



Finance
Learning
Innovation
Patenting



EUROPEAN UNION

28-29 JANUARY 2020

CCS ECOSYSTEMS FLIPPING THE ODDS

Financing, Innovation, Entrepreneurship and wider Ecosystem support
for Cultural and Creative Sectors

LaVallée Creative Hub Molenbeek, Brussels
Rue Adolphe Lavallée 39, 1080 Brussels



BACKGROUND

For many years, better access to finance and improving innovation, entrepreneurship, as well as support-ecosystems for cultural and creative sectors (CCS) have been high on the agenda of policy makers and organisations supporting the CCS throughout Europe. Multiple initiatives have been set up, such as guarantee schemes, matchfunding or other CCS support and programmes. At the same time, the financing landscape itself is developing at a fast pace, with new actors and new financing instruments appearing, widening the possibilities for cultural and creative actors to access finance and to build on CCS innovation and support ecosystems.

So, have we made progress? Yes! Is the work done? Not at all!

Numerous useful initiatives have been developed that can help cultural and creative sectors in getting their initiatives financed and in strengthening their support ecosystems. However, too many cultural and creative initiatives still fail to fully develop their entrepreneurial potential. Truly improving access to finance for CCS can only come when all these initiatives further connect into an integrated support ecosystem. Bringing access to finance and CCS ecosystems to a next level requires **FLIPPING THE ODDS!**

FLIPPING THE ODDS CONFERENCE

During this 2-day event, we gather CCS support organisations, advisors, financiers and policy makers at all levels to join the discussion with the CCI professionals and help us FLIP the odds. This is the moment to take stock and learn from existing initiatives that support access to finance for CCS, but especially to reflect and debate about how we can still do better.

DAY 1 – 28TH JANUARY 2020:

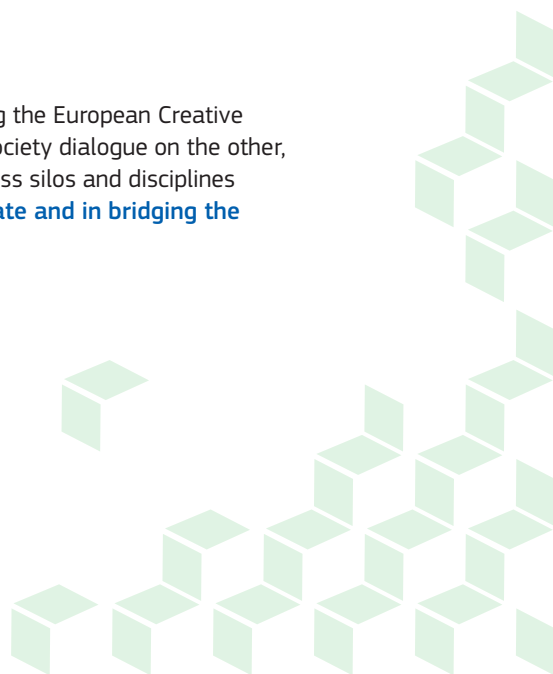
We take stock of the current CCS ecosystem, and discuss with CCS support organisations, advisors, financiers and policy makers what the (common) priorities are to further strengthen the ecosystem in the coming years. What are the necessary building blocks for a mature support ecosystem, how should these building blocks connect and interact, and what is the role of different actors?

DAY 2 – 29TH JANUARY 2020:

We zoom in on the role of the EU in stimulating better CCS financing and innovation: which policy actions have been taken in past years and what can Europe do next to further stimulate the sustainable development of cultural and creative activities in Europe? We discuss how the recommendations of the Open Method of Coordination (OMC) groups “Access to Finance” and “Public Policies for Innovation and Entrepreneurship in CCS” and the Cross-sectoral Council conclusions have been implemented in the different member states and regions and what still needs to be done.

LET’S FLIP THE ODDS!

