

RESTART_4Danube

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

URBAN GREEN PAPER

3rd & final draft

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Chişinău**

Agenda

- Preseting **CUAS** and the research group **TRANS_SPACE**
- Urban **Green Paper**
 - general questions,
 - key questions and structure
- Important **terms** and **understanding**
 - Cultural and Creative Industries (CCIs) & Creative Urban Regeneration (UR)
- **Effects** of CCIs in Urban Regeneration (UR) and **statistical evidences**
- **Strengthening** framework conditions & recommendations for action
- **Conclusion** & outlook
- **Contact** details
- **Sources**

About CUAS and the research group TRANS_SPACE

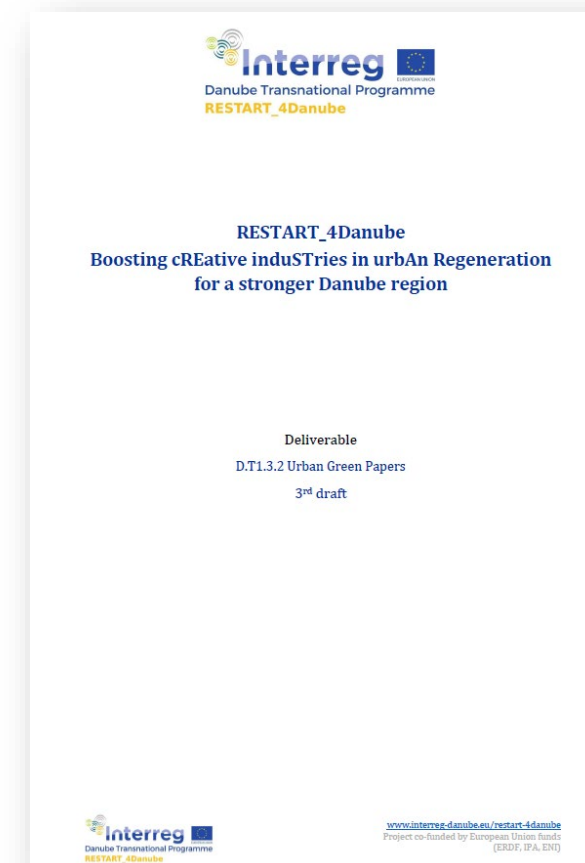
- Carinthian University of Applied Sciences (CUAS) is an **application-oriented** research institution. The **research is interdisciplinary** and has the objective of keeping the teaching at the cutting edge of science.
- **Founded** in 1993
- Around **40 Degree Programmes** (Master and Bachelor)
- Over **3.000 Students**
- **20 Research Groups** (Technology, Business, IT, Healthcare, Construction and Architecture / over **120 funded Research Projects** (public & private sector)
- **250 R&D partners**
- Research group **TRANS_SPACE** (TRANSformative Societal Political AND Cultural Engagement)
- Focus on **socio-economic transformation processes** (urban and regional development, migration, social change, issues of globalisation)
- **Diverse** and interdisziplinäre research group
- **Director** FH-Prof.in Kathrin Stainer-Hämmerle
- **Website** <https://forschung.fh-kaernten.at/trans-space/>



Urban Green Paper

General questions

- **What is a Urban Green Paper?**
- We understand this to be a **discussion paper based on results from the project** and other scientific sources. The final draft is the product of a systematic , integrated and evolutionary process. It is based on the 1st draft (October 2021) and the 2nd draft (February 2022).
- **What is the aim of this Urban Green Paper?**
- The Green Paper represents a kind of emerging thinking on the topic of strengthening Cultural and Creative Industries in Danube Region. **It should stimulate a broad discussion** and has also the mission of consulting, giving suggestions to different stakeholders i.e. governance, city development / marketing, scientific, socio-economic development, interested parties from the cultural and creative sector or the public. Our aim is to build on this and to continue to link the project results to our operational and strategic agendas.
- **How can you work with this Urban Green Paper?**
- We integrate **concepts, terms and definitions** i.e. Cultural & Creative Industries (CCIs), “Creative” Urban Regeneration (UR); Listing **evidences & statistical materials** for the importance of CCI (jobs, turnovers, positive externalities); Systematization of **key areas for strengthening** and creating good and effective framework for CCIs in (UR); **good practice** examples from Danube Region;
- **What is the data basis?**
- A solid mix of **findings and data sources** from the project itself, the 5 **Local Action Plans**, results from various **workshops, trainings** and **conferences, scientific literature** and **strategic documents, reports** from the EU, the UN and national strategies. **Feedback** from partners is included.



