

RESTART_4Danube

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

Deliverable D.T.1.2.2.

Report on the Organization of Follower Policivil Workshops

Document Control Sheet

Work package Number	WP1
Work package Title	Delineating status quo and improving framework conditions in creative urban regeneration -WP Leader - UPB
Activity Number	A.T.1.2
Activity Title	Policy & Stakeholder Dialogue (PBN)
Deliverable Number	DT1.2.2.
Deliverable Title	Organization of Follower Policivil Workshops (ODIMM)
Dissemination level	Confidential
Main author	Organization for Small and Medium Enterprise Sector Development (ODIMM)
Contributors	CUAS, NOVUM, SASS, UPB
Quality Assurance	UPB

Versioning and Contribution History

Version	Date	Author/Editor /Reviewer	Contributors	Description/Comments
_v01	24.06.2021	ODIMM	UPB	Main Structure of the document
_v02	28.06.2021	ODIMM	CUAS, SASS, NOVUM	Content was filled in
_final	29.06.2021	ODIMM	UPB	After quality check, final form of the document
_revision	30.06.2021	ODIMM		To be filled-in, if the case, in case of changes (persons, supplementary requirement, risks a.s.o.)

Due date of deliverable	June 2021
Actual submission date	June 2021

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1.2 List of Abbreviations

Restart_4Danube	Boosting cREative induSTries in urbAn Regeneration for a stronger Danube region
UR	Urban regeneration
SME	Small and Medium Enterprises
R&I	Research & Innovation
R&D	Research & Development
CCI	Creative & cultural industry
DR	Danube Region
HER	Higher education and research
UPB	Universitatea POLITEHNICA București
ODIMM	Organization for Small and Medium Enterprises Sector Development
NOVUM	Informational Center for Innovation and Development “NOVUM”
CUAS	Carinthian Universtiy of Applied Sciences
SASS	School of Advanced Social Studies, Slovenia
ASP	Associated Partner
PPs	Project Partners

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2. Executive Summary

The Report on the Organization of Follower Policivil Workshops aims at providing the reader with general information on the series of follower policivil workshops, organized in the regions of Villach (Austria), Cahul (Moldova), Nova Gorica (Slovenia) and Uzhgorod (Ukraine) during Months March - June, 2021. The content underlines specific aspects of the activity, such as: national and international participation within the workshops; gender-based approach; main challenges encountered by the PPs involved; methods used to engage stakeholders; key findings and proposed actions for each region; as well as conclusions and recommendations emerging from all 4 events. The Report will be further utilized as support document for drafting a Strategy on Creative Urban Regeneration for the Danube region (AT.1.3); and for the establishment of a network of creative urban service hubs in the DR (AT.2.3).

The target group of each follower policivil workshop respected the requirements of the AF (minimum 32 attendance in Uzhgorod and maximum 55 in Villach). An important aspect to be mentioned is the gender-balanced approach followed by all PPs, Slovenia, Moldova and Austria outstandingly reaching over 70% of female attendance. The majority of participants in all 4 events organized are local stakeholders, assisted by the PPs; which proves increased local interest into the topic. Most of the partners organizing follower policivil workshops encountered challenges such as pandemic restrictions, stakeholder's „oversaturation” with on-line events/presentations and restrained will/capacity to attend events in English language. Despite these, the PPs in charge of organization strived to find innovative methods to best engage the stakeholders.

The resulting thoughts from the workshop in Moldova had shown a keen interest of academia to involve in the CCI projects and tech transfer; the necessity to increase access to funding opportunities, participation in the European and cross-border projects and programs; finding better digitalized mechanisms for public – private dialogue etc. The participation of a national expert at the event, provided the attendants with up-to-date knowledge on the national CCI and urban regeneration progress. The follower policivil workshop held in Uzhgorod addressed the high-potential audio-visual sector in the region, bringing up the contribution of other creative projects under implementation. Even though suffering from similar restraints as Moldova in terms of insufficient legislation to support CCIs, the stakeholders agreed on the utility of RESTART_4Danube project in setting priorities and proposing public policies for a vibrant CCI sector in Uzhgorod and Ukraine.

The workshop organized in Austria offered networking opportunities for participants, setting the ground for new partnerships and collaborations established in the aftermath of the event. Discussions tackled the endeavour of Carinthia region to become a metropolitan region, with strong regional, national and international networks; participants addressing also the necessities of more co-working spaces and infrastructure in rural regions; and more funding opportunities for cultural initiatives. The event in Slovenia focused mainly on state-of-the art and the future development of Creative Industries Sector in Nova Gorica and Slovenia. Ekscenter, the initiative of Municipality of Nova Gorica to establish a physical center for CCIs, was the starting point for engaging stakeholders in offering recommendations to better the creative environment in their region.

3. Context

3.1 RESTART_4Danube Project overview

RESTART_4Danube – „Boosting cREative induSTries in urbAn Regeneration for a stronger Danube region” within the Danube Transnational Programme had been launched in July, 2020 as an ambitious initiative striving towards modern urban policies in the field of Cultural and Creative Industries (CCIs) of Danube Region (DR). The project brings together a consortium of 25 partners from 11 countries. The partnership seeks to support the project’s main objective: to improve the framework conditions & policy instruments by supporting the regional & local Specialization Strategy S3 for a new model of Urban Regeneration (UR) involving Cultural – Creative Industries (CCIs). The project includes quadruple helix partnership to develop new types of governance & public policies in an innovative approach combining tandems & follower cities. The collaboration of 11 public authorities, 7 companies & business support organizations, 4 higher education & research institutions and 3 civil society actors is meant to significantly improve transnational & institutional cooperation and enhance capacity building.

