Infrastructure.

**Picture 47. Moldova Electro Marathon 2021**



Source: UNDP Moldova

### **2.2.6 Hungarian examples on models of CC organizations**

There are three examples provided for facilities and models of cultural and creative organizations in- and outside of Vas County: Via Sancti Martini, Cultural Creative Industry Cluster and Veszprém-Balaton 2023 – European Capital of Culture.

#### **Via Sancti Martini**

Provision of an international tourism attraction and service package based on the created Hungarian-Slovenian-Croatian section of the European Cultural Route, and making them available with joint tourism marketing activity. It presents the stages of life of St. Martin and outstanding memories of his cult.

Although birthplace and numerous memorial sites of St. Martin – who is one of the most popular saints in Europe – are located around Szombathely, despite the existing needs of community experiences and tourism programs based on spiritual values, formerly it was

not possible to visit these places in an organized way which fulfill the requirements of our time and provide intense and concentrated experience.

Available information and related services about each site were not unified, paying attention to emphasize the interrelation between them, and taking care of spirituality which connects them were particularly missed.

The aim of the project was to create the Hungarian-Slovenian-Croatian section and to join the area to the route, in parallel with enrichment of regional tourism offers, promotion of cooperation between affected settlements, and promotion of existing values in the interest of ensuring high level and widely available tourism and cultural experiences.

Four new pilgrim routes were established as part of the project with unique information panels, multilingual informative materials, as well as stamp points at each memorial sites alongside the route, including the Visitor Centre of St. Martin in the territory St. Martin Parish.

Three study trips were organized for representatives of the media and travel agencies to promote the package of international tourism attractions and services.

#### *Project info*

*Title:* VIA SAVARIA – St Martin centres and St Martin of Tours European Cultural Routes - SI-HU-1-1-003

*Duration of the project:* 1 November 2009 – 31 October 2012

*Budget:* 1.547.600 EUR

*Partnership:* 6 Hungarian and 9 Slovenian partners

More info can be found on the following website: <http://www.viasanctimartini.eu/en>

#### **Cultural Creative Industry Cluster**

On 31 January 2007 the Cultural Creative Industry Cluster (former name: South Transdanubian Cultural Industry Cluster) was established. The cultural cluster is an institute of the Cultural Innovation Competence Centre, acting as an umbrella organisation for the creative industry of the region. Their mission is to enhance the profitability competencies of our cluster members.

#### *Activities of the Cluster*

- Exploring R&D partnerships with universities in the cultural and creative industries (development and innovation strategy of the university).
- Assisting the incorporation and development of enterprises in the innovation and cultural industry, integrating them into the cluster.



- Supporting shared procurements and the organisation of cultural service provision.
- Organising joint sales.
- Managing joint development, production and service provision activities.
- Assisting the joint launching of products on the market (shared image and brand name).
- Preparation of PR and advertising material.
- Developing partnerships, organising partner meetings both within Hungary and internationally.
- Supporting administration and project accounts.
- Fund coordination and preparing tender applications.
- Services offered by the Cultural Industry Cluster of South West Hungary to its members
- Organising joint participation at fairs and exhibitions.
- Organising media appearances, generating news (including regional and national printed and electronic press).
- Designing and presenting a shared company image (website). Image design and full graphic implementation as needed.
- Preparing Bids at discounted rates, managing continuous fund coordination.
- Continuous uploading and editing of own webpage on a website managed by the CICC. There is also an option to announce events in the regional creative calendar displayed on the website.
- Participation in the editing of the CICC newsletter, which is sent to every cluster member (tenders and cultural events). Cluster members may have news posted in the newsletter by sending them to the cluster manager. The newsletter is published weekly on Tuesdays. For publication on Tuesday, the information needs to be sent via e-mail by no later than the previous Friday.
- Consulting on Innovation related topics, including the following: assisting innovation processes, patenting and registering trademarks, copyright, innovative service and/or design.

The Cluster has more than 30 members from the following areas:

- Applied arts
- Event management
- PR and communication
- Business support activities

The website of the Cluster is: <http://www.kikk.hu/en/>.

## Veszprém-Balaton 2023 – European Capital of Culture

The Veszprém-Balaton 2023 European Capital of Culture programme is a celebration for this town and region, helping the area advance to the status of a major European cultural scene and tourist destination. In organising a string of showcase events, their aim is to boost the number of culture consumers in addition to improving creative industries in service of culture through education and infrastructural developments.

It is not as an aim that they look upon the Europe Capital of Culture title: for them it is a tool which helps fill renewed urban spaces with vibrant life, forges tighter bonds between Bakony Hills or Lake Balaton settlements and the county seat, gradually moving the region out of the summer-only tourist destination category.

### Picture 48. The Veszprém-Balaton 2023 Region



Source: <https://veszprembalaton2023.hu/hu>

The European Capital of Culture title has been won by the municipal city of Veszprém, with the involvement of the city's and the region's institutions, actors of their cultural scenes, and civil organisations. Regionality and joint coordination are warranted by Veszprém-Balaton Jsc. itself, as among the owners of the firm there are bigger regional as well as important micro-regional organisations along with the most significant local self-governments. Once the title was won, the JSc. became the planner, organiser and executor of project development, international relations, and cultural-artistic activities.

The JSc. as a project organisation will initiate at first Veszprém-based, then, in the course of 2020, respective regional agreements, and in turn will be integrated into existing national, self-governmental and civil spheres in order to fulfil its role as chief coordinator until 2023.

*Financing:* It is a widespread misconception regarding the European Capital of Culture programme that its development and realisation is financed by the EU. In reality, it is the title and bidding opportunities that are given by the EU to the winning city. Infrastructural investments and programme development are financed by national and self-governmental spheres. Veszprém-Balaton 2023 JSc. counts on revenues from tenders, sponsors, and out of their own sales.

*Horizontal Programme Development:* As early as handing in the bid, the team decided on three fundamental expectations to be met by every programme element. Sustainability, as well as barrier-free and child-friendly programme development are not only criteria but principles for them, which will receive a major role in their own activities and also in those they carry out together with their partners. More info on <https://veszprembalaton2023.hu/en>.

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*The aim of Vas County is to strengthen the bond between the actors of the creative and cultural industry. This aim can only be reached working together with local communities and involving people who live here. This is the only way to shape a creative, collaborative region open to the future, where social groups of the widest diversity may meet to create new values with shared goals.*

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## **2.3 Valorization of cultural identity and heritage**

The positioning of particular destination on cultural and touristic maps arises from its identity development. Cities, regions and countries are using different approaches on how to build brand destination: values, heritage, future – it all needs to be embedded into profile that serves to both locals and visitors, citizens and businesses. Danube communities Rijeka, Craiova, Maribor, Vratsa, Moldova and Vas County highlighted the integral elements and components of their cultural and urban identity, and described their intentions along the way to further develop or strengthen it.

### **2.3.1 Rijeka: European Capital of Culture 2020**

Despite Rijeka's cultural scene has always been constant, dynamic, stable and progressive, it has never been a decisive part of the city's image. Outside the city's borders Rijeka was associated with port, shipyard, heavy industry and heavily populated districts. Rijeka has never seriously explored tourism as a development potential,

regardless of its predispositions and location. Rijeka arts and culture remain almost completely undiscovered, especially at the international level, including incredible industrial heritage, indigenous music traditions and a carnival movement protected by UNESCO. If it can be said that true culture is endangered by commercialization and the influence of mass tourism, Rijeka is the contrary. Except for recent years, Rijeka did not commercialize its culture and heritage at all, facing the real danger of a local market far too small to be sustainable.

Rijeka is a city with a turbulent past from where a unique and distinctive multinational, multireligious and multicultural city has developed. Freedom, tolerance and openness are precisely the features that make Rijeka remarkable in an international context.

**Picture 49. Rijeka carnival**



Source: City of Rijeka, Rijeka Touristic Board

The European Capital of Culture is a cultural project and title that has been awarded to competing cities since 1985 by the European Commission, which are required to prove that they consider culture an important aspect of their development and transformation.

City of Rijeka presented its candidature for **European Capital of Culture 2020** aiming to create numerous cultural programs of high artistic quality with a strong European dimension in transnational cooperation, including a wide range of stakeholders and citizens as program participants. ECoC project has a purpose to improve cultural infrastructure, develop the skills, capacity and governance of the cultural sector, encourage partnership and cooperation with other sectors, promote the city and its cultural programs and enhance the international orientation and visibility of the city of Rijeka and the whole region. By becoming the **ECoC 2020**, Rijeka has been inscribed on



the list of about 60 European cities that have held the title so far, and is also the first Croatian city to hold the title.

Picture 50. Official Rijeka ECoC 2020 logo and slogan



Source: City of Rijeka, Rijeka 2020 d.o.o.

Rijeka's cultural scene and policy is characterized by a strong desire for strengthening both institutional and the non-institutional sector. 12 cultural institutions create the core of the institutional scene, six of them established by the City, 3 established by the Primorsko-goranska County, 2 established by the state and one institution established by the City of Opatija. Non-institutional culture includes a number of organizations and individuals that, led by common interests, merge together to realize less conventional creative projects. Civil society organizations in the field of culture have an important role, especially in the field of contemporary art. The spirit of non-institutional culture has its roots in subcultural and counter-cultural movement of the city's youth from the 1980s. City of Rijeka co-finances programs of numerous independent organizations in culture. Newer elements of Rijeka's cultural life are the **creative industries**, companies that erase boundaries between culture and business, based on market principles. The sector of CCI includes publishing, new media, marketing agencies, IT and programming, design, photography, video and sound production, music industry, architecture etc. Taking into account a recent improvement of its startup ecosystem (as announced by global platform StartupBlink<sup>8</sup>), Rijeka has a significant **potential for the development of a vibrant CCI sector**.

The title of ECoC 2020 for Rijeka represented a development potential. With regard to cultural development it has contributed to improvement of the quality, diversity and accessibility of the cultural offer, and strengthen the cultural sector. Renovation and expansion of cultural infrastructure, revitalization of the old historic center, creation of

<sup>8</sup> Startup Blink - Global Map of Startup Ecosystems, <https://www.startupblink.com>

new cultural quarters and new creative hot spots in Primorsko-goranska County – these are just some of the long-term effects.

With regard to economic development, the title should have contributed to the greater competitiveness and more rapid restructuring of Rijeka's economy. However, due to Covid-19 pandemics, economic impact of the ECoC project was significantly reduced. One of the major tasks - strengthening the CCI will continue to be implemented in years to come, starting with project Energana - a business incubator for creative technologies and IT industry.

**Picture 51. Ship Galeb, future museum and tourist attraction, on its way to renovation**



Source: City of Rijeka

It is very important to emphasize that **Rijeka ECoC mega-event was directly and strongly affected by Covid-19 epidemic**, in many aspects, and the main are: (1) the major budget restrictions caused significant reduction of the activities and people involved: 59 of 70 employees of Agency Rijeka 2020 (responsible for implementing ECoC activities) were laid off; (2) the overall economic crisis changed priorities in business sector and investments, as well as with stakeholders, (3) expected benefits of mega-event (number of visits/tourists, event internationalization, local/regional/national engagement etc.) expired due radical change of everyday life: 63% decline on tourist arrivals, and 53% decline in nights spent, compared to 2019<sup>9</sup>. The new ECoC program scheme had to stay aligned with preventive health measures, and at the same time open to changes depending on epidemiological situation.

<sup>9</sup> City of Rijeka, <https://www.rijeka.hr/u-rijeci-u-2020-godini-ostvareno-47-nocenja-u-odnosu-na-prethodnu-godinu/>

The ECoC project was mostly funded by public funds of City of Rijeka, Ministry of Culture and to a lesser extent Primorsko-goranska County. After the outbreak of the pandemic, and in the context of the general economic situation, these funds have been significantly reduced. 'New normal' implied a new funding model, taking into account 15% of City annual income downfall. For the year 2020. Primorsko-goranska County co-financed Rijeka ECoC activities with 373.333 Eur, City of Rijeka with 1.101.333 Eur, and Government of Republic of Croatia with 2.360.000 Eur<sup>10</sup>. A total budget for the ECoC activities in 2020 was reduced by 40%, making program implementation extremely challenging.

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*There has never been an event in the city of Rijeka that has connected to such an extent the most important stakeholders from local, regional and national level in cross-sectoral collaboration. City of Rijeka, as a project leader, with Agency Rijeka 2020, carried the activities together with strategic partners University of Rijeka, Primorsko-goranska County, Rijeka Tourist Board and Government of Republic of Croatia, with numerous program partners from academic, business, civil and public sector. Despite the epidemics, Rijeka has successfully held the title of European Capital of Culture and has been placed on the European cultural map. The experience of implementing this project will provide a solid foundation for the further development of culture in Rijeka.*

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### 2.3.2 Craiova: boosting visibility on cultural map

#### **Puppets Occupy Street Festival**

It all began in 2014, when the puppets took over the streets of Craiova and spread the passion for art animation. Since then, for 8 days, every year, the local community vibrates together with private theater companies and independent artists from all over the world. Puppets Occupy Street Festival:

- is first art animation festival from Romania which takes place exclusively in unconventional spaces, created for the community;
- brings together private theater companies and independent artists, from Romania and abroad, thereby encouraging public-private partnership;
- takes place annually during 25 August to 1 September;

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<sup>10</sup> Rijeka 2020, <https://rijeka2020.eu/wp-content/uploads/2020/12/IZVJESTAJ-O-RADU-br.3-ZA-RAZDOBLJE-1.01.2020.-%E2%80%9330.09.2020..pdf>

- includes events like: performances, workshops, concerts, 3 exhibitions, video projection, video mapping, visual arts, fine arts, street animation, etc., taking place in different spaces from the city;
- it is an uncompetitive festival;
- is for all type of audiences and the events are free;
- strength is given by the 2 parades with oversized puppets and allegorical floats;
- takes place in Craiova, the 6th largest city, with almost 300.000 residents, situated in south-western Romania. Craiova is a cultural city, with the biggest natural park from Est Europe, Nicolae Romanescu Park and it is also a city with airport;
- the festival is organized by Colibri Theatre and financed by Craiova City Hall and Craiova City Council.

### **Street Art in Craiova**

In Craiova, this style took off in 2012, when students from the "Marin Sorescu" Art High School in collaboration with Craiova Town Hall chose to decorate the city's electricity panels in their own style. The initiative was taken by two graduates of the "Marin Sorescu" High School of Art. They made outstanding works with a plastic artist, in the Historical Center, which was also attended by the "Traian Demetrescu" House of Culture. Craiova is a city that unleashed its creativity, turning some of its crosswalks into piano keys, or adding minor details which gave them a whole new meaning.

