

AI-NURECC PLUS HIGH-LEVEL CONFERENCE

“Cultural and Creative Industries as key to cross-border cooperation in the Adriatic Ionian Region”

Back-to-back to the Third Adriatic Ionian Youth Organisations Forum
“Youth building a common vision for the future of the EUSAIR”

as a side events of the 7th EUSAIR ANNUAL FORUM



Tuesday 17 May 2022

“Marin Barleti” Venue, Maritim Plaza Hotel, Tirana, Albania

(Hybrid event)

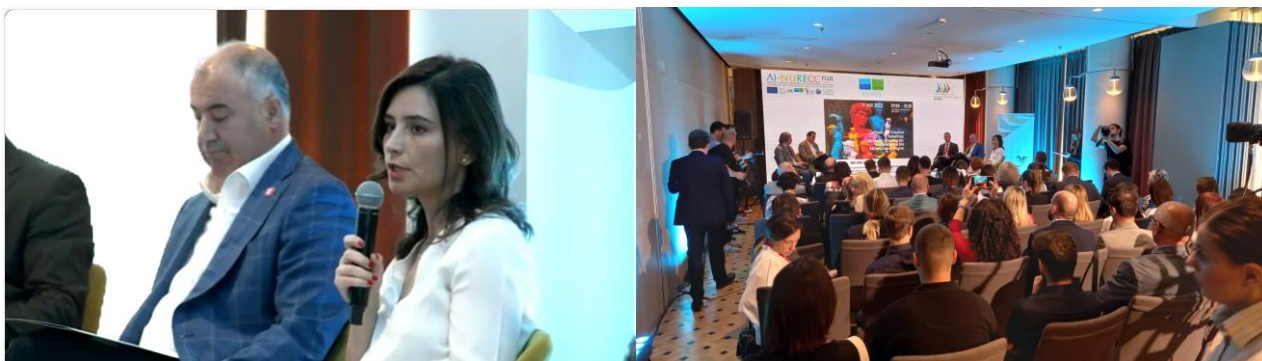
EVENT REPORT

The High-Level Conference “Cultural and Creative Industries as key to cross-border cooperation in the Adriatic Ionian region” was held in the context of the 7th EUSAIR Annual Forum held in Tirana (AL), back-to-back with the third Adriatic Ionian Youth Organisations Forum (AIYOF). Both events were organised by the Adriatic Ionian Euroregion within the framework of the AI-NURECC PLUS initiative.

The Conference was moderated by **Ms Esmeralda HASANI**, Senior Consultant at the Albanian Prime Minister’s Office, who welcomed the speakers and audience and illustrated the main topic of the event. She then introduced **Mr Andi SEFERI**, Deputy-Mayor of Tirana. Mr Seferi pointed out as the Municipality of Tirana supports youth engagement and all forms of new artistic creativity in music, fine arts, cinematography, video, photography, theater, media, modern art e.g. through the Tirana - European Youth Capital 2022 programme. Also, it works to the revitalization of public spaces, through the development of artistic-cultural activities in the 24 administrative units. One example above all is the



conversion of the old Pyramid in a youth-focused cultural hub. The Municipality of Tirana also pursues these goals by means of territorial cooperation, being one of the most active players in the absorption of territorial cooperation funds in Albania and an example of avant-garde in projects focusing on new concepts such as circular economy, interfaith tourism, youth empowerment, innovation and culture and creativity. By means of these projects, the municipality is trying to orient cultural and artistic projects towards the promotion of tourist attractions of Tirana and its surroundings. Also, promotion of professional and non-professional artistic education (e.g. at [TUMO](#) centre) is part of the youth policies that are aimed at retaining young people in their home country and provide them with positive opportunities to plan their future.



Mr Ervis MOÇKA, President of the Regional Council of Vlora (AIE member), underlined once more how culture and creative industries can help create jobs for young people, sustaining the local economy while reconnecting to the local artistic productions and retaining local talents. Although the concept of CCI is very new in Albania, its impact on the economy leads to think that it should receive more attention from policy-makers and should be included in a proper cultural strategy. This strategy should tackle the constraints that limit the development of the sector, mainly the lack of entrepreneurship and related skills and the weak cultural industry infrastructure. The Region of Vlora is committed to learning how to support the sector, by participating to Interreg projects as well as by taking inspiration by the good practices already in place in the capital.

