

Publishable Executive Summary

Framework: Wallonia has been distinguished as a « European Creative District » along with Tuscany among more than 40 candidate regions in Europe. After two years of implementation of the Creative Wallonia program, the European Commission assessed this action as exemplary. It is on the basis of this program and the recognition of the European Commission that the Wallonia European Creative District has been created. The “Wallonia European Creative District” aims at enhancing the potential of creative and cultural industries to revitalize the industrial transition of the Walloon economy.

The third period of the Wallonia European Creative District (WECD) project has seen the concretization of our action and the reach of our objectives. After a first period focused on the preparation and structure of the teams and actions and a second period dedicated to the implementation, the third period had been committed to the finalization of the actions, to the analysis of results and lessons learned and to the dissemination.

The **Creative Wallonia framework program** was at the core of the application of the Walloon region for the call for project “European Creative District” launched by the DG Grow in 2012. Moreover, the final period of the implementation of the WECD coincide with the construction of the new programming of the regional framework program, Creative Wallonia 2015 - 2019. The DGO6, lead partner of the WECD, is collaborating with the cabinet of the Minister of Economy to lead this process. All the partners of the WECD are involved in the process and use the knowledge gained during the WECD implementation to improve their propositions within the new regional framework.

The **WECD partners** collaborated closely to achieve the objectives of the project. They created a network in Wallonia testing new dynamics and schemes to support the creative economy and creative industries. The WECD team used creative methods and collective intelligence to animate its meetings and to dynamize their collaborations. The partners created links between their actions and reflections in order to maximize the results of the global project. As a Consortium, we have guided our strategy to achieve more pertinent results.

A **communication strategy** has been put into place in order to raise awareness about the potential of the CCIs and the creative economy. Major national French speaking media have published one or more articles on the topic, either presenting the project or presenting an SME that has been supported in this context. All the documents published in the framework of the WECD project can be found on the following webpage: www.wecd.eu. This reference has been largely disseminated during the WECD final event in October in order to reach as many policy makers as possible.

National and international experts have been involved through the implementation of the project and guided the partners in terms of strategies and benchmarking. They have been involved in the creation of the main global output of the WECD project, the WECD guide “from policy learning to policy learning by doing”, who gathers lessons learned by the Walloon partners during the implementation of the project and presents our recommendations for other European/national/regional/local authorities whom wants to build a strategy for the support of the creative economy and the creative and cultural industries. The two last meetings of the High Level Group focused on the structure and content of this document. Workshops were organized to allow the WECD partners to work hands in hands with the ex-

perts. Moreover, they followed the evolution of the text and made recommendations to improve it. The Guide was then disseminated to policy makers from more than ten different Member states/regions/cities during the WECD final event on the 1st and 2nd of October in Brussels, Liège, Namur and Mons.

Moreover, we have participated to **international policy learning** events such as the Creative Business Cup, a policy learning workshop in Malmo (Sweden), the Culture for Cities and Region study visit in Dundee, the ECIA relaunch presentation, OpenDays 2015, le Forum de la francophonie (OIF), etc. We have exchanged good practices, shared our know-how and pilot schemes with other regions and we have learned from them in order to improve our own initiatives.

Furthermore, we have continued our collaboration with different **European networks**. The ECIA's group of partners have continued their partnership and built an open network within which Wallonia will be a partner. Moreover, Wallonia takes an active role in the "Culture for cities and regions" initiative from the DG EAC. We have organized the WECD event in partnership with this network and we participated to a study visit in Dundee in order to feed our debates on the new Creative Wallonia's strategy. All those partnership will be continued after the end of the European Commission financing in the framework of the WECD.

Synthesis of the WECD outputs by axes:

Axe 1: Mutual transnational policy learning

The first axe of the Wallonia European Creative District focuses on policy learning and fostering of creative skills with the aim of disseminating good practices on creative economy policies and creativity in the labor market.

Policy learning:

- The synthetic report of the Creative Wallonia program implementation was the opportunity to gather all the information about the actions and to analyze the global impact of the program. The report has been updated with new information and data's in July 2014. Moreover, it has fed the external evaluation of the Creative Wallonia framework program. The synthetic report of the Creative Wallonia program and the recommendations of the experts had been integrated in the reflexion for the new programmation of the Creative Wallonia Program.
- The evaluation of the Creative Wallonia program has been undertaken by the Technopolis Group (member of ESIC). It was the first external evaluation of the program, 5 years after its launch. It gathers:
 - o A benchmark of other EU initiatives which aim is to support the creative economy and the development of a territory.
 - o Inputs for the dashboard of the Regional program with the analysis of new evaluation criterions and the evaluation itself (through 2 main surveys - reaching beneficiaries and stakeholders - and the analysis of the communication strategy's impacts).
 - o Storytelling aiming at disseminating success stories of companies that had been supported by the program.