The local government was involved two years later in supporting this type of art, motivating and valuing the ideas and proposals of local artists. In April-May 2014, the main walls were made, as part of the projects "Your story is the story of your neighborhood" and "Rediscover Craiova through street art". The newest project, the painting entitled "I take care of you", was performed as part of the "Street Delivery Craiova" movement.

From 2013 to 2017, it was promoted contemporary visual artists, covering various artistic fields. The project aimed to showcase thought-provoking artworks and cultural initiatives worldwide, present local and international events and exhibitions, stories to inspire and opportunities to grow, with a main focus on art that refreshes mindsets. The pieces are inspired from the Romanian culture, folklore and history. A rather old concept, but quite practiced even today by teenagers, is the type of art graffiti. This can be found in the underground car park of the National Theatre of Craiova, as well as on the walls of the blocks in the neighborhoods.

### **Street Delivery Craiova**

The municipality of Craiova organized a project submission session to obtain non-refundable financing from the local budget under Law 350/2005. Street Delivery Craiova focuses on inspiration taken to the streets through art, word, design, architecture, everyday poetics, literary geographies and city metaphors, also offering the



natural dose of fun. The event wanted to bring together artists, collaborators, media partners, representatives of institutions, NGOs. Film screenings, creative workshops for children and adults, citizens' and NGO initiatives, creative activations, visual arts, dance, street art, street food and delicacies, live concerts, conferences and debates take place during the event.

Street Delivery aims to restore the city to its inhabitants and make them actively contribute to the life of the fortress. Street Delivery is an urban manifesto that takes place on the streets of Romania and is also known as the most influential event of civic responsibility in the country.

In 2020, the third edition, took place in the form of island projects, spread throughout the city, under the umbrella of a common theme: Resolutions. The festival took the form of a puzzle event, spread throughout the city and recomposed online. Communities have been challenged to find cohabitation solutions that make their lives in the neighborhood better, more enjoyable and more prepared for crisis situations.

The event invited the audience to find new ways to transform the space around them into a cleaner, more beautiful, more creative place. Stories from isolation, as well as to the resolutions afterwards, were revealed; stories that the inhabitants of the city will expose to us through community projects and artistic expressions, in an attempt to redefine the neighborhoods and bring them back to life, according to the representatives of the event. The public was challenged to find solutions to make their neighborhood more pleasant and ready for situations such as a pandemic. Urban activities, workshops, citizens' initiatives, a tour through a book-binding workshop, film screenings, art exhibitions, a fashion and accessories fair that supports local designers, yoga in the park, plant exchange, bike tours and a concert to match, all await you at Street Delivery Craiova.

### **Workshops in the Art of Magic-Illusionism "Hocus Pocus!"**

The workshops represent a step into the art of magic and illusionism, developing the knowledge and personality of students through the two main directions: Illusionism (history of magic, close-up, mentalist, stage magic, illusions, etc.) and The Art of the Actor (pantomime, scenic movement, diction, etc.). The courses have been a guide for those who want to discover the art of magic or are determined to devote themselves to it professionally. The main objective of the project was the initiation of ten students who, following a motivation for participation, were selected by the coordinating teacher to participate in this cultural-educational approach.

### **Craiova video and album for promotion of the city**

### **Craiova International Shakespeare Festival**

The International Shakespeare Festival in Romania was founded in Craiova, in 1994 and for the first five editions took place every three years. Since 2006, it has taken place every two years. Since 2006, the Festival has also taken place in Bucharest, in collaborations with ArCub-Bucharest, with the Romanian Cultural Institute and with the Nottara Theatre, involving new audiences and diversifying its events. Some of the performances presented in Craiova have been also presented in several locations in the Oltenia region.

The 2008 Festival's motto was "Great Directors, Great Performances, Great Theatres of Europe and of the World", and it brought together the names of some of the most famous international directors. The 2010 Festival was dedicated to only one play: "Hamlet". The presentation of Shakespeare's masterpiece in different directorial visions and interpretations represented an opportunity for theatre professionals and audiences to compare, discuss, comment, and debate. In 2012, the motto of the International Shakespeare Festival was "All the world's a stage, And all the men and women merely players". The 450th anniversary of Shakespeare's birth was celebrated in "Everybody's Shakespeare" Festival in 2014, and, in 2016, the 10th Shakespeare Festival in Romania marked the 400 years from Bard's death in an edition titled "Shakespeare for All Time". In 2018, the "Planet Shakespeare" edition united performances from every continent. The title of the 2020 Craiova International Shakespeare Festival (the first on-line festival) was "William Shakespeare the Universal".

The Festival also includes seminars and conferences; workshops on acting, directing, design and criticism; film projections of famous performances; symphonic concerts; theatre design, painting, photographic and philatelic exhibitions, as well as theatre book and DVD launches.

### **Renaissance of Architectural past of Craiova and Dolj County – Album**

The album presents 40 historical buildings in Craiova and Dolj County and 40 historical buildings in Vidin city and district, in Bulgaria. The album highlights the existing heritage houses in the Craiova and Vidin municipalities, as well as in the two counties. The old architectural achievements of the Craiova and Dolj area, with specific local and Byzantine notes, fall in the vast cultural and political ensemble consistent promoted by Romanian rulers on the edge of the world Islamic. The architecture of that time, feudal, designed and carried out in a traditional cultural horizon, was influenced by European currents: Byzantine, Romanesque, gothic.

The first civil, rural, urban constructions to us date back to the 17th century. The most old have disappeared both because of perishable materials construction (predominantly wood), as well as and the destruction to which they have been subjected.

### **The Story Wood Cut**

It is a summer wood cut camp dedicated to the urban regeneration where 26 international artists have the opportunity to create wood furniture and statues in the open air.

### **The Fair of Popular Craftsmen unites**

Considered by ethnographers in the country, as a royal of folk traditions and customs, the Fair of Popular Craftsmen unites, every year, more than 140 potters, wood-cutters, traditional leather garments, weavers, leathers, icons, blacksmiths, confectioners and more, from over 30 active craft centers in the country, in an exceptional cultural manifestation in Craiova, involving both scientific and value responsibility for the purpose of keeping the traditional, authentic craft expressions within the local community.

### **City Stock - Street View**

It is a cultural residence dedicated to photography. The project brought together in Craiova, for 5 days, 4 local photographic artists who had as their study area the urban space of Craiova. Participants were invited following a process of assessing professional experiences based on portfolios in terms of the composition of urban photographic images.

Through this cultural action we wanted to promote Craiova as a destination on the cultural map of the country illustrating the city through original photographic compositions. It was followed by the surprise of unique and eloquent photographic frames with images of urban space that highlight the city of Craiova as a cultural destination.

## **2.3.3 Maribor: great utilization of creative capacities**

### **Kulturno-kreativni imperativ - CzK and Barbara Predan:**

The dimension and potential of the cultural and creative sector in Slovenia

At the Center for Creativity is aware of the size, importance and quality of our sector. Therefore, in cooperation with the Institute for Economic Research (IER), has prepared the most comprehensive statistical analysis of the cultural and creative sector (KKS) in Slovenia. Based on the performed analysis, in cooperation with dr. Barbara Predan

prepared a brochure Cultural Creative Imperative, which presents a friendly overview of key findings and interpretation of their significance for this sector.

The brochure therefore includes summaries, key findings and interpretation of results from the document Statistical Analysis of the Cultural and Creative Sector in Slovenia 2008–2017 by Nika Murovec, Damjan Kavaš and Tjaša Bartolj from the Institute for Economic Research (IER), commissioned by the Center for Economic Research. creativity at the Museum of Architecture and Design.

### **Visit Maribor**

The website [www.visitmaribor.si](http://www.visitmaribor.si) is the tourist website for Maribor, where all events of culture, sport, festivals and more is listed, as well in the mediatec videos and photos of the city as well of the events.

### **Local program for culture**

The municipality of Maribor - The Local Culture Program is a strategic and integrated plan for the use of creative capacities for city development. It is clear from the bases and orientations that these capacities and their orientation can be a realistic basis for establishing Maribor as a "city of culture". From a vision unanimously determined goals and thoughtful action depends on whether we will be able to join cities that of culture to a greater or lesser extent, they also live.

According to the amended law on the realization of the public interest in culture, local cultural programs obliged to accept urban municipalities, which are also required to take special care of culture by local legislation self-government and the Constitution of the Republic of Slovenia. Cities have a strong mission in the cultural field, because in their environment the spiritual foundation of the nation is preserved and developed, and ties are maintained with other cultures.

### **Festival Lent**

As mentioned above, this is a yearly festival in the city of Maribor and their website also gives insights into videos and photos of events, concerts, street festival and more.

### **Društvo Hiša! Fotoblog**

At the website of Društvo Hiša! Are listed photos and videos of cultural events in the city as the summer puppet festival, book readings, Art for Sale, workshops and more.



### **Lilet**

Old Shoe Factory in historic industrial zone Melje, collection of photographs of old shoe collections.

### **National Liberation Museum Maribor**

The museum houses a permanent exhibition of product packaging and industrial design of products from influential Maribor companies. It includes various objects which either boldly marked the culture of "visual consumerism" or were manufactured within the city of Maribor.

### **Picture 52. Permanent exhibition entitled "Monument to Maribor Industry - Industrial Maribor in the 20th Century" at the National Liberation Museum Maribor**



Source: <http://mnom.si/Razstave/Stalne-razstave/Stalna-details?id=6205>

### **University of Maribor**

With about 13000 students and 17 faculties, UM has left its mark on the past and continues to contribute to the future development of the cultural landscape in the region. It is involved in various fields within the cultural and creative industries through its R&D activities (e.g. software for 3D scanning of heritage monuments, industrial design...), exhibitions and other creative projects.

### **Brand Destination Maribor – Pohorje**

The Municipality of Maribor is connecting with other municipalities around Pohorje and is in the process of launching the trade mark tourist destination Maribor – Pohorje.

### 2.3.4 Vratsa: destination of festivals and urban arts

#### Ledenika National Folklore Festival

National Folklore Fair 'Ledenika' is taking place in the Vratsa Balkan since the end of June, 2016. The event, that aims at preserving millennium old traditions of the Bulgarian people and to promote their cultural values. With it, Vratsa Municipality teaches a lesson in patriotism. The Fair takes place every year and does not have competitive nature. Dance and song groups, as well as individual performers, perform authentic, stylized and processed folklore. The guests and participants in the festival exceed 20,000 people every year. During the Fair each visitor can meet and see a dance competition of folklore clubs from the whole country.

The culmination of the National Folklore Fair 'Ledenika' is the reenactment of a traditional Northern wedding. The ritual takes place in the second day of the Fair. More than 1000 guests are seated on long rows of cloth (known as 'messal' in Bulgarian tradition). The only requirement for the guest is that they have to be dressed traditional Bulgarian costumes or to wear clothes with folklore motives. The Fair is a major attraction for masters of different crafts. There they showcase their unique products and works. You can also see demonstrations of weapons from the 19th.

**Picture 53. Ledenika National Folklore Festival**



Source: Municipality of Vratsa

### **Feast of the old city song "Mara Vrachanka"**

This music forum has established itself as one of the best festivals of the old city song, aiming to give the opportunity to perform groups of old city songs from all over Bulgaria, to revive and enrich the city song tradition, as well as to please the connoisseurs of the song.

**Picture 54. Feast of the old city song "Mara Vrachanka"**



Source: Municipality of Vratsa

### **Traditional Vratsa Autumn Fair**

Every year on September 14 the Traditional Vratsa Autumn Fair is celebrated. It has been celebrated for more than 130 years and lasts one week. It includes artisans who present traditional crafts specific to each area. The culinary program includes tastings of traditional dishes from the Vratsa region, prepared by amateurs at the community centers. Live beer, traditional wines, brandies and appetizers are available. Concerts with famous artists from the country are held every night. The traditional autumn fair is also known for its attraction swings and entertainment for young and old.



**Picture 55. Traditional Vratsa Autumn Fair**



Source: Municipality of Vratsa

### **Festival of Ancient Cultures "The Sun of Todorka"**

The festival takes place in the area of the archeological excavations of a Neolithic settlement in the village of Ohoden near Vratsa - one of the oldest Neolithic settlements discovered in Europe that gives the name of the festival. The festival is organized in four days, during which the participants live and work on a tourist bivouac in close proximity to the archeological excavations. In the days of the event are organized round tables and discussions of archaeologists, scientists and representatives of various associations and institutes dealing with topics related to antiquity and ancient knowledge. The aim is to present the latest innovations from the world of archeology and ancient history. Artistic reconstructions of ancient rituals and legends are presented by various creative formations from the country.



**Picture 56. Festival of Ancient Cultures "The Sun of Todorka"**



Source: Municipality of Vratsa

### **Hip hop and graffiti festival "Rockalution"**

The history of the Rockalution festival begins with the creation of the break dance formation Monstrybe, which was founded in 1998 in the Youth Home-Vratsa by six young boys dedicated to dance and music, who left behind more than a hundred won national and world titles. Years later, in 2006, they created the hip-hop festival "Rockalution 1", which was attended by break dance teams, DJs, performers and artists from all over the country and the Balkans, with the special participation of DJ Dek1 (UK). Over the years, the festival evolved and developed into a spectacular edition in 2017, when it was attended by some of the most famous underground hip-hop artists, both from Bulgaria and our neighboring countries. In addition to dance and fine arts, it is strongly represented in the program of the festival. The great artist Stanislav Trifonov - Nasimo took the lead by painting the facade of a building in a key place of the city, namely the "Torch of Knowledge".

**Picture 57. Festival "Rockalution"**



Source: Municipality of Vratsa

**Festival of Vratsa wines, brandies and appetizers** is held every year before the Christmas and New Year holidays. The initiative belongs to the Municipality of Vratsa and started in 2017 and also has a competitive nature. In order to be as useful and pleasant as possible for all those present, the participation of only private persons is allowed, without companies and cellars. The proposed brandies and wines of past editions show the variety of raw materials used. And the women from Vratsa are not far behind - they present appetizers. Pies, buttercups, sweets, pickles and many others are among the usual offers in the competition. There is also various entertainments for the participants, such as a competition for the thinnest sliced appetizer, the best taster and more.

**Vratsa Farmers' Market** is organized entirely by the Municipality of Vratsa. It is held outdoors and is attended only by craftsmen and organic producers from Vratsa and the surrounding area, as well as from all over the country. The beginning is set in July 2020 and is held once a month. There are usually over 30 different participants in each edition. Dairy products, wines and brandies, confectionery, marmalades, spices, meat, vegetables and other goods can be bought on the market.

