



**CRE:HUB**  
***Policies for Cultural Creative Industries: the hub for  
innovative regional development***

**Roadmap: Culture and Creative Industry Strategy in Slovenia**

Partner: Regional Development Agency of  
Ljubljana Urban Region



**RRA LUR**  
regional development agency  
of ljubljana urban region

**CRE:HUB**   
Interreg Europe

## Activities (measures) under Policy instrument 1- Investment for Growth and Jobs programme

Goals (defined by each partner)	Activities to implement the goals <sup>1</sup>	Resources (budget, materials, equipment, etc.), if applicable <sup>2</sup>	Timing of each activity	Monitoring systems (Please, indicate which monitoring systems will be used for monitoring of implementation of each activity) <sup>3</sup>	Players involved
<b>Improving business environment for developing CCIs in Slovenia and in the LUR</b>	<b>Mapping and studying the potential of CCIs:</b> Understanding of the specific characteristics of the CCIs in Slovenia and in the LUR: their strengths, weaknesses, key enablers and overall development trends in all sub-sectors.	Within the scope of CRE:HUB project; EU funds, national funds	2018	Mapping study (1 overall mapping study), sub-sectoral studies (10)	Ministry of Culture; Ministry of Economic Development and Technology; Center for Creativity; Central Statistical Bureau; professional associations; chambers; educational organisations; co-working organisations; RCKE
	<b>Improved institutional framework:</b> Linking different stakeholders from the government, business community, education sector, CCIs (professional associations, creatives) and non-governmental sector together to create an integrated strategy for	Within the scope of CRE:HUB project; EU funds; national funds	2018	Establishing Center for Creativity (1)	Ministry of Culture; Ministry of Economic Development and Technology; The Government Office for Development and European Cohesion Policy; Center for Creativity; professional

<sup>1</sup> The list of possible activities to reach the defined goals.

<sup>2</sup> An indicative allocation of resources, if possible to define at this stage.

<sup>3</sup> The AF states that Peer Review will assess: different regional policies/ instruments/ systems to support the creation of CC SMEs, **related monitoring system** and identified experiences.



the CCIs (ad-hoc working groups, CCIs council); improved inter-ministerial cooperation; establishment of the Center for Creativity; better inclusion of professional associations ...				associations; chambers; educational organisations; co-working organisations; RCKE
<b>Awareness-raising and promotion about the potential of CCIs in boosting socio-economic development<sup>4</sup>:</b> Conferences, seminars, awards, events, festivals; web portal(s); promotion materials also in cooperation with other industries; collecting and disseminating good practices; disseminating results of mappings and studies	Within the scope of CRE:HUB project, EU Funds, national funds	2020	Conferences, seminars, awards, events, festivals (20) Web portal (1)	Ministry of Culture; Ministry of Economic Development and Technology; RCKE; Center for Creativity; Technology park LJ; co-working places; HE and research organisations; Chamber of Commerce and Industry; RCKE
<b>Developing the adequate political tools for CCIs<sup>5</sup>:</b> national CCIs strategy; evaluation of existing programmes/projects (process, results); inclusion of CCIs in	Within the scope of CRE:HUB project; EU funds; national funds	2019	CCIs strategy (1) Overview of the legislation with recommendations (1)	Ministry of Culture; Ministry of Economic Development and Technology; The Ministry of Finance; The Ministry of Education, Science and Sport; The Government Office for

<sup>4</sup> Target groups: the policymakers, cultural operators, creative entrepreneurs, other industries as well as the general public in Slovenia and abroad.

