



# INTERREG EUROPE

## The future of interregional cooperation: an overview of INTERREG EUROPE Programme

The INTERREG IVC programme runs from 2007 until 2013. What happens next? Interregional cooperation will continue under the name INTERREG EUROPE!

In the INTERREG EUROPE cooperation programme, partners from 30 countries - 28 member states of the European Union, Norway and Switzerland - will be able to exchange their experience and work on improving their Structural Funds and regional development policies.

The INTERREG EUROPE programme aims to improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and European Territorial Cooperation (ETC) programmes. Four themes were selected in order to make the best use of limited funds. The more focused the actions, the higher chances they deliver effective results.

4 thematic objectives of INTERREG EUROPE Programme:

- Strengthening research, technological development and innovation
- Enhancing the competitiveness of SMEs
- Supporting the shift towards a low-carbon economy in all sectors
- Protecting the environment and promoting resource efficiency

2 types of actions supported:

Interregional Cooperation Projects

Public organisations from different regions in Europe work together for 3 to 5 years on a shared policy issue. An action plan, specific for each region, will ensure that the lessons learnt from the cooperation are put into action. Regional partners will monitor how far the action plans are implemented. Calls for project proposals will be launched throughout the programming period.

Policy Learning Platform

A tool for faster and better sharing of knowledge to help policymakers do their job better. Platforms are a space for continuous learning about public policies in the four themes of the programme. Organisations dealing with regional development policies in Europe can find solutions there to improve the way they manage and implement their policies. The main aim is to support local and regional governments to be more effective when planning and implementing policies for the benefit of citizens.

Budget: 359M - Financed by ERDF

For more information please visit: <http://www.interreg4c.eu/interreg-europe/>

## Europe, let's cooperate! Interregional cooperation forum

**Bologna (IT)**

2nd - 3rd December 2014

The new INTERREG EUROPE Programme was launched during the two-day event on 2-3 December 2014 in Bologna, Italy. The event was open to Managing Authorities of Structural Funds programmes, regional/local authorities, agencies, research institutes, thematic policy organisations but also INTERREG IVC project partners and stakeholders. The forum offered many partner search, project idea generation and networking possibilities, focusing on the following four topics: research and innovation, competitiveness of SMEs, low-carbon economy, the environment and resource efficiency.

For more information please visit

<http://www.interreg4c.eu/europecooperates/overview/>



## EDITORIAL

The final conference of INNOCRAFTS Project "Crafts Connections and Talks" was held in Florence at the Palagio di Parte Guelfa on 28th of October 2014. The official welcome together with the wish of future developments of an effective collaboration among partners was brought by the Municipality of Florence to the participants coming from over 15 countries.

The conference showcased the main results of the project and the outstanding Good Practices implemented by relevant actors in Europe in the field of crafts.

Artistic craftsmanship, by combining the senses of taste, beauty and skill, nourishes the creative industry, which is a main driver of local development in some of the most advanced urban areas in Europe. It is of fundamental importance to keep the artistic crafts rooted in a network of city workshops and strengthen their multiple interactions with quality trade and tourism and social and cultural inclusion. This pivotal role, especially in towns with a rich craftsmanship tradition, explains the reasons behind the commitment of local authorities, stakeholders, and professional business associations in specific local policies and interventions that promote crafts. This synergy builds a local development model focused on the developing the crafts and, particularly, artistic craftsmanship, at the European level, also through the INNOCRAFTS project.

Today, in the face of the ICT revolution and economic globalization, we are rediscovering the value and dignity of manual labour, also as a source of quality employment and social and economic empowerment. New developments and trends in the post-industrial economy, emphasized by the economic crisis of recent years, are changing paradigms radically. The purely intellectual professions do not seem to offer a strong demand for labour, while some prospects in the technological evolution such as 3D printers might actually enhance highly creative high production in craftsmanship and decentralized small lot production.

# INNOCRAFTS



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The different interventions during the INNOCRAFTS Final Conference have confirmed this vision, the awareness of the role of artistic craftsmanship which, beyond the merely economic consideration of job creation and goods, becomes a catalyst for local economic development, enhancing the architectural and urban heritage, integration with sustainable and quality tourism, and social inclusion of disadvantaged groups. Artistic craftsmanship is therefore a sector that is truly capable of leading the local economy, "connecting" important development goals to it. The final conference has been an important opportunity to discuss together several topics and issues that have been planned in the local policies and agenda of all INNOCRAFTS partners for the years to come.