### **2.3.5 Moldova: Discovering the routes of life**

#### **New Touristic Brand of the Republic of Moldova**

In 2014, within the premises of the National Museum of Ethnography and Natural History, Tourism Agency of the Republic of Moldova presented the new brand of the

tourism industry in the Republic of Moldova. The initiative was supported with the help of USAID Competitiveness Enhancement and Enterprise Development II (CEED II) Project. The logo, so-called “Tree of Life”, represents a stylized tree the basis of which is the initial “M”, and at its top is the symbolic rose. The touristic slogan - “Discover the routes of life” urges visitors to follow the path towards new discoveries, through the hospitality, history, wine, gastronomy and Moldovan traditions. Worth mentioning is the “Be Our Guest” Campaign, which is part of the Program for the Promotion of the Republic of Moldova under the auspices of the country tourism brand „Tree of Life”. An innovative tourism promotion video was published in 2017 by the Moldovan Tourism Agency, telling the story of a foreigner, who discovers the richness of our country's traditions, but also the depth of human relations. The hero of the video is very similar to the American actor Brad Pitt. The Republic of Moldova has evolved from being named the least visited country in Europe according to Lonely Planet in 2013, to being named one of the top tourist destinations for 2018, according to the New York Post.

**Picture 58. Moldova Touristic Brand Logo**



Source: Invest Moldova

### **National Campaign #Neampornit**

In response to the pandemic situation that has hardly affected the field of tourism in Moldova, a national campaign was launched in April 2020 on social networks by the Invest Moldova Agency which promotes Moldova as a tourist destination with authentic and unexplored experiences. The initiative aims to boost creation of local travel offers and increase consumption of domestic product, given that hospitality sector has been hit hard by the effects of the Covid-19 pandemic. The campaign integrates into the local tourism product various experiences offered by entrepreneurs in the regions, such as gastronomy, crafts, beekeeping, sports and light adventure. Entrepreneurs in the

tourism industry can include their locations in an interactive digital map of tourist destinations across the country, and for that they must fill out a questionnaire that collects information for the map database. #Neampornit contains at the moment more than 600 tourist places and objects, many of which have photos uploaded and contact details indicated, such as: phone, address, website link. It is further planned to make this category accessible to foreigners, as well as add short descriptions for all objects.

A mural painting under one of Chisinau's bridges (representing a symbiosis between the country's visual identity brand, the "Tree of Life", and endangered flora/fauna species of Moldova) marks the national campaign of relaunching domestic tourism in Moldova. As a campaign result, the number of citizens who visited local areas increased significantly. Thus, since the beginning of the campaign over 4,000 tourists have visited 700 locations included on the map <https://neampornit.map.md/>.

**Picture 59. Mural Painting #NEAMPORNIT Campaign, Chisinau**



Source: <https://www.zdg.md/en/?p=5168>

## Traditional Local Festivals

In recent years, many cities and villages in the Republic of Moldova have taken the initiative to organize their own thematic festivals. However, the number of potential visitors to such festivals is increasing slowly - a new approach is needed to promote these events. The local and regional public authorities are supporting the initiatives. The most representatives' festivals, promoting local traditions are:

- Wine Festival, organized yearly in the first weekend of October in Chisinau - probably most known national event inside and outside the country, dedicated to the old tradition of making wine;
- Classical Music Festival "DescOPERA" in Orhei city - takes place annually in June;
- White Water Lily International Folklore Festival ("Nufărul Alb") - one of the oldest festivals in Moldova taking place in Cahul city, with the participation of various



European countries, each of them promoting their national specific folklore of music and dance.

**Picture 60. Wine Festival in Moldova**



Source: <https://deschide.md/ro/stiri/social/72057/COVID-19-%C3%AEn-RMoldova--Cum-va-avea-loc-Ziua-Vinului-%C3%AEn-acest-an.htm>

### **2.3.6 Roaming along the Values of Vas County**

The project “Roaming along the Values of Vas County”, implemented by the consortium management of the Vas County Government Office, received a grant of 183.747.500, - HUF from the Territorial and Settlement Development Operational Programme in which the Municipalities of Cák, Gencsapáti, Lukácsháza and Velem are consortium partners.

The strategic goals of the project:

- Enhancing the tourist attractiveness and competitiveness of the micro-region,
- Achieving the parallel quality improvement of tourism and the state of the environment, enforcing sustainability,
- Making the principle of partnership a common practice between municipalities and actors in the tourism sector,
- Creating a conscious and efficient management of micro-regional tourism,
- Incorporating cultural values into tourism, strengthening the local identity,
- Development related to the attractions and values included in the local, protected building, local and county values will be implemented.

The primary target group of the project are the tourists in the (Kőszeg) - Velem - Cák - Lukácsháza - Gencsapáti - (Szombathely) area. It is important that the project, based on local landscape and cultural values, provides a quality opportunity for up to two days of

recreation, excursions and recharging for everyone. An important consideration when compiling the project activities was not to overload the landscape.

**Picture 61. The Stirling Mansion in Velem**



Source: Norbert Berta

The planned complex development means the utilization of the area in such a way that the so-called “VALUE-route” is connected to the existing tourist attractions and hiking trails, as well as the development of the areas in the buffer zone of the project. The overall goal of the project is to implement a regional level tourism product package, which aims to diversify the region's economy based on the county-level tourist attraction and to utilize the cultural, built and natural heritage of local or regional significance.

Within the frame of the project several short videos have been made to promote the natural, cultural and creative values of the county. The videos can be seen on the Facebook-site of the project: <https://www.facebook.com/megyeibarangolas>.

One example for the promotion of the cultural identity of the region: <https://www.facebook.com/megyeibarangolas/videos/2778308205719033>

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*Vas County offers a wide variety of cultural tourism opportunities (including religious and musical tourism). These projects and events also help to fill the urban spaces with life and forge bond between local communities and tourists in more than one way.*

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## 2.4 Comparative review by regions

The following table summarizes initiatives, organizations and cultural identity/heritage by regions, selected and presented within the main topic - promotion of CCI at local and regional level.

**Table 1. Comparative review by regions in terms of CCI initiatives, organizations and cultural identity**

City/ Region	Initiatives	Organizations	Cultural identity/heritage
Rijeka	System of incubators: supporting CCI initiatives through improving entrepreneurial skills and networking	Art quarter Benčić: synergy of 4 cultural institutions at city center	Rijeka ECoC 2020: creation of significant potential for the development of a vibrant CCI sector
Craiova	System of cultural centers: developing new tools for the support of SMEs active in creative industries	Craiova Municipality and the local cultural institutions	ISDU Craiova: creation of significant potential for the development of a vibrant CCI sector
Maribor	Support in in the field of art, culture, the youth sector and youth infrastructure. Their programs, events and activities are intended for young people and adults, lovers of contemporary art and urban culture.	MKC – Mladinski kulturni center	Investing in youth and development of their potential in the creative and cultural industries
	Connecting culture and creative industries	The Centre for Creative Industries Maribor	Support for individuals and business in the development of CCI's
	Društvo Hiša! - House! Society	operations based on integration and cooperation of the private, public and creative sectors, formalizing projects	Living courtyards initiative (sustainable program of ECC Maribor 2012)

		with actors from all areas of youth and culture in the cooperation with the residents of the core city	
Vratsa	<p>International youth theater festival “Vreme” /Time/: for 19 years Vratsa has hosted the festival in which take part performers and artists from all over the world.</p> <p>Exhibitions, bazaars, concerts, promotions and creative workshops are organized during the festival.</p>	<p>The Youth Home is a youth space designed for the development and expression of the creative abilities of young people, for the spread of culture and meaningful spiritual life.</p> <p>Knigini Association: creation of the first book village in Bulgaria; breathing new life into old books; promotion of Bulgarian literature at the international level; promotion of natural and cultural-historical landmarks</p>	<p>Culture Green: promotion of the cultural heritage in the Vratsa region through organization of creative workshops and cultural events; creation of cultural tourist routes; creation a web-based platform and a mobile application.</p>
Cahul	<p>Cahul Business Incubators to support SMEs in the region, including CCI sector; Cahul CREATIV Cluster; EU4Innovation Centre in process of creation to act as hub for IT and digital innovation</p>	<p>Cahul Business Incubator; Organization for SME Sector Development; ARTCOR and COR – creative industry associations (acting at national level)</p>	<p><i>Discovering the routes of life: the new touristic brand of Moldova (2014), together with National Campaign #Neampornit, launched in the aftermath of COVID-19, as well as the traditional local festivals highlight the cultural potential of Moldova and makes tourism a promising sector to invest in.</i></p>
Vas County	<p>Development of an abandoned industrial area on Szent László</p>		<p>Savaria Historical Carnival: an attempt to present the values</p>



King Street in Szombathely: new urban area for recreation, community and culture

Népsziget – “People’s Island”: an excellent example of the re-use of unused industrial buildings

Via Sancti Martini: enrichment of regional tourism offers

Cultural Creative Industry Cluster: an umbrella organisation for the creative industry of South-Transdanubia

of Savaria-Szombathely bequeathed onto us that will contribute to our future.

Crescent and Full Moon - Kőszeg Siege Days: the town’s population celebrates the events of the 1532 siege

Veszprém-Balaton 2023 – European Capital of Culture: a celebration for the town and region, helping the area advance to the status of a major European cultural scene and tourist destination

Roaming along the Values of Vas County: incorporating cultural values into tourism, strengthening the local identity

Source: RESTART\_4Danube project partners

### **3 An overview of governance elements in creative cities**

Communities of Rijeka, Craiova, Maribor, Vratsa, Moldova and Vas County are dealing with different models of governance regarding to CCI. While somewhere CCI are significantly and precisely represented in national, regional and urban strategic documents, the others address CCI in the framework of cultural, economic and social development acts, while supportive infrastructure remains on basic or general level. This chapter will elaborate strategies, programs, partnerships, organized bodies and associations existing on local and national level, creating a governance background for CCIs and their role in UR.

#### **3.1 Strategies and programs for CCI development**

Public policies for CCI support are integrated into broader national, regional, urban or specific development strategies, plans or programs. In most of the observed regions CCI are recognized as a building block of development, but their representation varies in different policy instruments. The diversity of CCI implies different coverage in strategic documents, some of them are in domain of culture or tourism, while the others are in domain entrepreneurship and business. It can be assumed that there is no unified and comprehensive policy that covers all the fields of CCI in unique development strategy.

##### **3.1.1 Policy framework for CCI in Rijeka and Croatia**

There is no recent, unified and comprehensive strategy or program for urban development based on CCI exclusively neither on local, regional or national level in Croatia, Primorsko-goranska County or Rijeka. However, numerous of strategic plans, development strategies and other programs, directions and operations are addressing CCI as an indispensable ingredient of urban development. In general, the approach to CCIs is individual and/or cross-sectoral. The advantage of that approach is custom-made policies that embodies specifics of each CCI. This is especially evident in the age of pandemics, when some industries in the CCI sector are facing greater challenges (e.g. performing arts), while the others are facing expansion (e.g. GameDev industry).

In **Strategic plan of Croatian Ministry of Culture 2020-2022**<sup>11</sup> first of two general objectives is *1. Development of cultural and artistic creativity and production*, within the specific goal *1.1. Support for artistic creativity, entrepreneurship and participation in culture* is defined. As one of the measures for these goal achievements, Ministry of Culture and Ministry of Economy and Sustainable Development initiated the **program 'Entrepreneurship in cultural and creative industries'**, which encourages employment (co-financing 50% of the gross salary of a newly employed person as part of the project costs) and the involvement of external associates, opening and equipping working space and procurement of equipment, promotional activities, distribution and capacity building through professional training. The program is targeting SMEs operating in the fields of performing and visual arts, publishing and audiovisual industry, which also includes development and production of video games.

The most valuable contribution for support of CCI is provided by Croatian cluster of competitiveness of creative and cultural industries (CCCCCI), organized on 4-helix principle. In its document **'Strategic guidelines for the development of the Creative and Cultural Industries 2013-2020'**<sup>12</sup> a cluster purpose is defined as follows: (...) *to form and financially strengthen the CCI sector by finding models aimed at economic development and connecting the CCI sector with other economic sectors, human resource development, and urban revitalization through the integration of the CCI as a key tool for change*. The mission - strengthening the competitiveness of CCI is covering 5 priority fields: (1) Strengthening institutional and infrastructural support in the development of CCI; (2) stronger support to research and development activities, innovations, experiments and entrepreneurship in CCI; (3) Human resources development; (4) Improving access to finance; and (5) Accelerating the spillover effects of the CCI on other industries and society in general.

**Development Strategy of the City of Rijeka 2014-2020**<sup>13</sup> defines 3 main strategic goals until year 2020: (1) to position Rijeka globally owing to the development of Rijeka transport corridor; (2) to develop a competitive economy on a knowledge-based society and new technologies, and (3) to enable dignity to all citizens by strengthening social inclusion and developing projects of common interest. Under Goal 2, two priorities are defined, both with its own devoted set of measures: (a) Development of new knowledge and technology, and (b) Strengthening competitiveness of the local economy, which included (among other) new technology-based economic development and development

<sup>11</sup> Croatian Ministry of Culture, <https://min-kulture.gov.hr/UserDocsImages/dokumenti/Strate%C5%A1ki%20plan%20Ministarstva%20kulture%202020.%20-2022..pdf>

<sup>12</sup> Croatian cluster for competitiveness of cultural and creative industries, <https://hkkkki.eu/>

<sup>13</sup> Development Strategy of the City of Rijeka 2014-2020 (2014),

<https://www.rijeka.hr/gradska-uprava/plan-razvoja-grad-a-rijeke-2021-2027/postupak-izrade-plana-razvoja/strategija-razvoja-grad-a-rijeke-2014-2020/>

of the creative industries. Rijeka as ECoC is included in 2014–2020 City of Rijeka Development Strategy as one of the 3 key priorities in the field of urban regeneration. Rijeka’s candidacy was an opportunity to approach the planning of cultural infrastructure in association with urban regeneration, which is a new role for culture in the city development.

Within the new strategic policy document **Development plan of the city of Rijeka (2021-2027)**<sup>14</sup> four strategic goals are defined:

1. **Living in Rijeka 2030:** A city of diversity, in which a high quality of life arises from cooperation between smart city administration and engaged citizens.
2. **Working in Rijeka 2030:** University city for a new age, where advanced technologies and creative industry enrich its industrial heritage.
3. **Connect Rijeka 2030:** Multimodal transport hub with a sustainable and efficient transport system
4. **Preserve Rijeka 2030:** A smart, green and clean city adapted to the needs of all citizens.