Structure of Urban Green Paper

- **Part one** is a **general overview** of the positive socio-economic effects, impacts and the potential of the culture and creative industries - majority at EU level and in selected countries of the Danube Region. It also discusses the **known challenges** for CCIs in a post COVID-19 era.
- **Part two** shows ways of **strengthening the creative industries** through new framework conditions, especially at the local level and integrating them into urban regeneration processes for a sustainable and more resilient development of Cities and Regions. The basis for this are the five **Local Action Plans (LAPs)**, good examples and the **implementation status**. We have also shown in the part how CCIs strengthen the **SDGs**.
- The **third part** presents **recommendations for action** – to strengthening CCIs - in a compact form and summarizes the introductory Urban Green Paper once again. The paper shows an accumulated knowledge of all the periods from the project RESTART_4Danube in a compact, easily and understandable form.

Part one

- General overview of the positive socio-economic effects, impacts.

Part two

- Ways of strengthening the creative industries through new framework conditions.

Part three

- Recommendations for action

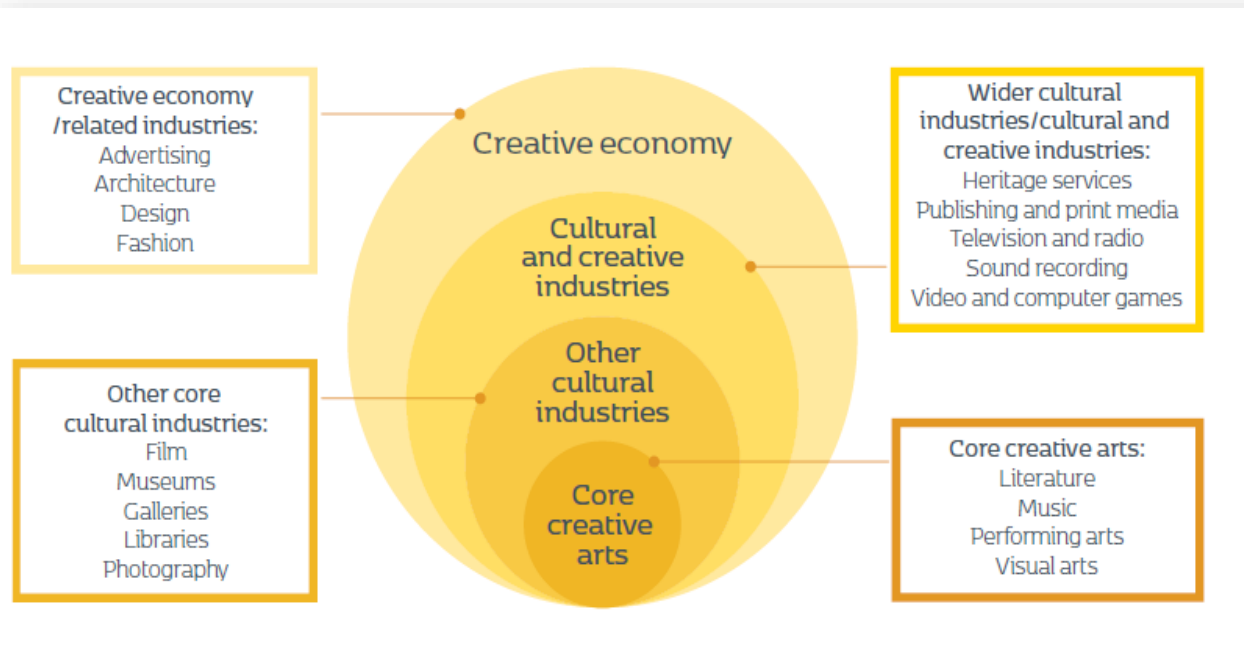
Urban Green Paper analyzed key questions

