

OUTPUT FACT SHEET

Strategies and action plans

Version 1

Project index number and acronym	CE1491 - STIMULART
Output number and title	O.T2.1 - Strategy and action plan for the development of the cultural and creative economy (CCI)
Responsible partner (PP name and number)	LP - Municipality of Jászberény
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	

Challenges: Economic structure is to be adjusted to the 21st century requirements of a sustainable city but neither the means nor the will exists in the city to take a step towards transformation (the tax revenue is immense). The largest companies rely on low-skilled workers. Culture and creative activities are not taken seriously and are not considered to be real economic sector, a potential source of livelihood. The cultural organizational framework and the old operating model cannot keep up with rapidly changing local expectations. Coordination at city level is hardly perceptible. We cannot talk about the CCI cluster in the city, but there are attempts in crafts. The marketing of the city and CCI activities seems to be a striking weakness in Jászberény.

Key objectives:

1. Stabilizing the demographic conditions of the city, equal opportunities
2. Further strengthen the cohesion of the community based on the Jász traditions, develop traditions and local culture into a single tourist attraction
3. Increasing the economic dynamism and competitiveness of the city - strengthening cooperation
4. Environmentally sustainable, attractive living environment throughout the city
5. Use of the city and its surroundings for leisure and recreation
6. Ensuring a high-quality public service, utilities and the provision of transport networks

Jászberény was using the methodology elaborated by Regensburg University in the Stimulart project. The strategy making process demonstrated that partner involvement is feasible and crucial even in such hard times as the C19 pandemic was. The CCI strategy's main conclusions and objectives were integrated into the Integrated Urban Development Strategy of Jászberény 2021-2027 (finalized in March 2022)

One of the key projects was realized as the pilot action of Stimulart - Roomli the creative hub - serving more than just one strategic objective at a time. Another key project (the Eördögh Ház as a creative knowledge center) is being prepared for implementation from the Territorial Operational Program Plusz (TOP plus 2021-2027).

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

NUTS3 Jász-Nagykun-Szolnok County
NUTS4 Jászberény township

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

The pure existence of the CCI strategy helps to make local decision makers understand that CCI does have realistic potentials in Jászberény. The palpable impact is that the makers of the integrated urban development strategy (IUDS) got impulses from the CCI strategy and included aims, actions, projects.

On the level of IUDS objectives, both the economic and community-building foci of CCI are highlighted:

- IUDS Strategic objective 2 PROSPEROUS AND INNOVATIVE JÁSZBERÉNY S2.4. Local resources - natural and cultural attractions, as well as creative activities - are integrated into the local and regional economy and tourism offer as economic potential (in line with the CCI strategy)
- IUDS Strategic objective 3 ACTIVE, SOLIDARITY-BASED AND HEALTHY JÁSZBERÉNY BUILDING ON ITS INSTITUTIONS AND COMMUNITIES; S.3.3 The renewed interpretation of traditions that make the Jász identity attractive to all generations (heritage-based CCI)

By aligning IUDS S1 and S3 strategic goals, creative economy based on traditional creative activities will become a multifaceted potential in Jászberény: CCI will function as a creative leisure time and community building tool as well as by CCI product, service, and market development it might as well become strong economic and livelihood potential for the city and its people (pp.28).

One ambitious CCI project is already in the process of preparations. This is the so called Eördögh House, which is to be developed into a creative knowledge and training center complementary to Roomli as a background establishment (with larger working space and proper tools and equipment for pursuing arts and crafts). Roomli has generated the evolvement of a complex Creative Hub (base of the heritage -based creative ecosystem) in the framework of the CCI strategy and also of the IUDS

The beneficiaries of the CCI strategy are the CCI stakeholders in Jászberény and in its urban region (Jászság micro-region), whose visibility has grown considerably via the strategy making process and the product. Their representatives have already been involved in meetings of the urban development Committee. They will be able to protect their joint interests on the level of decision making.

The both the situation analyses, and the CCI strategy were considered and even quoted in the new urban development strategy (2022). The uptake on the institutional level is not so much visible so far. The related local institutions / organizations (cultural associations, schools etc.) need get a deeper understanding of both the CCI strategy and IUDS to adapt objectives and measures most relevant and benefiting in their operations.

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

The fact that the IUDS incorporates CCI objectives and actions ensures that the Stimulart product will be surely sustained. The implementation of the CCI contents in the IUDS is the responsibility of Jászberény Municipality (LP of Stimulart) and its company Jászkerület Nonprofit Ltd. (PP2 in Stimulart), which guarantees lasting results.

The local CCI stakeholders and their representatives will take care that the contents will be updated regularly (in every 4-5 years). The action plan will be updated even more frequently (1-2 year).

The strategy can be taken as an example of a sectoral strategy specifically focusing on cultural and creative activities in the CE Program area tailored to mid-sized cities. In the next round of strategy updating the regional scope of the strategy can be extended covering the entire Jászság micro-region.

Other stakeholders potentially benefitting from this output in the future are the stakeholders of the regional tourism industry and the sports associations. The main lessons learned from the development/implementation process is that the participative method leads to a much more feasible plan based on a wider consensus of the affected stakeholders.

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

Relevant related project deliverables (deliverable number and title):

- 3rd and 4th stakeholder meetings (D.T1.2.4)
- Gap analyses report (D.T1.1.3)
- CCI mapping report (D.T2.1.2)
- CCI strategy and action plan (D.T2.2.4 and 2.2.5)

Website: <https://www.interreg-central.eu/Content.Node/STIMULART/FINAL-CCI-STRATEGIES-AND-APS-J-SZBER-NY.pdf>



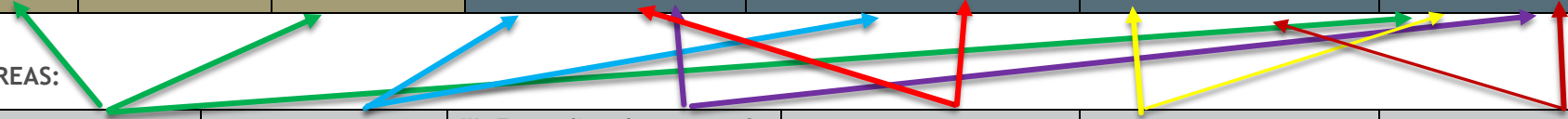


OBJECTIVES:

HORIZONTAL OBJECTIVES			STRATEGIC OBJECTIVES			
A.) The CCI and other urban operational/sec toral subsystems operate in a coordinated way in the city;	B.) Infrastructure and asset management of CCI activities effectively support sustainable operation;	C.) The adaptability of local CCI operation is stronger than before (resilience)	1. Growing share of the cultural and creative sector (CCI) in Jászberény's local economy - stimulating force in the growth and transformation of local economy	2. The heritage based creative sector of regional importance is a characteristic feature of the city and the local economy	3. Sustainable CCI (public)institutional and non-profit background as a source of CCI inspiration and creative talent - as part of the local CCI ecosystem	4. The city's attendance is increasing through CCI activities developed into quality attractiveness

ACTION AREAS:

I. Development of operational coordination at urban level, including CCI coordination	II. Strengthening CCI entrepreneurial dynamics	III. Expanding the range of services for creative products based on local traditions - CCI and cultural tourism	IV. Strengthening the visibility of CCI products services - support market access	V. CCI background infrastructure and asset development	VI. Development of CCI background and support services
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111. Figure The links of CCI strategic objectives and action areas