The countries participating in RESTART_4Danube are Romania, Germany, Slovenia, Croatia, Bulgaria, Austria, Hungary, Bosnia and Herzegovina, Moldova, Ukraine, Serbia, and Estonia. The project necessity stems from 2 main existent challenges: 1) Lack of transnational cooperation & coordination on institutional level hindering R&I potential of the Danube region (DR) 2) Insufficient capability of SMEs to adapt to innovation needs.

The project success is closely related to raising awareness among the beneficiaries and stakeholders about the newly-developed policy papers, as well as consulting their opinions on this matter. Hence, the current intervention is referring to the Deliverable D.T1.2.2 Organization of follower policivil workshops, being in line with the WP T1. Delineating status quo and improving framework conditions in creative urban regeneration, Activity A.T1.2 Policy & Stakeholder Dialogue.

3.2 Context of the activity

A core deliverable of RESTART_4Danube partnership is the Danubian baseline study, previously elaborated under the Activity T1.1 “Mapping cultural and creative industries in DR urban communities”. All PPs contributed to map the situation and specificities of CCIs in their specific regions; identify opportunities and challenges for the LAPs and creative service hubs and gather good practices for strengthening CCIs. The follower policivil workshops provided a framework to raise awareness and inform local actors from involved Danube countries about the study findings on CCI sector development and trends throughout the DR.

Organizing follower policivil workshops as part of Activity T1.2 “Policy & Stakeholder Dialogue” involved a broad range of local stakeholders, relevant to the project activities to start building local creative ecosystems. During the period March – June 2021, a series of 4 Follower Policivil Workshops had been organized in the follower cities of Cahul (Moldova), Uzhgorod (Ukraine), Villach (Austria) and Nova Gorica (Slovenia). The events offered the opportunity to disseminate RESTART_4Danube project objectives; the results achieved until this point in time and to work closely with stakeholders for drawing the cities’ local background and priorities.

A final report to summarize and merge the main findings of the events into a conclusive analysis is required. The present report will serve as guidance document for the development of a strategy on Creative Urban Regeneration for the Danube region (AT.1.3); and for the establishment of a network of creative urban service hubs in the DR (AT.2.3).

4. Follower Policivil Workshops

4.1. Target group overview

According to the Concept Note developed by ODIMM under the same deliverable - D.T1.2.2 - all workshops are to involve local stakeholders (regional and local public authorities, SMEs and enterprises from CCIs, HER, civil society), while inviting external experts is highly encouraged.

As mentioned in the AF and encompassed by the workshops Concept Note, the PPs aimed to reach at least 25 participants for each workshop, with 1/3 of women.

Follower Policivil Workshop in Cahul, Moldova

The Organization for SME Sector Development, with the support of Cahul Business Incubator (ASP) had organized the first follower policivil workshop on March 18th 2021, via ZOOM Platform. The workshop engaged a wide range of stakeholders from the city of Cahul and Project Partners under the thematic „A new model of urban regeneration for Cahul, with the contribution of the Cultural and Creative Industries (ICC)”. The stakeholders’ diversity, involving the city of Cahul and surroundings ensured a better understanding of the CCIs sector and urban regeneration concepts, which are rather new for Moldova.

The participants majority were local stakeholders from Moldova (62%). The PPs had shown a keen interest for participation - 38% share of the presence (Figure 1). A total of 51 participants from

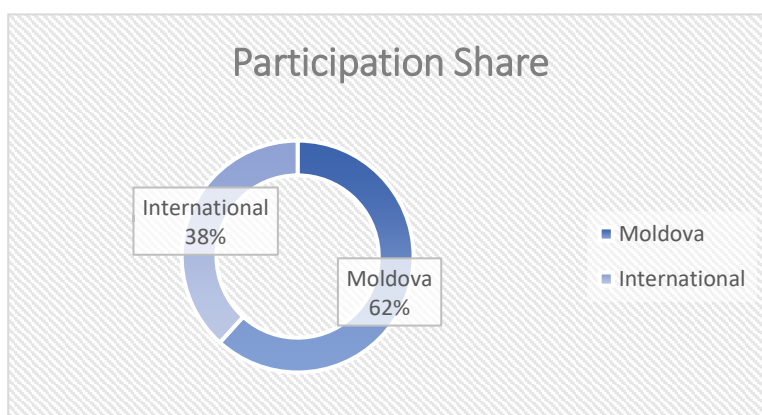


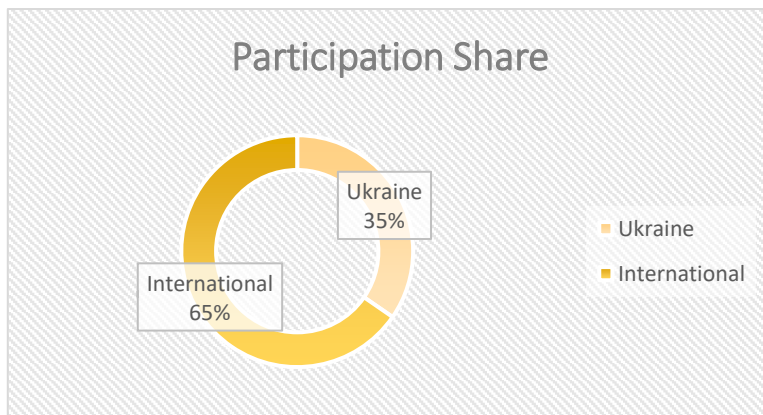
Figure 1. Participation Share of Follower Policivil Workshop in Moldova