A 2<sup>nd</sup> strategic goal ‘To work in Rijeka’ is addressing **innovative and knowledge-based industries, creative industries and sustainable tourism**. In addition, the 1<sup>st</sup> strategic goal ‘To live in Rijeka’ is containing actions based on positive ECoC legacy under the topic ‘The capital of culture after 2020’. It can be assumed that Rijeka is planning its growth and urban development with CCI as one of the most important building blocks. In terms of economic development Rijeka is certainly focused on smart solutions, innovations, advanced technologies, and these with high-added value.

**Picture 62. Development plan of the city of Rijeka (2021-2027) visual identity**



Source: City of Rijeka

The **2013–2020 Strategy of Cultural Development of the City of Rijeka**<sup>15</sup> was adopted by the City Council in March 2013. The 7-year period was chosen for two

<sup>14</sup> Development plan of the city of Rijeka 2021-2027 (2021), City of Rijeka, <https://www.rijeka.hr/gradska-uprava/plan-razvoja-grad-rijeke-2021-2027/>



reasons: (1) it coincides with the EU's seven-year financial framework, and (2) Rijeka ECoC 2020 was viewed as a potential crown of all strategic aspirations. The Strategy was the expression of conviction that culture must take a more active role in the processes of urban transformation and that the cultural sector must participate in solving social, economic, physical, environmental and other problems faced by City of Rijeka and thus contribute to its overall development. Rijeka was the first city in Croatia to have adopted a comprehensive strategy for cultural development.

In the recent speech held in the framework of the 142. **European Committee of the Regions** plenary session<sup>16</sup>, City of Rijeka **mayor mr. Vojko Obersnel** revealed several important moments for creation of the future policies in terms of culture and CCI. First, the digital sphere is proved to be important in the creation and reception of cultural content. Second, revised cultural policies are needed, the ones that will take into account the needs of the cultural sector but also the possibilities of connecting culture with other sectors. The lessons learned from the ECoC's experience could certainly contribute to a dialogue on new cultural policies, which cannot be carried out without a general framework at EU level, with financial mechanisms focused specifically and precisely on cultural and artistic areas.

### 3.1.2 CCI as integral part of S3 and urban development strategies in Craiova region

At the level of Craiova municipality exist two strategies and programs for urban and regional development, based on CCIs.

**The Regional Strategy for Smart Specialization** RIS3 South-West Oltenia 2021-2027 Intelligent Specialization Strategy (ISS) at Oltenia level is a concept, in order to respond to the need to better underpin investments in research, development and innovation achieved through EU cohesion policy. SSI, at the level of the municipality of Craiova and the Oltenia region, aims to stimulate economic growth and job creation, including in the important field of culture and creative industries, allowing the Oltenia region to identify and develop its own competitive advantages.

Creative industries, such as textiles and clothing, footwear and skin, printing, etc., operate at the intersection of arts, business and technology. This is in a strategic position

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<sup>15</sup> Strategy of Cultural Development of the City of Rijeka 2013–2020 (2013), City of Rijeka, <https://www.rijeka.hr/wp-content/uploads/2013/04/Strategija-kulturnog-razvitka-Grada-Rijeke-2013.-%E2%80%932020.pdf>

<sup>16</sup> City of Rijeka, <https://www.rijeka.hr/gradonacelnik-obersnel-na-sjednici-odbora-regija-sudjelovao-u-raspravi-o-oporavku-kreativnih-kulturnih-sektora-pogodenih-pandemijom/>

designed to link creativity to innovation at a time when culture-based creativity is an essential feature of business innovation in the new economy. The CCIs are at the heart of the creative economy: based on individual creativity and talent, generate economic wealth and preserve European identity, culture and values. They include subsectors such as architecture, archives and libraries, artistic crafts, cultural heritage, design, fashion, film, high-end, music, performing and virtual arts, publishing, radio, television and video games.

Oltenia region recognised the role of the cultural and creative sectors in "generating innovative solutions that have a positive impact on other sectors and contribute to the increase of the "competitiveness" of the economy. Within RIS 3 Oltenia Region, the cultural and creative sectors play an important role in the economic and social sustainability of a community based on the six functions of culture mentioned in the ESSnet Culture report: preservation, creation, production, dissemination, trade/sales and education, which, according to the paper, generates a number of potential social effects: smart growth; creating jobs and achieving entrepreneurial and intercultural creative skills; social inclusion; innovation and the development of the information society.

The strategy of intelligent specialization of the Oltenia region offers the possibility of concentrating resources for development in a small number of fields of activity in which the region has economic and competent advantages, in order to achieve the critical mass necessary to achieve a sustainable economic transformation, based on technologies and innovations generating high added value. Cultural and creative industries are a priority, including for urban regeneration, highlighting the traditions, culture of these lands of Romania, in the European context.

**Integrated Strategy for Urban Development Craiova 2021-2030.** The Integrated Urban Development Framework is a policy initiative designed to foster a shared understanding across local government and society about how best to manage urbanisation in Craiova city. The city of Craiova has reshaped some of the measures according to the new urban development strategies. In particular, seven out of the eleven measures have changed either in the technical content, or in the budget or in the planning of the activities in time.

Measures have been reshaped according to the urban development strategy and to the reality that has changed in the period starting with the project proposal date up to the date of the contract starting. After modifications, significant resources have been reallocated to culture and creative industries, software. The technical documentation for their purchase is in the final stage and will be approved after a short analysis by the partners involved.

The two Strategies, at the level of the municipality of Craiova - Integrated Strategy for Urban Development Craiova 2021-2030 and Oltenia Regions - Intelligent Specialization Strategy RIS3 South-West Oltenia 2021-2027, propose a coherent framework for investment, focusing on supporting innovative start-ups and SMEs, strengthening current research and innovation infrastructure, capacities and competences, boosting cooperation between public research organisations and innovative industries, or facilitating the ascent of regions within the economic chain.

The “Roadmap” represents a starting point to find solutions to the challenges of putting the role and significance of Cultural and Creative Industries, in Craiova city in the upcoming regional/local strategies, and in order to understand and recognize potential support, incentives and funding mechanisms that will enable the implementation of the planned strategic direction and achievement of the pledges.

Releasing the potential of cultural and creative industries generates a number of potential social effects: smart growth; creating jobs and achieving entrepreneurial and intercultural creative skills; social inclusion; innovation and the development of the information society. Creative activities make a significant contribution to youth employment, and careers in such sectors are the kind of professional activities in which a greater diversity of people can be involved, regardless of their socio-demographic profile.

Within the cultural and creative sectors there is a greater trend of favoring women compared to other sectors. The gender component is also added to the age-related component, as the creative economy encourages the creation of small, young people-run businesses.

**Fields of cultural and creative industries are targeted:** Festivals at international level, photo and art exhibitions, aiming to promote the city, in the field of theater, philharmonic, opera, streets and child’s festivals, infrastructure for creative industries (hubs, innovation and creative centers, services in benefit of SMEs working in the field of cultural and creative industries).

**The mechanisms for implementation:** definition of indicators, outcomes, stakeholders, objectives, monitoring, engagement, time-frame, budgets, funding schemes. Level of implementation is appropriate: well defined, potential for full implementation, in the next 10 years, with necessity to implement support services.

### 3.1.3 Variety of policy support for CCI in Maribor and Slovenia

Cultural and creative industries play an important role in the development of the city of Maribor and the entire development region Podravje, but unfortunately we do not have a strategy or program based exclusively on CCIs in the Municipality of Maribor and in the development region Podravje. Also, we do not have such a strategy for the entire country of Slovenia. However, we have strategies and programs that involve cultural and creative industries in various ways.

The National Program for Culture (NPC) is considered in Slovenia to be a key strategic document that determines the development of culture and art in the period for which it was adopted. Slovenia does not currently have a valid NPC, the last one was adopted for the period 2014-2017. A new National Program for Culture is being prepared. The last valid **National Program for Culture 2014-2017** included CCIs, but in two separate chapters entitled "Cultural industries as an opportunity for greater accessibility and democracy of culture" and "Creative industries for the new economy and creating new market opportunities".

The public interest in the field of cultural industries in this document was focused on providing conditions for the development of the market of cultural industries in the field of media, books, film and music publishing and in providing conditions for greater international recognition of Slovenian cultural industries. The measures were set to achieve these two objectives are as follows:

- to encourage the action of all art markets,
- to adopt a regulation on the book to introduce a unified price for books and increase the availability of books in bookstores - was adopted,
- to use the target call to link music production, concert agencies, music publishers and record stores,
- to participate in the most important fairs of art, design, music publishing, film and books.

As creative industries, NPC considered architecture and design, which integrate creative elements into sub-sectors such as graphic and fashion design and advertising. The main objective of the country in the field of creative industries in the period 2014-2017 was to create conditions for the development of the market of creative industries, and more attention was paid to design, which should stand out among creative industries in terms of added value and represent a key area or the intersection of technological and market



factors of competitiveness. The measures were set to achieve the above objectives are as follows:

- to form an inter-sectoral working group for the preparation of a strategy in the field of design – working group was formed, a draft strategy was also prepared;
- to give priority to supporting projects which involve creative industries in traditional industries (wood processing, textile and glass industries) and link creative industries and traditional crafts;
- to support projects which bring together development stakeholders in the field of creative industries, projects which transfer good practices, educational projects and others;
- to give priority to supporting the creative processes in companies that have the potential to gain their own market, i.e. the companies that have their own development and that produce highly differentiated products for end customers, which are sold under their own brand;
- to support the introduction of design management projects in public sector institutions;
- by systematically introducing modern methods transform services in public administration. The basis for this is the analysis of user experience and efficient use of information technologies;
- to establish a centre for creativity, which will support innovative forms of the new economy deriving from creative industries (start up, co-working, service jam), connect products with companies and support the development of project in the field of social innovation and social entrepreneurship - the National Centre for Creativity was established at the end of 2017, and then in 2018 a project office in Maribor;
- to prepare exhibitions for the promotion of design, architecture and fashion and a platform for cooperation with foreign companies, individuals, associations, tourism, economic diplomacy;
- to give priority to supporting sustainable and environmentally oriented projects, while enforcing the principle of "using unlimited intellectual resources instead of limited natural resources".

The Ministry of Culture, the Ministry of Economic Development and Technology, the Ministry of Science and Sport, the Public Agency SPIRIT Slovenia and local communities were in charge of implementing measures in the field of cultural and creative industries within the National Program for Culture. There is no publicly available data on the effectiveness of the implementation of the individual measures mentioned above, but some key measures have been successfully implemented. The disadvantage of this program is that it did not have a short-term action plan, which would determine the

amount and source of funding, the approximate deadline for implementation and the responsible body for each measure.

The key mechanism at the national level for non-refundable financial incentives for the development of innovative projects and companies in the field of CCIs and for encouraging stronger cooperation of these industries with the economy was in 2019 and 2020 **the Public tender for the selection of operations "Promotion of creative cultural industries - Centre for Creativity 2019 or 2020-2021"**. Operations under this call are co-financed by the European Union from the European Regional Development Fund and the Republic of Slovenia within the Operational Program for the Implementation of European Cohesion Policy in the period 2014-2020. In this call, implemented by the Ministry of Culture with the support of the Centre for Creativity Platform, the basic areas of the creative and cultural sector are taken from the National Program for Culture and are as follows: architecture; advertising; design and visual arts; cultural heritage, archival and library activity; book; cultural and artistic education; music art; performing and intermedia arts; media; software and games; film and audio-visual activity; cultural tourism. The public tender is divided into three content parts:

- Part A1 - SEED/Concept check: The purpose of this part is to design or test an entrepreneurial idea before entering the market with the aim of creating an innovative product. It is envisaged that the eligible costs will be funded up to 15.000 EUR per project.
- Part A2 - LAUNCH/Creative Start Up: The purpose of this part is to promote products that already have proven value in the market, but companies need capital to enter into the international market, to grow, expand and professionally organize the company. It is envisaged that the eligible costs will be funded up to 40.000 EUR per project.
- Part A3 - CREATIVE CONNECTOR: The purpose of this part is to promote the cooperation between SMEs outside the cultural and creative industries and the creative cultural sector in order to promote global growth and innovation. It is envisaged that the eligible costs will be funded up to 30.000 EUR per project.

The approximate amount of funds available for the implementation of the public tender in 2019 was 880.000 EUR, while in the 2020 tender it increased by more than once and amounted to 2.210.000 EUR. The public tender is intended for SMEs, private entrepreneurs, social enterprises, cooperatives, associations and private institutions that operate in one of the areas of the creative and cultural sector or have developed from it.

In Slovenia, the Ljubljana Development Region is heavily involved in the field of CCIs. Thus, the Chamber of Commerce and Industry of Slovenia is the lead partner in two currently ongoing projects of the European Union, namely CINEMA (within the Interreg Danube Transnational programme) and COCO4CCI (within the Interreg Central Europe programme). In addition, the Regional Development Agency of the Ljubljana Urban Region (RDA LUR) is a partner in the CRE: HUB project (within the Interreg Europe programme). In the past, the RDA LUR has already participated in various EU projects in the field of CCIs and connecting these industries with the economy and research institutions (CCAIPs; Creative Startup; Creative Cities). The problem is that the research within the mentioned projects was done only for the area of the Ljubljana Development Region, and not comparatively for other Slovenian regions.

At the local level, Local Programme for Culture are strategic documents in the field of culture. Thus, in February 2015 **the Local Programme for Culture 2015-2020** was adopted in the Municipality of Maribor. It is a strategic and integral plan for the use of cultural resources for the development of the city of Maribor. It places culture on an equal position with other stakeholders in the development of Maribor. It consists of two documents, namely:

- The Resolution on the Local Programme for Culture of the Municipality of Maribor for the period 2015-2020: It includes measures of the city's cultural policy by which the development vision, principles and general goals in the field of culture for the period 2015-2020 should be realised.
- The document entitled "Bases and guidelines for the development of culture in the Municipality of Maribor until 2020": They represent expert assessments of the situation and development tendencies by individual creative areas.

The Resolution on the Local Programme for Culture addresses CCIs under the common term "cultural or creative industries". In Maribor these industries most often include the following activities: architectural design, consulting, media, printing, cinemas, sound system, handicraft and trade with handicraft products. The self-employed in culture are also included in this field. One of the general goals determined in the resolution is linked to CCIs and it reads: "The city will support the development of cultural/creative industries and cultural tourism." The measure set to achieve the stated goal reads: "Inter-sectoral harmonization of measures for the promotion of cultural or creative industry, which arise from the Regional Plan of Creative Industries 2014-2020, adopted in 2012 by the Maribor Development Agency."

The document entitled "Basis and guidelines for the development of culture in the Municipality of Maribor until 2020" provides guidelines for the development of CCIs, namely:

- the establishment of the organizational framework of the sector of CCIs in Maribor;
- the cooperation between public cultural producers and the cultural industry;
- the promotion of the development of the art market.

Cultural and creative industries are not discussed in the Local Programme for Culture only in the chapter "Cultural/creative industries" and do not only cover the activities listed in this chapter, but they are also included in other creative areas, such as performing, music, visual and intermedia arts, amateur cultural activity, socio-cultural programs, cultural tourism. Operators of CCIs in these areas are non-governmental and other private organizations (associations, institutes), independent producers or self-employed in culture, and some public cultural institutions. Among cultural programs (long-term, multi-year, yearly activities) and projects (individual events) of independent cultural producers and non-governmental organizations that deal professionally with cultural production and accompanying programs, the Municipality of Maribor selects cultural programs and projects and co-finances them. The selection is carried out on the basis of the Act on the Realization of the Public Interest in Culture through public tenders and the assessment of expert commissions.

The realization of the goals of the Local Programme for Culture is enabled by the timely adoption of the annual or biennial budget of the Municipality of Maribor and by public tenders for co-financing cultural programs and projects prepared on the basis of the municipality budget, and partly by applications to national and European tenders for non-refundable financial incentives. The municipal budget provides funds for various areas of cultural creativity, including the cultural and creative industries. In 2020, the municipality financially supported CCIs in the following key areas through public tenders:

- publishing - 127.123 EUR was available in 2020 (117.673 EUR in 2019),
- artistic programmes: performing, musical, visual and intermedia arts, book, film and audio-visual activity, cultural heritage) - in 2020 288.472 EUR was available to co-finance cultural projects of independent cultural producers and 242.899 EUR to co-finance programs in the public interest, carried out by organizations that are not public institutions,
- media and audio-visual culture – 35.720 EUR was available in 2020,
- interdisciplinary cultural and social programs – 87.200 EUR was available in 2020.



In the **Sustainable Urban Strategy entitled "Maribor has opportunities"** and in the implementation plan of this strategy, the development guidelines for CCIs are not particularly highlighted. They are hidden among the measures of the fourth pillar of development, called "Urban Maribor", which concern the complete renovation of urban space with the help of open offices for urban renewal. The contents related to the development guidelines of the industry are also modestly discussed in this document. One of the five pillars of Maribor's development, called "self-sufficient Maribor", highlights the activation of local social and economic potential as a priority. From the perspective of industrial development, within this pillar of development, the key measure is "Activation of own potentials and own economy" and within this measure the following operational objectives are key:

- to be actively involved in the circular economy system;
- to increase the level of economic independence;
- to support the revitalization of the economic and craft tradition in the city in conjunction with existing expertise and in connection with the regeneration of degraded industrial areas.

**The Regional Development Program (RDP) of the Podravje Development Region 2014-2020** is a basic strategic document at the regional level, in which the development potentials of the Podravje region were identified, regional priorities in the field of economic, social, spatial, environmental and cultural development were determined. Instruments and financial resources for implementing these priorities have also been identified. In this document the culture is recognized as a catalyst for innovation and creativity, which makes a decisive contribution to the visibility and competitiveness of the region. While the cultural and creative industries are recognized as an innovative, responsive part of the economy that is developing extremely fast and adapting to social conditions.

The vision of the development of the Podravje region for the period 2014-2020 is as follows: "Podravje - a self-sufficient region of green development, innovative and creative economy and satisfied people". In the field of CCIs and innovations, the Podravje region intended to achieve this vision by:

- greater and more efficient investment in research, innovation and technological development in line with the region's smart specialization,
- the establishment of centres for the creative and cultural industries.

The strategic development goal of the Podravje region in the period 2014-2020 in the field of CCIs is to improve the conditions for the development of cultural and creative

industries. This goal is implemented within the development priority "Competitiveness of the economy for growth and new jobs, including the strengthening of research, technological development and innovation" and inside this development priority within the investment area "Research excellence for economic competitiveness - investments in research, development and strengthening the innovation capacity of enterprises, including the creation and transfer of new knowledge and solutions from scientific research and educational institutions to the economy". Indicators have been developed to measure the effectiveness of the envisaged measures in this investment area, such as e.g. the number of companies cooperating with research institutions (target for 2020 is 30 such companies), the number of approved applied research projects in cooperation with the economy (target for 2020 is 20 such projects).

The Regional Development Agency for Podravje - Maribor and its partners carry out the monitoring and the evaluation of the RDP of the Podravje Development Region 2014-2020. The results are communicated once a year to the Council of the Region, which adopts individual guidelines or recommendations on the basis of a report. The realization of implementation is monitored through indicators and target values. The report presents the progress in achieving quantified goals using physical and financial indicators, the effects achieved after the implementation of individual measures and projects, and summarizes the significant difficulties in the implementation of the RDP. The RDP of the Podravje Development Region 2014-2020 is implemented through a key instrument of regional policy in Slovenia, i.e. the Agreement for the Development of Regions. This agreement defines key regional and sectoral projects for overcoming development barriers and financial resources for these projects (ESF, ERDF, Cohesion Fund, budget of the Republic of Slovenia, municipal budgets).

### **3.1.4 Strategic documents for the development of Municipality of Vratsa**

The following strategies and programs exist in the Municipality of Vratsa:

- Integrated plan for urban reconstruction and development of the city of Vratsa - sustainable Vratsa";
- Program for implementation of the municipal development plan of Municipality of Vratsa 2014-2020;
- General development plan of the Municipality of Vratsa;
- Plan for integrated development of the Municipality of Vratsa 2021-2027.

These documents are developed and implemented in the Municipality of Vratsa with the aim for establishment of an attractive living environment and preserving the cultural

and historical heritage; reconstruction and modernization of the technical and transport infrastructure; revival and development of the local economy.

In addition to the general public, thematic target groups have been identified in order to be collected proposals and ideas: representatives of educational institutions and culture, NGOs, sports clubs, health facilities, social institutions, regional directorates of government institutions and business organizations.

The expected results from the abovementioned documents are related to the expand of the public-private partnership in various forms and to increase its efficiency; achieving equal opportunities policies and social inclusion; physical renewal and improvement of the environment in the impact areas, improvement of the ecological situation.

### 3.1.5 Urban development and S3 as basic strategies in Moldova

At the current moment, Moldova doesn't possess any regional/urban development strategies with specific focus on CCIs. The sector is still undervalued and there is no clear definition of the concept. Even though CCIs are prone to generate major added value to Moldovan GDP, engaging a big share of young people, the field gets limited consideration from the perspective of its economic potential and social value of culture and creative activities.

The **draft National Strategy for Regional Development of the Republic of Moldova 2021 - 2027 (NRDS 2021-2027)** was recently defined with the help of the German Agency for International Cooperation (GIZ) and is to be adopted soon. It doesn't specifically mention CCIs development as objective, though it aims to "identify and promote smart specialization in regions" (Measure 1.3). One of the key priorities of NRDS 2021-2027 will be to support each development region to assess its competitive advantages and define its priority sectors of smart specialization, in order to increase competitiveness and advance integration in global value chains.

A problem stated in the Strategy is the low degree of urbanization of the country (43% - the lowest on the European continent) and, respectively, an extremely fragile urban architecture. The Southern Development Region continues to be the most underdeveloped development region. Specific measures are proposed in order to strengthen the urban communities as poles of regional growth, with the accent on Balti municipality as development pole with high potential.

Worth-mentioning is the newly-adopted **National Programme on development of cities-growth poles in the Republic of Moldova for the years 2021-2027**. The

Programme's goal is to create in Moldova a network of attractive cities poles of regional growth for residents, entrepreneurs and visitors. This fact will generate the enhancement of the labor force employment and will stimulate the development of rural zones in the neighborhood of these cities. The Programme provides for implementation of a portfolio of projects which reflect the individual priorities specific for each city. They will be determined based on the assessment of the needs for strengthening the potential of cities poles of regional growth. The projects will aim at rehabilitating the roads' infrastructure, developing the urban transport system, constructing of agro-food markets, arranging leisure and rest zones, developing the infrastructure of public spaces, extending the sewerage networks, etc. Targeting the municipalities Cahul, Comrat, Ungheni, Orhei, Soroca and Edinet, the Programme includes a framework action plan, based on which the beneficiary cities are to work out an operational plan on the Programme's implementation at the level of each city pole of growth. Urban revitalization is a core priority for each selected city in the document. CCIs development is not specifically imputed to any region nor declared as being imperative. Despite that, the development of business infrastructure is foreseen, which can favor the growth of the sector. Besides certain projects to be subsidized, actions for the consolidation of local public authorities' capacities are envisaged.

Another Strategy on urban development of Balti municipality (2<sup>nd</sup> biggest city after Chisinau), is planned to be drafted.

According to the **South Regional Development Strategy for the period 2016-2020**, only 10 percent of industrial enterprises in the Republic of Moldova are concentrated in the southern development region. The region is represented by its wine specialization and the light industry, especially the manufacture of clothing ("Tricon" being a main exporter of goods in Cahul city). Even though the only Creative Cluster in the country is located in the southern region (Cahul) and the city has a great creative potential, the Strategy doesn't target CCIs as primary focus for the region.

An interesting initiative in the south can be found in the **Urban Revitalization Program of Cimişlia 2019-2021**, which proposes a ground-breaking urban revitalization project - the development of the Creative Hub Cimislia. The Hub will serve as a platform for interaction between talented young people and the modernization of a coworking space within a Professional School from Cimislia is envisaged: endowment of the space with woodworking equipment for making decorative candles, tailoring /knitting; exhibitions; space for networking and a library. The Hub members will be trained in the fields of entrepreneurship, marketing and investment.

**North Regional Development Strategy (SDR) 2016-2020** doesn't conceptualize the development of CCIs as a measure of economic growth. The Objective 2 of the document targets the „Sustainable Economic Growth in the Regions” by strengthening the network of urban centers (20 cities/towns, the biggest being Balti, Edinet and Soroca). Also,



according to the **Regional Development Strategy for the Central Region 2016-2020**, the industry in this region is mainly focused on agro-food, textiles and light industry.

### 3.1.6 Creative Industry Strategy in Hungary

There isn't a specific CCI strategy for the regions/counties of Hungary.

In October 2020, the document with the title "**Creative Industry Strategy 2020-2030**" for Hungary has been presented. The aim of the Strategy is to develop a measurement system for the extremely diversified creative industry, with which the sector can be presented within the Hungarian national economy. It formulates a proposal for a significant increase in the added value of the domestic creative industry, for the development of its export capacity on the one hand by education and training, on the other hand by the development of the support system and the establishment of an advocacy organization strengthening cooperation between actors. The implementation of the objectives of the Strategy will be supported by pilot programs launched in the near future.

**The creative industry** is a set of independent sectors, whose activities always aim to create intellectual products and cultural values based on human creativity, and at the same time induce an economic process. E.g.: design, fashion, advertising, crafts, fine arts, folk arts, handicrafts, architecture, music, literature, film, television, radio, online media, press, performing arts, festivals, software and video game development, publishing, libraries, museums, archives. The creative industry is a heterogeneous, diverse sector, with sub-sectors based on a similar value chain model despite their differences.

**The creative industry value chain:** Creation, design → Implementation, creation, production → Distribution, trade → Publication, performance, transmission

**The horizontal nature** of the creative industry means connection to traditional industries (R&D&I; planning; production, service; distribution; marketing, sales; customer service, service) through the interconnection of value chains.

**The significance of the creative industry:**

- gains efficiency of Industry 4.0
- responds to the challenges of the digital world
- economic stimulus through its value chain
- higher quality of life

- horizontal connection to all industries
- maintains the national culture and identity
- builds a domestic knowledge-based society

### Strategic goals for 2030

- The interconnected value chains of the creative and traditional industries increases the competitiveness of the Hungarian economy
- the gross value added by the creative industry should increase significantly through its own activities
- Hungary should be the leading exporter of creative industries in the Central European region.

### 3.1.7 Comparative review of strategic policy instruments

The following table is summarizing strategic policy instruments on local, national and regional level in relation to support of CCI. On each presented document, a specific focus area is provided.

**Table 2. Comparative review by regions in terms of policy instruments supporting CCI**

City/ Region	Local policy instruments	Regional policy instruments	National policy instruments
Rijeka	Development plan of the city of Rijeka (2021-2027) Focus: Innovative and knowledge-based industries, creative industries and sustainable tourism	/	Strategic plan of Croatian Ministry of Culture 2020-2022 Focus: General support of cultural and creative sector Entrepreneurship in CCI
Craiova	Integrated Strategy for Urban Development Craiova 2021-2030 Focus: Increasing local economic competitiveness through the development of entrepreneurship,	Intelligent Specialization Strategy RIS3 South-West Oltenia 2021-2027 Focus: supporting innovative start-ups and SMEs, strengthening current research and innovation infrastructure,	The Development Strategy for culture and national heritage 2016-2022 Focus: to capitalize on the adoption of knowledge and skills from cultural and creative sectors in other sectors of

	creative industries and innovation	capacities and competences, boosting cooperation between public research organizations and innovative industries, or facilitating the ascent of regions within the economic chain	economy or government structures
Maribor	Local Programme for Culture 2015-2020  Focus: Support for the development of CCIs and cultural tourism; Establishment of the organizational framework of the sector of CCIs; Cooperation between public cultural producers and CCIs.	Regional Development Program of the Podravje Development Region 2014-2020  Focus: Improving the conditions for the development of CCIs; Establishment of centers of CCIs; Greater and more efficient investment in research, innovation and technological development in line with the region's smart specialization	National Program for Culture 2014-2017 (a new National Program for Culture is being prepared)  Focus: Development of the market of cultural industries in the field of media, books, film and music publishing; Development of the market of creative industries and increasing the importance of design
Vratsa	(a) Plan for integrated development of Vratsa Municipality 2021-2027  (b) Management program for mandate 2019-2023  Focus: (a) Determination of the med-term goals and priorities for sustainable development of the Municipality of	Integrated Territorial Strategies for Regional Development for NUTS 2 Planning for the Period 2021-2027  Focus: Framework for integrated spatial development taking into account the local territorial potential and the principles of balanced sustainable	(a) National program for the development Bulgaria 2030  (b) Strategy for development of the Bulgarian culture 2019-2029  Focus: (a) A document of the highest level in the hierarchy of national programming documents determining the

	<p>Vratsa; provides spatial, temporal and factual coordination and integration of various policies and planning resources to achieve the defined goals for lasting improvement of the economic, social and environmental condition of the territory.</p> <p>(b) Determination of the goals and priorities in the management of the Mayor of the Municipality for his mandate</p>	<p>development and reflect the current trends in the regional policy of the European Union and the country</p>	<p>vision and general objectives of development policies in all sectors of government, including their territorial dimensions.</p> <p>(b) Long-term program and management goals in the field of culture, the allocation efforts and resources; provision of an opportunity to apply the principles of broad participation in the management of cultural processes, which will unite the views and efforts of the government, civil society and all stakeholders working together for achieving a common vision based on shared values.</p>
Moldova	/	South Regional Development Strategy for the period 2016-2020	National Programme on development of cities-growth poles in the Republic of Moldova for the years 2021-2027
	/	Focus: Industrial development, with accent on wine-making and textiles (not specifically on CCIs)	Focus: Creation of a network of attractive cities poles for regional growth in Moldova; Urban revitalization



Vas County	Szombathely 2030 – the elaboration of the new development program is currently in progress.  Focus: Part of the program focuses on establishing a Design Center: the aim is to present from a practical point of view the possibilities of the construction industry, interior design, wood and furniture and creative industries in terms of product design, production of raw materials and use of products.	Integrated Territorial Programme of Vas County – currently in the finalization stage  Focus: To define the strategic aspects of tourism development in the region among other issues and has been the cornerstone of county-level development initiatives in the current programming period (2021-2027)	"Creative Industry Strategy 2020-2030" for Hungary  Focus: To develop a measurement system for the extremely diversified creative industry, with which the sector can be presented within the Hungarian national economy
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Source: RESTART\_4Danube project partners

### 3.2 Cross-sectoral cooperation in benefit of CCI

In general, policy instruments integrating the support of CCI imply cross-sectoral collaboration. However, these collaborations are visible when it comes to specific initiatives and actions, especially in the field of education, training, specialized skills, investment, urbanism and regional development. In many examples 3- or even 4-helix partnerships are established, with stakeholders from both local/regional and national level, and often even from international level, ensuring better value delivery. This subchapter is observing environment, initiatives, processes, platforms, activities, and programs in perspective of cross-sectoral collaboration.

#### 3.2.1 Enabling cooperation through City of Rijeka entrepreneurial infrastructure

City-owned entrepreneurial infrastructure serves to support SMEs and individuals who want to start their own business. Many of them are working in CCI, or have business ideas coming from CCI. City of Rijeka and **Rijeka Development Agency Porin** are supporting them through business incubators (for business entities) and Startup

incubator (for individuals – future entrepreneurs), as already described in previous chapters, and through other instruments and components of City entrepreneurial infrastructure, such as **RiHub center**. These components are intended to host, strengthen and extend cross-sectoral collaborations. In addition, **Rijeka Smart City** concept is fostering a development of ICT companies, clustering of stakeholders in smart technology sector, as well as networking of local startups and SMEs with HER institutions, scientific centers, utility providers and large flagship companies.

**Rijeka Development Agency Porin** was founded in 1996 and since then is constantly evolving as a supporting institution for the development of SMEs. It promotes and implements projects of regional economic importance and creates high-quality business climate, by utilization of regional potentials. RDA Porin is encouraging and developing economic activities in the region related to technological development, competitiveness, adaptability to the global market, investments, etc.

RDA Porin is responsible for operational functioning of 2 business incubators: Production Park Torpedo and Business Incubator for Service Activities Torpedo. Until 2020, access to business incubators has been provided exclusively to start-up entrepreneurs, but now the support is available to all SMEs. In addition to existing services, **acceleration, post-incubation and virtual incubation programs** are being introduced in incubators, thus providing quality professional, technical, educational and infrastructural support to entrepreneurs in various stages of growth and development. Except for incubation programs, RDA Porin is providing rent of working spaces/units for SMEs, educations for beginners and advanced entrepreneurs, specific educational programs and workshops, trainings and seminars in various thematic fields such as clustering and e-Business, feasibility and investment studies, expert analysis, and development of strategic documents. Within RDA Porin a **co-working space** is also available, which is contributing to cross-sectoral and inter-sectoral collaborations.

RDA Porin is officially collaborating with **Massachusetts Institute of Technology (MIT) Enterprise Forum CEE**, an equity-free startup acceleration program that provides financial, legal and consultancy support to startup founders from Central and Eastern Europe. The collaboration is based on mentoring support and hackathons organized by MIT. RDA Porin is also the member/partner of many international networks/platforms, such as Startup Europe Regions Network and StartupBlink. Besides that, RDA Porin is collaborating with **University of Rijeka**, as well as with **Polytechnic of Rijeka**, mainly in the field of practical educations and trainings.

With the beginning of May 2021 RDA Porin became the principal office of the '**EUROPE DIRECT Rijeka**' center for the area of the City of Rijeka and the Primorje-Gorski Kotar County in the period from 2021 to 2025. The objective of the EUROPE DIRECT Center in

Rijeka is to establish a direct link between citizens and EU institutions, i.e. to act as an extended arm of the European Commission that will provide support in the direct flow of information related to opportunities and benefits available to citizens of EU member states.

**Picture 63. Rijeka development Agency Porin**



Source: RDA Porin

The **Center of competence for smart cities** is established as a 3-helix innovation cluster with 20 involved institutions and companies<sup>17</sup> with references in smart city projects and/or ICT. It has positioned itself as a leading institution in the Republic of Croatia and the wider region in the field of development and application of smart technologies in cities with the aim of improving citizens' quality of life and standard of living.

The specific objectives of the Centre of competence for smart cities are:<sup>18</sup>

- The development of new knowledge, initiating and supporting long-term cooperation between science and industry in the most complex researches.
- Positioning the City of Rijeka as a test platform for the verification of the smart city concept while ensuring the participation of the most technologically advanced companies and institutions in the Republic of Croatia.
- Improving and interlinking the existing research infrastructure, establishment of a collaborative M2M (machine to machine) platform and integration in international projects where the competences of researchers will be expressed, and strengthen the position of Rijeka and Croatia as a development center and as the optimal location for long-term research projects.

**Smart RI d.o.o. Rijeka** is a company founded by the City of Rijeka for managing the Center of competence for smart cities, with the purpose of connecting business entities

<sup>17</sup> Smart RI, <https://smart-ri.hr/partners/?lang=en>

<sup>18</sup> Smart RI, <https://smart-ri.hr/vizija-i-ciljevi/?lang=en>

and research institutions within the development projects. The projects started in March 2020 and will last until March 2023. Altogether 6 sub-projects will be implemented from the fields of smart mobility, smart energy, smart people, smart living, smart government and smart economy. The value of the projects is 20.000.000 EUR, co-funded by ERDF.

**Picture 64. Rijeka Smart City: smart solutions for environment, people, economy, mobility, living and governance**



Source: smart-ri.hr

**RiHub center** was established in refurbished city-owned space primarily for Rijeka 2020 ECoC mega-event operations. Once envisioned as a place that brings together citizens involved in the ECoC project, and home for successful civil initiatives, this 'place to meet, exchange ideas and work together' was closed with the first day of lock-down (March 2020), followed by the lay-off of their employees one month later. At the end of ECoC year 2020, RiHub had no exact purpose: the conference room was occasionally used for press conferences, events, and workshops. The huge co-working space was inactive, and there was no program line(s) or any other solid background. Still, RiHub preserved its great reputation and recognition: it attracts different types of people, especially ones from cultural and creative sector, and it is located in the city center and easily accessible.

Since Startup incubator Rijeka reached its spatial limits due to growing users' number, in the beginning of the year 2021 it was decided that it will be moved into RiHub center. This step switch the purpose of the RiHub center more towards entrepreneurial pole, opening a new space for additional content, functionalities and wider target. A co-working space is put back in function, new program lines are planned and will be implemented from the autumn 2021, and the conference hall is hosting numerous of events from all sectors and expert fields. RiHub is now positioning itself as a place of cross-sectoral cooperation, where entrepreneurs, freelancers, artists, and engaged citizens come together, collaborate and thus – prosper. As a long-term result of this new



policy and profile, a stronger visibility and impact of RiHub is expected, as well as its appearance in prominent startup ecosystems global maps.

**Picture 65. RiHub center co-working space**



Source: City of Rijeka

### 3.2.2 Participatory process for strategies implementation in Craiova region

A defining element for the two Strategies for CCIs, at the level of the municipality of Craiova and Oltenia Regions, including in the cultural and creative industries, is the mechanism of entrepreneurial discovery, a participatory process that trains actors in business, research-innovation, local administration, non-governmental organizations and civil society in a dialogue with the aim of identifying competitive advantages and validating intelligence specialization niches.

For the most part, the three major actors on the culture and creative industries scene: Local Administration, University and Business Environment preserve and develop their heritage infrastructure: Local Administration: theatres, museums, libraries and create events for the benefit of citizens. University: training, research centers, university libraries and create support events. Business environment: incubators and creates events supporting business development and innovation. Also centers for plastic artists, folk traditions and photographers. There are certain actions, punctual, to which the three actors collaborate in organization, mainly exhibitions.

### 3.2.3 Collaborative programs and partnership platforms in Maribor

The last valid **National Program for Culture 2014-2017** also highlighted among the measures in the field of creative industries those that provide for various forms of partnerships focused on cooperation between companies themselves, as well as companies with universities and other scientific research institutions, NGOs and CCIs. These measures are as follows:

- to give priority to supporting projects which involve creative industries in traditional industries (wood processing, textile and glass industries) and link creative industries and traditional crafts;
- to support projects which bring together development stakeholders in the field of creative industries, projects which transfer good practices, educational projects and others;
- to give priority to supporting the creative processes in companies that have the potential to gain their own market, i.e. the companies that have their own development and that produce highly differentiated products for end customers, which are sold under their own brand;
- to establish a centre for creativity, which will support innovative forms of the new economy deriving from creative industries (start up, co-working, service jam), connect products with companies and support the development of project in the field of social innovation and social entrepreneurship;
- to prepare a platform for cooperation with foreign companies, individuals, associations, tourism, economic diplomacy.

The key mechanism at the national level for non-refundable financial incentives for the development of innovative projects and companies in the field of CCIs and for encouraging stronger cooperation of these industries with the economy, i.e. **the Public tender for the selection of operations "Promotion of creative cultural industries - Centre for Creativity 2019 or 2020-2021"**, in part A3 - Creative Connector provided for the encouragement of cooperation between SMEs outside the cultural and creative industries and the creative and cultural sector in order to encourage innovative contributions, restructuring or upgrading of processes, products or services to expand markets at home or abroad. In this way, the strategic cooperation of the creative and cultural sector with other economic areas is encouraged, especially in the development of high-tech products, the revival of traditional industries, the use of traditional crafts and in the upgrading of brands.

In the **Local Programme for Culture 2015-2020**, which is a basic strategic document in the field of culture in general, as well as in the field of CCIs in the Municipality of Maribor, partnerships focused on cooperation of independent cultural producers with universities, companies and individuals are not specifically addressed. However, among the guidelines for the development of CCIs the establishment of the organizational framework of the cultural and creative industry's sector in Maribor and the cooperation between public cultural producers and the cultural industry are highlighted. The main problem in the Municipality of Maribor is that the operators of CCIs are not connected and do not act in an organized way. At the same time, the connection between public cultural institutions and CCIs is poor. This stems from the belief that public cultural institutions are the cultural core and CCIs are the cultural periphery.

The Local Programme for Culture, in the chapter "Management and financing in the field of culture in the Municipality of Maribor" highlights that the cultural development of the city of Maribor requires inter-sectoral action, especially in connecting culture with education, social services, environment, urbanism and economy. For this purpose, it is necessary to coordinate all urban policies related to culture.

This document in the creative field of intermedia art envisages the cooperation with the University of Maribor in the development of applications in the field of culture and art and the establishment of a more efficient connection with other sectors using ICT technologies (economy, entrepreneurship, cultural industries) through the project office. It is also important to establish a production-research and information-educational axis of the "Black box" centres on the route Ljubljana-Maribor-Vitanje-Koper. The main purpose of these centres is to establish networking and long-term cooperation between different stakeholders - between culture and science and between culture and industry.

In a basic strategic document at the regional level, i.e. **the Regional Development Program (RDP) of the Podravje Development Region 2014-2020**, the strategic development goal in the field of CCIs is to improve the conditions for the development of cultural and creative industries. This goal is implemented within the investment area "Research excellence for economic competitiveness - investments in research, development and strengthening the innovation capacity of enterprises, including the creation and transfer of new knowledge and solutions from scientific research and educational institutions to the economy". This investment area is intended to encourage the preparation, development and implementation of joint development and innovation projects of knowledge institutions and economic entities (especially for medium and large enterprises) and to encourage the establishment of joint research capacities for enterprise groups (new products, processes, services). Such projects are envisaged,

focusing on improving research infrastructure and increasing the efficiency of research and innovation. This investment area also encourages the establishment of a balanced role of research institutions and economic entities, the integration into existing research centres of excellence, competence and development centres of the economy, liaising with R&D centres and technology networks, the access of companies to technological information, the development of support services for the introduction and the mastery of new technologies and the involvement of cultural and creative industries in all levels of innovativeness and innovation activities of society as a whole as well as the economy in the region.

Examples of partnerships focused on the participation of different stakeholders are:

- **The Centre for Creative Industries Maribor (CKI)** is a private non-profit institute established in 2016 by four companies: Gozdno gospodarstvo Maribor d.d., Marles hiše Maribor d.o.o., Mikropis Holding d.o.o. and Steklarna Hrastnik d.o.o.. Production companies have recognized the potential for cooperation with creators in innovating their own products, services and processes, and have combined resources to promote and develop the operation of the institute. The Center for Creative Industries connects companies and creative industries, manages projects and develops collaboration models for product, service and process innovations that raise added value and market competitiveness.  
More information is on the website: <http://www.cki.si/>.
- **The Centre for Creativity (CzK)** is an interdisciplinary platform for connecting, presenting and developing the cultural and creative sector (CCS) in Slovenia. Through its programs, the centre strengthens the social and economic value of the cultural and creative sector and more actively connects it with other sectors and the economy. Together with subsidies from the Ministry of Culture, it presents a supportive environment for the development of this sector. The Center for Creativity operates within the National Museum of Architecture and Design and is a project co-financed by the European Union from the European Regional Development Fund and the Republic of Slovenia. The Centre for Creativity operates within the National Museum of Architecture and Design and is a project co-financed by the European Union from the European Regional Development Fund and the Republic of Slovenia. It currently has offices in Ljubljana and Maribor. In the CzK, they support and present activities that arise at the intersections of various creative fields, arts, experiments, the market, the entrepreneurship and the economy, and do not yet have systemic public support. They also encourage interdisciplinary and inter-sectoral cooperation and the development of projects that are commercially viable, increase added value, are aimed at solving social problems or contribute to social progress and welfare.



**Photo 66. Office of the Centre for Creativity in Maribor**



Source: <https://www.grazia.si/maribor-prvi-letosnji-pop-upstart/>

- The program strands of the Centre for Creativity are:
  - **PRODUCT AND SERVICE DEVELOPMENT** by encouraging cooperation between the creative sector, companies, the economy and the public and private sector. Until 2020, 115 projects of various companies have been supported on the basis of a tender of the Ministry of Culture called "Promotion of creative cultural industries - CzK" with 2.9 million EUR. In total, 5.3 million EUR will be allocated to artists and creators until 2022 only from subsidies, of which 65% for the Eastern Cohesion Region, which also includes the Municipality of Maribor. Additional financial incentives for creators are also provided by the CzK Platform through productions and co-productions for the development of innovative products, services, projects and programs.
  - **EDUCATION** for the development of entrepreneurial and specialized creative knowledge and other skills aimed at the growth of the creative sector and the transfer of creativity to the economy and other sectors. CzK helped more than a thousand participants (creators, creative companies, producers, cultural managers, creative mediators, entrepreneurs and employees in private and public organizations) by organizing trainings, conferences, lectures, workshops and mentorships and by advising on how to apply for tenders. CzK also offers support to the Ministry of Culture in the implementation of the Public Tender "Promotion of Creative Cultural Industries - CzK" by carrying out educational activities for applicants and by organizing a compulsory 20 to 30-hour mentoring program for selected applicants.

- NETWORKING AND INTERNATIONALIZATION aimed at the establishing a network of partner organizations, connecting stakeholders from the creative and other sectors in Slovenia and promoting the visibility of the Slovenian creative sector abroad. Together with numerous partners from Slovenia and abroad CzK conducted a number of international presentations of Slovenian artists and creators in the field of architecture, design, music, visual arts and heritage and participated in key international fairs and events (Milan Design Week, Vienna Contemporary, etc.). It has also established several partnerships within European projects and platforms aimed at creators from different sectors.
- RESEARCH for a better insight into the economic and social potentials and needs of the creative sector in order to develop recommendations, support policies and programs. They made the most comprehensive statistical analysis of the cultural and creative sector in Slovenia in the period 2008–2017, which represents the basis for insight into the situation and for further research of the sector.
- WEB PLATFORM as a national entry point for creatives and seekers of creative solutions, which informs, presents creative products and services and informs about opportunities and trainings.
- PROMOTION at home and abroad to achieve greater visibility and ensure that media and wider audience are better informed about the importance and projects of the Slovenian creative sector. They have achieved more than 1.500 publications about CzK events and artists in the media at home and abroad, and they also represent young Slovenian creative professionals through media partnerships, "pop-up" stores, events and exhibitions.

More information is on the website: <https://czk.si/> .

- **University Incubator “Tovarna podjemov”** (means Venture Factory) is an important element of the innovation ecosystem of the University of Maribor more than 10 years. It is focused on promoting and supporting the entrepreneurial activities of students, researchers and professors of the University of Maribor, as well as other innovative individuals. The Venture factory operates within the "Entrepreneurship and Innovation" pillar of the consortium RAZ:UM, that was developed by the University of Maribor. Within the consortium, the Venture Factory implements programmes for promoting entrepreneurship, consulting (potential) entrepreneurs and incubating start-up companies (spin-off and spin-out). Within the pillar presented above, consortium partners offer excellent programmes and services to promote the protection of intellectual property and to find solutions for its successful commercialization through cooperation with existing companies (licensing, sale of intellectual property rights, contract research and research in cooperation with industry) and by establishing and developing new start-up companies (especially spin-out and spin-off). More information is on the website <https://www.tovarnapodjemov.org/> .

### 3.2.4 Cross-sectoral collaborations in Vratsa

**Vola Open Air** is a boutique music festival that takes place in the Vratsa Balkan Nature Park, right on the Okolchitsa peak. It was launched in 2008 as an idea for a conceptual outdoor party. It continues to be held to this day in cooperation with the individual Tsvetoslav Yonov with the support of the Vratsa Balkan Directorate and the Municipality of Vratsa. Over the years it has hosted more than 7,000 guests of the region and over 300 foreign and Bulgarian artists. Apart from being stunningly enjoyable, the added value of the festival is the promotion of regional cultural development. Participants are known for initiating public discussions on sustainable and cultural youth initiatives. In 2015 the festival was recognized by the international jury of EFFE and is the winner of the European Festival Award as part of Europe for Festivals project.

**Picture 67. Vola Open Air**



Source: Municipality of Vratsa

**The first playground of its kind for children with special needs** in the Vratsa region was opened in the yard of the Day Care Center for Children and Youth with Disabilities "Zornitsa" in Vratsa. It was built under the project "Sports for children with disabilities in Vratsa", with the financial support of the Public Donation Fund for Vratsa and the Foundation "America for Bulgaria". Swings, slides, climbing frames are made in a way that is safe and possible for use by children with physical problems. The playground is 100 sq.m., with soft flooring, touch path, nest swings and the first wheelchair swing in Vratsa.

**Picture 68. Playground for children with special needs**



Source: Municipality of Vratsa

**Vratsa ice rink** is an initiative of the Municipality of Vratsa, but subsequently grew into a joint project with the Public Donation Fund for Vratsa. Apart from the fact that all citizens and guests of the city can enjoy the ice rink, it is also used for training of all age groups from the schools in the city, during their physical education and sports classes.

**Picture 69. Vratsa ice rink**



Source: Municipality of Vratsa



### **Summer football school at the Academy of Botev Vratsa**

It was held in 2019, organized by the football club "Botev Vratsa" and the Public Donation Fund for Vratsa. More than 100 children, both boys and girls, took part in it. Nearly half of the children involved in the project continue to train regularly in Botev Vratsa. Some have even played against their peers from other teams.

**Picture 70. Summer football school**



Source: Municipality of Vratsa

### **The national tourist march "On the way of Botev's detachment - Kozloduy-Okolchitsa"**

It is held annually in the period May 27 - June 2 and is the largest, patriotic and tourist initiative in Europe, organized by the District Administration - Vratsa. The Ministry of Education and Science, the Regional Departments of Education, the Bulgarian Tourist Union and the municipalities through which territories the march passes are assisting in the implementation of the activities. It is financed by the Government of the Republic of Bulgaria. The march involves student groups, tourist associations, clubs and sections of tourism and individual participants from the country and abroad. The transition includes some of the 100 national tourist sites in Bulgaria and is popular among both Bulgarian and foreign tourists. The national tourist march "On the way of Botev's detachment - Kozloduy-Okolchitsa" is not only a tourist event, but a lesson and an opportunity to experience the most patriotic feeling of gratitude for the feat of Botev's detachment and those who died for the freedom of Bulgaria, to experience the memorable days of the April Epic, to pay homage, worshipping the life and work of Hristo Botev and those who fell for the freedom of Bulgaria.

**Picture 71. The national tourist march**



Source: Municipality of Vratsa

### **3.2.5 Encouraging the regional partnerships in Moldova**

**Draft on National Strategy for Regional Development of the Republic of Moldova 2021 – 2027:** "Measure 1.3: Identify and promote smart specialization in regions" aims at prioritizing the most promising sectors in the regions, contributing to increasing competitiveness through innovation. This will be done through the support of the regional innovation ecosystem, consisting of educational institutions, research structures, catalytic NGOs, technology transfer centers and clusters development. The measure will facilitate the support of each region in assessing competitive advantages and defining their priorities of smart specialization. Besides encouraging the creation of business infrastructure where diverse actors will be involved, there are no other specific measures to enhance partnerships between universities, companies, NGOs and community.

The **Regional Development Strategy for the Central Region 2016-2020** determines that a weakness for the region is the insufficient cooperation between industry and research. It encourages the active participation of regional actors and creation of partnerships to implement common programs and projects. A measure of implementation is promoting the development potential of the region, quantified in the number of partnership structures created and number of implemented projects.

At the same time, the **South Regional Development Strategy for the period 2016-2020** has a clear objective - regional partnerships. The culture of collaboration between various regional actors (private enterprises, non-governmental organizations, public authorities of various levels and people with civic spirit) must be promoted at all levels. A specific measure proposed in the document is "promoting the region as a touristic destination". It is envisaged that a good way to do this is by creating and facilitating partnerships between tourism entrepreneurs (tourism services providers) and public institutions; but also, with foreign actors. Being at the East and West crossroads, the region has a long transnational cooperation history in implementing joint interventions. Because of the poor urbanistic infrastructure and deficient conditions for SMEs development due to lack of finances in the regions of Moldova, strengthening collaboration between a diverse range of economic partners is not seen in the local / regional documents as main important. However, most of the regional strategies do imply building business infrastructure (business incubators, industrial platforms, hubs, clusters etc.) and implementing national and international projects, which can both be seen as a favorable framework for creating partnerships.

### **3.2.6 Collaboration within the Hungarian Creative Industry Strategy**

The Hungarian Creative Industry Strategy 2020-2030 has been created in 2020 so there aren't any mechanisms for implementation created yet. However, in the document contains the direction of the collaboration with various sectors:

#### **Directions of implementation:**

- training creative industry experts for the digital age
- strengthening cooperation between traditional industries and creative players, supporting its digital transformation,
- building a targeted, predictable funding system
- creating a predictable legal and business environment that takes into account the specificities of sector dust
- matching the needs of businesses and education and training
- development of creative skills in education and training

#### **Areas of intervention:**

##### **a) Operation of a professional umbrella organization**

- representation of the creative sector
- encouraging cooperation

- coordination of resource management
- coordination of business development
- communication

#### b) Adequate education, training

- dual training in the creative industries
- training of trainers
- training of entrepreneurs
- exploring creative skills needs
- operation of a qualification agency

#### c) Transforming the regulatory environment

- examination of tax and contribution reductions and incentives
- the inclusion of the creative industry in the scope of regulation of domestic RDI systems
- modification of statistical systems
- revision of copyright rules

#### Collaboration platforms:

- Creative round table
  - representatives of the creative profession
  - topic, suggestions
  - regular meetings
  - open platform
  - professional dialogue
  - representatives of relevant public bodies
- Creative professional umbrella organization
- Online platform.

### 3.3 Engaging the CCI stakeholders

Stakeholders from creative and cultural sector are collaborating in different ways with the purpose of promoting CCI at national and local level. Councils, commissions, clusters and associations, with their specific goals and missions, are co-existing as integral element of creative and cultural processes, programs and projects, contributing to public awareness on potential of creative economies. In this analysis, the region of Moldova reported non-existence of such bodies, as within the organizational structure and local



commissions, the business and industry are usually separated from the cultural and creative activities.

### 3.3.1 Gathering CCI actors in Croatia

#### **Association of Creative and Cultural Industries within Croatian Chamber of Economy**

The goals of the Association of Creative and Cultural Industries within Croatian Chamber of Economy are to strengthen activities aimed at improving business environment of members, promoting common interests of members in the field of cultural and creative industries, more significant use of economic potentials by creating better institutional and legal conditions, and intellectual property rights.

The tasks of the Association are:

- Providing professional and lobbying assistance to members in resolving issues in front of the authorities
- Permanent collection of data on professional issues, i.e. obtaining and distributing information important for the cultural and creative industries, especially in the field of legislation
- Education of members
- Initiating changes and working on existing regulations
- Ensuring the involvement of Association's representatives in committees for the drafting of new legislation addressing issues of interest to members
- Cooperation with other professional associations and communities.

The Association Council consists of representatives of various creative and cultural activities. The president is Tomo in der Mühlen, and deputy president Ivana Nikolić Popović (also the head of CCCCCI).

As the creativity and culture were recognized as a development potential on national level, Ministry of Economy and Sustainable Development of Republic of Croatia initiated establishment of Croatian Cluster of Competitiveness of Creative and Cultural Industries.

**Picture 72. Croatian cluster of competitiveness of cultural and creative industries**



Source: <https://hkkkki.eu/>

CCCCCI was founded in the year 2013 and is structured as Quadruple Helix. It consists of 12 sectors of creative and cultural industries:

- Architecture
- Audio-visual art (film, video)
- Heritage (museums, libraries, archives)
- Design (fashion design, graphic design, interior design, product design)
- Music
- Performing arts (theater, ballet, dance)
- Book and publishing
- Media (TV, radio, print and web)
- Advertising and marketing communications
- Applied arts (glass, ceramics, jewelry and other a. arts and crafts)
- Computer games, new media
- Visual arts (painting, sculpture, graphics, photography, new media).

CCCCCI has 93 members from the industry and business clusters, the public sector, professional associations and organizations and the scientific research sector. Main priority areas are:

- Providing stronger support to R&D activities, innovation, experiments and entrepreneurship in the CCI
- Improving access to finance
- Human resource development
- Strengthening institutional and infrastructural support in the development of CCI
- Accelerating the spillover effects of CCI on other industries and society in general.

### 3.3.2 Creative associations in Craiova

At the level of regional/local authorities, it doesn't exist creative commissions, comprising experts/specialists/representatives of CCIs, for promoting collaboration of all stakeholders in the process of implementation of strategy and development of policies, assisting establishing public-private partnerships, promote identification of creative initiatives, and increase public awareness in the region about the potential of creative economies, but the local authority is currently working on the Integrated Strategy for Urban Development Craiova 2021-2030 and is debating with representatives of CCIs to include such initiatives.

Some of this creative commissions:

**Order of architects.** Organizes events in which architectural projects are presented on topical topics, solution studies are presented for concrete projects that are the attention of the local administration or investors. Projects subject to approval shall be approved upon request.

#### **Committee of Culture**

- Monitoring activity, Conservation, Restore, Consolidation, interventions at Construction
- historical monument;
- Quality control work run to interventions on Monuments Historical.
- Edit some studies research on topics heritage culturally mobile, from Dolj County.
- The activity of elaboration of obligations use of buildings –historical monument.
- Close cooperation with economic operators marketing movable cultural goods in Craiova, with a view to permanent information on movement of art on the free market.

**The County Center for the Conservation and Promotion of Traditional Culture** is a public cultural institution, with legal personality, under the subordination of the County Council, specialized institution with the role of research, collection, archiving, transmission and promotion of traditional culture, as well as the enhancement of the contemporary creation of our county. It shall operate in accordance with the provisions of the law and a Framework Regulation for its own organisation and operation.

