

IN SITU: Place-based innovation in cultural and creative industries in non-urban areas

Collaborative interactive seminar “How can artists and creatives be more entrepreneurial and innovative in non-urban areas?” 31 October – 2 November 2023

Place: Rauma Maritime Museum (Address: Kalliokatu 34, Rauma) and online via Microsoft Teams

Lead: NATFIZ, National Academy of Theatre and Film Arts, Bulgaria (<https://natfiz.bg/en/>)

Key objective: This collaborative interactive seminar is designed to assist the capacity-building and skill development in order to foster entrepreneurial social and business models and innovation in each of the six [LAB regions, related to the IN SITU project](#) (Finland, Ireland, Latvia, Iceland, Azores, Croatia) and to correspond to the needs of the CCI players in these regions. This part of the IN SITU project seeks to secure a multiplication effect of the conducted capacity-building training, consulting, and mentoring sessions.

Seminar Programme

Day 1: 31 October, Tuesday 12:30-16:00

Heritage Future Workshop (organised and led by LAB Finland)

Facilitators: Adj. Prof. Katriina Siivonen and Adj. Prof. Pauliina Latvala-Harvilahti

The workshop will jointly create and produce a vision for the futures of culture and the creative industries. This will be approached from a long-term perspective, moving back 50 years and then forward to the futures. Finally, we will reflect together on what should be done now to achieve the desired future.

Day 2: 1 November, Wednesday

Session 1: 9.30-11.00: A general overview of financial and fundraising opportunities; EU funding programmes for CCIs.

Presenter/facilitator: Prof. Dr. Lidia Varbanova

- Quick reminder of the IN SITU project focus and discussion on the goals of the seminar.
- Sources of financing and fundraising: principles and practices. Innovative approach.
- Applying for EU funding: principles, options.
- Q/As, discussion.

Short break: 11.00-11.15

Session 2: 11.15-12.45: Financial opportunities for small-scale CCIs.

Presenter/facilitator: Prof. Dr. Lidia Varbanova

- Alternative financing for CCIs: bank loans, angel investors, crowd-financing and crowdfunding platforms, foundations for social entrepreneurship and others. Incubators and accelerators for creative ideas.
- Interactive “walking” exercise: criteria of diverse financing & fundraising institutions

Lunch break: 12.45-13.45

Session 3: 13.45-15.15: Applying digital technologies in the CCIs practices to boost innovation capacity.

Presenter/facilitator: PhD Candidate Lyubomira Kostova

- Types of innovations in CCIs in the non-urban areas: crossover innovations (and cross-sectoral collaborations), open innovations, eco-innovations, etc. Principles and practices.
- Use of digital technologies by small-scale organisations in CCIs: specificities and examples.
- Business models online: options and practices.
- Interactive exercise in smaller groups: Digital tools showcase.

Short break: 15.15-15.30

Session 4: 15.30-17.00: Visual and written storytelling as a marketing and innovation tool.

Presenters/facilitator: Assoc. Prof. Elena Trencheva (she will join online)

- Audience engagement and development in CCIs in non-urban areas: key aspects.
- How to use visual and written storytelling in CCIs to improve visibility and gain audiences.
- Visual concept design: practical side & benefits for CCIs.
- Interactive exercise in smaller groups: Developing a visual concept for your organization.

Day 3: 2 November, Thursday

Session 5: 9.30-11.00: Collaborative approach in CCIs: how to work together in a strategic mode?

Presenter/facilitator: Prof. Dr. Lidia Varbanova

- Basics and needs for a strategic approach in CCIs.
- Types of collaborative strategies and their implementation in CCIs: creative clusters, hubs, creative spaces, creative districts and other models of strategic alliances.
- Interactive exercise in smaller groups: pros and cons of using diverse collaborative strategies in CCIs in the non-urban areas.

Short break: 11.00-11.15

Session 6: 11.15-12.45: Networking and partnership building at local level

Presenter/facilitator: Mila Velcheva

- Building partnerships, working with stakeholders, elaborating coalitions at the local level: tips and practices.
- Specificities in project management in CCIs in non-urban areas. Stakeholders' mapping.
- Understanding and applying regional and local cultural policies, methods and instruments in support of social innovations and cultural entrepreneurship in CCIs.
- Interactive exercise in smaller groups: Identification of stakeholders and role-playing for a creative entrepreneurial project pitch.

12.45-13.00: Wrap-up of the seminar in an interactive way

TRAINING: Methodology

- Hybrid model of training - offline and online to be accessible to more CCIs.
- Interactive style of training: up to 45-50 min presentations by the moderators, and 40-45 min interactive exercises: discussions, case studies analysis, role-playing, videos, work in smaller groups, etc.

TRAINING: Target group

- Representatives from the CCIs in non-urban areas: arts entrepreneurs, creative teams, cultural managers, policy-makers and artists.
- Identified case studies: the two artists.
- The Finnish LAB team.
- Expected: around 20 participants offline and another 20 participants online.

Day 3: Afternoon: 14:30-16.00

Open public presentation:

The innovative creative entrepreneur and innovator in the non-urban areas across Europe

The IN SITU project: what we have achieved and what is next?

Presenter: Prof. Dr. Lidia Varbanova, Mila Velcheva, Lyubomira Kostova

- Hybrid format– online and offline (to be widely accessible to CCI players).
- The presentation will focus on IN SITU project: key the results of the WP 1, 2 and 3 in a digestible format, highlights of IN SITU project and LAB's activities, plus additional actual topics that are a priority for the respective region.
- **Target group:** a wider CCI ecosystem from non-urban areas in Finland: CCI players in the region and also from other regions, public authorities, plus technological business, educational, policy-makers and other organisations. Expected: around 50-60 attendees both online and offline.

The NATFIZ team of presenters/facilitators/mentors

Physically present in Finland:

- **Prof. Dr. Lidia Varbanova:** Program Director of MA in Management of Performing Arts and Industries at NATFIZ, Educator, consultant, and researcher on strategies, entrepreneurship, innovations, organisational development and cultural policies in the arts, culture and creative industries. External evaluator for EC programmes. International consultant with UNESCO. Doctoral degree in economics.
<https://www.linkedin.com/in/lidiavarbanova/?originalSubdomain=ca>
- **Lyubomira Kostova,** Ph.D. candidate at NATFIZ. Film producer, theatre director, and art manager. Research and work in the field of film production; focusing on digital technologies in CCI, innovation and business models, entrepreneurship, and risk management.
<https://www.linkedin.com/in/l-kostova/>
- **Mila Velcheva,** Legal advisor. Performing arts manager. Expert in local cultural policies, innovations and project management in non-urban areas:
<https://www.linkedin.com/in/milla-velcheva-10b90bbb/>

Online:

Assoc. Prof. Dr. Elena Trencheva: Dean of Screen Arts Faculty at NATFIZ, Production designer, Costume designer, Concept artist, Visual storyteller. Bachelor degree in ‘Fashion design’, a Doctoral degree in ‘Semiotics of Costume in Science Fiction Film’, Specialization in “Film Theory”, and a Post-doctorate in “Costume design for Film and TV”. <https://www.linkedin.com/in/elena-trencheva-55269a45/?originalSubdomain=bg>