Making a **combined co-creative** effort of Creative FLIP – an EP pilot project involving the European Creative Hubs Network on the one hand, and EU policy makers, OMC, Voices of Culture civil society dialogue on the other, exploiting synergies between projects and policy-making and genuinely working across silos and disciplines will help us in **FLIPPING THE ODDS!** **Let us join forces in this future-oriented debate and in bridging the ecosystem gaps together!**



Morning session → **Stimulating the financial ecosystem for CCS:**
Focus groups with policy makers and financiers (invitation only)

Afternoon session → **FLIPPING THE ODDS:**
Towards an integrated entrepreneurial ecosystem for CCS

- 13:45 - 14:15 Registration
- 14:15 - 14:30 Welcome address – moderated by Barbara Stacher, *DG EAC* and Dubravka Jurišić, *Goethe Institut* *Plenary*
Tamás Szűcs, *Director, European Commission, DG EAC*
Dr Elke Kaschl Mohni, *Director for the Region Southwestern Europe, Goethe-Institut*
Pierre Pevée, *Manager, LaVallée Creative hub*
- 14:30 - 14:45 Inspirational speech by **Gunther Broucke** - *General Manager of Brussels Philharmonic*
Financing, Innovation and Entrepreneurship in the Cultural and Creative Sectors: moving out-of-the-box
- 14:45 - 15:00 Visual presentation
Stimulating the financial ecosystem for CCS – highlights of the morning sessions' discussions
- 15:00 - 15:15 Plenary Introduction to World-café
- 15:15 - 15:30 Grab a coffee and find a World-café table
- 15:30 - 17:00 World-café: **"HOW to FLIP the odds?" (two rounds)**

In this World-café, we invite all participants to jointly reflect on the necessary building blocks for a mature support ecosystem for CCS and how specific tools can facilitate the further development of a strong support ecosystem.

PARALLEL ACTIVITIES

15:30 – 16:10 *Plenary*

EUROPEAN CREATIVE HUBS NETWORK

Creative FLIP Peer-2-Peer exchange program for creative hubs info session

16:10 – 16:50 *Plenary*

Yvon Jadoul, *Secretary General, SMART Coop*

How to support artists and CCI professionals

15:30-16:10 & 16:20-17:00 *Start @ Bar*

Guided study-visits "Past and present of LaVallée"

- 17:00 - 17:30 Presentation of the World-café conclusions and Concluding remarks *Plenary*
- 17:30 - 19:00 Networking cocktail *Gallery*
- After 21:00 **FLIPPING THE ODDS – Networking party "powered by ECHN"** *Bar*

Morning session → ***Towards an integrated finance and innovation ecosystem for CCS: taking stock of EU initiatives and OMC work***

- 09:00 - 09:30 Welcome coffee and networking
- 09:30 - 09:45 Opening speeches *Plenary*
Viviane Hoffmann, Deputy Director-General, European Commission DG EAC
Ivana Krušec-Rubić, Chair of the Cultural Affairs Committee, Croatian Council Presidency
- 09:45 - 11:00 **Panel: Achievements and outlook on Financing and Innovation – Commission perspective**
Moderator: Dubravka Jurišić (Goethe-Institut, Creative FLIP)
Panelists: European Commission Heads of Units: Catherine Magnant (EAC.D1), **Lucia Recalde** (CNECT.I.3), **Barbara Gessler** (EAC.D2), **Walter Zampieri** (EACEA), **Anna Athanasopoulou** (GROW.F4), **Begoña Arano** (EAC.C1), **Peter Berkowitz** (REGIO.G1).
Topics: EU cultural and creative sector policies, Creative Europe MEDIA and Culture programme support, CCS/CCIs innovation and financing, CCIs and SME policies and support (incl. COSME), Creative Europe Guarantee Facility, KICS for CCIs, Digital Single Market, Innovation hubs, smart specialisation and regional policies for CCS.
 This panel showcases recent EU initiatives for innovation and access to finance for CCS, presenting their achievements so far and their outlook for the future.
- 11:00 - 11:30 Coffee break *Gallery*
- 11:30 - 12:45 **Panel: Achievements and outlook on Financing and Innovation – Member States and stakeholders' perspectives** *Plenary*
Moderator: Heidemarie Meissnitzer (Cultural Affairs Council group member)
Panelists: OMC and VoC groups' experts: Kimmo Aulake, Rasmus Wiinstedt Tscherning, Kirsi Kaunisharju, Sylvia Amann, Bernd Fesel.
 In this panel OMC (Open Method of Cooperation) chairs and VoC (Voices of Culture) representatives share their experiences and learning lessons concerning the implementation of recommendations.
- 12:45 - 13:00 Group picture *Gallery*
- 13:00 - 14:00 Networking lunch *Gallery*