The Urban Green Paper also provides answers to urgent questions and challenges of urban development with a future in a bundled form.

- What do we **mean by CCIs**? What is the **importance of CCIs** globally, in Europe, for regions, municipalities and cities?
- What is the **role of CCIs** in urban regeneration (UR) and regional development?
- How can CCIs **strengthen the location** and how they can be used for creative urban/regional regeneration processes?
- What **optimal framework conditions** do CCIs need for sustainable and strong development?
- How can the new framework conditions be **integrated into new policy programmes** and urban and regional development programmes?
- What **recommendations for action** can be made to strengthen the framework conditions for CCIs?
- Which **Good-Practice examples** can be found?
- What effects did the **COVID-19 pandemic** have on the CCI sector and what are the **learnings** for a post COVID-19 phase? How can CCIs be used in the context of a socio-economic and environmental **recovery plan** after COVID-19?

Important terms Cultural and Creative Industries (CCI)

According to the European Commission (2018): “*Cultural and creative industries (CCIs) means **all sectors whose activities are based on cultural values or artistic and other individual or collective creative expressions***”. I.e. creative businesses and organizations, producers, developers, distributors, creative agencies, editors, broadcasters and museums et al.



Source: Urban Green Paper 3rd draft, p. 14

United Nations Educational, Scientific and Cultural Organization. URL:
<https://documents1.worldbank.org/curated/en/104121621556036559/pdf/Cities-Culture-Creativity-Leveraging-Culture-and-Creativity-for-Sustainable-Urban-Development-and-Inclusive-Growth.pdf>
(10.2.2022)

Identified effects of CCIs in UR-processes

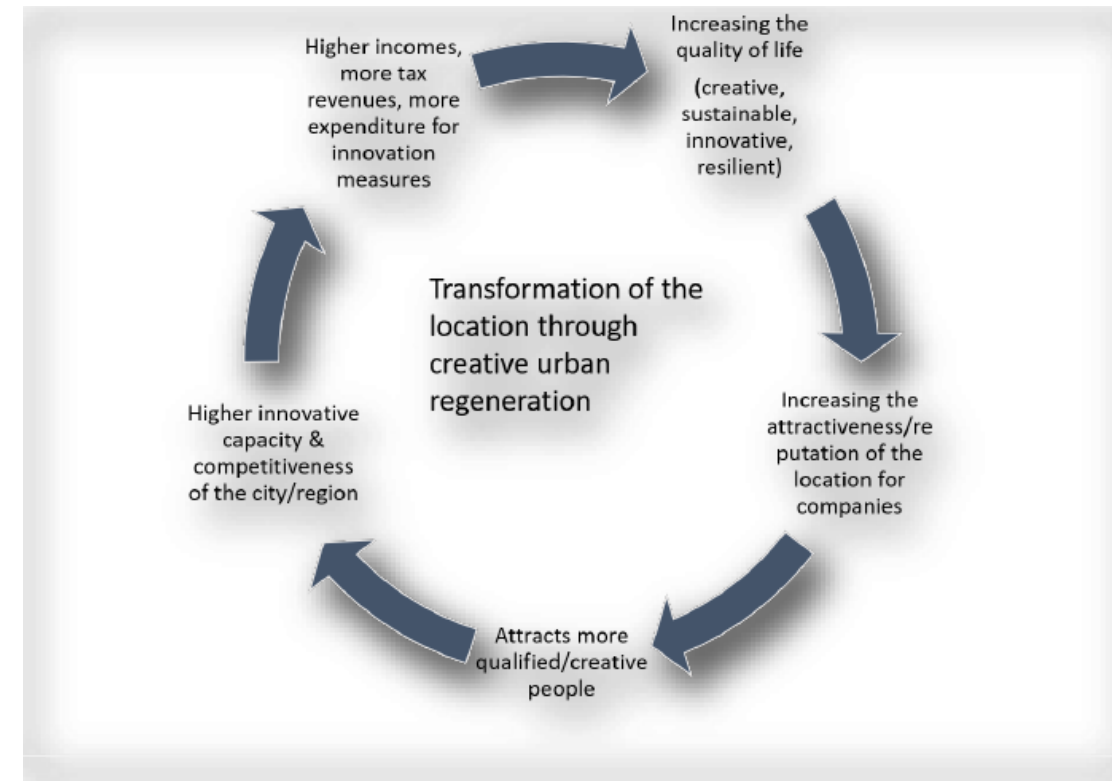
- CCIs have **positive effects** in the context of Urban Regeneration processes.
- This is strong **connected to a positive city development** and to **quality of life**.
- **Cities and regions**, which offer a good quality of life, will develop **more competitively** because they will get **better workers** with higher qualification profiles and attract **better companies** because the economy – especially the creative economy - today works
- According to new the principle **“jobs follow people”** and no **longer the other way around “people follows jobs”**.



