

# Creativity World Forum 2024

Euskadi Basque Country

## THE JOURNEY

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### Summary

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KULTURA ETA HIZKUNTZA  
POLITIKA SAILA  
DEPARTAMENTO DE CULTURA  
Y POLITICA LINGÜISTICA

DC NETWORK

# Creativity World Forum 2024



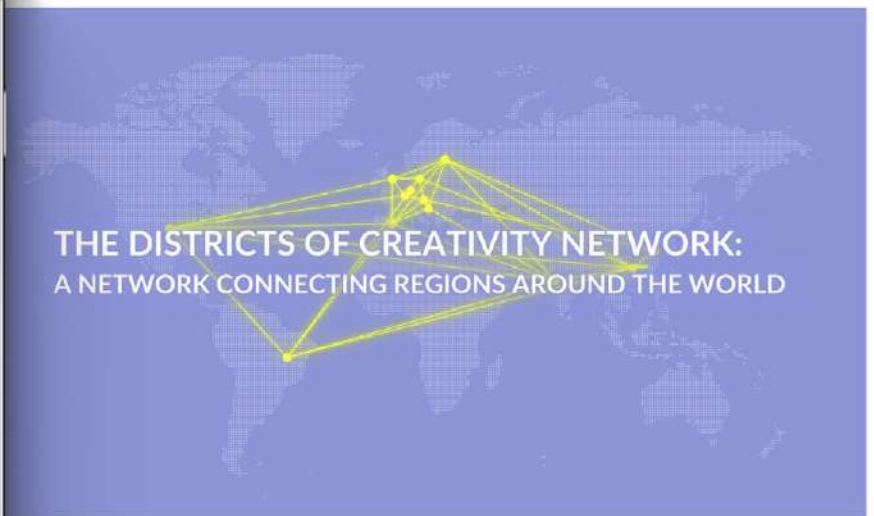
*Founded in 2004, the Districts of Creativity Network (DC Network) unites regions around the world to share and develop practices on stimulating cross-disciplinary creativity and foster innovation in order to contribute to addressing global challenges for a better future.*



## CONTEXT AND MAIN TOPIC

# DC NETWORK

Every two years, one of the DC Network regions organizes the Creativity World Forum (CWF24, hereinafter). It is a flagship conference and gathering of the DC Network that brings together and inspires a myriad of people such as government leaders, entrepreneurs, creatives, or policy makers to discuss creativity, innovation and entrepreneurship. It is focused on multidisciplinary collaboration although the organizing District has the privilege to chose the theme, focus and approach. Moreover, a DC LivingLab is also organized as part of the CWF. This is an international student exchange program on creativity and innovation and offers the opportunity to students from all the Districts of Creativity (DC) to work in an international team to address challenges within the Creative and Cultural industries (CCIs).



The **CWF24** is organized by the **Basque Government** and will be held in the Basque Country - Euskadi on the **15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> April 2024**. More than 500 people will join the conference.

Aligned with the CCIs policies developed in recent years in the Basque Country through the [Creative Euskadi Strategy](#), the **main theme** of the **CWF24** is:

## Cultural and Creative Ecosystems: Governance and Innovation Models



CCIs are undoubtedly a strategic and developing sector worldwide. In recent years, numerous statistics have shown the growing relevance of this sector for its impact on the development of the economy and the revitalization of the territories. For instance, according to Eurostat figures, CCIs employ 8.7 million people in the EU, equivalent to 3.8% of the total workforce in the EU, representing 1.2 million enterprises.

CCIs are considered drivers of innovation. The global study [“Contrast II CCIs and Innovation: ecosystems, typologies, measurement, and impacts”](#) conducted by the Basque Government has revealed that the reasons that induce innovation are not mainly of an economic nature, although it is present since innovation has an important economic return for the agents of the CCIs, e.g., 59.1% of their revenues came from products in which they applied significant changes.

Innovation in the CCIs not only produces favourable individual or private revenues, but also important positive externalities, especially of social and cultural nature. More importantly, they play a key role in moving towards more inclusive and sustainable societies. This fact configures a unique character of innovation value in CCIs.