**Afternoon session → Towards an integrated finance and innovation ecosystem for CCS:
taking stock of the present and looking towards the future**

14:00 - 15:00 **Stocktaking sessions** (parallel sessions)

The goal of the stocktaking sessions is to dig deeper into each of the different EU initiatives and the OMC/VoC work that have been introduced in the panel discussions. We discuss the achievements/impact so far, the extent to which the OMC and Council recommendations have been/ not been implemented and why, and critically assess their contribution to better access of finance for CCS and its role in the wider ecosystem for CCS.

CREATIVE EUROPE GUARANTEE FACILITY AND CAPACITY BUILDING FOR FINANCIERS

Hosts: **Isabelle De Voldere** (IDEA Consult, Creative FLIP), **Maciej Szymanowicz** (DG CNECT.I3) and **Sigbjorn Sandberg** (DG EAC.D2)

What is the state of play? What has been the outreach so far? How has it improved access to finance and innovation ecosystems for CCS? Creative Europe Guarantee Facility, bank loans and the link with other types of finance?

IPR, INCLUDING PATENTING & DIGITAL SINGLE MARKET DEVELOPMENTS

Hosts: **Cyrille Dubois** and **Onur Emul** (IPIL, Creative FLIP) and **Gianpaolo Scacco** (DG EAC.D1)

Presentation and discussion of results of the FLIP survey on Patenting in the CCS (IPIL) + reflections on outcomes; first thoughts on how to improve IPR protection (and fair remuneration) in the digital age for CCS? New perspectives on IPR protection?

CCS AND EVIDENCE-BASED POLICY-MAKING

Hosts: **Eveline Durinck** (IDEA Consult, Creative FLIP), **Inna Garkova** (DG EAC.D1) and **Carolina Burgos** (Observatory EUIPO), with participation of **Daniel Antal** (CEEMID)

How have improved CCS statistics, data and studies helped to create a better finance and innovation ecosystems for CCS?

CROSS-SECTORAL COLLABORATION AND INNOVATION: S+T+ARTS AND OTHER INITIATIVES

Hosts: **Joost Heinsius** (Values of Culture and Creativity, Creative FLIP), **Ralph Dum** (DG CNECT.I4), **Ivan Brincat** (DG CNECT.I3), **Silvia Draghi** (GROW.F4), **Barbara Stacher** (EAC.D1)

What is the state of play? What works/appears effective? How has it improved the finance and innovation situation for CCS?

CCS LOCALLY AND REGIONAL SMART SPECIALISATION POLICIES

Hosts: **Steven Knotter** (IDEA Consult), **Maciej Hofman** (DG EAC.D1), **Laurent De Mercey** (DG REGIO.G1) and **Ekaterina Travkina** (OECD-CFE)

How are CCS represented in European regional policy and regional smart specialisation strategies? How do they benefit from Structural Funds? Geographical differences?