- The WECD Guide for the evaluation and the implementation of a creative district project at the local or regional level was written by the DGO6 with the support of the WECD partners and the High Level Group experts. It points out best practices in terms of methodologies and the difficulties met during the project. It also presents our recommendations, based on our observations and experiences, for other territories (local or regional) that want to implement and evaluate a dynamic of creative economy and support to the creative industries.
- The High Level Group has gathered for 5 meetings and have guided the consortium of the WECD through the implementation of the actions and its global strategy. They especially followed the topics of the dashboard, the external evaluation of the Creative Wallonia framework program and WECD policy learning Guide.
- A study on the place and role of the CCI into the industrial value chains in Wallonia has been undertaken by IDEA Consult. The study focused on creative industries and knowledge intensive services. The conclusions of this study were also included in the work for the building of the new Creative Wallonia framework program and for the design of the S3 adopted by the Walloon Government in September 2005. They are available online.

Skills:

- A scientific research has been undertaken with the objective to better understand the transfer's dynamics and processes of the skills developed by creativity and innovation education for young professionals. The result of this research allows ID CAMPUS to improve its master program and to better understand the transfer of creative competences.
- A new education program for creativity trainers has been created on the basis of the results of the ID Days experience. There is a real demand to consider the creation of a community of practice on training for innovation and creativity at the European scale.

Axe 2: Better business support

The second axe of the Wallonia European Creative District targets the improvement of the Walloon business support ecosystem for the development of CCIs companies and the wider economy as well as to support their internationalization.

- A research work, a benchmark analysis has been undertaken on the financial support to creative industries (mainly public or PPP) in other regions than Wallonia. This research has enabled a better understanding of what the needs of creative industries are when it comes to public support. The results of this work forms part of the content of a publication that was shared with other organisms active in the support of creative industries. Moreover, starting from this research work, we have built different scenarios foreseeing what Boost-Up/Creative Industries could become, with a particular focus on what it could become at a transregional level.
- A Benchmark and exchanges of experiences between Walloon coworking spaces and European coworking spaces about connecting CCIs and traditional industries have yielded and confirmed the good practices used in the field.
- A survey has been led to investigate on the hybridization between CCIs and traditional industries in CoWallonia's coworking spaces.
- Three digital companies have been coached by Gartner Group for their internationalization strategies in the framework of the WECD Boost-Up ICT call for proposals.

- 20 companies have been awarded with creativity vouchers in the framework of two calls for projects. Creativity vouchers support the collaboration between creative companies and traditional companies for the launch of innovative projects.

Axe 3: Better access to finance

The Wallonia European Creative District's axe designed for access to finance aim at raising awareness among the financing world about the value and the economic potential of the CCIs. This axe also focuses on the improvement of the business skills of CCIs companies to be more ready to approach potential investors.

- A pilot training was designed and implemented for private investors, bankers, accountants and auditors on "How and why to invest in the cultural and creative industries?" The training is a prototype and is meant to be reproducible in other EU regions.
- A think tank group was set up to develop financing tools tailored for CCIs. A document gathers all the recommendations of the think tank. Those recommendations will be used to address advices to the public authorities in the building of the public policies on the topic.
- A methodology for the valuation of the intangible assets of creative companies have been created by St'art Invest and U.H.D.R.. 7 companies from the CCI sector from the following sub-sectors: video games, fashion, cultural mediation and audiovisual production have been coached to improve the presentation of their intangible assets.

Axe 4: Facilitating clusters and networking activities

The fourth axe of the project focuses on raising the awareness on the potential of the CCIs and collaboration between CCIs and other companies among Clusters and competitiveness Poles. In that sense, the project's partners analyze, present the state of play to the clusters and competitiveness Poles and collaborate with them.