Giovanni Bettarini

Deputy Mayor of the Municipality of Florence

Economic Development, Tourism and Metropolitan Area





## Crafts Connections and Talks Report from INNOCRAFTS final conference 28<sup>th</sup> October 2014, Florence (IT)

“Crafts connections and talks” was the title of the INNOCRAFTS Final Conference that took place in Florence on 28th of October 2014 to present the results of three years of cooperation and discuss about the future challenges of the crafts sector.

Starting with insights on the European policies supporting crafts sector, the participants were informed about the perspectives of the new INTERREG EUROPE programme by the Director of INTERREG IVC, Mr Michel Lamblin. He underlined the role played by the European Union for the promotion of entrepreneurship and business creation in the field of creative and cultural industries, and for the improvement of the effectiveness of regional and local development policies through sharing and exchanging good practices and experiences.

The Councillor for Economic Development of the Municipality of Florence, Giovanni Bettarini, highlighted the results of the INNOCRAFTS project, as it is focused in the crafts sector that has both an important cultural and social impact as well as driving economic value for the City of Florence. He said to be convinced that INNOCRAFTS is a chance to relaunch a model of development at European level that provides value and dignity to the manual and artistic labour to create jobs and stressed the role of artistic crafts not only for its economic value, but also for its social value and links it has with tourism.

The President of ANCI Toscana, Sara Biagiotti, gave an emphasis to the fact that INNOCRAFTS represents a European platform, the first in Europe to have selected, described and documented the good practices, best examples, and the most interesting innovations in terms of local and regional policies implemented in the area of artistic crafts. She pointed out that this policy platform is now available to all those Tuscan, Italian and European local and regional authorities that may intend to design and implement policies at the local level for the development of artistic crafts.

The second session of the conference was dedicated to public policies supporting innovation and SMEs in the crafts sector. An interdisciplinary panel of speakers from the governments, sector professionals and academia discussed about this themes. The Irish Tourism and Business Development Minister, Mrs. Ann Phelan, brought her contribution by enhancing the approach of Irish Government supporting and developing the Arts & Crafts sector. On the other side the Crafts Council confirmed the key role that the UK’s Creative Industries plays in the development of the national economy and the huge range of occupations through which craft skills are contributing to the phenomenal growth of the creative industries.

The presentation of the UNESCO’S Creative Cities Network underlined the new role of the crafts as a creative and innovative sector and the importance to promote a platform for global partnerships in culture and development.

The day carried on, in the afternoon, with the first workshop dedicated to the crafts as engine of economic and social development of Europe’s unique heritage, tourism, local products and skills. Improvement of policies for apprenticeship in the crafts sector, development of new skills and competencies for artisans, creation of new educational training opportunities for craftsmen were some of the issues tackled by the partners and invited speakers.

The second workshop was focused on the role of design and new technologies as main elements for the innovation of the crafts sector. Different examples of new tech-oriented crafts enterprises were showcased. Speakers highlighted the impact of new generation of makers in the future development of the crafts, the potentiality and the future perspectives of the 3D printer’s products, the capability to hybridize materials and technology, collaborate with others professionals and tell the story and the value of a product. The key message provided by the speakers was to take artisans out of their box so to assure them a new renaissance.



More than 120 participants attended the conference for a full day work on Art & Crafts potentials and experiences. INNOCRAFTS comes to the end with important results. More than 60 Good Practices were presented by the partners during these three years. 24 of them were selected for the proven impacts at local and regional level and 10 transferred or potentially transferable.

The wide range of Good Practices emerged, thanks to the fruitful cooperation between the partners, has provided a fascinating picture of the crafts sector and small business development in this field in Europe. All project members have shared examples of their own policy models. Through the Implementation Plans, partners have identified other policy models they plan to adopt or explore further.



### INNOCRAFTS FINAL PUBLICATION CASE-BOX



The final publication of INNOCRAFTS is a case-box containing all results of three-years cooperation and networking, summarised in three volumes.

Aim of the publication is to provide an overview of local policies for the artistic artisan crafts in Europe, with a brief presentation of the local development strategies of international partners.

The case-box is available on [innocrafts.eu](http://innocrafts.eu)