Technology and innovation were the focus of **Mr Fokion ZAIMIS**'s presentation. The Deputy Governor of Entrepreneurship, Research and Innovation at the Region of Western Greece and representative of the CRPM (AI-NURECC PLUS Coordinator), explained how the region is making the most of CCI by linking the sector to innovation. The Region of Western Greece is in fact promoting the Cultural and Creative Regional Ecosystems ([CCRE-S3](#)) partnership together with the Aragon Region (ES) and the Tuscany Region (IT), in collaboration with the European Commission's Joint Research Centre. The aim of the CCRE-S3 is to stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents by involving several groups of professions that use, apply and implement new technologies in the sector. This policy is also supported by means of EU territorial cooperation programmes: Interreg Europe [CREADIS3](#) project and two Interreg Greece-Italy projects ([SPARC](#) and [Creative@Hubs](#)) implemented by the Region of Western Greece exemplify the strategic value of CCI in triggering spill-over effects in other sectors, from tourism to fashion, and in improving cultural and natural assets management.





Passing from the local to the EU level, **Mr Gilles KITTEL**, Team Manager – Instrument for Pre-Accession, Enlargement Negotiations and EUSAIR, DG REGIO, European Commission, explained that CCIs are a joint initiative the European Commission and the European Parliament aimed at supporting the right to participate in the cultural life across Europe and beyond, as a way of promoting active citizenship, shared values, social inclusion, freedom of speech, diversity and intercultural dialogue. The action includes a variety of initiatives, such as funding under the [Creative Europe](#) programme and other EU financial support schemes (Horizon Europe, Erasmus for Young Entrepreneurs, STARTS initiative, the EIT Knowledge and Innovation Community on CCIs as well as Interreg Programmes etc.). Mr Kittel confirmed that the European Commission is committed to support the incredible potential of the sector in the Adriatic Ionian region and help tackle the effects of the Covid-19 crisis by accelerating the uptake of economic, (RIS), social and environmental sustainability as well as of modernization and digitisation. Co-creation, peer-learning and networking for exchange of good practices are part of this and are coordinated through the ecosystem approach.



The value of cultural exchanges for local communities was remarked by **Mr Adrian PACI**, Albanian Artist and Founder of Art House Foundation, who presented the [Art House](#) project. In 2015 Mr PACI made his native house in Shkoder accessible to the public, turning it into a place of exhibition and meeting between gallery owners, critics and artists. Since then, Art House has hosted many international guests such as Marta Gili, Adam Budak, Charles Esche and artists like Anri Sala and Yael Bartana. Art House also hosts the Art House School, a creative and exchange platform among Albanian and international artists where local young artists are stimulated to meet international curators and pursue an international career.

Mr Paci' presentation was crucial in highlighting how art related experiences and initiatives can be aimed at regenerating private space and turning them into public ones, thus countering urban decay while reviving tradition and participation and bringing innovative ideas, thus serving as a force for social change.





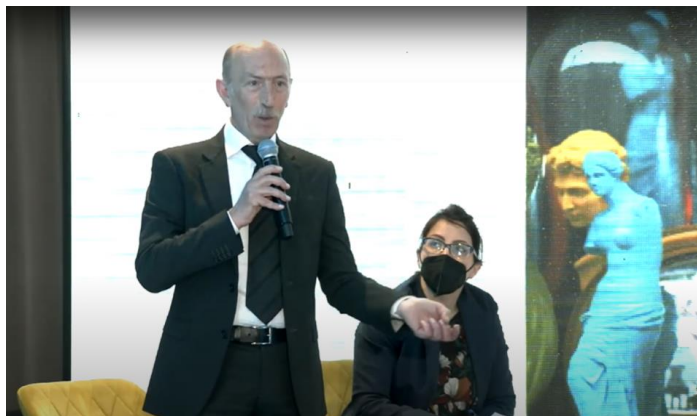
Mr Aldrin DALIPI, Chairman of the Tirana Region, AIE Deputy-President, closed the introductory session by thanking all the speakers for sharing interesting information and experiences in the fields of culture and creativity as well as urban regeneration. He addressed his thanks especially to the students from professional high schools of Tirana Region, from and Kavaja and Kamza Municipality, who participated in the Conference. Mr Dalipi explained how young people are very well supported by professional and technical high schools in Albania in developing vocational competence in the cultural and creative sectors, technology and innovation as well as entrepreneurship. By targeting youth cultural and creative skills at very early stage of student’s curricula and by providing new regenerated places for meeting, learning and engaging, Albania is trying to retain young people in their home country and provide them with positive opportunities to plan their future.