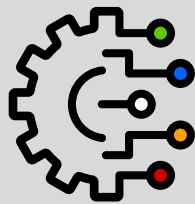
Therefore, the implementation of better governance models with a more integrated approach on policies and innovation is needed **to leverage the untapped potential of CCIs**.

In this framework, we have selected **four Thematic Areas (TA)** that are evolving and in constant change in the different innovative-based CCIs ecosystems with the purpose of obtaining a thorough understanding on:

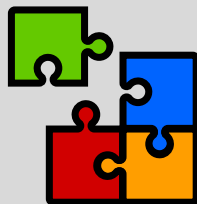
- the design of more effective multilevel governance models and policies **(TA1)**;
- how to support innovation with and within CCIs **(TA2)**,
- how to enhance competitiveness among the CCIs companies and markets **(TA3)**; and
- the role of the education and research in CCIs **(TA4)**.

In this CWF24 **we propose a journey** through these four Thematic Areas at a global level, through specific experiences that **we want to contrast with your own experiences**, trying to create possibilities for collaboration in the near future. We hope that the CWF24 will be a enriching experience to better understand these changes and propose new challenges for the future.

## OBJECTIVES



To update the **new trends** in **governance and innovation** in the CCIs



To create **local and international collaboration environments** based on **sharing value-added projects**

Futhermore, it intends to **energize the DC Network itself** based on a **CWF model** that **facilitates the identification and support of projects with high potential for collaboration at an international level**. As a means to achieve this change in model, the **participation of the Cultural and Creative Districts of the DC Network** is essential.

## LOCATION AND FORMAT

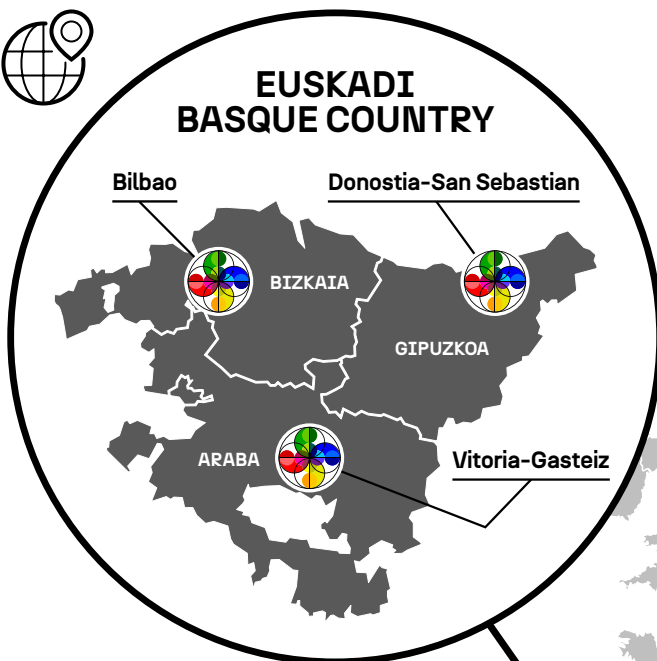
The CWF24 will take place on the **15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> April 2024** in the **3 capitals of the Basque Country**. During the first and third days there will be the possibility to attend the congress both face to face or online, and the second day only **in-person**.

The first and third days of the event take place in Bilbao at the Euskalduna Conference Centre. The 15th begins with the **welcome and the official opening**, followed by the presentation of the 4 Thematic Areas (TA) and the DC Living Labs that configure the CWF24, and inspirational presentations as well as **matchmaking sessions**. In the afternoon, attendees will have the opportunity to choose among different CCI itineraries to visit **in the city**.

The 16th, the program is divided according to the TA and will take place in different venues. The TA1 working group will work at the Artium Museum in Vitoria-Gasteiz, while TA2 and TA3 teams will work at the Euskalduna Conference Centre, and TA4 will work at the Tabakalera Centre in Donostia-San Sebastián. In each of the locations the idea is to **work in groups and generate synergies**, specially between the challenges and the highlighted projects. Participants will also have the opportunity to visit the main CCI spots of the destination.

