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European Collaboration for Policy Change
Case Arts & Design

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Typical challenges for Cultural and Creative Industries (CCI)

- How to secure livelihood? – Funding and Financial security/stability
- How to protect your rights and benefit from your work? – Intellectual Property Rights and Copyrights need constant revisioning as market and technologies are changing. There is need to implement these more effectively.
- How to keep up and find opportunities in fast-pace digital transformation? – Technologies (e.g. XR) are developing rapidly.
- How to find your audience? – There is often lack of resources for effective marketing and branding.
- How deal with uncertainty? – Livelihoods are based on short-term contracts and continuous freelancing. This can impact on mental health.

Keeping focus on policy transformation

- Having a clear long-term agenda to implement change
- Looking at European collaboration as a tool for transformational change
- Learning from best-practices
- Studying the work programs from the perspective how it can support the agenda in regional level
- Keeping a focus on policy work and being systematic in proposal writing

Arctic Art and Design labs research infrastruture

- **Arcta is a research infrastructure a focal point for CCI driven research that supports innovation-driven business, enhances product design within our customer organisations and supports the professional growth of designers:** https://ulapland.fi/en/art-and-design/discover-our-laboratories/arcta-arktinen-muotoilukeskus/
- MAGICS is an infrastructure and a community for practicing cutting-edge science and art related to socially sustainable digitalization and virtualization.Three policy reports and strategic roadmap to implement change: https://magics.fi/

- Driving the CCI-driven research that has impact in business and society
- Long-term RDI goals
- One of the main research areas design & services of the University of Lapland
- Home for three research groups
- Responding the challenges of CCI

Backbone from the specific local actions and deep insights on the regional circumstances

- Arctic Smartness clusters – European strategies for Smart Specialisation
- The main purpose of the Arctic Design Cluster was to make local businesses, products and services nationally and internationally competitive by utilising the knowledge from research, art and design specialisation: https://arcticsmartness.eu/arctic-design/

- Arctic Design & Development Environments Cluster, Lapland University of Applied Sciences: https://profile.clustercollaboration.eu/profile/cluster-organisation/1f746253-613b-4405-b179-f5bfc1e30c40

- Research institutes and companies working together
- Creating a platform for collaborations
- Strong collaboration with local companies
- Responding to CCI challenges

Region Arts

- RegionArts focus on integrating arts in ICT for SME innovation and competitiveness: https://projects2014-2020.interregeurope.eu/regionarts/
- Objective was to improve the implementation of Structural Funds/other funds in partner regions, through adapting or designing 1 support scheme in each region for the promotion of collaborations between artists and ICT companies.
- One of the outcomes was creation of a 3 policy booklets for governments on steps to build support programme:
  1) M A P P I N G T H E E C O S Y S T E M Activities Linking ICT and Art
  2) Designing support measures promoting connections between artists and ICT
  3) EVALUATION POLICY INSTRUMENT Evaluating cross-cutting actions between art-culture-design and ICT sector

- Sifting from regional level to a stronger European collaboration
- Strong foundation for the CCI policy issues
- Responding to CCI challenges

European Union
European Regional
Development Fund

RegionArts
Interreg Europe

AMASS

- *Acting on the Margins: Arts as Social Sculpture* (AMASS) was an arts-based action research project explored the role of the arts in mitigating societal challenges, aiming at capturing, assessing and harnessing the societal impact of the arts and further generate social impact through policy recommendations: https://amassproject.weebly.com/
- Dataset from the The AMASS European testbed included 35 arts-based case studies to evaluate the impact of these approaches in addressing marginalisation. Evidence-based research with pre & post-impact protocol.
- AMASS policy round tables in European regions and with key European Commission stakeholders
- AMASS Policy White Paper: Suggestions for Stakeholders and Policymakers based on the Findings of the AMASS Project: https://amassproject.weebly.com/uploads/1/3/2/4/132499556/amass_white_paper_final.pdf
- Strong European dataset evidencing the impact
- Set-of recommendations
- Responding to CCI challenges

AMASS
acting on the margins. arts as social sculpture

Smartcultur

- The goal of SmartCulTour (Smart Cultural Tourism as a Driver of Sustainable Development of European Regions) was to support regional development through sustainable cultural tourism and provide European regions with strategies that engage stakeholders in co-creating smart cultural tourism practices: http://www.smartcultour.eu/project/
- Developing policies through field tests in six living labs (our focus on Utsjoki living lab).
- Three policy reports and strategic roadmap to implement change

- Focus on specific thematic area.
- Tourism as strong local trade offering opportunities to CCI
- Roadmap indicating the steps needed to transformation
- Responding the challenges of CCI

Smart
CulTour

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Kiitos!

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