



EU-Project Creative Cities 2010-2013

facts and figures

www.creativecitiesproject.eu



Creative Cities - facts

- Duration: Jan. 2010 – May 2013
- Budget: 2.555.268 € (including ERDF funding: 2.051.721 € (80%))
- Cooperation Area: CENTRAL EUROPE
- 5 Countries: Germany, Italy, Hungary, Poland, Slovenia
- 5 Cities: Leipzig, Genoa, Pécs, Gdańsk, Ljubljana
- Partner: 11 Institutions





Project Partner

- **Germany**

City of Leipzig (Lead Partner) , Aufbauwerk Region Leipzig GmbH, German Association for Housing, Urban and Spatial Development (representing the German federal government)

- **Poland**

City of Gdańsk, Gdańsk Entrepreneurship Foundation

- **Hungary**

City of Pécs, Cultural Innovation Competence Centre Pécs

- **Slovenia**

Regional Development Agency of the Ljubljana Urban Region, Institute for Economic Research IER Ljubljana

- **Italy**

Municipality of Genoa, Job Centre Genoa





Aims of the Project

- Establishing a **transnational network** and a **joint action plan** in the creative industries among the participating middle European cities.
- **Establish work structures** (work groups, business promotion centre, cluster contact points)
- **Local communication and marketing strategies** and **development of Transnational marketing** of creative industry products
- From local to transnational: **actions in the field of networking, marketing, urban development and education**
- Elaboration of a **work plan on the revitalisation of vacant quarters** through Creative Industries





Project Structure

– work packages

- **WP1 – Project management and coordination**

City of Leipzig, Aufbauwerk Region Leipzig

- **WP2 – communication, knowledge-management, dissemination**

Municipality of Genoa – Culture Department

- **WP3 – Joint Action Plan and Transnational Exchange**

Gdansk Entrepreneurship Foundation

- **WP4 – Institutionalisation of Transnational Creative Industry Clusters**

Cultural Innovation Competency Centre Association

- **WP5 – Enhancement of Urban Areas as Locations of Creative Industry Clusters**

Regional Development Agency of the Ljubljana Urban Region (RDA LUR)



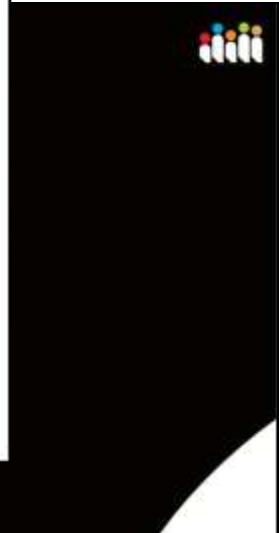
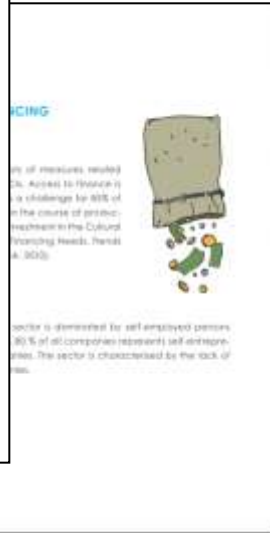
Achieved Milestones – SWOT analyses

- Realisation of a SWOT analyses in all five cities



Achieved Milestones – Joint Action Plan

- Transnational Action Plan based on SWOT results



Achieved Milestones – (pilot) actions

- actions in the following themes based on Transnational Action Plan

NETWORKING

INFRASTRUCTURE

**EDUCATION
AND
EMPLOYMENT**

**TRANSFER OF
KNOWLEDGE**

MARKETING

FINANCING

EVENTS

CREATIVITY TAKES PLACE, 02. 2011, **30 participants**
EVENT SERIES „CREATIVE IMPULSE“ ARTPA
ASSOCIATION 01.2013-04.2013
MEDIA MEETING CENTRAL GERMANY 05.2012
WORKSHOP CREATIVE FUTURE OF DISTRICT
LEIPZIG WEST, 04.2012, about **40 participants**
CREATIVE IMPULSE“ – event series, about **60 participants**

NETWORKING

SUPPORT OF NETWORK OF
LEIPZIG'S ART CLUBS (04-
11.2012)
SNIPPY APP (04-11.2012)
CONCEPT AND PROJECT of
API

MARKETING

COMMUNICATION CONCEPT
CLUSTER BROCHURE
7 IMAGE-FILMS
HOMEPAGE

LEIPZIG
Germany

EDUCATIONAL PROGRAMME

01.2011: CONTACT POINT CREATIVE
INDUSTRIES LEIPZIG , **about 150 participants**

DOCUMENTS/ANALYSIS/RE SEARCH

DOCUMENTS/
SWOT Analysis of the Creative
Industries, JAP, LIP,
Potentials of creative urban
regeneration
4 documents

TRANSNATIONAL EXCHANGE

10.2012 15 CREATIVES FROM PÉCS AND
LJUBLJANA IN LEIPZIG, 15 participants
11.2012 8 CREATIVE FROM LEIPZIG VISIT
EVENTS, COMPANIES, TRADE FAIRS IN
PARTNER CITIES, **8 participants**
06.2012 photo exhibition „Urban
Sustainability“, **2 participants**

Gdańsk Poland

EDUCATIONAL PROGRAMMES – NETWORKING - EVENTS

CREATIVE MORNINGS **13 events, about 1000 participants**
CREATIVE WORKSHOPS **32 workshops, about 500 participants**
CREATIVE PITCHES, **3 events, about 60 participants**
CREATIVE TRIPS **2 trips – Genoa & Karlskrona**
COLLECTIVE DESIGN, **6 editions, 65 participants about 6500
guests**
5 workshops + 1 public conference, **176 participants**



