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# Minutes

## EU Strategy for the Danube Region | PA 9 „People and Skills” | Working Group 3: “To support Creativity and Entrepreneurship” Meeting

**28 April 2014, Ruse**

Venue: Cosmopolitan Hotel, Ruse, Bulgaria

### *Opening and Welcome*

Ms. Christina Kasparyan (WG3 Coordinator, BSC SME – Ruse, Bulgaria) welcomed participants at the meeting and apologised for the absence of Mrs. Ivana Radonova, representative of the Bulgarian Ministry of Education and Science, who had to cancelled her participation at the last moment, and of Mrs. Carmen Stadelhofer, representative of University of Ulm, Germany, who could not participate due to illness. Mrs. Vesna Stefica could not register for participation in the WG meeting, because she was not available for that date due to other commitments.

Mr. Jörg Musterle (KulturKontakt Austria, PAC representative, Austria) also welcomed participants and wished them success of the meeting.

### *Tour de table*

All participants have presented themselves and the organization they represent in PA 9|WG3. A total of 7 participants, representing 6 organizations and institutions from 4 EUSDR countries took part in the meeting (ref: List of participants).

### *WG Update*

Ms. Christina Kasparyan reported that there is one silent member – the representative of the Czech Republic and that there is one new member to the WG3, the representative of Romania – Ms. Sabina Baciu, from ORICUM. Ms. Kasparyan expressed her concern that

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there are nominated members that even do not reply to e-mails and that they have never showed up. She stressed on the need to have more active members even from the same countries. She said that the WG has to ask the PA9 Steering group (SG) to support more flexibility.

Mr. Jorg Musterle proposed silent procedure on new members for informing the SG. Participating members of the WG agreed on this proposal. Mr. Musterle said that he will inform Mr. Schick about this proposal and will ask for his approval too. He also pointed out that working groups are open structures and people already participating in the group will invite new members that they think can contribute, but they will inform about that the SG. He proposed to Ms. Kasparyan to present the idea for replacement of the nomination procedure with a silent procedure allowing the WG to invite new active members to the PA9 Steering group meeting in Torino in May 2014.

Ms. Kasparyan underlined that the WG wants to have results and the procedure for nominating new members of the WG simply does not work till the moment, as it took two months, for example, of Ms. Baciú to get a permission to join the group.

Mr. Musterle paid attention to the financing issue. He said that the financing of this meeting and the participation of representatives is a one-time case and for the next meetings participant will have to cover the expenses on their own, except for participants from the non-member states, if there are any.

Ms. Kasparyan explained that the organization of the first meeting of WG3 was paid by the BSC SME – Ruse, but for the new programming period under DANUBE Programme there will be funds for these meetings.

Mr. Musterle shared that Mr. Schick encourages a next meeting of WG3 this year in the period October – November, but there will be no money provided for this meeting by the PA9 coordinator.

Ms. Kasparyan proposed that the next meeting could be organized during another event of the EUSDR, when a lot of people will be present, like the EUSDR Annual Forum or the Stakeholder's Conference.

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## *Discussion on the WG terms of reference*

### Objectives

Ms. Kasparyan (BG) announced that the WG terms of reference (ToR) have already been discussed as a first exercise of the group. The proposal made on the ToR was accepted very well by the members and later on approved by them. It was reported to the SG. The thematic focus related to possible projects.

The second exercise was an inventory of existing practices in the field of the WG thematic focus, which practices can be transferred or built upon in the future. 11 such models were identified from 4 countries – Bulgaria, Germany, Austria and Croatia.

### Next steps

Ms. Kasparyan said that the group should think on how to promote the work it has done so far so that new partnerships are created. She made some proposals how to do that.

Mr. Rolf Ackermann agreed that this is a very good idea – the group should communicate its ideas to relevant stakeholders who are very interested what the group is doing. He proposed that it is a good idea to put the group ideas on the internet on the group website so that relevant interested stakeholders could contact the WG. He also proposed to make evaluation of implemented projects.

Mrs. Judit Makkos-Kaldi proposed that some remarks can be made what were the mistakes that were made during the implementation so that they are avoided in the future.

Mr. Ackermann added that the group should identify milestones on the groups work in the future, because this will be very helpful.

Ms. Kasparyan commented that this is good portfolio for presenting what members have been doing in the part so that new potential partners can look at the internet and know what has been done and what are the competences already available.

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Mr. Ackermann proposed to use DropBox for this purpose.

Mr. Musterle commented that GroupSpaces offers the same possibilities.

Mr. Kasparyan added that there can be included general recommendations from the good practices identified what can be avoided, taken care of, recommendations on how and what can be done, etc.

Mr. Ackermann stressed on the use of political instruments to encourage the development of ideas in the field of creativity and entrepreneurship (e.g. innovation vouchers). Those can be shared with other regions as well. This would be very helpful to Brussels. It could also be a good output of the WG. He said that it was a good start so far and encouraged the identification of good practices and shared his opinion that it should not stop.

Mr. Musterle reminded that in order to be efficient the group needs a focus.