central, regional and local public authorities, national experts, SME sector, Higher Education and Research representatives, art institutions, regional business infrastructure, civil society were present. Expertise has been provided during the event to guide the stakeholders and improve knowledge. The event used a gender-based approach, striving to offer equal participation opportunities for men and women – 70% female participants (Figure 5). Romanian – English interpretation was provided for the foreign partners. Detailed information on the stakeholder attendance can be found in the [Participation List](#).

51
PARTICIPANTS

✚ Follower Policivil Workshop in Uzhgorod, Ukraine

The second follower policivil workshop was held on April 22nd, 2021 in virtual format. Informational Centre for Innovation and Development “NOVUM”, together with Uzhgorod City Council organized the event and invited stakeholders and guests with diverse backgrounds, starting from CCI sector in Uzhgorod region, regional and local public authorities, NGOs, creative and art centres, managers of other creative projects in Ukraine and ending with PPs. Involving a



wide pallet of targets, the workshop informed about the Danubian Baseline Study, provided information on CCI development in Ukraine and DR, outlined priorities and offered opportunities for further capitalization of the RESTART_4Danube project results.

32
PARTICIPANTS

Figure 2. Participation Share of Follower Policivil Workshop in Ukraine

The event gathered 32 participants to discuss cultural and creative industry prospects in Uzhgorod. The participation share at the meeting consisted of 35% Ukrainian stakeholders and 65% international project members. Gender equality aspects had been strongly considered, as shown in Figure 5 (65% women and 35% men). Even though interpretation was not provided, the moderator of the meeting ensured smooth translation of the key discussions for the international participants. Detailed information on the stakeholder attendance can be found in the workshop [Participation List](#).

✚ Follower Policivil Workshop in Villach, Austria

A 3rd follower policivil workshop has been virtually organized in Villach, Austria, by Carinthian Universtiy of Applied Sciences, supported by ASP, Administration of the regional government of Carinthia. The event was held on May 27th 2021 and proposed the thematic of “Innovative Urban and Regional Development in Carinthia” as discussion umbrella. 55 participants attended the workshop. While 62% came from Austria, 38% joined from abroad (Bulgaria, Slovenia, Romania, Hungary and Bosnia

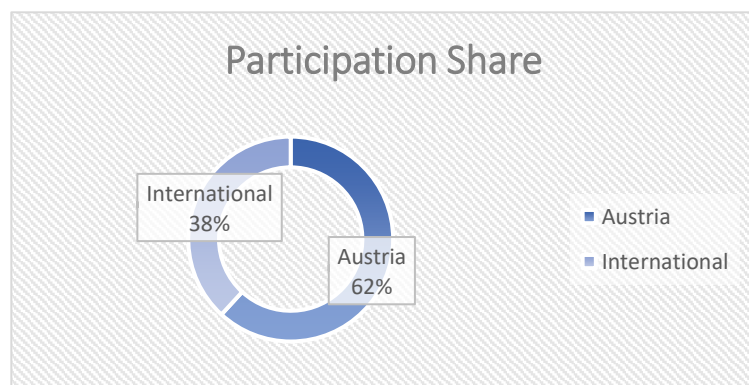


Figure 3. Participation Share of Follower Policivil Workshop in Austria

&Herzegovina). The diverse target group comprised local and regional officials, local companies in the field of creative sector, experts, civil society organizations, PPs etc. The gender equality aspects were followed carefully to support a responsible and balanced contribution of stakeholders. Hence, a participation quota of 70% represented female and 30%, male. The workshop raised awareness on the importance of opinion sharing for fostering an environment of strengthened innovations, based on soft factors (UR – creative and cultural industries).

55
PARTICIPANTS

German – English translation was provided for the foreign partners. Detailed information on the stakeholder attendance can be found in the workshop [Participation List](#).

✚ Follower Policivil Workshop in Nova Gorica, Slovenia

The School of Advanced Social Studies in Nova Gorica, in collaboration with Municipality of Nova Gorica held the 4th follower policivil workshop on June 9th 2021. The event was held virtually and disseminated to stakeholders under the name „Policivil workshop for the development of Creative Industries in Nova Gorica”. It gathered relevant actors in the field of Creative industries in Nova Gorica, focusing mainly on state-of-the art and the future development of Creative Industries Sector in Nova Gorica and Slovenia.

