

OUTPUT FACT SHEET

Strategies and action plans

Version 1

Project index number and acronym	CE 1491 STIMULART
Output number and title	Output O.T2.1 CCI Strategy & Action Plan for each location
Responsible partner (PP name and number)	City of Amberg PP7
Project website	https://www.interreg-central.eu/Content.Node/STIMULART.html
Delivery date	March 2022

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

Main objectives of the developed strategy:

1. To expand and intensify the existing networks and associations of the cultural and creative industries that already exist in Amberg. One goal was therefore to improve and further expand the business opportunities of the actors during the pandemic through public visibility in connection with networking spaces.

Workshops were held to give stakeholders from different sectors the opportunity to get to know each other and network further. Throughout the project, a stakeholder list was created and continuously updated. In addition, those involved in the StimulART project were able to get to know each other and exchange ideas for possible projects. Which could be implemented without support after the end of the StimulART project. This led to an expansion and deepening of the existing KuK networks (cultural and creative industries, hereinafter referred to as KKI). The term CCI refers to the predominantly commercially oriented companies that are engaged in the creation, production and/or distribution of cultural/creative goods and/or services. These can be divided into 12 categories: 1. radio/television 2. performing arts 3. architectural market 4. music industry 5. book market 6. art industry 7. film industry 8. design industry 9. press/journalism 10. marketing 11. software and games industry 12. other forms. The important thing is to get these 12 sub-sectors, with their different business areas and interests, to work together and maintain some kind of cohesion rather than a competitive mindset. Understanding the needs of the individual players can only happen if they are willing to value each other and see each other as relevant to CCI industry and not devalue individual areas.

2. increasing the visibility of CCI (creating market access)

Through the implemented pilot project, an increase in the visibility of the CCI in Amberg and the surrounding area was achieved. To achieve this, in addition to the pilot project, a different project took place every Thursday at three different locations during the period from November 11 to November 25, 2021. The locations were the Stadtlabor, a converted retail space, the Ringtheater, a private theater, and the Spitalkirche, an unused church. In addition, the project team's press work and coverage of the project increased visibility and awareness among the public. The cooperation of the StimulArt project with the IHK stakeholders of the individual industries that participated in the pilot project also increased the willingness of the stakeholders to get involved themselves and, for example, to promote or like the StimulART pilot project on Facebook.

The numerous workshops, the competitions and also the PR campaign were important building blocks to further advance the visibility of the CCI. Through the various competitions, participants or even interested parties became aware of all that the CCI actually does and how often these sub-sectors are encountered in everyday life. The PR campaign gave the visitors the opportunity to get more intensively involved with CCI and to deal with it. To appreciate the value of the industry

This step is a medium to long-term process. During this phase, it was achieved that, for example, the vacant hospital church could occasionally be used for CCI-specific events. Likewise, the city laboratory, which can be used economically by the municipal business building, could be identified as a possible location. The Ringtheater, which is used by the largest IHK association located in the city, could also be pointed out as an alternative location for other events.

3. locate CCI: Create and develop space for CCI, for regular meetings, exhibitions, or a workspace.

This step is a medium to long-term process. In this phase, it was achieved that, for example, the empty Spitalkirche can occasionally be used for CCI-specific events. Likewise, the Stadtlabor, which can be used through the city of Amberg's business development department, was identified as a possible location. The Ringtheater, which is regularly used for events by the largest IHK association located in the city, could also be pointed out as an alternative location for other events. Since different needs and requirements are to be considered for the individual actors of the CCI, it is quite important to offer different premises or to show how the currently existing, available premises can also be used. Even if these do not necessarily seem suitable for an exhibition or similar.

4. professionalize CCI (entrepreneurially), especially submarkets.

This is also a longer-term goal. First, it is important to identify the submarkets in this area and determine their specific current needs. This could already be done on a small scale, but not conclusively due to the pandemic. In addition, it is important to keep asking about the needs and to question the statutes. The needs of each sub-sector can be very different and can vary significantly in price/organization and administration e.g., an artist needs a room with different equipment than a music band. Because of that a main goal was to initialize a process of ongoing reevaluation of named specific needs of the submarkets. Every of the twelve categories of the CCI was regarded individually. This process was mandatory for the CCI as a whole to be able to react to every possible continuously changing circumstance. Contacts were made through the involvement of local business development and technical colleges. These in turn are an advantage when it comes to professionalizing the players. Since the promotion of economy or also the technical university in Amberg offers different courses, consultation or also support by active assistance e.g. with organization of a homepage. Especially in times of digitalization and social distancing, there is a need for improvement among the actors. Because they often use the usual channels for their work and are not familiar with the technical world.

5. improving cooperation, communication, and interaction of the city administration with local and regional actors in the CCI sector. Mutual appreciation and understanding of both parties were an important component. Because it is not always comprehensible for the CCI actors why an application or request takes so much time and is then partly rejected. During this time, misunderstandings and reservations could be reduced and a better cooperation could be promoted.