- CCI ID Cards have been published, it analyses CCIs and potentially creative companies that are members of regional Clusters and those who were involved in concrete Cluster's projects and points to success stories. They were produced for and distributed to each Cluster organization. Those CCI ID Cards were considered as the starting point to raise on the potential of the CCIs and the creative economy. A brochure « Facilitating Clusters and Networking activities » presenting this initiative and its results has been published online and distributed with the CCI ID Cards during the WECD Final event.
- Several events have been organized to present the potential of the CCI and the creative economy to the Walloon competitiveness poles and the clusters through different thematics such as design, crossmedia or creative methods. Thanks to this initiative, collaborations are born to build projects that will support this sector and its collaboration with the wider economy.
- Two Walloon clusters have been awarded with the bronze cluster quality label. After a second selection the cluster TWIST was consecutively awarded with the Silver cluster quality label.

- In the context of the Transmedia Value Chain building, B2Bs have been organized in Paris, Barcelona and other European cities in order to support the spillovers of the CCIs and their internationalization processes.

The added value of the WECD's European dimension for the Creative Wallonia regional framework program:

As the result of an initiative from the European commission, the Wallonia European Creative District integrated a important European dimension. This dimension is also inherent to the main objective of the project: to be a large scale demonstrator of the creative economy and creative industry's potential. The project have been built around a dynamic of policy learning: the Walloon region learns from European peers and it shares with them its good practices and pilot action's results.

- We were able to have access to **European expertise** and we had many opportunities to **learn from peers** through participations to European network and conferences such as the ECIA, ESIC, the Open Days conferences, Large Scale Demonstrator conferences, etc. Moreover, the European dimension of the WECD project enabled us to mobilize experts from all over Europe in our High Level Group to guide and support us through the implementation of the project.
- As results of these interactions, **new networks and partnerships** are being built such as the RCIA (new version of the ECIA network), Interreg projects proposals, COSME project (call for project "Clusters go international"), and many more.
- Wallonia, as a European Creative District, was also able to influence and participate to the creation of the European policies and new dynamics through processes of co elaboration of the ECIA final report, participations to experts meetings and workshops, inputs submitted through the Permanent Representation of Belgium (for example on the Horizon 2020 program).
- The WECD project had a positive impact on the visibility of the Walloon region at the European scale. Wallonia is now pinned on the European map of Creative territories. This visibility developed mainly through the welcoming of European and international delegations in Wallonia and media attention.
- Moreover, the WECD project influenced in a positive way the image of the region for its own population and stakeholders. The recognition as a Creative District strengthen the political will to structure and reinforce the regional strategy on creative industries and creative economy.

Conclusion:

The WECD project has federated a network of stakeholder on the topic of the creative industries and the creative economy. This framework was the opportunity to test new schemes and dynamics to support this sector and to validate hypothesis with the objective to improve the regional framework program and to raise awareness about the potential of such sectors, creative dynamics and their spillovers at the European scale. The WECD has truly been a policy learning process with exchange of good practices inside and outside of the Walloon region and the creation of many longstanding european partnerships.

The WECD tangible outputs and where to find it: www.wecd.eu

Brochures:

On policy learning:

- The Guide for the implementation and evaluation of a Creative District: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,001>
- The synthetic report of the Creative Wallonia program: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,001>

On skills:

- A dashboard of competences needed for creativity and innovation: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,002>

On collaboration between creative industries and the wider economy:

- Supporting Creatives industries: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,003>
- Collaborating, Creating, Innovating with the creatives industries: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,003>

On access to finance:

- Better access to finance for creative & cultural industrie: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,004>

Coworking:

- Coworking, a hybridization tool for creative industries: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,005>

Clusters:

- Clusters and Creatives Industries : <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,006>
- Facilitating clusters and networking activities : <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,006>

Presentation of the WECD: http://issuu.com/creativewallonia/docs/wallonia_european/3?e=8600572/7062772

Slides and presentation

- WECD final event presentations: <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,eve,007>

Studies and researches:

- The evaluation of the Creative Wallonia program (executive summary): <http://www.awt.be/web/wor/index.aspx?page=wor,fr,wec,the,001>
- The analysis of the links between the Walloon industry, the knowledge intensive services and creative industries, within industrial value chains: <http://www.awt.be/contenu/tel/wor/Rapport%20Final%20Idea%20Consult%20-%20ICC.pdf>

Videos:

Skills: <https://vimeo.com/140905535>

Collaboration between creative industries and the wider economy: <https://vimeo.com/139441200>

Better access to finance for creative & cultural industrie: <https://vimeo.com/139441212>

Better access to finance for creative & cultural industrie: <https://vimeo.com/140900514>

Creative Wallonia presentation: <https://vimeo.com/142260475>