KIC (KNOWLEDGE AND INNOVATION COMMUNITIES) FOR CCIS

Hosts: **Bernd Fesel** (ECBN), **Gauthier Grousset** (DG EAC.C1) and **Michela Magas**, *Stromatolite*

The EIT's Innovation Communities are partnerships that bring together businesses, research centres and universities to harness European innovation and entrepreneurship. Since 2010 eight KICS in different domains have been set up. In the coming years also a KIC for CCS will be set up. What has been the impact of setting up KICS in the other domains? Why a KIC for CCS?

OMC REPORTS AND COUNCIL RECOMMENDATIONS

Hosts: **Sylvia Amann** (OMC, Creative FLIP) and **Susanne Hollmann** (DHoU, DG EAC.D1) and **Dorota Nigge** (DG EAC.D1)

What has been implemented, what not? Why?

15:00-15:20 Coffee break

15:20-16:10 **What are the next steps forward? How to deepen the integration of current EU initiatives/instruments and OMC work in the finance and innovation ecosystem for CCS?** (continuation of stocktaking sessions)

Resulting from the previous discussions and answering to the questions as to which OMC recommendations have/ have not been fulfilled and why, to identify possibilities for more synergies between existing initiatives and filling the gaps that still exist in the CCS ecosystem, with a focus on the role that the EU can play. What will be the priorities for the EU to bring access to finance and innovation ecosystems for CCS to a next level?

CREATIVE EUROPE GUARANTEE FACILITY AND CAPACITY BUILDING FOR FINANCIERS

Hosts: **Maciej Szymanowicz** (DG CNECT.I3), **Sigbjorn Sandberg** (DG EAC.D2) and **Isabelle De Voldere** (IDEA Consult, Creative FLIP)

Reflections on the topics evoked in the previous session; What are the (future) challenges? How to further strengthen the instrument? How about capacity building for CCS?

IPR, INCLUDING PATENTING & DIGITAL SINGLE MARKET DEVELOPMENTS

Hosts: **Gianpaolo Scacco** (DG EAC.D1), **Cyrille Dubois** and **Onur Emul** (IPIL, Creative FLIP)

Reflections on the topics evoked in the previous session; How to improve IPR protection (and fair remuneration) in the digital age for CCS? New perspectives on IPR protection and future topics?

CCS AND EVIDENCE-BASED POLICY-MAKING

Hosts: **Inna Garkova** (DG EAC.D1), **Carolina Burgos** (Observatory EUIPO), **Daniel Antal** (CEEMID) and **Eveline Durinck** (IDEA Consult, Creative FLIP)

Reflections on the topics evoked in the previous session; How to ensure synergies? Where are still important knowledge gaps?

CROSS-SECTORAL COLLABORATION AND INNOVATION: S+T+ARTS AND OTHER INITIATIVES

Hosts: **Silvia Draghi** (GROW.F4), **Ralph Dum** (DG CNECT.I4), **Ivan Brincat** (DG CNECT.I3), **Barbara Stacher** (EAC.D1,) and **Joost Heinsius** (Values of Culture and Creativity, Creative FLIP)

Reflections on the topics evoked in the previous session; What are the challenges? What is the way forward?

CCS LOCALLY AND REGIONAL SMART SPECIALISATION POLICIES

Hosts: **Maciej Hofman** (DG EAC.D1) and **Laurent De Mercey**, (DG REGIO.G1), with participation of **Steven Knotter** (IDEA Consult)

Reflections on the topics evoked in the previous session; How can Structural Funds be a leverage for CCS' contribution in regional competitiveness in the future? Role of cities/regions/urban dimension

KIC (KNOWLEDGE AND INNOVATION COMMUNITIES) FOR CCIS

Hosts: **Gauthier Grousset** (DG EAC.C1), **Bernd Fesel** (ECBN) and **Michela Magas**, *Stromatolite*

Reflections on the topics evoked in the previous session; What should be the priorities of KIC for CCS?

OMC REPORTS AND COUNCIL RECOMMENDATIONS

Hosts: **Susanne Hollmann** (DHoU, DG EAC.D1), **Dorota Nigge** (DG EAC.D1) and **Sylvia Amann** (OMC, Creative FLIP)

Reflections on the topics evoked in the previous session; How to move forward?