DOCUMENTS

SWOT Analysis of the Creative Industries
JAP, LIP
Tactical Marketing Programme
Potentials of creative urban regeneration
Creative industries in Gdańsk - exploiting the
potential and possibilities of development -
Study of the location and conditions required
for creating a Creative Incubator in Gdańsk
7 documents

MARKETING

COMMUNICATION CONCEPT
E-PLATFORM, 2 FACEBOOK FANPAGES, WEB
GADGETS/FOLDERS/PRESENTATIONS
23 January 2012 - opening ceremony of Gdańsk
Business Incubator STARTER
Creative Gdańsk Amber Workshops, **10
participants, 30 works made of amber**

EVENTS, PROMOTION, EXHIBITIONS

PUBLIC CONFERENCE

CREATIVE CITIES/POSSIBILITIES, POLICIES AND PLACES

Ljubljana Castle/April 2011, **160 participants**

LECTURE AND ROUND TABLE CONNECTIONS IN CREATIVE ECONOMY/October 2011, **50 participants**

LECTURES AND ROUND TABLES **CONNECTING DESIGN**

AND INDUSTRY, Furniture fair Ambient Ljubljana /November 2011 and 2012, > **350 participants**

EXHIBITION of project ideas/value chain

Ljubljana Town Hall /May 2012

EXHIBITION of prototypes /value chain

Furniture fair Ambient Ljubljana / November 2012, **40.000 visitors**

MARKETING

MARKETING COMMUNICATION STRATEGY, VALUE CHAIN BROCHURE & LEAFLET, GADGETS, FACEBOOK OF RCKE

WORKSHOPS

WORKSHOPS WITH established creatives, creative start – ups and networks, educational institution and enterprises, **5 workshops**

EDUCATIONAL AND CONSULTANCY PROGRAMMES

MARKETING OF SOCIAL MEDIA, IPR, GOOD DESIGN IS GOOD BUSINESS, BENEFITS OF EU GRANTS IN THE FIELD OF CI, BUSINESS MODEL GENERATION, > **300 participants**

NETWORKS

ESTABLISHMENT OF A VALUE CHAIN

5 enterprises from the furniture sector, designers-students from ALUO, IER, RRA LUR
NETWORK of CI in LUR/CI cluster collaboration
Visit of creatives in Leipzig & Designers Open 2012, in Genoa and Gdansk, **18 participants**
Design concept & production of gadgets

Ljubljana
Slovenia

DOCUMENTS/ANALYSIS/ RESEARCH

DOCUMENTS/
SWOT Analysis of the Creative Industries in Ljubljana, JAP, LIP, Potentials of creative urban regeneration, Creative Regeneration on the Case of the Specific Area in Ljubljana
5 documents



Pécs Hungary

URBAN DEVELOPMENT

SPATIAL ANALYSIS

EDUCATIONAL PROGRAMMES - CONSULTING

CLUSTER CONTACT POINT

CAPACITY BUILDING WORKSHOPS

ENHANCEMENT OF CO-WORKING SPACE PÉCS

MARKETING

CLUSTER STRATEGY

FACEBOOK, WWW.

COMMUNICATION

CONCEPT

**CLUSTER CONTACT
POINT**

GADGETS

November 2011 –
opening ceremony of
KOHÓ CoWorking House

DOCUMENTS/ANALYSIS/RE SEARCH

DOCUMENTS/

SWOT Analysis of the Creative

Industries, JAP, LIP,

Potentials of creative urban

regeneration

4 documents

JOINT Response analysis

TRANSNATIONAL ACTIVITIES

CLUSTER STRATEGY FOR
CREATIVE CITIES

PROJECT

CREATIVES FROM PÉCS

VISIT TRADE FAIR

„**Designers Open**

Leipzig“, 10.2012 – Pécs

Glove Cluster



LOCAL and TRANSNATIONAL EVENTS

CONFERENCE "Creative Urban Development" and EXHIBITION "URBAN SUSTAINABILITY", **10 artists from 5 partner cities, 20 photos, 1 exhibition, 7.06.2012 300 participants**

CONFERENCE "HIGH-TECH, towards a cultural evolved district", 18.05.2012 **150 participants**

CONFERENCE "Creative Europe Programme" 24.11.2012 > **60 participants**

CONFERENCE "Towards creative city" planned on 14.05.2013
RIPREMIO, 11-12.11.2012 **300 participants**

2 meetings with Scientific Committee and Policymakers **30 participants**
7 events

DOCUMENTS/ ANALYSIS/ RESEARCH

DOCUMENTS/
SWOT Analysis of the Creative Industries,
JAP, LIP, Tactical Marketing Programme
Potentials of creative urban regeneration
3 studies on cultural district
8 documents



MARKETING

Virtual Contact Point:
www.creativegenova.it WEBSITE,
"Creative Genoa" BROCHURE,
LEAFLET, GADGETS, FACEBOOK



EDUCATIONAL PROGRAMMES – NETWORKING

PECHA KUCHA NIGHT, 24.11.2012 **200 participants**

13 cluster public meetings
12 meetings of 3 cluster Working Groups
> **580 participants**

4 trainings for cluster members > **130 participants**

30 events



Conclusion and outlook

- Transnational **Marketing Strategy** for creative clusters
- **Cluster Institutionalisation** within a transnational network
- **Enhancement of Urban Areas** as locations of creative industry clusters



Thank you for three years experience
– discussion – activity – and your
attention!
www.creativecitiesproject.eu

creativecities@leipzig.de