The 17th, a **common and final session** takes place in Bilbao, to present the main results of each TA. Again, participants will be encouraged to participate in the matchmaking sessions. The goal is to go home with ideas and opportunities for collaboration in order to **continue strengthening** the CCI in an innovative and sustainable way.

See in detail the final program [here](#).



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World Forum  
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# BILBAO

[Euskalduna Conference Centre](#)



# DONOSTIA-SAN SEBASTIAN

[Tabakalera Centre](#)



# VITORIA-GASTEIZ

[Artium Museum](#)



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Erakusketak / Exposiciones / Exhibitions

## THEMATIC AREAS & DC LIVING LABS

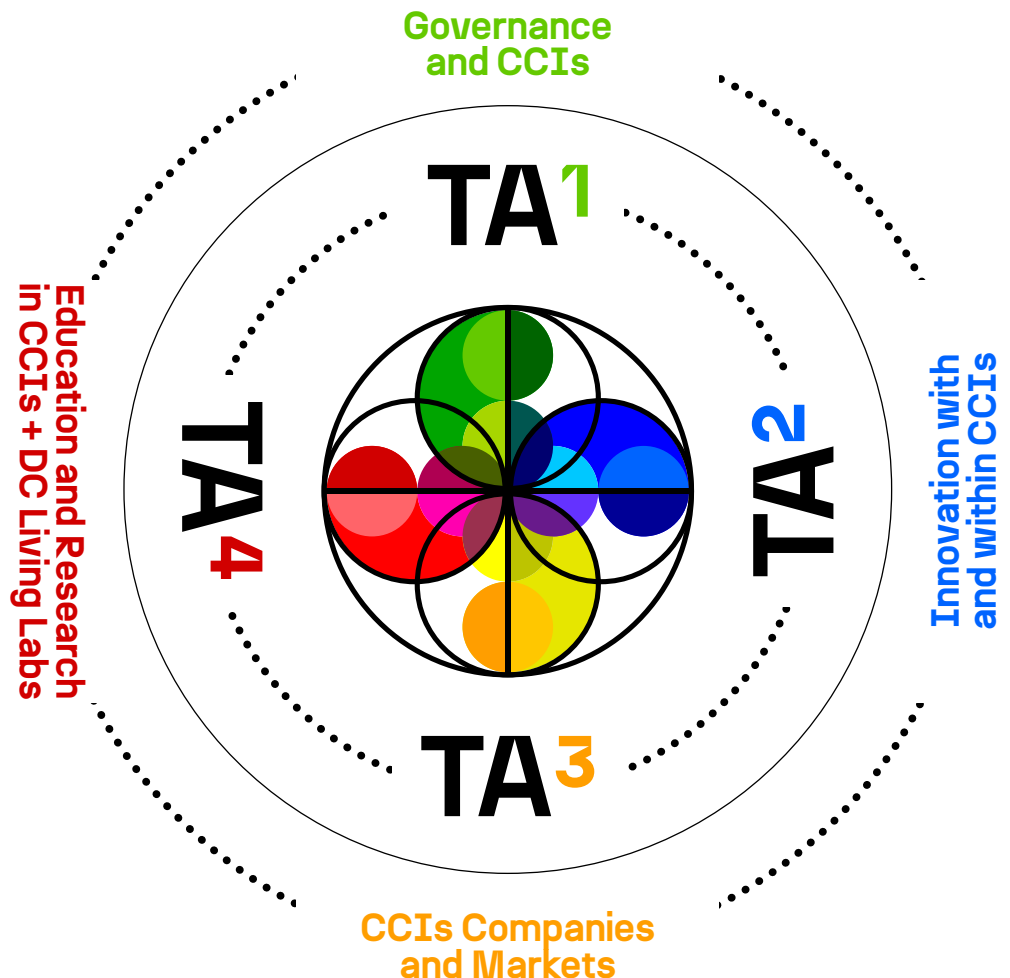
To unlock the potential of **CCIs as innovation drivers** in order to overcome major societal challenges requires an integrated approach of co-governance on the basis of the quintuple helix. To this end, it seems necessary to involve key stakeholders coming from the industry, academia, public sector and of course the innovation ecosystem in the policy making to assuring a participatory process.