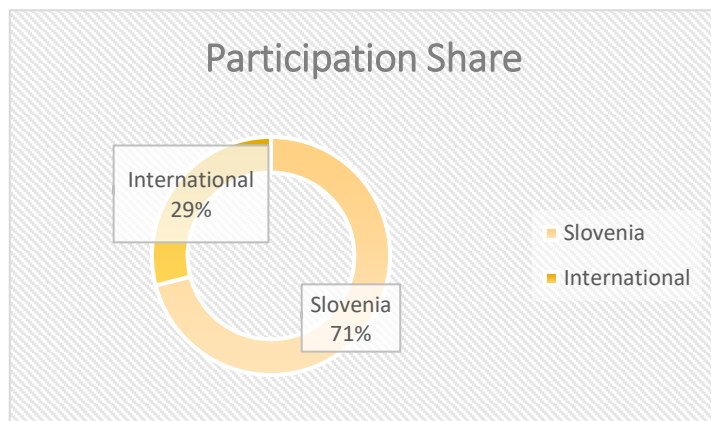


Figure 4. Participation Share of Follower Policivil Workshop in Slovenia

Participants coming from diverse target groups had joined the on-line event:

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PARTICIPANTS

regional and local public authorities, representatives of other creative projects in the region, SMEs and enterprises from CCIs, HER, civil society and partners from RESTART_4Danube project.

A total number of 45 participants had joined the discussion, with 71% coming from Slovenia. Women were encouraged to take part to ensure balanced participation from the gender-based point of view. 71% of participants joining the workshop were females (**Figure 5**), fulfilling and surpassing the AF requirement of 1/3rd share women involvement. Detailed information on the stakeholder attendance can be found in the workshop [Participation List](#).

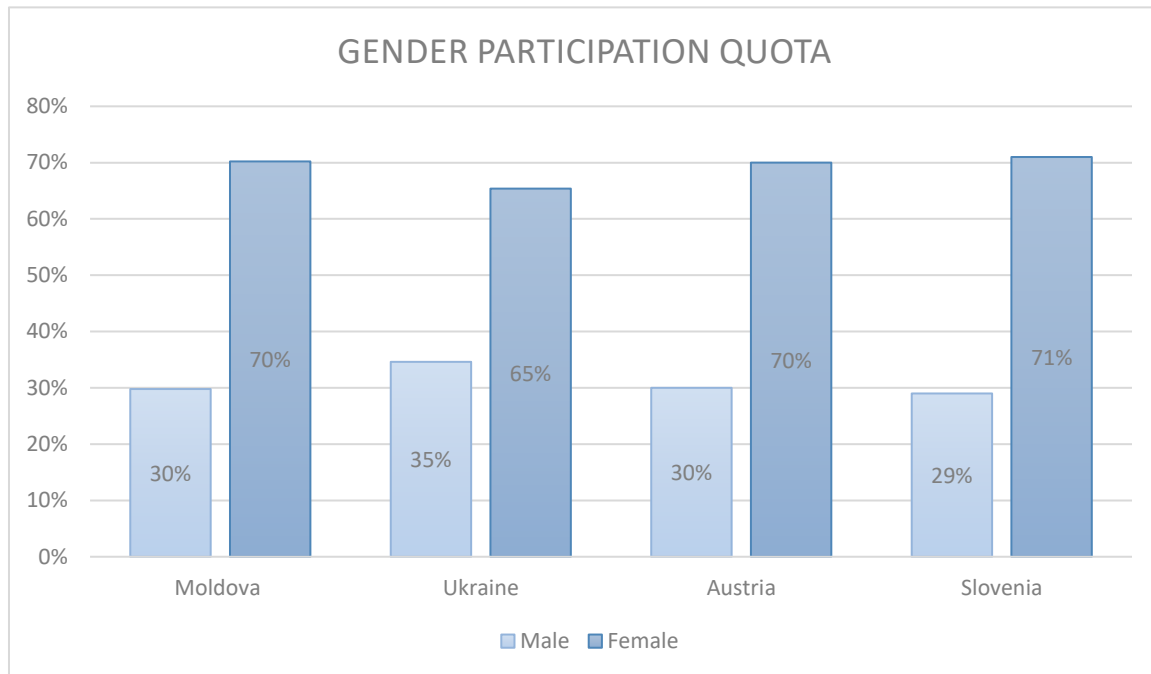


Figure 5. Gender Participation Quota in Follower Policivil Workshops

4.2. Engaging stakeholders

D.T1.2.2 of Activity T1.2 “Policy & Stakeholder Dialogue” is essential for understanding the local milieu of the 4 regions engaged in the project: Nova Gorica, Villach, Cahul and Uzhgorod. The public discussions held aimed at offering specific regionally-tailored input on the local background and priorities of each city. Through involving a large pool of local stakeholders coming from diverse sectors in the project activities, the partners raised awareness on the project preliminary results, but also started to build local creative ecosystems, that can further act in a bottom-up manner. At the same time, RESTART_4Danube consortium gets comprehensive information on CCIs policy developments throughout the DR to further implement the project planned activities and draft policy recommendations which are realistic and feasible to be capitalized in the future.

The pandemic context represented a challenge for all project partners involved in workshops delivery as it determined organizers to mobilize a considerable number of people on virtual platforms and spur their interest to have pro-active interaction. The considerable number of stakeholders coming from diverse creative and cultural environments (business, education and research, public authorities, civil society, public art institutions etc.) required innovative methods of engagement in the discussions.

