

## **ANNUAL PLAN 2024**

### **DESIGN & CREATIVITY WORKING GROUP**

#### **CULTURE AND CREATIVITY CLUSTER**

#### **WORKING GROUP LEADERS**

- Giulia Chiarel, Autonomous Province of Bolzano/Bozen – South Tyrol, giulia.chiarel@alpeuregio.eu (on leave until August)
- Anna Spechtenhauser, Stuttgart Region, anna.spechtenhauser@region-stuttgart.de,
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- Marie-Laurence Com, Provence-Alpes-Côte d’Azur Region, mlcom@maregionsud.fr.

#### **OBJECTIVES**

The Design & Creativity WG aims at raising the awareness of design and creativity as tools and drivers for innovation in different sectors and across Europe. Our objectives are the following:

- Present design and creativity as relevant and interesting approaches to different (societal) challenges; especially in relation to sectors which do not yet work with design (thinking) and creativity
- Showcase the importance of design & creativity through good examples and concrete cases
- Create a strong and vital community among our stakeholders across Europe through a bottom-up approach
- Connect designers, thinkers, business, policy and society interested in finding common solutions for different challenges
- Create opportunities for the WG members to develop project proposals, share their ideas, stories, ongoing activities with the EU community

#### **CONTEXT**

The key EU-level priorities, strategies, events, as well as work programmes and priority calls for proposals that the Working Group aims to follow up in 2024:

- Project opportunities under Creative Europe, Horizon Europe, especially the 2nd “Culture, creativity and inclusive society” cluster
- Year of skills
- New European Bauhaus
- EIT KIC Culture and Creativity
- Collaboration with the EU Policy Lab

## OPPORTUNITIES AND OUTPUTS IN ERRIN PROJECTS

Projects of strategic interest to the Working Group:

- Craft
- Creative FLIP

## ACTIVITIES

### **Kick-off meeting of the Culture and Creativity Cluster**

**Date: 1 February**

**Cluster Activity: with the Design & Creativity WG & New European Bauhaus TF**

The Culture and Creativity Cluster is organising its meeting to kick off the year on 1 February 2024, from 16:00 to 17:30 (with networking drinks afterwards) at the ERRIN premises. The Cultural Heritage & Tourism WG, Design & Creativity WG and NEB Task Force are joining forces to present the annual plans for 2024 and put emphasis on long-term cluster collaboration.

This will also be a great chance to discuss common interests and current opportunities and to flag calls for collaboration. We invite members of each WG and TF to prepare short pitches about current project opportunities or ideas for activities.

After the meeting, we will host networking drinks to get to know each other better as a cluster and exchange informally.

### **NEB Festival Satellite event on youth projects**

**Date: 9 April**

The New European Bauhaus thrives on innovative ideas and its success depends on the active participation of the younger generation in shaping and developing ideas and projects. The topic of this event will focus on active participation of young people in community development, as well as to the topic of supporting youth empowerment. Here, the NEB also represents an opportunity to involve young people more closely in spatial development planning and in shaping the future of our communities.

This is why the event 'Young & Beautiful - but also sustainable and together' focuses on young innovators - students, PhD students, young workers - who have developed or want to develop projects that meet the criteria of the New European Bauhaus. The aim of the event is to allow the selected young people to present their idea or project in front of an audience of other young innovators, local governments, associations and the general public.

### **EU Design Days 2024**

**Date: May/June**

Coworking spaces, cultural wastelands, fablabs, nurturing third places... what they all have in common is that they integrate spaces and skills, cross-fertilise activities and bring together a group of committed citizens, encouraging cooperation to meet the challenges facing their area.

At European Union level, third places are seen as key players in European programmes. Three values are defended: beauty, sustainability and inclusion. Participation, transdisciplinary and working on different scales, from local to European, are key principles for their development.

This edition of the EU Design Days will focus on one of the following topics:

- Third places in Europe: how to strengthen cooperation between the players developing these projects and local authorities.
- The role of third places in the ecological and digital transition
- Third places in Europe: are they the solution for transforming our society towards greater solidarity, sustainability and inclusion?

### **AI in tourism and cultural heritage**

**Date: Autumn**

***Link with the ICT WG and Design and Creativity WG***

This session will provide participants with info on EU initiatives, EU calls, and regional best practices on Artificial Intelligence (AI) and its impact on tourism and cultural heritage. The Commission has made the positive take-up of AI in the cultural heritage sector a priority for its digital transition.

### **Project Development Session**

**Date: Autumn**

***Cluster Activity: with the Design & Creativity WG & New European Bauhaus TF***

Member's interests will be gathered using the Project Development Tool and popular calls explored.

### **Issues/topics to be monitored further:**

The Pact for Skills for CCIs: what next after the EU Year of Skills? Info-session by leaders and/or participants of the Large-Scale Partnership for CCIs - exchange of experiences and practices from regions and participants. The meeting will provide an update on the work of the LSP working groups with the aim of promoting concrete experiences at local level. ERRIN members will be invited to contribute with an exchange of best practices at local level.