Nevertheless, despite its acknowledged potential, **CCIs also face important challenges** that need indeed to be solved. For instance, it seems necessary to deepen the understanding on how to foster cross-fertilisation with and within CCIs, while supporting them in accessing local and global markets and private financing, as well as in enhancing entrepreneurial skills.

In this context, **four working groups have been set up (structured in 4TA)** to work on in order to achieve the CWF24 objectives. TA1 focuses on Governance and CCIs, TA2 on Innovation with and within CCIs, TA3 on Companies and Markets, and TA4 on Education and Research in CCIs.

Each TA is **coordinated by a leading entity from the Basque Country**, with strong expertise in the specific field and used to working in collaborative environments. The second day of the Forum each TA will have a specific working program and activities in different locations across the **3 Basque capitals**.

Apart from the 4 TA, although closely related to them, the international students program **DC Living Lab** will play a key role in the CWF. In this new edition, 4 DC Living Labs will be organized under the T4 Education and Reseach in CCIs umbrella although they are **integrated transversally in each of the TA** in order to find solutions to the challenges proposed in each working group.





## OBJETIVE

Design of more effective multilevel governance models and policies to support dynamic and collaborative CCI ecosystems and promote cross-sectorial innovation that help address the main challenges of the triple transition (social, environmental, and digital).



### CHALLENGE 1

Models of innovation in CCIs governance policies at an international level

- 
- MUSEUMS AND WELLBEING  
CULTURAL PRESCRIBING
- 
- PLATFORM IN DE MAAK
- 
- EMPATHEATRE
- 

## THE COORDINATING ENTITY

Department of Culture and Linguistic Policy of the Basque Government, on behalf of the Creative Euskadi Steering Group.



### CHALLENGE 2

CCIs policy evaluation systems

- 
- ECCOM
- 
- CREATIVE INDUSTRIES  
POLICY AND EVIDENCE  
CENTER (Creative PEC)
- 
- inDICES
- 
- CREADIS3  
(Basque Country case)
- 

CREATIVE INDUSTRIES POLICY AND EVIDENCE CENTER (Creative PEC)  
(United Kingdom)

PLATFORM IN DE MAAK (Belgium)

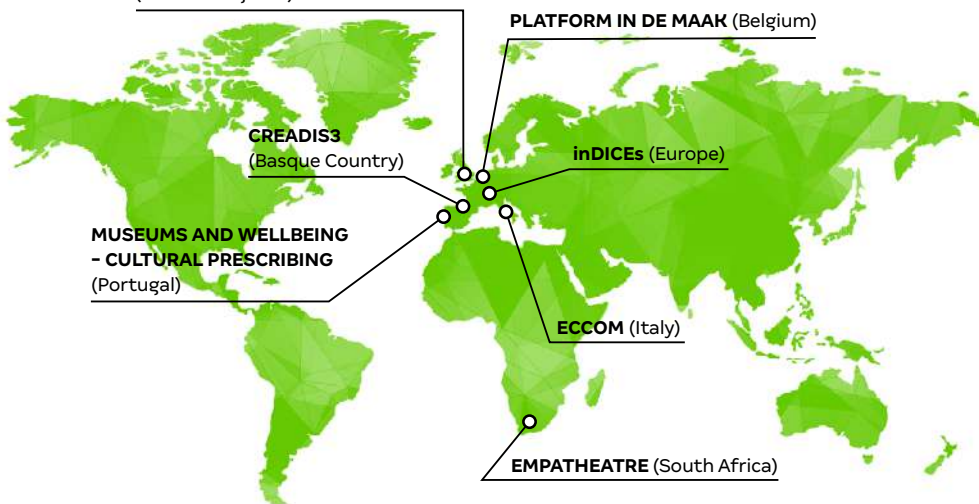
CREADIS3  
(Basque Country)

inDICES (Europe)

MUSEUMS AND WELLBEING  
- CULTURAL PRESCRIBING  
(Portugal)

ECCOM (Italy)

EMPATHEATRE (South Africa)







### OBJETIVE

Foster cross-innovation and the adoption of technology to flourish disruptions and make the CCIs a catalyst for solutions helping the transition to a greener, more sustainable future with societal impact.



