

OUTPUT FACT SHEET

Strategies and action plans

Version 1

Project index number and acronym	STIMULART
Output number and title	O.T2.1 - CCI Strategy & Action plan for each location
Responsible partner (PP name and number)	PP3 - KAMMUN
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

Strategy and action plan addresses general level of state of creativity and CCI sector in Kamnik municipality, with focus in establishing free and democratic environment, where creativity can grow and be nurtured. Strategy idea is to subtly and strategically stage measures that will provide creative ecosystem in which, many citizens, businesses and institutions will find their place to create and work.

Key objectives are:

- education, networking, and participation,
- infrastructure development (creative center or sub-centres),
- subsidizing and financing of cultural and creative projects,
- systemic support and promotion.

Strategy was developed through multiple workshops and meetings with stakeholders and through testing and extensive analyzing within the pilot project. Transnational element was useful in providing second opinions and seeing references from other countries and reflect those experiences into our projects and strategies.

Strategy is presented to decision makers and also transformed into the strategy for development of youth and development of cultural sector. Also, it is an accepted within the guidelines to develop creative quarter Barutana future development.

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

Regionally, strategy is concerning local level (municipality) and mostly it focusses on urban part of Kamnik city. With focusing the strategy on local and regional level, we supported local and regional stakeholders, which are key actors in the creative ecosystem of the city (municipality).

That is how we managed to bridge the gap between national CCI strategies and small local CCI actors.

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

Through this strategy and also due to continuation of pilot project in the future (strategy focus is also strong support for continuation of pilot project), level of cooperation and level of general number of creative individuals in Kamnik will be increased.

Mostly from this strategy, creatives (members of CCI sector) will benefit, because the strategy proposes several systemic and infrastructural improvements for their work. Also, many creatives will find necessary space for their work within next phases pilot project - established creative quarter Barutana.

Strategy uses some national classifications and guidelines, but in general focuses mostly on local measures, which are more effective and can be applied quicker and more efficiently.

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

Most important lesson learned from making the strategy is that it should be very exact with its action plans and simple to implement in already existing municipality (or other CCI) structures and policies. We proposed and implemented this strategy into two, already well accepted and established strategies within Kamnik municipality. In that way, citizens and CCI members easily accepted the measures and municipality employees can implement it very easily.

Sustainability of strategy is achieved through implementation in local policies and through newly formed Public institute for culture of city of Kamnik. Strategy will be also implemented into two separate local strategies (strategy for development of culture in Kamnik and strategy for development of youth sector in Kamnik). Both of them are already well-recognized through Kamnik CCI members.

Also participating employees from Kamnik municipality and employees from former institution ZTŠK - The institute for tourism, sport and culture of Kamnik (now its successor The institute for culture of Kamnik), will continue their employment and professional work at those two institutions. Strategy and know-how from the strategy making will improve their ability to provide meaningful support to CCI sector through policies, events and available funds.

Strategy was written as simple and effective as possible, so that measures are easy to understand and to develop. Due to potential lack of capabilities and resources of manpower in CCI sector in small cities, making strategy very simple and understandable seems to be key aspect to reach the goals.

Strategy also aims to be very simple and exact with providing the measures, so other territories (within Kamnik and outside of Kamnik) can use the same measures. Outside of Kamnik municipality, strategy can be used as a good example of combination local pilot project (bottom up initiative) with strategy making and implementing it into existing policies.

Pilot and strategy are both made in a way, that mostly tourism sector can benefit a lot from its implementation. Therefore, we believe, that tourism sector will play an important role to support CCI sector through indirect financing.

Pilot project is going to continue in the creative quarter Barutana and strategy supports its development with many measures. Continuation and sustainability of pilot project is also ensured since municipality bought the whole area and its now in public ownership. That means, CCI members can be safe and not to pay high commercial rents.

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

The strategy is published on the municipality's website (Slovene version) and on the official website of the StimulArt project (English version). It will also be used in two upcoming strategies - for youth and for cultural sector in Kamnik. All these strategies are widely used and accepted by local CCI sector.

Link to website (Slovene version):

<https://www.kamnik.si/objava/606716>

<https://www.kamnik.si/DownloadFile?id=534797>

Link to website (English version):

<https://www.interreg-central.eu/Content.Node/STIMULART/FINAL-CCI-Strategy-and-APs-KAMNIK.pdf>