PARALLEL ACTIVITIES

14:15 – 15:00

Room 3

EUROPEAN CREATIVE HUBS NETWORK

Creative FLIP Peer-2-Peer exchange program for creative hubs info session

15:30 – 16:15

Room 3

Sarah de Heusch, Project manager in charge of international development SMART Coop
How to support artists and CCI professionals

14:10-14:50 & 15:30-16:10

Start @ Bar

Guided study-visits “Past and present of LaVallée”

16:20-17:00 Presentation of the stocktaking sessions' main conclusions, moderated by
Tamás Szűcs, Director, European Commission, DG EAC

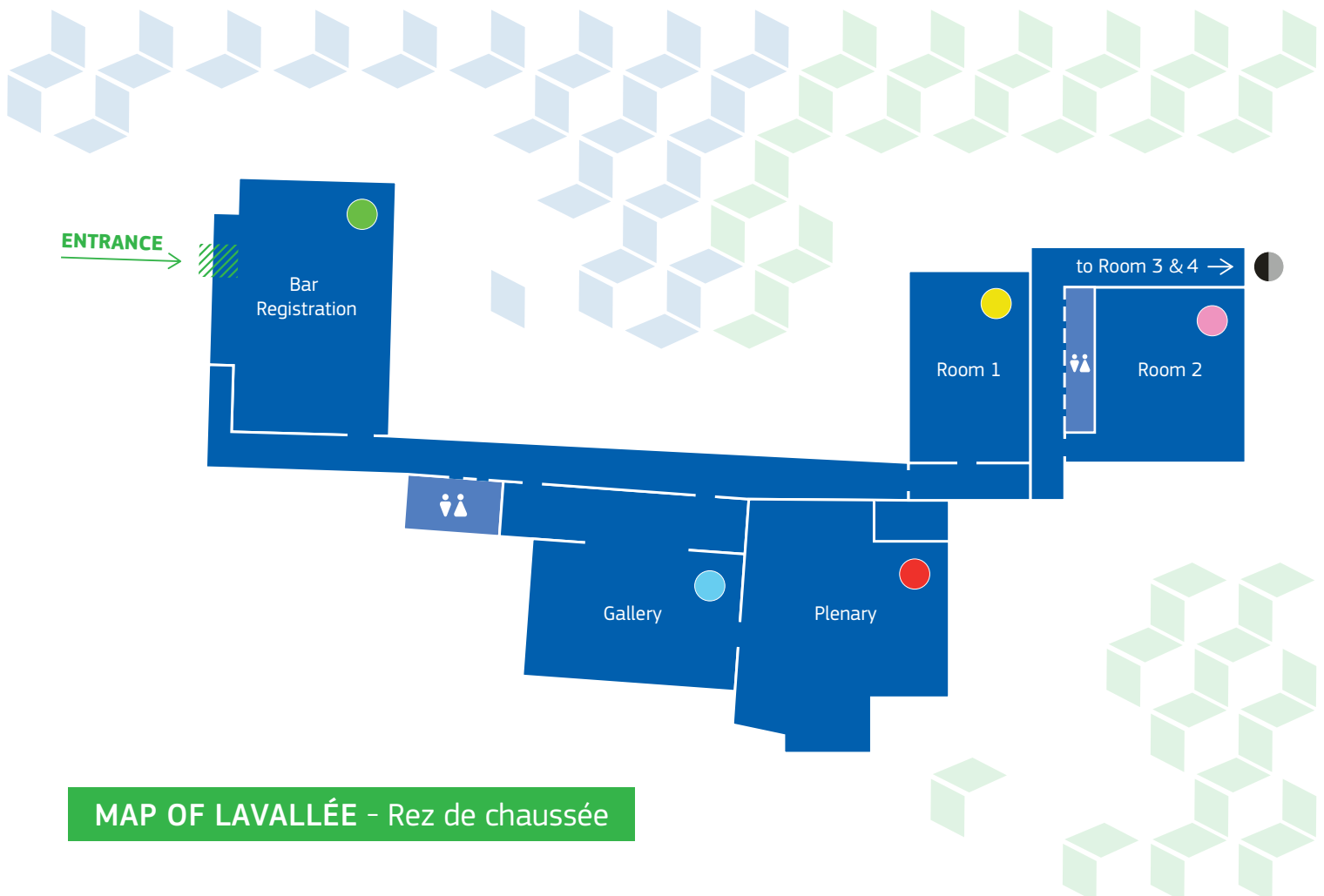
Plenary

17:00-17:30

CLOSING ADDRESS by

Commissioner Mariya Gabriel,
Christian Ehler, MEP,
Johannes Ebert, Secretary-General, Goethe-Institut

Plenary



STOCKTAKING SESSIONS: POLICY BACKGROUND

The **Open Method of Coordination (OMC)**¹ is a light but structured way EU Member States use to cooperate at European level in the field of culture. The OMC creates a common understanding of problems and helps to build consensus on solutions and their practical implementation. Through an exchange of good practice between EU countries, it contributes to improving the design and implementation of policies, without regulatory instruments. Experts from ministries of culture and national cultural institutions meet five to six times over a 1.5 year period to share good practice and produce policy reports. Within this framework, EU Member States exchange information on how they design policies and funding schemes.

It is complemented by the **Structured Dialogue**², so that the Commission maintains a regular dialogue with civil society. During this process, stakeholders provide key ideas and messages that can also be shared with the relevant OMC experts. This dialogue with the culture sector provides a framework for exchanging views and information, and ensures that the voice of civil society organisations is heard in a structured way. As from 2015, under the renewed Structured Dialogue, named **“Voices of culture”**³, thematic meetings are being held involving different stakeholders on key topics in the field of culture.