PPs applied many different methods to reach stakeholders and keep them involved, such as:

- Using the existing networks of ODIMM, NOVUM, CUAS and SASS in the regional settings to get in touch with the local actors: business infrastructure, cooperation with local and regional authorities, databases management, the consolidated relation with the Associated Partners in the project etc.
- Inviting outside experts or managers from other connected projects to arouse interest in the topics to be discussed. For instance, ODIMM invited a national expert in the field of creative industries and urban regeneration to improve knowledge and stakeholder's interaction. CUAS had the implication of other project managers from Carinthian region to present existing initiatives, such as projects "Digital Innovation Hub South "and "Anychair Outdoor Office", representatives of a science & technology park, an association and a fund organization in Carinthia; while SASS presented DIVA Project, CINEMA and COCO4CCI. Meanwhile, NOVUM used a practical approach of having a CEO of a specific creative company (MyProfi) to put forward the challenges encountered and propose solutions to develop CCIs in Ukraine.
- Diverse methods to determine each stakeholder contribution during the workshops were used, especially through digital tools. An innovative approach was used by CUAS during the workshop, which invited participants to ask questions in the chat or to write down thoughts and additional aspects at the prepared MURAL board. SASS, as well as ODIMM used short and interactive content presentations to keep people interested.

4.3. Organizational challenges

Austria, Moldova, Slovenia and Ukraine are countries with quite diverse local backgrounds, national/regional characteristics, distinctive levels of policy innovation and different stages of CCIs development progress. Resulting from the local context, partners had encountered specific challenges in the workshops organization process.

- **Follower policivil workshop in Cahul, Moldova:** Due to the sudden exacerbation of the pandemic situation of March 2021 in Cahul, ODIMM and the Business Incubator found it necessary to re-adjust the event organization approach in order to reach and engage the relevant stakeholders on-line. Also, the scarce knowledge of the locals on CCI sector development placed the accent more on informing and raising awareness, rather than proposing local solutions and recommendations. Another challenging aspect was the poor knowledge of English in the region, which determined the organizers to hold the event in Romanian language and have interpretation services needed.
- **Follower policivil workshop in Uzhgorod, Ukraine:** Similar circumstances as in Moldova challenged the organization of the event in Uzhgorod, Ukraine. Due to the COVID-19 pandemic situation, the workshop had to be organized in online format, even though a mixed physical – virtual format was preferred. The poor knowledge of English in the region was another restraint, which determined the organizers to hold an event in a mixed English-Ukrainian format and use translation only for key interventions in the agenda.
- **Follower policivil workshop in Villach, Austria:** Due the ongoing pandemic and more than a year filled with online webinars and events, CUAS expected that the interest in another

online workshop will be quite low. People are oversaturated. Nevertheless, the online format is a chance to reach more potential interested people. That is why CUAS invited a broad range of speakers and initialized topics of discussion. Hence, we were able to address different regional stakeholder.

Even if, the knowledge of English language is not the problem in case of Austria, the willingness to attend a workshop in English language with a quite regional topic is limited. This is why, CUAS organized an English interpreting team and provided the presentations and the MURAL board in English for the international participants.

- **Follower policivil workshop in Nova Gorica, Slovenia:** The follower policivil workshop in Nova Gorica, Slovenia has been postponed, from initial proposed, the 2nd of June, to actual date 9th of June, 2021; due to cancellation of one guest speaker, local graphic and industrial designer who has a track record of designing and cooperating with industry. The cancelation occurred due to his inability to deliver a presentation in online format. Another industrial designer from the local area also refused the invitation under the justification that online presentations cannot be as good as physical presence. Mitigation plan was to carry out the policivil workshop without the presentation of local creative sector and instead to focus on the development of the institutions and networks of the creative ecosystem – following the structure of the Danubian baseline study.

5. Key findings and proposed actions

Following a similar concept and structure, the countries involved in organizing follower policivil workshops tackled diverse topics of discussion, mirroring the local strengths and strategic priorities of each referred region.

Follower Policivil Workshop in Cahul, Moldova

Subsequent to the presentation of RESTART_4Danube project and Danubian Baseline Study by ODIMM, IACH spoke about their participation in the project in the quality of AP and the benefits it brings to the region of Cahul. Representatives of regional authorities and central government presented the context and current CCI projects under implementation, while the urban regeneration policies in the Republic of Moldova were covered by the national expert. Given the presence of the CREATIV Cluster in Cahul, up-to-date information on the achieved progress had been presented by the cluster president. During the discussions, the following ideas and priorities in the CCI field development were brought forward:

- Capitalizing on the intellectual potential of B.P. Hasdeu State University from Cahul is essential to enable tech transfer and better business-academia synergies;
- Better public – private dialogue: for example, development by Cahul City Hall of a digital communication platform, with access for all stakeholders and actors involved in project activities;
- Increased participation of the region in European projects and events for CCIs;

dynamic development of related areas, such as IT, design, screenwriting, the development of an acting school etc;

- The need for greater emphasis on the marketing component for the development of any business in the field of CCI and its scaling;
- Specific legislation in the field of ICC should be advocated and adopted; RESTART_4Danube project has the potential to set frameworks and offer feasible recommendations to policy makers;
- Involvement of national authorities in CCI development is crucial.