<sup>5</sup> The key questions are the following: When general business support mechanisms can address the specific needs of CCIs and when new sector-specific measures should be introduced? Is it possible to introduce overarching CCIs strategy or sub-sectors strategies/measures are needed?



	national strategies/programmes (innovation, tourism, internationalization, education, sustainable development, public administration...); overview and the adjustment of the legislation.				Development and European Cohesion Policy; Center for Creativity; professional associations; chambers; HE and research organisations; co-working organisations; RCKE
<b>Competitive and exporting CCIs</b>	<b>Capacity building (education and training):</b> New education programmes (based on the needs of the market); consulting to CCIs (general, specific); training of creatives on business skills, project management, digital skills), IPR; mentoring; training of public officials (new training programme); supporting competence centres; creating new certificates (as "User experience design thinking")	Within the scope of CRE:HUB project, EU funds; national funds	2020	Updated/new education programmes (3) Trainings of creatives (10, 100 participants annually) Trainings of public officials (5, 50 participants annually)	Ministry of Culture; Ministry of Economic Development and Technology; The Ministry of Education, Science and Sport; The Ministry of Labour, Family, Social Affairs and Equal Opportunities; Center for Creativity; chambers; HE and research organisations; co-working organisations; RCKE
	<b>Improved access to finance:</b> Grants (result-oriented, well defined – public interest); new financial instruments (microcredits, repayable	Within the scope of CRE:HUB project, EU funds; national	2019	New financial instruments developed (2)	Ministry of Culture; Ministry of Economic Development and Technology; The Government Office for Development and



<p>assistance, guarantee mechanisms, venture capital funds); tax changes.</p>	<p>funds</p>			<p>European Cohesion Policy; Slovenian Regional Development Fund; Slovenian Enterprise Fund; Technology Park Ljubljana Ljubljana; University Incubator; ABC Accelerator; Spirit Slovenia; SID bank.</p>
<p><b>Supporting physical infrastructure and creative business incubation (taking into account regional approach):</b> Developing physical infrastructure and regeneration of places; financial support for creative incubators and co-working places (management costs, subsidising renting, systematic financing).</p>	<p>Within the scope of CRE:HUB project, EU funds; national funds</p>	<p>2020</p>	<p>Number of co-working spaces providing support programmes for the creative sector (7)</p>	<p>Ministry of Culture; Ministry of Economic Development and Technology; The Government Office for Development and European Cohesion Policy; municipalities; RCKE; co-working organisations</p>
<p><b>Support for the internationalization of CCIs:</b> Export advice and information support to CCIs abroad (legal and business advice); financing studies on foreign markets; financial support, promotional activities (e.g. trade missions, supporting participation in world-important exhibitions or</p>	<p>Within the scope of CRE:HUB project, EU funds; national funds</p>	<p>2020</p>	<p>Share of exports in turnover of CCIs companies (25 %)</p>	<p>SPIRIT Slovenia; Center for Creativity; Ministry of Culture; Ministry of Economic Development and Technology; The Ministry of Foreign Affairs; Chamber of Commerce and Industry; The Slovenian Tourist Board (STB)</p>



	trade fairs, etc.); support for internationalization of clusters, networks, platforms; support for (pilot) projects; branding Slovenia (Made in Slovenia); internationalization of existing/new sub-sector specific intermediate institutions (film, music, design, architecture ...)				
<b>Bridging CCIs with the rest of economy and society</b>	<b>Collaborative R&amp;D projects between business sector, CCIs and HEIs (new products, new business models, living labs ...):</b> Research grants; vouchers	Within the scope of CRE:HUB project, EU funds; national funds	2019	Number of projects (20)	The Ministry of Education, Science and Sport; Ministry of Economic Development and Technology; The Government Office for Development and European Cohesion Policy
	<b>Networking and clustering:</b> Establishing cluster(s), networks, platforms (based on the value chain approach)	Within the scope of CRE:HUB project, EU funds; national funds	2020	Number of established clusters, networks and platforms (5)	The Ministry of Education, Science and Sport; Ministry of Economic Development and Technology; The Government Office for Development and European Cohesion Policy
	<b>Pilot projects in the public sector stimulation social innovations:</b> Project grants; public procurement; match-	Within the scope of CRE:HUB project, EU funds; national	2020	Number of projects (20)	The Ministry of Public Administration; municipalities; public sector organisations



	making events	funds			
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