As specified in the Council **Work Plan for Culture**, “following the OMC groups ‘Access to finance for cultural and creative sectors’ (2014/15)⁴ and ‘Developing entrepreneurial and innovation potential of the cultural and creative sectors’ (2016/17)⁵ as well as the ‘Council conclusions on cultural and creative crossovers to stimulate innovation, economic sustainability and social inclusion’ (2015)⁶, a **stock-taking exercise** is needed to assess the implementation of those recommendations.

At the **conference** on cultural and creative sector ecosystems “FLIPping the Odds”, which takes place on 28/29 January in Brussels, such a stock-taking will take place. Experts will review what has been implemented so far and discuss measures for future work at European level.

The event will take place together with a conference with **cultural and creative sector** participants organised by the **project “FLIP** (Finance, Learning, Innovation and Patenting” for **CCIs** (cultural and creative industries)/ **“Creative FLIP**⁷. This creates synergies and allows co-creation of policies between cultural and creative sector participants, networks and other organisations/civil society, academia and government officials (at EU level, Member States, regional and local levels).

In this way, both the experts that took part in writing both above-mentioned OMC reports from Member States administrations, as well as participant of the relevant “Voices of Culture” groups and other sector participants and Commission services interact and assess progress that has been achieved since the issuing of the OMC and Council recommendations and think together about what has been achieved and what is needed in the future.

In order to support this process, **surveys** have been carried out in the context of FLIP for CCIs-1 on access to finance for CCIs, the use of patenting and IPR and also concerning the uptake of OMC (Open Method of Coordination) groups’ recommendations. Through world café sessions and parallel workshops, participants will take stock and elaborate needs for further policy-making and support.