Key concepts launched during the workshop discussions by the participants and speakers are: European project, region support, film industry, Ukraine, ENI funds, CCIs, urban sector etc. **(Figure 7)**. Additional details on the subjects discussed and meeting outcomes can be found in the [Event Agenda](#) and [Minute of the Meeting](#).

Follower Policivil workshop in Villach, Austria

The presentation of the Restart_4Danube project, the Danubian Baseline Study and the main topic of the workshop “Innovation-oriented Urban and Regional Development” aimed to build a common knowledge for all participants. Competitiveness is important for regional development. Innovation is a driver for competitiveness, linked to development and improvement. Innovation can be increased by building awareness for its importance, an environment of strengthening innovation and networks and transregional contact.

The presented projects “Digital Innovation Hub South” and “Anychair Outdoor Office” are innovative projects, located in Villach, Carinthia and linked to CUAS. The DIH South aims to support the digital transformation of enterprises and cooperates with different digitalization centres and network partners in Austria and in an Interreg-project. The project “Anychair Outdoor Office” aims to combine work and nature, urban and rural areas and to change traditional working structures. The project is funded by the Carinthian Economic Development Fund and is located in the Gründergaragen of CUAS. Hence, the entrepreneurs benefit from existing funding, infrastructure, networks and expertise, which are key aspects of their success. Access to infrastructure was one of the decisive factors for the founding of the start-up.

In the second part of the workshop, CEO of the Lakeside Science and Technology Park, the Economic Development Fund and the Regional Manager of the Carinthian Central Region (a partial section of the whole federal state), presented and discussed the importance of innovation and the main links: education, research/science, economy/technology and network, cooperation and synergies. The association Centralspace Carinthia+ has just been founded and is part of a new local development strategy in Carinthia. This regional development strategy based on the mechanisms of a metropolitan region (maybe smaller regiopol region). The two cities (Klagenfurt and Villach), the surrounding area and the periphery form a common functional area. This approach forms the basis for further development in this economically dynamic area.

The Lakeside Park is a successful example for cooperation with external partners and the enterprises, located there. They collaborate with universities, schools, employees of the enterprises in the park and the cities of Klagenfurt and Villach. Cooperation constantly increases. Innovative cooperation is a factor of success in the regional development, for the Carinthian Economic Development Fund (KWF). Hence, the KWF has its special networking program, which

🚩 Follower policivil workshop in Nova Gorica, Slovenia

Following the agenda of the event in Nova Gorica, a general presentation of RESTART_4Danube project was delivered by the Lead Manager, Mr. Alexandru Marin. The director of the Xcenter followed and presented the newly opened facility of the networking and co-working center which works in the field of Culture and Creativity and aims to merge the CCI and entrepreneurship practices. Strong cooperation with local SMEs is already established. University of Nova Gorica, Academy of Arts is one of the main motors of the Xcenter and Municipality of Nova Gorica is the founder of the project.

Key findings of the workshop:

- Nova Gorica is rapidly developing its cultural and creative sector. Much hope is placed into achieving the European Capital of Culture title for the year of 2025;
- Municipality is actively supporting the entrepreneurial ecosystem;
- Institutions working in the field are interested and engaged to promote the creative sectors (Primorska Technolgy park, University of Nova Gorica, Municipality of nova Gorica, local industry like ARCTUR, Business Solutions, Intralightingning and similar);
- Already experienced cooperation between industry and University of Nova Gorica – Academy of arts;
- Individual actors are very engaged to promote the cooperation on national and transnational level, through EU funded projects;
- Cross border cooperation with Italy is good and strong, through Interreg Italia-Slovenia.

The frequently used key expressions and concepts to define the Slovenian follower policivil workshop are: creativity, Nova Gorica, RESTART_4Danube, European project, DIVA, Municipality support, co-working centre, Slovenia, training support **(Figure 9)**. Additional details on the subjects discussed and meeting outcomes can be found in the [Event Agenda](#) and [Minute of the Meeting](#).

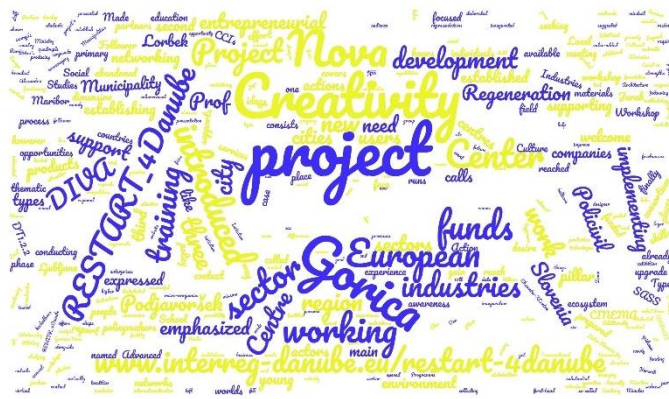


Figure 9. Word Cloud, Follower Policivil Workshop in Slovenia

6. Conclusions and Recommendations

The follower policivil workshops held in Austria, Moldova, Slovenia and Ukraine raised awareness on the RESTART_4Danube project outcomes, CCIs, urban regeneration opportunities and the importance of preserving culture and heritage to stimulate creative industry growth. Furthermore, the events prepared the ground for new partnerships between the local participants, as well as international collaborations. It was a chance for the local actors to know each other and network in the benefit of their region, for a vibrant CCI community.

