

ANNUAL PLAN 2024 - SUMMER UPDATE DESIGN & CREATIVITY WORKING GROUP

CULTURE AND CREATIVITY CLUSTER

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 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, and events that the Working Group aims to follow up on in 2024 are:

Key EU processes to follow

- 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 project**
- **Creative FLIP**
- **Other relevant and member-driven projects**
- **Pact for Skills:** Large scale partnership to promote skills in cultural and creative industries

UPCOMING ACTIVITIES

EU Design Days

Date: 17 September 2024

The 12th edition of EU Design Day will happen in Brussels on 17 September 2024, gathering key stakeholders from the design and creativity sectors for a networking opportunity with familiar and new faces, while being inspired by insightful initiatives and projects! This year's topic will be: From citizens to citizens - shared places in community spaces.

The three thematic panels will be around:

- **Green transition:** recycling and reuse, circular economy (e.g. repair cafés, recycling centres, etc.), sustainable food (e.g. shared gardens and from farm to fork), slow and soft mobility (supporting coworking spaces) etc.
- **Digital transition:** digital inclusion, use of AI, smart data management, development of digital skills, FabLab, etc.
- **Societal challenges:** maintaining local services and social links (e.g. bars, restaurants, public services, etc.), local production and consumption (e.g. maker-spaces), cultural programming, entrepreneurship support, inclusion of vulnerable groups, etc.

AI in tourism, cultural heritage and the creative sectors

Date: November/December 2024

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, cultural heritage and the creative sectors.

PAST 2024 ACTIVITIES

Culture & Creativity Cluster kick off meeting & networking drinks

Date: 1 February 2024

Joint with Culture & Creativity Cluster

The Culture and Creativity Cluster organised its meeting to kick off the year on 1 February 2024, with networking drinks afterwards. The Cultural Heritage & Tourism WG, Design & Creativity WG and NEB Task Force are joined forces to present their annual plans for 2024 and put emphasis on long-term cluster collaboration. The meeting was also a great chance to discuss common interests, current and upcoming opportunities and to flag calls for collaboration. Members of each WG and TF were invited to prepare short pitches about current project opportunities or ideas for activities.

The Pact for Skills for CCIs: what next after the EU Year of Skills?

Date: 29 May 2024

The European Year of Skills is coming to an end after the Pact for Skills Forum (21- 22 March) and the Closing event that took place on 30 April reflected on the achievements of the past year and on its legacy. The work to achieve the goals set by the skills agenda to make our industrial ecosystems more globally competitive is not finished. For this reason, the ERRIN Design & Creativity WG hosted an in-depth discussion with a diverse panel of actors from the cultural and creative industries involved in implementing the Pacts for Skills at different levels. Moreover, the meeting offered ERRIN members an overview of the current developments in the Large Scale Partnership for CCIs and some concrete ongoing examples in a dialogue with the European Commission.