In this area, the project has enabled initial contacts to be made that need to be intensified and kept alive. This requires a constant exchange and an open dialog that also allows for criticism.

However, initial steps in this direction have already been developed and accompanied throughout the StimulART project.

The measures proposed for this purpose result from the StimulART methodology developed by the University of Regensburg (RUNI) with a stakeholder participation process taking into account the recommended goals and measures of the Integrated Urban Development Concept of the City of Amberg (ISEK). The University of Regensburg (RUNI) is the scientific advisor of the EU - project StimulArt and has developed and produced the indicators and guidelines for all relevant documents (CCI Mapping etc.). The ISEK project was initiated by the city of Amberg to answer the questions for the further development of the urban development concept. And serve as a guideline for action for the city of Amberg.

Furthermore, a research of current national as well as international studies was conducted in order to consider the latest trends and most recent empirical values of the Corona crisis. In the long term, it is up to each individual actor to keep this process alive and to demand constant exchange.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

NUTS2: Oberpfalz
NUTS3: DE231, Amberg, Kreisfreie Stadt

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

Since this was a strategy specially tailored to Amberg, transferability to other regions is only possible to a limited extent or is very difficult. Also, to force a concept on it would not do justice to the region to which it is to be applied. The success of a concept in Amberg doesn't insure it will work in another region. There are too many named parameters for that, but also numerous unnamed, elusive ones, e.g. an artist who lives by the sea will use different materials than one who lives in the mountains. The industrial orientation of a city can also be decisive for CCI sub-markets or for the individual artist. Likewise, the financial situation of the city and its residents should not be ignored. Because that can also be important for the local culture and creative industries. But what can be said is that the contact, the exchange and above all the communication between administration, actors, actually everyone, is very important and irreplaceable. Above all, to give ideas and dynamics space and keep them alive. The result is very sustainable because the strategy has basic building blocks that can be implemented at any time. The results achieved in the project and the concepts developed can be accessed and implemented at any time. Sustainability is also given by the fact that the contact and cooperation between all those involved has greatly improved and expanded. Therefore, a lot is possible here in the future and direct sustainability is given. An exemplary possibility which can be maintained after the project is the use of vacancy of commercial space. By this the construction of new spaces for the CCI can be avoided or at least reduced and it is easier for actors of the CCI to locate themselves in a workspace. This can be used as a reaction of the ongoing of reoccurring vacancies in the inner city.

Long term impacts will only become apparent when the pandemic is over and no further restrictions affecting the CCI sector in its exercise will take place. Then the first steps to implement the first measures from the strategy paper can be taken under the condition that also the circumstances e.g. financial possibilities etc. make this implementation possible. The first steps required initial meetings of all stakeholders from the CCI sector and the municipal administration to assess the situation prevailing at that time and to draw conclusions. The next step was to determine which measures in the strategy paper achieved the best result at this point in time, or whether further improvements must be drawn upon due to new problems that have arisen in the meantime. Experience has shown that it is enormously important to meet face to face, exchange ideas and discuss them. This creates a good dynamic and the willingness of everyone to actively participate and shape the process. This is very much lacking in online meetings and events, as it is not possible to talk individually, let ideas mature and then discuss them further in the community. The entire local CCI in and around the city of Amberg was able to draw benefits from this. Likewise, to all institutions, interested parties and IHK members who wanted to contribute. Adoption at the political or institutional level is not possible until the results have been presented to the city council, the pandemic has ended, and no further global or local crises arise.

An expected advantage which could be drawn from the project was an increase of the quality of urban life through the visibility of CCI and their activities in public spaces. This means both an increase of cultural life for the local residents and of the city's attractiveness in a touristic context. In addition, due to the Corona crisis and the lessons learned from it may be relevant for further projects and also for the strategy paper. Since many things were not foreseeable at the time of the preparation of the strategy paper, e.g. how long and how often restrictions due to possible measures threaten the economic viability of the CCI. If a musician can continue to perform for the next few years with limited audiences or not at all. Will there be a change here to ensure the actors still a secure income.

**References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex**

One of the proposed measures has already been implemented in the pilot project. Many aspects from the workshops were also processed and incorporated in the implementation. This was largely responsible for the success of the pilot project. Above all, the strategy paper can be seen as a tangible result. This contains tailor-made measures for the further procedure of the city of Amberg in this area (D.T2.2.5) Furthermore, the repository handbook (D.C.3.2) the Action Plan (D.T2.2.5) and the separated workplan (D.T2.2.6.)

www.amberg.de/stimulart

https://www.amberg.de/fileadmin/StimulART/STIMULART-Strategie-Amberg_FINAL-2022-03-31.pdf

<https://www.amberg.de/fileadmin/StimulART/2022-03-28-Zusammenfassung-Strategiepapier-Amberg.pdf>

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