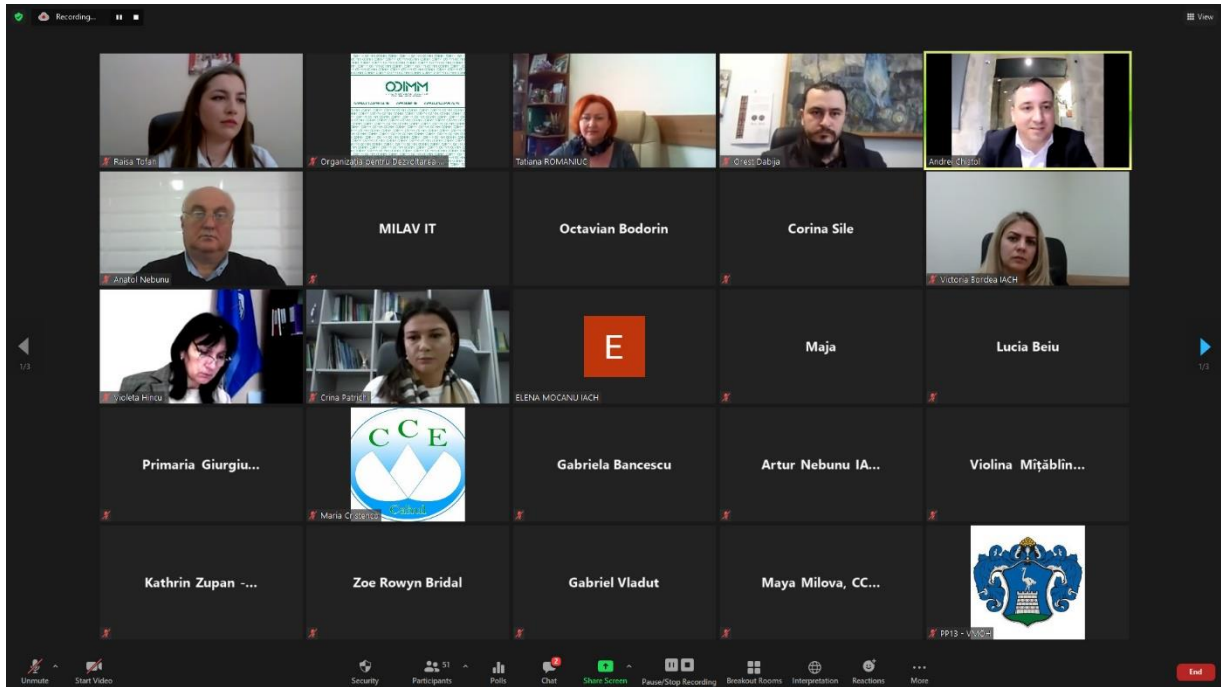
The CCI sector is full of possibilities in all the cities and regions involved, however it was commonly agreed that spurred connectivity between at local and international levels is required. Hence, as added-value to the initial purpose, several partnerships had been set up between the participants of the workshops. In Villach, Austria, for instance, synergies appeared between the local actors (association Centralspace Carinthia+) and RESTART_4Danube PPs for the purpose of further cooperation and practice exchange in terms of building metropolitan regions. Moreover, the workshop in Moldova stimulated a new cross-border partnership, between local actors from Cahul (the Business Incubator) and project partners (IPA Craiova) with the aim of strengthening tech-transfer good practice exchanges.

Modern and innovative concepts had been promoted, such as metropolitan regions, innovation portal, Creative Developing Pole, „15 minutes city”, digital transformation, digital communication platform and many more. For some countries (Moldova and Ukraine) the workshop was a channel to inform, educate behaviors, build capacities for the local actors, identify needs and priorities to jointly act for CCIs progress in their region. Austria and Slovenia, countries where creative industries and urban regeneration are rather nationally-embedded strategic priorities than novelties, had benefited of an effective platform for collaboration, networking, creating synergies with other projects and partners and launching bold ideas and initiatives.

