

Newsletter

No. 4: Experiences and Opinions

Welcome back to news about the CINEMA project! Our project is now already in its second half and we are working hard on realising our ideas and visions. All partner regions are now in the middle of implementing their pilot actions in order to revive empty floorspaces in city centers, to support retailers to attract new customers and to enhance creative industries by offering new contacts and infrastructures. Also, we had our

second partner meeting in Kosice/ Slovakia, a policy workshop together with our friends from Restart_4Danube and we are already starting to plan our final conference in November. This newsletter offers not only news of the project but also gives some insights into the “R4D” project and an initiative by the German Goethe-Institut for the CCI worldwide.

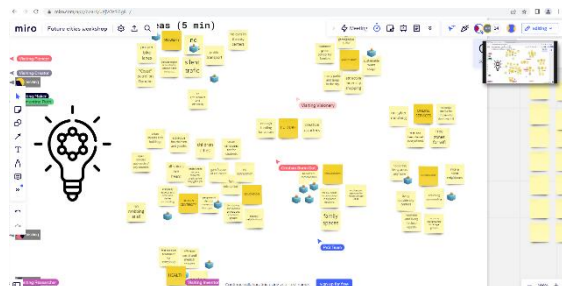


The **partner meeting in Košice/ Slovakia** took place on May 10-11 and we had a wonderful time. We came up with plans for policy actions to make project results more sustainable and transferable beyond our regions, in a scenario planning workshop we were trying to figure out the long-term development of our pilot locations - visions, timelines, stakeholders and

probable outcome. Thanks to our very well-connected hosts, Creative Industry Košice (CIKE) and the Agency for the Support of Regional Development Košice, we learned a lot about the concepts of creative centers like Tabačka Kulturfabrik and KASÁRNE/KULTURPARK. In a really interesting city tour we experienced some more of the cultural and creative hubs in town. We are so lucky to have a partnership of 17 partners from 8 countries who are working well together and are exchanging thoughts and experiences. Hopefully this contributes to make cities and regions better places to live peacefully together, no matter where.

A big part of the CINEMA project is to **develop tools and concepts for Creative Urban Revitalization (CUR)** in order to strengthen the innovation process between the Creative Industries (CI) and urban economies. The partners have been trained by the [Stuttgart Media University](#) on their respective tools and have started to implement them in their locations. So if you're planning to revitalise a floor space in your city with one of our uniquely developed Creative Urban Revitalisation tools (CUR tools), check out the [CUR Tools database](#). Within the CINEMA project all partners developed collaboratively 20 CUR tools within three thematic groups: "Floor Space Concepts", "Retail & Small Businesses" and "CI Support Centre". Move over the

cards to find out the main objective of each CUR tool, each card gives further details about different implementation steps, opportunities and challenges, duration, cost factors and much more. Feel free to contact us for more information on specific CUR tools!



On June 2, [DTP PA3 Culture & Tourism and PA8 Competitiveness](#), together with the projects [CINEMA](#) and [RESTART_4Danube](#), organised a common workshop: **Designing liveable cities for next generations in the Danube region**. With almost 40 participants like e.g. regional and national policymakers and representatives from public authorities, we used an interactive design approach to take a view into the mid- and long-

term future of the Danube Region. The future is more than the linear continuation of the present, so what could be a preferable or desirable scenario? In a co-creational setting, we looked at the perspective of medium and small cities and explored what a liveable city for the next generations would look like.

We succeeded in engaging everybody in a mutual conversation on this important topic and came up with our visions of what the perfect city in the Danube Region would look like: safe, eco-friendly, peaceful, attractive to live in and to visit, equal conditions for all age groups and no social injustice. We are hopeful that our and a lot of other EU funding projects are contributing to these goals.