1 More to be found here: https://ec.europa.eu/culture/policy/strategic-framework/european-coop_en

2 https://ec.europa.eu/culture/policy/strategic-framework/stakeholder-dialogue_en

3 <https://voicesofculture.eu/about/>

4 <https://op.europa.eu/en/publication-detail/-/publication/f433d9df-deaf-11e5-8fea-01aa75ed71a1>

5 <https://op.europa.eu/en/publication-detail/-/publication/5d33c8a7-2e56-11e8-b5fe-01aa75ed71a1/language-en/format-PDF/source-68820857> , as well as the overview of EU policies <https://op.europa.eu/en/publication-detail/-/publication/1c3f87fa-2e5a-11e8-b5fe-01aa75ed71a1/language-en>

6 [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52015XG0527\(03\)&from=EN](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52015XG0527(03)&from=EN)

7 <https://creativeflip.creativehubs.net/>

About the event:

FINANCING CCS: FLIPPING THE ODDS is a 2-day stakeholder event co-organised by the **European Commission, Directorate-General for Education and Culture** and the **Creative FLIP** project.

Creative FLIP – Finance, Learning, Innovation and Patenting is a Pilot project co-funded by the EU whose main objective is to support healthy and sustainable ecosystems for Cultural and Creative Industries (CCIs) with respect to these four key policy areas. It is implemented by a consortium led by Goethe-Institut in cooperation with IDEA consult, VVA Economics and Policy, 3s, Intellectual Property Institute Luxembourg (IPIL) and the European Creative Hubs Network (ECHN).

More info: www.creativeFLIP.eu

Day 2 of the event is organised by the **Commission (DG EAC)** in the context of the **COUNCIL WORK PLAN FOR CULTURE 2019-2022**, Priority Area C: **“An ecosystem supporting artists, cultural and creative professionals and European content”, Topic C6: Financing and Innovation.**

About the venue:

Since 2014, in the heart of Molenbeek-Saint-Jean, LaVallée has been providing an event and co-working space for creative entrepreneurs on a surface of 6000 m².

Installed in an old industrial site from the end of the XIXth century, it is symbolic for the history of Molenbeek, depicting a time when industrialization profoundly changed the face of this neighbourhood.

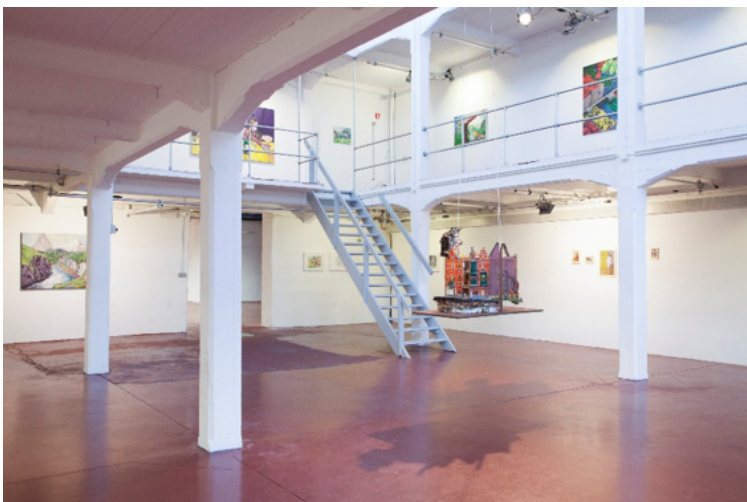
The site was made of seven plots that were previously devoted to different activities, such as trucking, tannery and laundry.

