



CREATIVE COMPANIES IN ALPINE SPACE

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CCAlps

KREATIVNA PODJETJA NA OBMOČJU ALP – CCAIps

Kreativnost ter kultura za inovacije in razvoj

CCAlps je evropski projekt, ki pospešuje kreativne in kulturne industrije, enega najbolj dinamičnih in strateških sektorjev evropske gospodarske rasti.

Projekt je financiran iz programa 'Območje Alp' Evropske unije in je namenjen **razvoju konkurenčnosti in privlačnosti alpskega** območja z okrepljenimi vezmi med urbanimi in perifernimi območji.

Dežela Lombardija je vodilni partner v projektu in vključuje mrežo devetih institucij iz šestih partnerskih držav: Italije, Francije, Nemčije, Avstrije, Slovenije in Švice.

CCAlps

CREATIVE COMPANIES IN ALPINE SPACE - CCAIps

Creativity and culture for innovation and development

CCAlps is a European project that promotes the Creative and Cultural Industry, one of the most dynamic and strategic sector for the growth of the European economy.

It is financed by the Alpine Space Program of the European Union and it aims to **develop the competitiveness and the attractiveness of the Alpine Space Area**, strengthening the relations between urban and peripheral areas.

Lombardy Region is the lead partner of the project that involves a network of nine institutions from six European partner countries: Italy, France, Germany, Austria, Slovenia and Switzerland.

CILJ PROJEKTA

Glavni cilj projekta, ki se zaključi julija 2014, je oblikovanje evropske mreže, ki bo kreativnim in kulturnim industrijam (KKI) omogočala kar najbolj izkoriščati njihove zmožnosti in s tem pripomogla k povečanju konkurenčnosti območja Alp.

Cilji projekta so predvsem:

- spodbujati ustvarjalnost in inovativnost kot strateška elementa v razvoju proizvodnih dejavnosti ter omogočiti sodelovanje kreativnih in kulturnih industrij z MMSP-ji ter univerzami in raziskovalnimi središči:

▶ nove ustvarjalne zamisli bodo razvite na **Kreativnih taborih**, organiziranih v vseh partnerskih državah

- oblikovati transnacionalno mrežo vozlišč (inkubatorjev, storitvenih centrov in coworking centrov), prisotnih na ozemljih partnerskih regij, podjetij in drugih deležnikov:

▶ mreža bo podprta s **spletno platformo**, ki bo hkrati spodbujala srečevanje in izmenjave med različnimi subjekti

- ozavestiti javne institucije glede vloge KKI:

▶ z organiziranjem transnacionalnih dogodkov o temah in potrebah kreativnega in kulturnega sektorja in opredelitvijo novih **smernic** za aktivnosti, ki bodo **okrepile** sektor na območju Alp.

GOAL OF THE PROJECT

The main objective of the project ending in July 2014 is to create a European network that allows Creative and Cultural Industries (CCIs) to give their highest potential, increasing the competitiveness of the Alpine Space.

The aims of the project are to:

- promote the creativity and the innovation as strategic factors for the development and facilitate the meeting between CCIs and other micro, small and medium enterprises (MSME), universities and research centers:

▶ new creative ideas will be selected in order to be developed during the **Creative Camps**, organized in every Country, in collaboration between CCIs, MSMEs and institutions

