

DESIGN & CREATIVITY WORKING GROUP

ANNUAL PLAN 2022

WORKING GROUP LEADERS

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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 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, and events that the Working Group aims to follow up in 2022:

The WG looks at all the Commission's priorities to tackle design and creativity as a relevant approach to meet current challenges. The group aims at establishing cooperation with the relevant stakeholders in the European Institutions.

The working group works totally bottom-up, the members set the agenda. Therefore, the planning for the entire year will also depend on spontaneous activities they propose, and that our working group decides to become part of. So far, the following ideas have been raised:

- The WG aims at organising a combination of online meetings (best for information sessions, for example with the European Commissions) and live meetings in Brussels to bring the members back together and create a strong working group
 - “The Bubble meets Brussels” – focus on creating more synergies with the Brussels’ design community and explore different design locations in Brussels
 - Stimulating the due to the pandemic missing networking through informal meetings, “Creative Coffee”
 - Monitor closely the New European Bauhaus Initiative, the relevant calls in the for the WG important programmes Creative Europe, Horizon Europe and potentially Digital Europe and others.
 - Organise another Design Days.
 - Collaborating with other networks active in CCI.
 - Fostering the collaboration with other ERRIN WGs co-organising some activities.
- Important funding programmes for the Working Group and how the WG aims to facilitate project development:
 - Horizon Europe, especially the 2nd “Culture, creativity and inclusive society” cluster
 - Creative Europe
 - Erasmus+
 - Keep updated on regional cooperation programmes such as INTERREG
 - InvestEU (CCI guarantee facility)

To facilitate project development we aim at informing about ongoing or to be published calls, try to raise interest among the members and see whether they are working already on a call or look for partners/a project to join through the organisation of the “Creative Coffees”, meetings in which the participants are more free to share local initiatives.

We also aim at organising informal matchmaking events – on a small scale for our WG members, focusing on Creative Europe and other funding opportunities for the CCI sector.

- How the group supports partnership building and collaborate with other European organisations or networks:

Our WG has always been active in reaching out to other EU networks and organisations and open to new collaboration proposals. One of the priorities of this year’s activities is to reach out to the Brussels design and CCI community.

We strongly believe that, to benefit the most from these partnerships and connections, the WG needs to have strong and active membership. Unfortunately, due to the pandemic, in the last two years some of the well-established connection within and outside the WG were lost

or weakened. We see this year as a year in which we focus on supporting partnership building not only with other organisations but among our members as well.

ACTIVITIES

The following list does not exhaust the activities the working group wants to organize during the year. As indicated above, the group intends to organize information sessions, meetings with actors active in Brussels and cooperate with other WGs interested in the topic of the New European Bauhaus. As no calendar for these activities has been defined at the moment, the list will be updated as soon as possible.

Title of activity : Informal meetings ‘Creative Coffee’

Throughout the year

The aim of the ‘Creative Coffees’ is to provide a space to WG members to exchange experiences and updates on activities/projects that are currently planned or implemented within the regions. These are meetings whose primary target audience is Brussels-based representatives, but which can also be attended by local stakeholders who want to promote a project or initiative that would benefit from European partners.

For the foreseeable future the meetings will be held online.

EU Design Days

June | Physical

‘Design Days’ is a well-known initiative of the WG that has reached its 10th edition. It aims at creating a platform among experts and stakeholders to share best practises and initiatives and create networks.

This year’s edition will be organised as a in person event. A call for proposals for interested speakers will be launched in early spring. The selection will take into consideration the geographical balance. The event will integrate both best practices presentations and workshops organised by the WG members.

Informal Matchmaking Events

Date: as soon as a call opens

The aim is to gather stakeholders interested in working on a topic and eventually presenting an EU project proposal in the field of CCIs. The events will be open to both regional stakeholders and Brussels-based representatives. They will be held online to foster the participation of regional experts.

If the topic is related to the New European Bauhaus, the WG will seek the cooperation of the ERRIN NEB Task force, with the aim at targeting a broader and more diverse audience.