### CHALLENGE 1

Disruptive technologies and its impact on culture and creativity

RISTBAND

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mediar | BLACKRHINO VR



### CHALLENGE 2

CCIs as a catalyst for a green, sustainable future and societal impact

RESORTECS  
Recycling made easy

SURFACE CLUB | LAB LA BLA

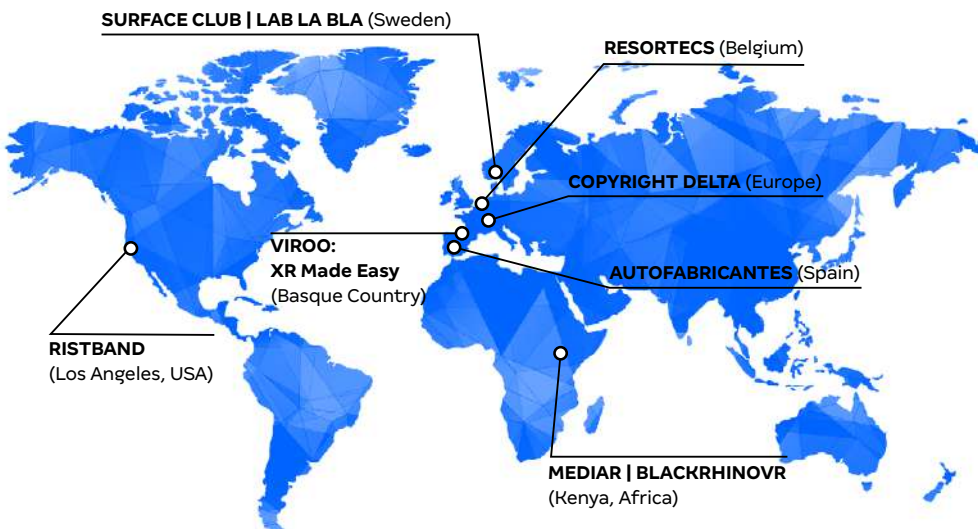
AUTOFABRICANTES

VIROO: XR MADE EASY  
(Basque Country case)



### THE COORDINATING ENTITY

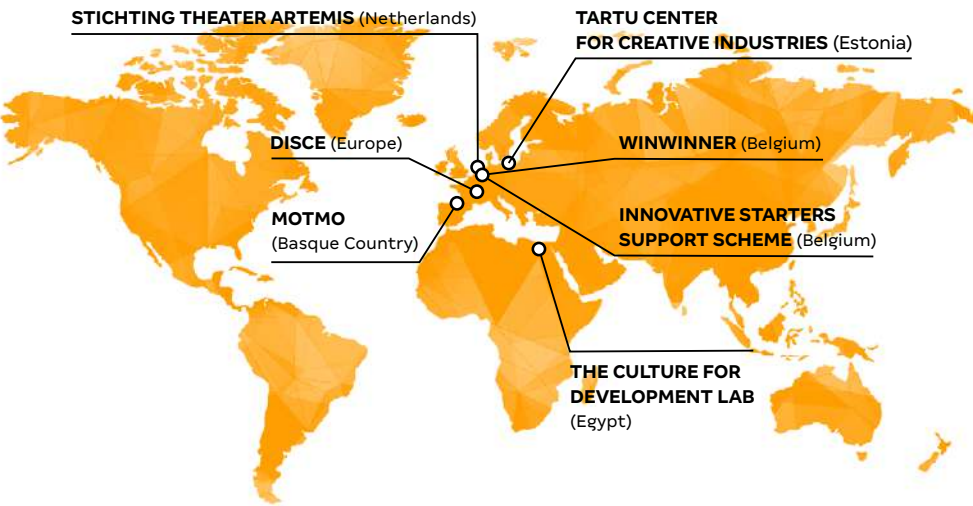
Innobasque, the Basque Agency of Innovation, and Tecnalia Research & Innovation.