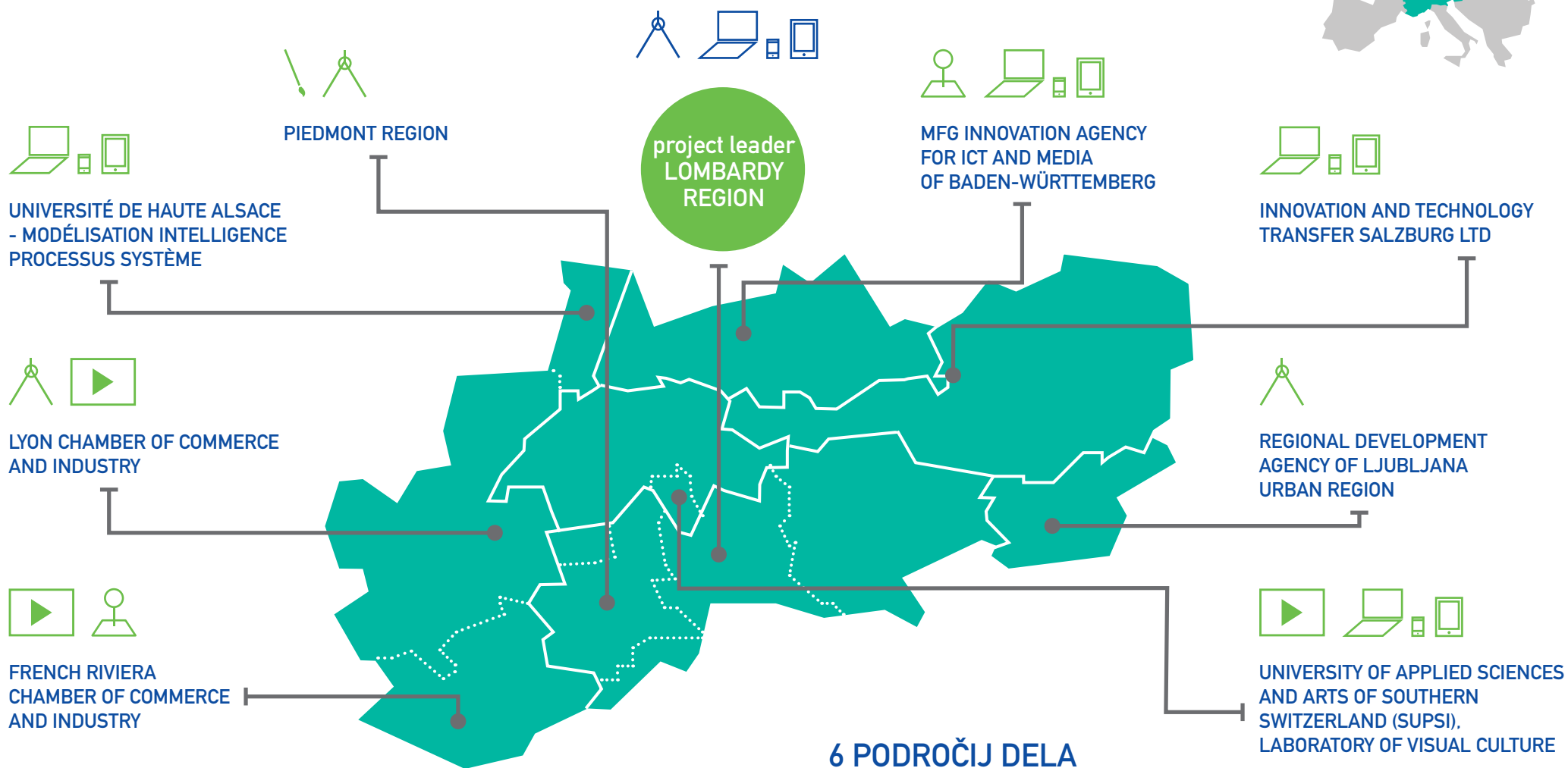
- create a transnational network among HUBs of the partners' Regions, enterprises and other stakeholders:

▶ a **web platform** will support the network in order to stimulate meetings and exchanges between the different subjects of the sector and to spread knowledge about the events of the project

- increase the awareness of public institutions about the role of CCIs through:

▶ the organization of transnational events about CCIs and the definition of **guidelines** for an effective action to **sustain** the sector in the Alpine Space.

6 DRŽAV, 9 PARTNERJEV 6 COUNTRIES, 9 PARTNERS



6 PODROČIJ DELA 6 LINES OF WORK

- | | | | | | | | | | | | |
|------------------------------|---|------------------------|------------------|------------------------------|---------------------------------------|----------------------------------|----------------------------|---------------------------------------|------------------------|-----------------------------|----------------------------|
| | | | | | | | | | | | |
| Arhitektura/
Architecture | Uprizoritvene
umetnosti/
Performing
Arts | Dediščina/
Heritage | Glasba/
Music | TV in radio/
TV and Radio | Knjige in tisk/
Books
and Press | Film in video/
Film and Video | Video igre/
Video games | Vizualne
umetnosti/
Visual Arts | Oblikovanje/
Design | Oglaševanje/
Advertising | Multimediji/
Multimedia |

KREATIVNE IN KULTURNE INDUSTRIJE

Kreativne in kulturne industrije (KKI) vključujejo dejavnosti, pomembne za gospodarstvo, saj uvajajo **inovacije** in povečujejo **zaposlovanje**.

Ta sektor vključuje vizualne umetnosti, uprizoritvene umetnosti, dediščino, arhitekturo, oblikovanje, oglaševanje, film, video, televizijo in radio, knjige in tisk, glasbo in videoigre.

CREATIVE AND CULTURAL INDUSTRIES

Creative and Cultural Industries (CCIs) involve activities that give an important contribution to the economy, introducing **innovation** and favoring the **growth in the job market**. This sector involves visual arts, performing arts, heritage, architecture, design, advertising, film and video, television and radio, books and press, music and videogames.