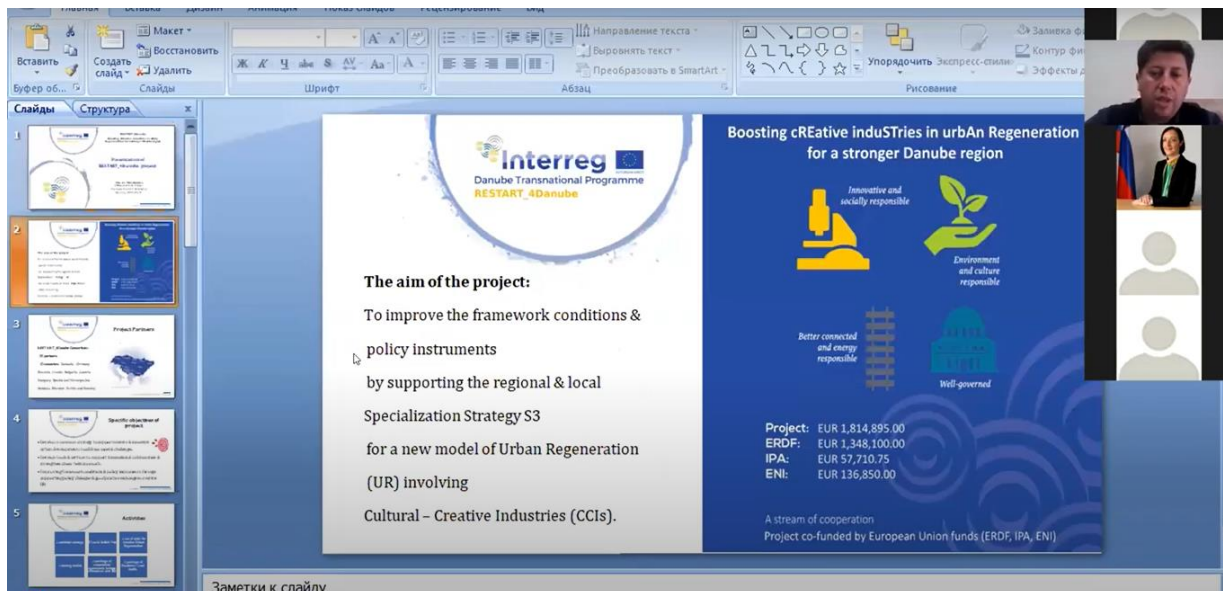
After thorough analysis of the launched ideas and proposals during the workshops, the following Policy Recommendations were formulated:

- Fostering the creation of a Network of Creative Service Hubs in DR, where regions with high-growth creative potential, such as Cahul, Uzhgorod, Villach and Nova Gorica can continuously support the development of creative industry. Hubs can make significant contributions to CCIs business development, community strengthening and urban renovation.
- Advocacy for CCI-targeted strategic documents, policies and support programmes, especially in Ukraine and Moldova through raising awareness on the potential of cultural and creative industries for regional and local development.
- Strengthen integrated support for the rural areas in all the 4 countries: increase capacity-building and financing opportunities for cultural initiatives and business infrastructure development;
- Increase participation in cross-border and international cooperation initiatives and projects between countries to favor best practices exchanges and generate innovation in the CCI sector;

7. Annexes



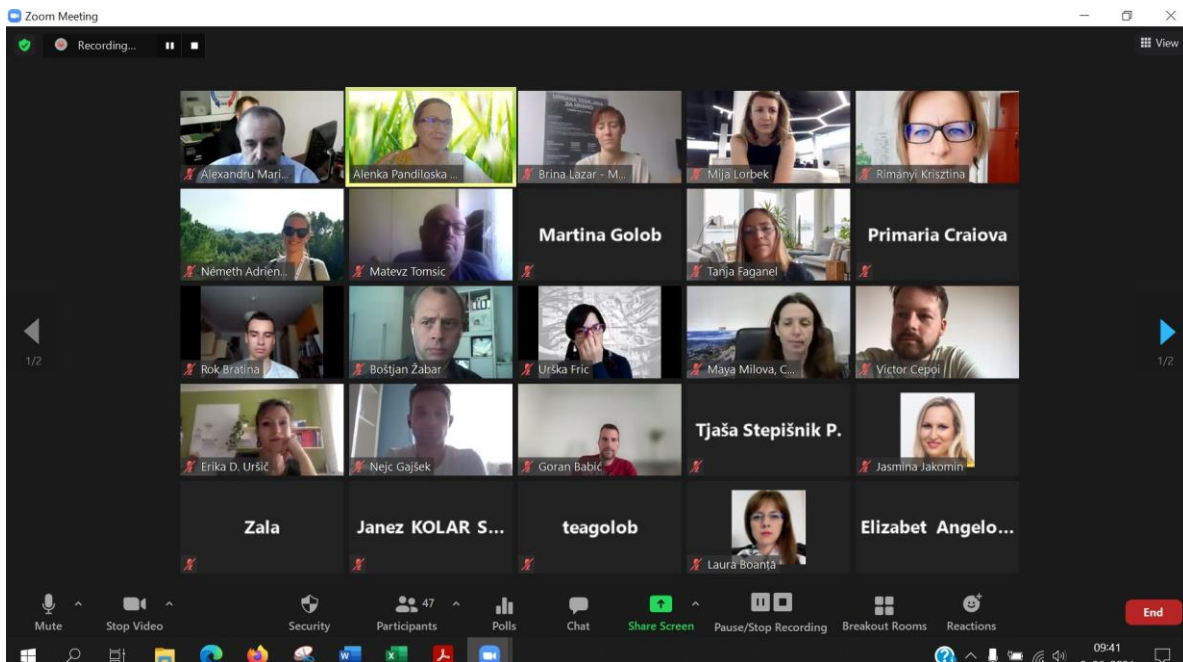
Annex 1. Photo from Follower Policivil Workshop in Moldova



Annex 2. Photo from Follower Policivil Workshop in Ukraine



Annex 3. Photo from Follower Policivil Workshop in Austria



Annex 4. Photo from Follower Policivil Workshop in Slovenia