The second session of the conference focused on the common challenges and solutions to cultural and creative stakeholders. A round table was moderated by **Ms Maria Luisa ESPOSITO**, AIE EU Project Officer, and saw the participation two speakers: Mr Lino MANOSPERTA, Head Coordinator of the Department of Children’s Theatre Scheduling and Management of Special Projects at Teatro Pubblico Pugliese (Italy), and Mr Paolo SERI, Adjunct Professor of Territorial and Environmental Economics, Marche Polytechnic University (Italy). The session was prodromic for the presentation of case studies in the following and final session, which involved cultural and creative sector managers. The goal of the session was to highlight the economic and social impact of culture and creative industries and how they can support the creative economy by maximising the impact of cultural heritage on local development, by increasing employment potential, by supporting business creation, innovation and growth and by stimulating innovation in public-private financing of cultural projects.

Mr Manosperta provided an overview of how [Teatro Pubblico Pugliese](#) (Regional Consortium for Arts and Culture) implements regional strategies that are aimed at increasing the attractiveness of the Apulia region and at enhancing their cultural and environmental attractors through art and culture. A traditional cultural institution founded in 1979, TPP is now innovating its business model, also by means of European territorial cooperation projects. Multimedia and immersive contemporary art or archaeology exhibitions and innovative management of the cultural heritage are now implemented,



thus supporting the creation of a new economy of culture. Mr Manosperta underlined how creative and culture need to go hand in hand with innovation in order to have economic and social impact.



Prof. Seri stressed how empirical research confirms that CCI help build a sense of belonging to regionally shared identities, while generating occupation and wealth, support regeneration of urban spaces and new urban planning policies. CCI are also generally recognised as having a relevant cross-sectoral impact, thus having a key role to play in territorial and regional development. As far as the Adriatic Ionian areas is concerned specifically, Prof. Seri's research conducted in collaboration with the AI-NURECC PLUS across three different Conferences on CCI, highlights that generally speaking, Western Balkan countries have different levels of development of the cultural and creative sector and significantly different development paths of CCI. These differences are reflected in cross-country gaps in terms of both occupation and share of GVA produced in the sector. In fact, although employment levels are quite aligned to or even exceed the EU average, only AI countries where employment rates in CCI are higher than the EU average, also contribute to the economy with a higher gross value added (GVA).

Based on these data, the policy recommendation would be to support the creation of cultural and creative local ecosystems and work towards developing the CCI's compartments that have a higher competitive advantage (in the case of Western Balkan countries, audiovisual and cinema sector, mainly supported by foreign investment) and on exploiting complementarities and relatedness of CCI to existing local compartments as much as possible.



Last session of the Conference was aimed at presenting three different **case studies** in the fields of cultural and creative industries and stimulate reflection about concrete examples of hoe CCI can impact society and economy. **Ms Sonila ABDALLI**, CEO & Co-founder, introduced [Destil](#), a culture-led urban regeneration project founded in 2014 in Tirana with the objective of co-creating programs and



promoting different collaborations between arts, enterprises, technology and social innovation. Initially a co-working space, Destil soon grow into a creative hub where many programmes take place in the fields of art and media, design, film making, start-up incubators and entrepreneurship creation.

Ms Tihana PUPOVAC, Coordinator of [Kooperativa](#) - **Regional Platform for Culture** (Croatia), collecting 38 members in 7 SEE countries among which Bosnia and Herzegovina, Croatia, Montenegro, North Macedonia, Serbia, Slovenia, all cooperating to independent artistic and cultural projects as well as social inclusion initiatives and campaigns. Kooperativa develops cultural programmes focusing on social issues and also participates in European coopeation through Creative Europe for Western Balkans. Another core activity of Kooperativa is advocacy of public-civic partnerships aimed at the involvement of organisations dealing with cultural and creative production into the policy-making through participatory processes, which are key to providing creative answers to environmental, urban regeneration and social inclusion challenges.



Mr Luca BASILICO, Cultural manager, presented two public-funded cultural productions that take place in Molise, namely the **About the Future Festival** and the **Termoli Media Art Festival**. Both festivals have a cross-sectoral approach where art and culture meet technology and science (new media, audio-visual ICT technology such as artificial intelligence, 3D laser mapping of cultural heritage, metaverse etc.). Once more cross-sectoral contamination is highlighted s key to the development of the cultural and creative sector.

ABOUT THE FUTURE PROGRAMMING NEXT EDITION: OCTOBER 2022
 FESTIVAL OF ART, TECHNOLOGY & SCIENCE

SECTIONS:

- NEW MEDIA ARTS
- AUDIO-VISUAL
- LIVE PERFORMANCE
- MULTIMEDIA
- INSTALLATIONS
- ARTIFICIAL INTELLIGENS
- EDUCATIONAL

www.youtube.com/watch?v=qcTxlrv4-0sM



- Program:
- Video mapping
 - 3D laser
 - Live Performance
 - A/V
 - Music

Date: July 2022
 Work in progress