Source: Urban Green Paper 3rd draft, p. 24

Important terms „Creative“ Urban Regeneration (UR) / Transformation (UT)

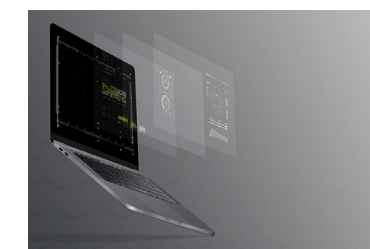
- **“Creative” Urban Regeneration/Transformation** mean that in UR or UT processes (physical, environmental, social, economic) i.e. creation of buildings, reuse of vacant buildings, new infrastructure (internet, electricity, water), more green, more parks and meeting zones et al.
- **CCIs have a special role** or a high importance. Urban development increasingly relies on the positive effects of CCIs to increase sustainability, competitiveness, resilience and quality of life. City residents are increasingly involved in urban regeneration. Participatory democratic processes and high transparency in decision-making are increasingly involved in urban development. (Zametter 2022)



Source: Urban Green Paper 3rd draft, p. 17

Key facts and statistical evidences

- **The importance of culture and creative industries is increasing (jobs and economic growth)**
 - CCI created in EU-28 a **643 billion EUR turnover** and an added value 2019
 - Represented 4.4% of EU **gross domestic product (GDP)**
 - Between 2013 and 2019, there was a **economic growth in the sector** of +17%
 - **Growth potential of the CCI sector of +40% by 2030**
 - **+700.000 Jobs** between 2013-2019
 - 2019 **more than 7.6 million people were employed in the cultural and creative industries** in the 28 EU countries
 - In 2019, **48% of jobs in CCIs held by women in the EU 27**, compared to 46% in the European economy as a whole
 - **Strong growth of start-ups** in Europe. In 2021, venture capital investments worth 88.1 billion euros were made - an increase of 141% compared to the previous year and a new record. **CCIs are a growth sector and help to drive the digital transformation.**
- **CCIs also strongly support the 2030 Agenda - many activities support the SDGs.** UN Handbook URL: [UNDP-Handbook-on-Smart-Urban-Innovations-V2.pdf](https://undp.org/handbook-on-smart-urban-innovations-v2.pdf)
- **The importance also for the EU is shown by the new development programmes where the cultural and creative industries play a major role.** URL: [Über das Programm Kreatives Europa | Culture and Creativity](https://culture.ec.europa.eu/news/creative-europe-2021-2027-programme-launch) / For the period 2021-2027, the programme's budget is an estimated €2.44 billion, compared to €1.47 billion for 2014-2020 URL: <https://culture.ec.europa.eu/news/creative-europe-2021-2027-programme-launch>



Source: pixabay cc-license

Strengthening framework and recommendations for action

Framework conditions	Strengthening measures (Examples) <i>The strengthening measures are derived from the challenges for CCIs identified in the project.</i>
Capacity building & publicity	Ensure equal access to education / update school system / study programs / integrate new technologies and digitalization Integrate future skills i.e. independent thinking, teamwork, communication, decision making, care for others Create an open, bright learning atmosphere & develop a culture that tolerates mistakes
Physical infrastructure & regeneration of places	Establish creative places / create creative quarters in the city centre / spaces for creative work Use vacant or old buildings and revitalize them (i.e. garages or industrial buildings) / save land Use high quality building materials Implement more green places & value the cultural heritage
Creative business incubation / Clusters & networks	Create spaces for start-ups and support them with know-how / develop a start-up culture Develop " creative " urban service hubs and networks i.e. in Danube Region nationally and internationally
Access to finance	Create access points to meet the financial needs of CCIs (Public Funds, Business Angels, Crowdfunding et al.) Providing CCIs with economic and financial knowledge / shape possibilities to grow Develop indirect funding opportunities (support with spaces and infrastructure, knowledge, faster administrative processes, guarantees).
Good governance	The city or municipality becomes an implementation partner Develop partnerships between the public, civil society, business and research/education sectors, and upwards towards supranational bodies such as the EU

Source: Urban Green Paper, p. 39ff

Conclusion and Outlook

- Cities and regions have to face **new challenges** i.e. digitalization, demographic change, climate change, qualitative growth and sustainability or social cohesion and a peaceful social coexistence.
- **We cannot continuously maintain the status quo in urban development!** The quality of life in particular is increasingly becoming a decisive location factor in the Danube region as well. **We can not go back to “business as usual!”** Key challenges cannot be solved with **conventional methods**. Comprehensive creative processes are needed.
- **Creativity** can help us to shape these **transformation processes**. Creativity is the core competence of Cultural & Creative Industries. **Innovation and creativity are closely related**. Levitt (1974) coined the famous: *“Creativity is thinking up new things. Innovation means doing new things.”* The two are mutually dependent.
- **CCIs have many positive effects** and a major impact on urban regeneration. **CCIs bring life, creativity and innovation to the city- no city can do without them.**
- The **Urban Green Paper** presents a large number of concrete ideas to strengthen (entrepreneurship of) CCIs via improving the framework conditions.



City Center of Villach. Painted living room carpet in the inner city © City of Villach/Karin Wernig

Sources

- RESTART_4Danube: Boosting cREative induSTries in urbAn Regeneration for a stronger Danube region
- Results and Outputs: <https://www.interreg-danube.eu/approved-projects/restart-4danube/outputs>
- Follow us on social media. <https://www.facebook.com/Restart4Danube> or <https://www.linkedin.com/company/restart4danube/>
- UN Handbook URL: [UNDP-Handbook-on-Smart-Urban-Innovations-V2.pdf](#)
- Creative Europe URL: [Über das Programm Kreatives Europa | Culture and Creativity](#) & <https://culture.ec.europa.eu/news/creative-europe-2021-2027-programme-launch>
- British Council & UN. URL: <https://cdn2.assets-servd.host/creative-pec/production/assets/publications/PEC-A-Global-Agenda-for-the-Cultural-and-Creative-Industries-v11.pdf>
- Levitt, Theodore (1974): Marketing for Business Growth. University of Michigan. ISBN 9780070374157

Thank you for your attention!



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