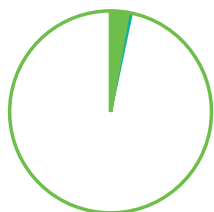
Uradna statistika potrjuje pomen tega sektorja

Official statistics confirm the significance of this sector

VSEH DELOVNIH MEST

v EU ustvarijo kreativna in kulturna podjetja
OF TOTAL JOBS
in EU is generated by Creative and Cultural Enterprises

3%



3,3%

BRUTO DOMAČEGA PROIZVODA V EU-27

ustvarijo kreativna in kulturna podjetja
OF EU-27'S GDP
is generated by Creative and Cultural Enterprises

6.700.000



ZAPOSLENIH

v kreativnem in kulturnem sektorju (2010; EU-27)*

PEOPLE EMPLOYED

in the creative and cultural sector (2010; EU-27)**

+3,5%

RAST ZAPOSLENOSTI PO LETIH V KKI-SEKTORJIH

(2000–2007. V primerjavi s celotno 1% stopnjo rasti)*

EMPLOYMENT GROWTH PER YEAR IN CCI sectors

(2000–2007. Compared to a total growth rate of 1%)**

* Letno poročilo o konkurenčnosti Evropske unije.

** Annual report on the competitiveness of the European Union.

KKI - OSNOVNA DEJAVNOST CCI - ACTIVITIES



NAJPOMEMBNEJŠA UMETNIŠKA PODROČJA

Vizualne umetnosti, uprizoritvene umetnosti in dediščina

3

CORE ARTS FIELD

Visual Arts, Performing Arts and Heritage



KULTURNE INDUSTRIJE

Film in video, televizija in radio, videoigre, glasba, knjige in tisk

5

CULTURAL INDUSTRIES

Film and Video, Television and Radio, Videogames, Music, Books and press



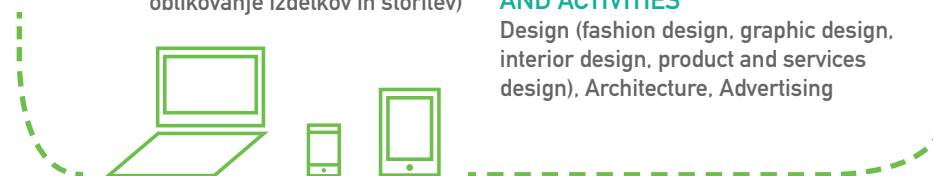
KREATIVNE INDUSTRIJE IN DEJAVNOSTI

Oblikovanje (modno oblikovanje, grafično oblikovanje, oblikovanje notranjih prostorov, oblikovanje izdelkov in storitev)

3

CREATIVE INDUSTRIES AND ACTIVITIES

Design (fashion design, graphic design, interior design, product and services design), Architecture, Advertising



POVEZANE INDUSTRIJE / proizvajalci osebnih računalnikov, MP3- predvajalnikov, industrija mobilnih elektronskih naprav itd.

RELATED INDUSTRIES / PC manufacturers, MP3 players, mobile industries ecc.



RegioneLombardia

REGIONE LOMBARDIA / Strateško oblikovanje novih storitev, mode in multimedijskih / Strategic design for new services, fashion and multimedia



REGIONE PIEMONTE / Inovacije v kulturnih in kreativnih industrijah (likovna umetnost, grafično oblikovanje, ilustracija, fotografija, grafična umetnost, kiparstvo) / Innovation in cultural and creative industries through new technologies applied to music, video, literature, performing art, architecture and design, contemporary figurative arts



CCI LYON / Umetnost pisanja za kreativne industrije: avdiovizualno pripovedovanje, moda, oblikovanje urbanega prostora / Art of writing for creative industries: audiovisual storytelling, fashion, urban design



CCI NICE CÔTE D'AZUR / Komisija za film, Podporne storitve za produkcijo in snemanje filmov (lokacije in namestitve) / With the Film Commission, audiovisual and image industries hub, supporting shootings (locations and accommodations)



UHA / Modelsko zasnovan inženiring spletnih in mobilnih aplikacij in programja / Model driven engineering of web and mobile applications and software



MFG / 3D-vizualizacija in animacija, igre, virtualna in imerzivna okolja ter mobilne aplikacije / 3D visual animation, games, virtual and immersive environments and mobile applications



ITG / Oblikovanje in mediji za čez sektorski razvoj podjetij / Design and media for cross sectoral development of enterprises



RRA LUR / Razvoj oblikovanja: storitveno in informacijsko oblikovanje / Design development: services and information design

University of Applied Sciences and Arts of Southern Switzerland

SUPSI

SUPSI / Inovativno digitalno pripovedovanje zgodb, transmedijske strategije za avdiovizualne medije / Innovative digital storytelling, transmedia strategies for audiovisual

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