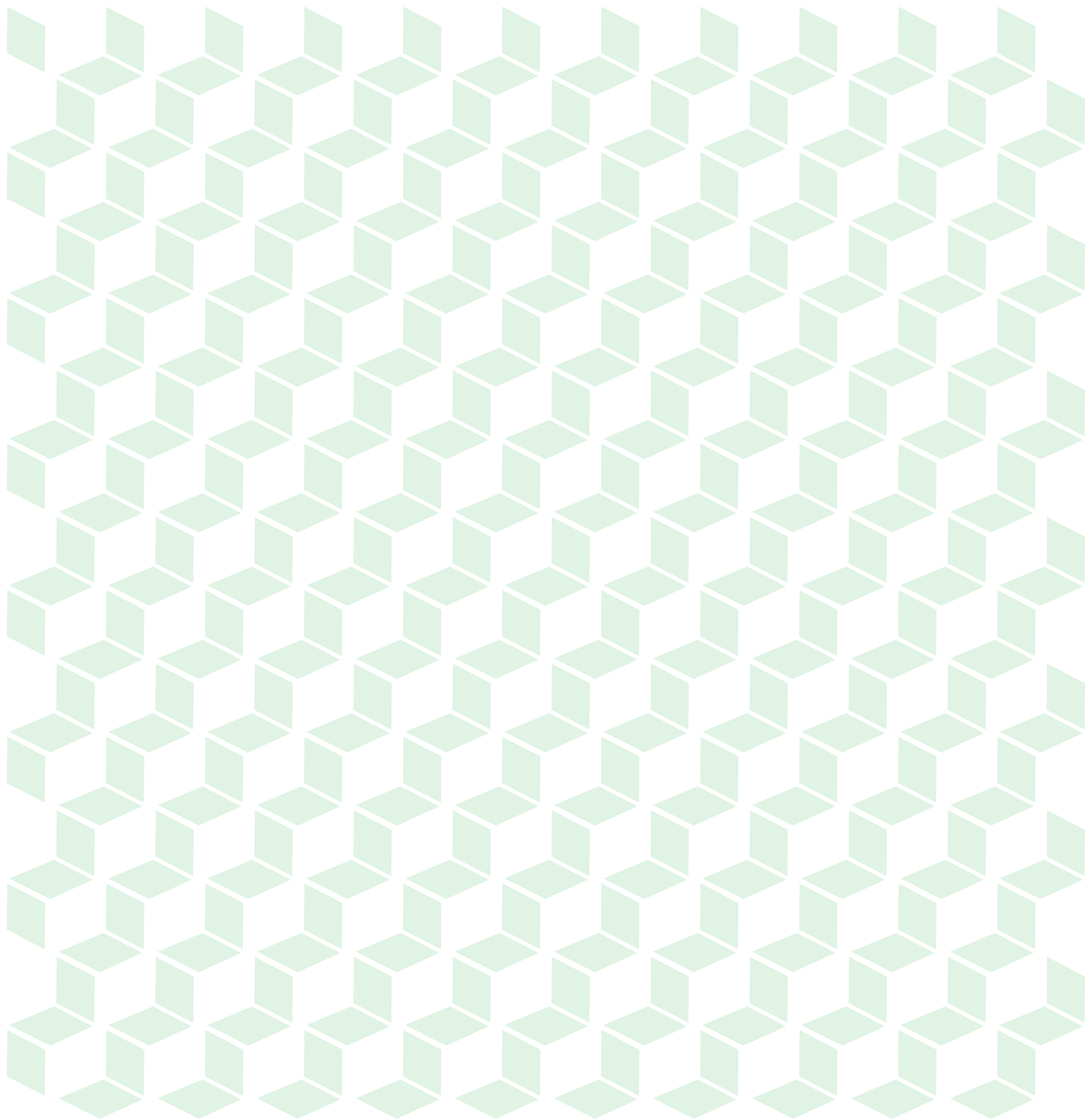
Today, the equipment has been evacuated and the spaces with whitewashed brick walls are buzzing with activity with nearly 150 creative entrepreneurs (plastic artists, videographers, designers, graphic artists, craftsmen and communication professionals) active at the heart of this site which has experienced a real revival.

Contrary to the classic segmentation of the industrial world, these places rely on the dynamics of sharing, the effect of proximity between the occupants and the cross-fertilization of projects.

LaVallée is part of Smart Coop and a member of European Creative Hubs Network.

To learn more about LaVallée, Smart Coop or ECHN, check out the parallel activities in the program on both days.





www.creativeFLIP.eu



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