One of the Interreg Projects within the Danube Transnational Program we are cooperating closely with is the project [RESTART_4Danube](#). The 17 project partners have already been working together for two years to tackle several problems the Danube region faces. To address the lack of cooperation at different levels (public/private, transnational, between CCI and industry), the consortium aims to create synergies and encourage cooperation. To do so, it has organised a series of local and international

workshops bringing different stakeholders together. R4D also is running an international creative competition and implementing local action plans in 5 middle-sized Danube cities. Moreover, until the end of the project in December 2022, RESTART_4 Danube wants to establish a network of creative hubs. Cities in the Danube region are also facing insufficient coordination at institutional level. Here, RESTART_4 Danube is supporting policy makers through tailored policy recommendations supporting creative and sustainable urban regeneration, a common transnational strategy and targeted trainings on how to facilitate the involvement of cultural and creative industries in urban regeneration. Finally, in order to improve and strengthen the innovation capacities of SMEs in the cultural and creative sectors, the consortium is performing readiness level audits and encouraging cooperation agreements (via matching of service offers and service requests).

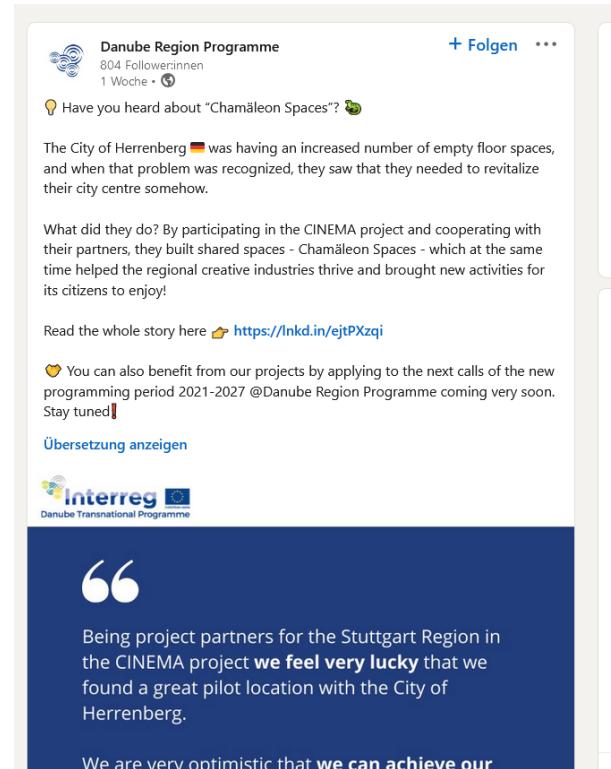
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How do creatives work around the globe? What kind of encouragement and support do they need, especially under new or changing circumstances? All over the world, the cultural and creative industries (CCI) are an engine that shapes social change. Promoting these players according to local needs is therefore a central field of action for the German [Goethe-Institut](#). Creative professionals are trained, advised and brought together, and the development of sustainable infrastructures is supported. The Goethe-Institut aims to open access to culture and education through further educational measures for cultural entrepreneurs, through assistance in the internationalisation of creative businesses and through the provision of (co-)production structures. One example: As part of an ongoing exchange between the Goethe-Institut and German PCI network (“Promoting Creative Industries”) a couple of round tables were organised. The following ideas for deepening the cooperation have emerged from the discussions, in order to support creatives at their home location or the ones in need of help at a new place:

1. Peer learning: Regular meetings at which useful best practice projects are presented by the Goethe-Institut, creative players or support organisations.
 2. How to: The ABC of Internationalisation: A (non-formal) educational offer with a concrete practical relevance on the topic of internationalisation for actors from the creative industries in Europe or beyond.
 3. Soft landing hub: A toolbox for creative professionals and multipliers to create easy access to networks, information and institutions. Contents: Cartographic and content-based overview of superordinate networks, institutions and contact persons; profiles of the CCI ecosystems in the respective countries; overview of possible funding and support structures, etc.
 4. Creative Cities Programme: Capacity building programmes for cities to create an ideal ecosystem for cultural and creative industries.
- All these ideas are work in progress but will hopefully be interesting for a lot of creatives worldwide.

As the last Danube Transnational Programme closed at the end of 2021, the DTP Communication Office wants to dedicate this year to promote the programme's results. So what better way to do it than through the experiences of projects' beneficiaries! Also, the CINEMA project was invited to contribute to a large **communication campaign** via websites and social media. We got one of our beneficiaries from a pilot location, the City of Herrenberg in Germany, to answer questions about the project, the expected results, the personal experiences and recommendations for the future. The results are to be seen on the programme's website and social media channels. Thanks to DTP for this opportunity to promote our project!



In case you have any comments or questions please contact us:

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