Ms. Makkos-Kaldi agreed with the proposal of Mr. Musterle but expressed the opinion that the inter-sectorial approach is highly encouraged by the EU and this is very important to be kept in mind.

Ms. Kasparyan said that if the group adopts this kind of matrix for the projects it will be easy to place each project idea within it and have a mainstream.

Ms. Makkos-Kaldi will send a form for the projects matrix till 6 May 2014.

Mr. Musterle added that the WG will have a common approach and it has to identify calls for proposals where support can be provided to project ideas.

Mr. Ackermann concluded that the WG needs to develop an open matrix, which it could share, and perhaps this could be idea of the present meeting to make a proposal for a matrix for the best flagship projects and it can also be proposed to other PA.

## ***Project proposals***

### ***Bulgaria***

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1. Ms. Kasparyan presented the **Creative Cluster project** idea. She explained that BSC SME – Ruse wants to make an interdisciplinary link within this project. The idea is to establish these centres, where missing, link them with existing centres in a network and start exchange for support of the creative potential of the Danube area. She also informed that the architectural plans for the centres for the cross-border region Bulgaria-Romania are already made and BSC SME will apply with this project proposal under Romania-Bulgaria ETC programme calls. She announced that there are partners already attracted like the Creative cluster from Hungary and also Croatia has expressed interested. In the meantime the focus of work can be on additional directions like common curricula, design, etc.
  2. Ms. Kasparyan presented the idea for **Introducing creative thinking in the lifelong learning process project**. She informed that the proposal could apply for Erasmus + or Horizon2020 calls. The topic includes several different project ideas, such as:
    - ➔ Knowledge transfer in the field of using creative thinking in the learning process from school to vocational training;
    - ➔ Gamification of the educational process;
    - ➔ Gamification of the entrepreneurial process and the business models;
    - ➔ Development of skills and competences for new booming industries.

Mr. Ackermann proposed to find partners for this project proposal as he had three potentially interested organizations.

Mr. Musterle also liked the idea for a game design training and said that Austria also works in this direction.

Mr. Ackermann expressed the opinion that it will not be a difficulty finding partners from the research field, the problems will be with finding partners from the enterprises. Mr. Musterle added that the focus should be on enterprises based on their experience with projects so far.

Ms. Baciu informed that there a lot of start-up game enterprises in Romania recently.

Mr. Ackermann announced that DeutschTelecom can be attracted as partner, because they are very interested. Ms. Baciu added that DeutschTelecom is coming to Romania and they know a guy from RomTelecom-to-become-DeutschTelecom, who is interested in the same field of activities. Mr. Ackermann asked for the contacts of the people and organizations in Romania (and the rest of the countries) in order to present them and connect them to interested organizations about this idea for the gaming industry education in Germany.

Mr. Musterle said that a concrete idea should be proposed to interested organizations and institutions in order to attract their attention. Mrs. Makkos-Kaldi also announced that she knows of organizations that might be interested in this project idea.

Mr. Ackermann shared that it is very difficult to work with companies, because they are always interested by markets. If there is a big company attracted as partner, this will be a very good political decision.

Ms. Kasparyan explained that the idea of the project is to create skills for the people who are going to work in this industry and create serious games as a method of training and learning, i.e. to use the industry for the educational purposes.

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Mrs. Makkos-Kaldi said that she had some experience in using serious games as a method of education and shared that they were very helpful tool for evaluation what has been learned by students.

Ms. Kasparyan said that Horizon2020 provides good opportunities to apply with this proposal.

Mr. Ackermann paid attention to the political argument that it should be kept in mind the dependence of young people to this media, because dependence to smartphones are not always positive. He expressed his opinion that the idea is good, but the politicians will not approve something that has gaps or negative effects. He promised to check for an opinion at his Ministry.

3. Ms. Kasparyan presented the **Danube Competence Centres for Creativity and Entrepreneurship project idea**.

Ms. Baciú commented that according to her there are too many services offered by these centres and that a centre should focus at only one of the directions presented.

Ms. Kasparyan explained that the idea about this project was transferred from PA8 project and it is about having each CC focus on a given field of services (service design, research on emerging industries, etc.).

#### Austria

4. Ms. Makkos-Kaldi presented the **i.e. SMART project** which is currently running.

There are so called SMART points, which resemble the centres of competence, where young people can ask for information, to receive training in a given field, to learn how to communicate their creative ideas, etc. They plan to support these points for 4 years after the project ends in order to achieve sustainability.

Ms. Kasparyan asked how they are planning to attract new partners and countries as a continuation of this project? Mrs. Makkos-Kaldi explained that there is already an interest shown by non-EU member states, but they should figure out how they can participate in Horizon2020, because Vienna Board of Education in an institution.

Ms. Kasparyan explained that there is no problem for institutions to participate in Horizon2020. The programme supports Enabling structures. She also added that there is a lot in common with some of the BSC SME – Ruse ideas, it is willing to become a partner. There is also interest from Serbia in this field. And they are also allowed to participate in Horizon2020 and they also can be considered as potential partners.