### 3.3.3 Joint management of CC initiatives in Slovenia and Maribor

In the Municipality of Maribor and also in the Podravje region we do not have at the level of the municipal/regional authority a creative commission consisting of

representatives of cultural and creative industries which would ensure that all stakeholders participate in the process of implementing and developing policies in the field of CCIs and which would help establish public-private partnerships, promote the identification of creative initiatives and increase public awareness of the potential of creative economies. However, it is a practice at both national and local level to appoint commissions to select applications in public tenders to provide non-refundable financial incentives for the implementation of projects and programmes and the development of enterprises in the field of CCIs. Given that such commissions gather experts from all relevant areas of CCIs, we can claim that through the selection of projects these expert groups contribute an important part to the development of the cultural and creative sector at both state and municipality level. They also, in some ways, constitute a link between politics and the cultural creative sector and influence on the formulation of state and local policies in the field of CCIs.

The key mechanism at national level for non-refundable financial incentives for the development of innovative projects and companies in the field of CCIs and for encouraging stronger cooperation of these industries with the economy, i.e. the Public tender for the selection of operations "Promotion of creative cultural industries - Centre for Creativity is led by the Ministry of Culture. The procedure of selecting projects within the public tender is led by a tender commission appointed by the Minister of Culture and published on the Ministry's website. The Commission is composed of representatives of the Ministry, representatives of the cultural and creative sectors and representatives of the enterprise sector. The members of the Commission are experts in the fields of architecture, advertising, design, visual and intermedia arts, cultural heritage, archival and library activities, book, cultural and artistic education, music art, performing arts, media, software and games, film and audio-visual activities and cultural tourism. In the last call, the commission counted as many as 50 members. Projects that meet formal tender conditions are assessed by the commission on the basis of criteria already set out in the tender, e.g. innovation, understanding and relevance of the problem and the adequacy of the solution, sustainability of the business model (marketing strategy, long lasting impact of the service/product), cooperation with the creative cultural sector. Not all members of the Commission assess all formally complete applications or projects, but, on a proposal from the President of the Commission, each member of the commission assesses only those projects that interfere with the area in which he/she is the expert. In addition, each project is evaluated by at least two members of the Commission. This assessment method seeks to achieve the most professionally acceptable selection of projects. It is also stipulated that projects that reach less than 70% of the possible points in the evaluation cannot be co-financed, even if the funds provided for each part of the call and the cohesion region are still sufficient.



Maribor is a regional cultural centre, but in the absence of a regional level of government it must assume the main weight of funding. Culture in the broadest sense (including also CCIs) deserves more frequent consideration in the city council. There is insufficient opportunity for active participation of cultural operators and CCIs in decision-making process relevant to the cultural and creative development of the city. Greater preparedness for inter-sectoral action is needed, especially when linking culture with education, society, environment, urbanism and the economy.

Every year, the Municipality of Maribor publishes a tender for the selection of cultural projects (short-term, individual events) to be co-financed. Also every three years it publishes a tender for the selection of cultural programmes (long-term, multi-annual, year-round activities) to be co-financed over longer period of time, but not more than three years. Entitled subjects are non-governmental and private organisations (associations, institutes), the self-employed in culture and other independent cultural producers who work professionally in cultural production and accompanying programmes. The annual tender for the selection of cultural projects refers to the following areas: performing arts, musical arts, visual arts, intermedia arts, book, cultural heritage, film and audio-visual activities. While in the three-year tender, the municipality provides funds for the co-financing of programmes in the following tender areas: publishing, artistic programmes (independent cultural and artistic programmes, art exhibition activity), audio-visual and media programmes, other cultural programmes (youth cultural creativity, interdisciplinary cultural social programmes).

Projects and programmes that meet formal tender conditions are assessed by expert commissions for specific tender areas on the basis of criteria already laid down in the tender, such as e.g. the quality of the project or programme, the complementarity and rounding of the cultural offer in Maribor, the accessibility of the project or programme. Expert commissions for specific areas are appointed by a decision of the mayor. The Municipality of Maribor also has financial resources in the city budget (17.000 EUR in 2020) for the functioning of the mentioned expert commissions and the publication of public tenders in the media.

In the Local Programme for Culture 2015-2020, in the chapter »Management and financing in the field of culture in the Municipality of Maribor« one of the measures predict that the City Council by decree, sets up the Council for Culture of Municipality of Maribor as an independent body to monitor the implementation of the Local Programme for Culture, to propose its amendments and modifications and address open issues related to the field of culture in the city. This Council for Culture would also advise to the City Council, the Mayor, the Deputy Mayor and to the City Administration on the city's ongoing cultural policy. It is intended that the Council for Culture would be composed of

directors of public institutions in the field of culture in Maribor, director of the Maribor's regional unit of the Public found of the Republic of Slovenia for Cultural Activities, head of the Maribor's regional unit of the Institute for the Protection of Cultural Heritage of Slovenia, heads of other representative associations in the field of culture in the Municipality of Maribor and representatives of independent cultural creators. The Municipality of Maribor till today has not yet managed to establish the planned Council for Culture. Due to this, the chances for active participation of cultural operators in decision-making process relevant to the cultural and creative development of the city of Maribor remain at the same level and do not increase.

As one of the important bodies in the Municipality of Maribor in the field of culture and CCIs, it is also worth mentioning the Committee for Culture, which is a permanent working body of the City Council and deals with matters in the field of cultural activities and the protection of cultural heritage, as well as addresses issues related to the development policy of specific cultural areas. The members of the Committee shall be appointed by the City Council from among its members, but also from other citizens, but not more than half of the members. The Committee for Culture is therefore a political body, not a professional body.

The Local Programme for culture 2015-2020 was prepared by a working group appointed by the Mayor in spring 2014. When selecting the members of this working group, their bibliography on cultural topics, their versatile integration into the cultural events of the city was at the forefront, while it was also important a guarantee that all types of cultural organisations (public institutions, independent producers, associations, NGOs, private institutions and enterprises, independent cultural creators, etc.) would be considered. The commitment of members was to follow the cultural needs of the entire cultural sphere (performers and users) rather than only the narrow interests of each organisation. Aware of the wideness and complex structure of the field, the working group immediately issued a call for the participation of all citizens and provided the possibility of open communication through the city portal. From the point of view of obtaining information, consultations with stakeholders from individual creative fields were also very important. From the point of view of obtaining information, consultations with stakeholders from individual creative fields were also very important.

### **3.3.4 CC communities in Bulgaria and Vratsa**

The existing cultural institutes in Municipality of Vratsa are mainly state and municipal - Vratsa Drama and Puppet Theater, Vratsa Symphony, Regional Historical Museum with Art Gallery, 2 houses-museums and 2 ethnographic-revival complexes, 2 public libraries.

Various cultural activities are developed in the 21 municipal community centers - Chitalishta. They are traditional self-governing Bulgarian cultural and educational associations in the settlements, which also perform state cultural and educational tasks. They are centers for the development of amateur ensembles in various fields - song, dance, preservation of traditional rituals, art workshops and creative formations. Chitalishte "Razvitie", the largest community center in Vratsa was founded in 1869. Through its units and teams develops a rich and diverse cultural and creative activity- (brass band, four-part mixed choir, Folk Song and Dance Ensemble, Children's art school).

The "Hristo Botev" Regional Library is located in the center of Vratsa. Its inventory includes over 245,876 documents: books, periodicals, graphics, maps and music note editions, CDs, DVDs and other sources of information providing knowledge in many areas. Every year the library adds 4,000 to 5,000 new documents to its stock. There is also a virtual library.

The Union of Bulgarian Artists (UBA) is a professional association of artists working in Bulgaria with office in the city of Vratsa. It supports the implementation of creative projects of its members to provide them information about significant events and assists the creative contacts.

Association of Masters of Arts and Crafts in Vratsa is established with the aim of preservation and development of artistic traditions in Bulgarian folk crafts; production and sale in the country and abroad of highly artistic handmade unique products.

In April 2018, a non-profit association Public Donation Fund for Vratsa was established. Its mission is to support communities that unite around common goals for the development of the Municipality of Vratsa and improve the lives of citizens in a sustainable and ethical way.

Vratsa Youth Center is housed in the building of the old school "Metropolitan Constantine" in the town of Vratsa. It was originally built with financial resources under the financial mechanism of the European economic area and now owned by the Municipality of Vratsa.

Within this organization, the integration of young people at risk through various non-formal learning methods, including the following interest clubs:

- Club "Youth Development and Entrepreneurship";
- Sports Animation Club;
- Board Games Club;

- Talents Club;
- Debate Club;
- Club "Creators" - for the establishment and development of youth spaces;
- Kinomania Club;
- Koi Dance Club;
- Blogging, Reports and Journalism Club;
- Health and Tourism Club.

**Picture 73. Youth Center - Vratsa**



Source: Municipality of Vratsa

### 3.3.5 Hungarikum - a term for Hungarian national values

There is a special Hungarian term for the national values: **Hungarikum**. Hungarikum is a collective term indicating a value worthy of distinction and highlighting within a unified system of qualification, classification, and registry and which represents the high performance of Hungarian people thanks to its typically Hungarian attribute, uniqueness, specialty and quality. Becoming Hungarikum is a multilevel, bottom-up building process, which can be started by anyone with filling out a standard form.

The first step is to make the value to be admitted as a national value to the collection of local values or Hungarian values abroad or departmental values. If there is a value that cannot be associated with a concrete village or region, it has to be admitted to one of the collections of departmental values run by the corresponding ministry. If a value which is already admitted to the collection of local values and has county level significance, then it might be suggested further to the collection of regional values or to the collection of Hungarian values abroad.

The second step is to recommend the value further to the Collection of Hungarian Values by submitting the corresponding standard form to the Hungarikum Committee. If a



national value is admitted to the Collection of Hungarian Values and the petitioner wishes it to become a Hungarikum, then a recommendation has to be submitted to the Hungarikum Committee.

**Picture 74. The “pálinka”**



Source: Buti Pálinkaház

The above explained bottom-up building process is called the national value pyramid system.

The Committee for Repository of Values in Vas County (and all the other Committees on all levels) have members from an institute, an organization, or an organizational unit run by the state, county, municipal, church or social organ operating in the county area and previously involved in the identification and management of national values.

**Picture 75. The táncház (“folk dance house”) method**



Source: <http://www.hungarikum.hu/en/content/folk-dance-house-method-hungarian-model-perpetuation-cultural-heritage>

Promotional video of the Hungarikums:

[https://www.youtube.com/watch?v=Ob72TGtyKMs&fbclid=IwAR0kvC-IIs0RTdnuTiF0lCumuY\\_Ngy0DryVHFoCHyw-butiZQ6HKhSMkzc0](https://www.youtube.com/watch?v=Ob72TGtyKMs&fbclid=IwAR0kvC-IIs0RTdnuTiF0lCumuY_Ngy0DryVHFoCHyw-butiZQ6HKhSMkzc0)

More info can be found on <http://www.hungarikum.hu/en> and <http://www.vasiertektar.hu/>.

## 4 FINDINGS AND CONCLUSION

In creation of the Deliverable D.T4.2.1 Policy Booklet on New Governance Models for Urban Communities, altogether 6 tandems of PPs contributed with their perspectives on CCI policies, government elements and existing situation in the respecting Danube regions of (1) Rijeka (Croatia), (2) Craiova (Romania), (3) Maribor (Slovenia), (4) Vratsa (Bulgaria), (5) Cahul (Moldova) and (6) Vas County (Hungary). A significant collection of inputs and information was analyzed through 3 main aspects:

- 1) A description of every involved region was provided, contributing to better understanding of specific local and national circumstances, including a general position of CCI in social, cultural and economic policies.
- 2) A selected CCI initiatives were listed in every of 6 participating ecosystems, including facilities, institutions, cultural and creative organizations, events, manifestations, CCI supporting systems, activities related to cultural identity and brand destination, etc. This, basically a collection of good practices, is defining a modality of promotion of CCIs and their part in UR.
- 3) What kind of policy tools and elements are supporting the development of creative cities is indicated in the last chapter. PPs provided elaboration of general and specific strategies, programs, projects and mechanisms for improvement of CCIs status. In addition, an overview of cross-sectoral collaborations and partnerships at stakeholders' level were specified.

Based on these contributions, the following conclusions can be drawn:

- (1) The CCI sector is unequally developed, as well as its supporting system, observed by the regions.
- (2) Not every field within CCI is equally developed and represented, or has an equal business perspective. This is especially evident in covid time, when ICT and gaming industry keep their stability and even growth, while the other are facing downfall and uncertainty.
- (3) There is no unified and comprehensive strategy or plan for CCI development. CCIs in most cases do not act in organized way, and are the part of other high-leveled development policies. Moreover, the reports suggested that the bonds between the stakeholders in CCI are not sufficient.
- (4) There is a need to establish short-term action plans within wider national/regional/local development plans, which could be fully dedicated to the support of CCI.
- (5) In general, the regions have well-developed cultural infrastructure (institutions, organizations, public events etc.), as well as cultural policies. There are many large, creative and significant cultural initiatives with strong urban identity.

Some of them are in function of preserving tradition and historical values, while some are enriching the other aspects of life (leisure, sports, tourism, entertainment, etc.). Although certain innovative initiatives already exist, and are represented as good practice examples in regions, insufficient focus on innovation is still present.

- (6) Regions with well-developed creative business infrastructure and stronger relationship between CCI and advanced technology are more prone to innovation.
- (7) CCIs are or need to support smart, green and social responsible development. They also need to have access to cutting-edge technologies and knowledge, from basic entrepreneurship skills to specialized and sophisticated know-how.
- (8) In general, there is a lack of research, data analysis and monitoring in the field of CCI, especially on local level. The scientific approach is missing, which can lead to inadequate or ineffective decisions and policies.
- (9) EU funds are marked as one of the most substantial source for financing projects of interest in culture and CCI. In response to Covid crises, a new policies on EU level are needed, to overlap the difficulties faced by creative cities, especially when health issues become a priority in every public policy.
- (10) The European Capital of Culture title is greatly encouraging urban creative and cultural development. However, a new solutions for financing need to be explored, primarily at EU level.
- (11) There are various examples on efficient collaboration between government, industry, HER and NGOs when it comes to national/regional/local development policies. In the same time public-private initiatives are not so frequent. One of the reason is insufficient regulation, especially in the terms of co-financing. A better collaboration between authorities and business sector is needed: a new policy framework is needed to facilitate such initiatives (e.g. accelerators, crowdfunding, start-up and scale-up support, urban labs etc.).
- (12) Networking and clustering of CCIs ensures that their relevance in local, regional or national level will be recognized, visible and embedded into development policies.

These findings can be used as basic points for creation of future policies, supporting the development of CCIs in the context of UR.



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