**THE COORDINATING ENTITY**

BDCC, Basque District of Culture and Creativity.



**OBJETIVE**

Accelerate the creation and recognition of CCI companies in the local and global markets, with the application of relevant initiatives or services to stimulate private investment, sustainability and cross-fertilisation.



**CHALLENGE 1**  
Co-creation of services

DISCE: DEVELOPING INCLUSIVE AND SUSTAINABLE CREATIVE ECONOMIES

TARTU CENTRE FOR CREATIVE INDUSTRIES



**CHALLENGE 2**  
Local and global markets

STICHTING THEATER ARTEMIS

THE CULTURE FOR DEVELOPMENT LAB - EGYPT

MOTMO.pro (Basque Country Case)



**CHALLENGE 3**  
Private capital investment

WINWINNER

INNOVATIVE STARTERS SUPPORT SCHEME



**OBJETIVE**

Education as a key tool for the creation of high-skilled, innovative and creative professionals acting as agents of change in a constantly evolving and challenging world.



**CHALLENGE 1**

New educational systems in need of creative, innovative and entrepreneurial skills

**THE REINA SOFIA SCHOOL OF MUSIC**

UGD Hub – University Green Digital Hub Erasmus + programme

Education in Creative Business - Erasmus University Rotterdam



**CHALLENGE 2**

Possible models, current needs of CCI's sectors

**BIOFILIA – AALTO UNIVERSITY**

ECIU University

KAOSPILOT: Designing and Facilitating Learning

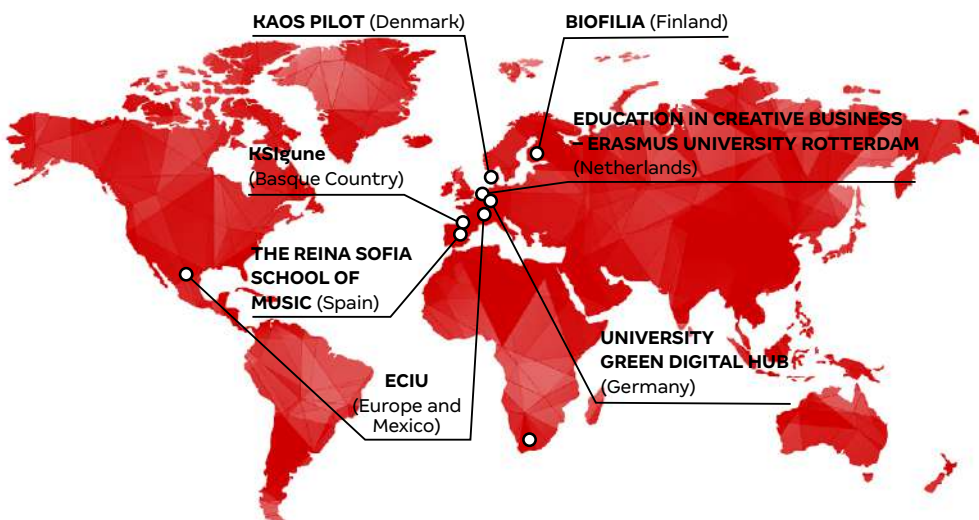
KSIGUNE (Basque Country case)

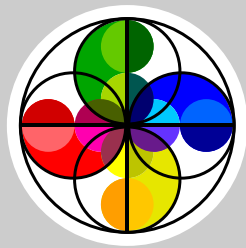


**THE COORDINATING ENTITY**

KSIGUNE, Cluster of Cultural and Creative Industries in Euskadi.

DC Living Labs are facilitated by TZBZTravelling U.





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More information on:

<https://cwf2024.eus>

Organizers:



**DC NETWORK**

Collaborators:

Coordinator:

