

## PARTNERS

Aufbauwerk Region Leipzig GmbH, Germany  
[www.aufbauwerk-leipzig.com](http://www.aufbauwerk-leipzig.com)

Gdansk Entrepreneurship Foundation, Poland  
[www.gfp.com.pl](http://www.gfp.com.pl)

Institute for Economic Research, Slovenia  
[www.ier.si](http://www.ier.si)

Municipality of Genoa  
– Culture and Innovation Department, Italy  
[www.comune.genova.it](http://www.comune.genova.it)

Regional Development Agency of the  
Ljubljana Urban Region, Slovenia  
[www.rralur.si](http://www.rralur.si)

City Hall of Gdansk, Poland  
[www.gdansk.gda.pl](http://www.gdansk.gda.pl)

Job Centre s.r.l., Italy  
[www.job-centre.it](http://www.job-centre.it)

City of Pécs, Hungary  
[www.pecs.hu](http://www.pecs.hu)

South Transdanubian Cultural Industrial Cluster,  
Hungary  
[www.kikk.hu](http://www.kikk.hu)

German Association for Housing, Urban  
and Spatial Development, Germany  
[www.deutscher-verband.org](http://www.deutscher-verband.org)

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# Creative Cities

## Want to be with the Creative? Join us!

CLUSTER CONNECTIONS  
CREATIVE INDUSTRIES SUPPORT  
OF LOCAL CREATIVE ACTORS  
BUSINESS RELATIONS WORK PLACES  
STRONGER LOCAL ECONOMY  
RENEWAL OF DECAYED DISTRICTS  
LOCAL DEVELOPMENT GLOBAL  
COMPETITION





„Creative Cities” is a European project within the Central Europe Programme. It stands for Development and Promotion of Creative Industry Potentials in Central European Cities. The project supports the **potential of creative industry** as the local and regional development factor **attracting investors and creating work places**. Cooperation is foreseen between five Central European cities: Leipzig (DE), Genoa (IT), Gdansk (PL), Ljubljana (SI) and Pecs (HU). The project runs until December 2012.

**Creative industries** are defined as those which „have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.” (UK Department of Culture, Media and Sport 2001). Creative industry clusters can **build a strong economy** ready for worldwide competition by attracting other sectors.

## CREATIVE INDUSTRIES:

- advertising
- architecture
- arts and crafts
- design
- film, photography, music
- media
- software and computer games
- publishing
- visual and performing arts



## PROJECT AIM

The main aim of the project is to establish a transnational network of creative industry clusters of major Central European cities and stimulate the interaction between cluster's economic entities.

### Ways leading to achieve the **project aim**:

- elaboration of principles on creating and developing creative clusters (linking the micro, small and medium enterprises with universities, local authorities, research institutions, etc),
- promotion of the creative industry potential,
- launching the creative industry clusters as a trigger and catalyst of the revitalization processes of the cities decayed areas.