Mr. Ackermann commented that this project is fantastic – it is an example how communication works. He will link Mrs. Makkos-Kaldi with a project of the Ministry of economy of BW, as their educational system is also interested in introducing innovations and it is an excellent opportunity to link this SMART idea to their project ideas, because it is really important to link education to economy effectively.

Mrs. Makkos-Kaldi shared that previously she has worked for a university and they had a big issue to match their training to the needs of the automotive industry, but they have finally managed to do so and it was quite a success. But according to her there is still a gap in this direction and a lot can be done.

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## Romania

5. Ms. Baciú presented the idea of **Creative EST project** – organization of a creative industries festival. She explained that there are no regional thematic events on creative industries. They have attracted partners from England, Spain and Germany. The idea is to make a local festival built on three pillars – to create a hot spot of creative industries for a week. The objective is to show what is available in the eastern countries like Romania, Bulgaria, Poland, etc. and have good practices from abroad as well.
6. Ms. Baciú presented a **project idea for people with disabilities and Roma people** – to create a business incubator for those people to start creative businesses and also to train them. They plan to apply for the structural funds for human resources in Romania, but she is not sure if foreign partners can be attracted.  
Ms. Kasparyan expressed interest in this project idea.
7. Ms. Baciú presented also the **Creative Europe project**, which is about making a research and then develop a comprehensive business package to be applied to five SMEs. Later on the package can be multiplied to other SMEs and countries. The project lead partner will be from the UK.
8. Ms. Baciú presented the project idea on **Entrepreneurship class on creativity topics**. It will consist of theoretical part and case studies, as finally there will be a crowd funding initiative to find financing for the ideas that will occur. She announced that they have some partners, but are also looking for other partners and also for a lead partner.  
Ms. Kasparyan answered that the BSC SME – Ruse is very interested in this project idea, because the Business centre is working very closely with the Ruse University design department.  
Mr. Musterle said that he will send to Ms. Baciú, according to her request, information for the project called FLAW, presented during the EUSDR Annual Forum in Bucharest last year.
9. Ms. Baciú presented the project idea about using some of the unused buildings of RomTelecom-to-become-DeutschTelecom for the **creation of a creative hub** – with business incubator, lab, 3D printing, etc.

### Conclusions:

1. i.e. **SMART project** – there are two more partners interested in its continuation;
2. **A lot of possibilities for project ideas under Erasmus + Knowledge alliances;**
3. **Danube Creative Cluster project** – will wait until 2015 for application to be submitted when the new **CBC RO-BG Programme** is operational;
4. **The gaming project should be explored a little bit more;**

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## *EUSDR Annual Forum in Vienna 2014*

Ms. Kasparyan announced that WG3 would like to present what have been done so that to attract new members and have new partnerships established. She pleaded for support from the working group members for making a presentation of the WG, i.e. to have the members' contributions to what will be developed and offered to them as slides by the WG coordinator.

Mrs. Makkos-Kaldi proposed that as i.e. SMART project will be presented on a poster, as well as on a stand, efforts can be combined and the WG3 can also be presented there.

Mr. Musterle made a presentation of the programme for the EUSDR Annual Forum in Vienna. He explained that there will be two themes for the working session of PA9 for a period of 2 hours discussion workshop:

- Vocational training; and
- Networking platforms.

where WG3 can present its projects for about 10 minutes. The Annual Forum final agenda will be announced at the SG meeting in Torino in May 2014.

### *Planning of tasks and deadlines*

Ms. Kasparyan made a sum up of the commitments and deadlines resulting from this WG3 meeting:

1. Ms. Kasparyan will send the slides for the presentation of WG3 at the Annual Forum - till end of May;
2. WG3 members contribution to the slides – end of May 2014
3. Mrs. Makkos-Kaldi will send the matrix and one-page form for the projects – till 6<sup>th</sup> May;
4. Ms. Baciú has to do the previous exercise made by the WG members about identification of existing directly transferable practices – deadline: end of June 2014;
5. Mr. Musterle will send the guidelines how the projects and ideas will be presented at Annual Forum – till the end of May, beginning of June;

### *Other business*

Ms. Baciú express her organization interest in cultural tourism. Ms. Kasparyan explained about the WG on Clusters within PA8 and the PA3 Tourism, managed by Bulgaria and Romania.

Mr. Musterle presented the project labelling layout – a new version of the template for the projects labelled within EUSDR PA9, which can be used for the application form of the project proposals. He added that it is still in a process of development and that till the end of May it will be finalised.



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Mr. Musterle requested WG3 members to send him the information that they have regarding projects and project ideas so that he can upload it to the GroupSpaces website.

*EUSDR PA9 Steering group meeting, Torino, May 2014*

Mr. Musterle presented the programme of the meeting and had a discussion with Ms. Kasparyan and Mr. Ackermann on what the focus and nature of work of the PA9 should be. Mr. Musterle suggested that a 1-2-slides presentation of the WG3 is made so that the group is presented by who is who, what is the group about and what it is doing, etc. in order to attract new members.

With the completion of the agenda the meeting was closed.

Minutes taken by Iliana Draganova (BSC SME – Ruse)