

OECD Trento Centre - Tsm - EIT Culture & Creativity - ECBN

Disrupting tradition

How digital technology is changing the cultural and creative processes

6th Summer Academy on Cultural and Creative Industries and Local Development

18-20 September 2023 | ONLINE
27-29 September 2023 | ONSITE (Trento, Italy)

COURSE OUTLINE



■ Course Outline

■ The Summer Academy

The Summer Academy provides capacity building for policy makers and representatives of cultural and creative industries (CCIs). At the end of the course participants will:

- Acquire a deeper understanding of the sector, its needs and dynamics;
- Develop expertise in putting in place effective and integrated strategies and policy frameworks to uncap the full potential of CCIs as drivers for local economic growth, job creation and inclusion.

The Summer Academy for CCIs started as a three-year project in 2018-2020. The success of the project, and the constant demand for capacity building activities from the sector, strongly contributed to the decision to continue the project and organise a fourth and a fifth edition. The sixth edition will take place between the 18 and 20 September 2023 in digital format, and will be followed by an onsite module from 27-29 September 2023 in Trento, Italy.

■ Objectives

The Summer Academy seeks to:

- **Stimulate sharing of knowledge** and experience between participants, experts and professionals from several fields related to the CCIs.
- **Provide common interpretation tools** that will be applied to the analysis of participants' case studies as well as projects and local practices aimed at promoting CCIs and local development.
- **Analyse** the process of culture-driven social-economic innovation and **the role of CCIs**.
- **Foster networking and debate** around relevant case studies and good practices from the Trentino and Alto Adige-Südtirol (Italy) region and across OECD.
- **Examine the CCIs entrepreneurial process** and the importance of creativity and innovation.
- **Promote online and offline social networks** among participants in order to exchange knowledge, practical experiences and work methodologies.

■ Background

The past decades have seen the rapid emergence of the creative economy. Cultural and creative industries (CCIs) are a dynamic and resilient sector comprising a broad range of activities, including cultural heritage, architecture, music, live performance, publishing, the art market, arts and crafts professions, television and radio, film and video, advertising, design, fashion, video games, etc..

These activities use creative skills, add value by applying knowledge and often depend on intellectual property. In many countries, CCIs have grown faster than the economy as a whole. With their extensive knowledge base, CCIs generate value far beyond the narrow economic output of the individual sectors involved. They deliver a broad range of benefits nationally and locally, including:

- ▶ Generating economic growth, exports and employment;
- ▶ Stimulating innovation;
- ▶ Regenerating urban areas;
- ▶ Promoting regions as destinations to visit, live, work and invest in;
- ▶ Strengthening cultural identity and diversity;
- ▶ Supporting social cohesion and integration of marginalised groups;
- ▶ Contributing to well-being.

Despite the considerable potential of CCIs, their contribution to local development remains too often undervalued and unrecognised. This is due to the often intangible impacts of culture-led projects, the insufficient understanding of the ways creative professionals and firms contribute to innovation across the economy, as well as difficulties in measuring the economic footprint of the sector.

To fill this gap, the Organisation for Economic Cooperation and Development (OECD) in cooperation with the Autonomous Provinces of Trento (PAT) and Bolzano-Bozen (PAB) the Trentino School of Management (tsm), and the European Creative Business Network (ECBN) are organising a capacity building Academy to create, develop and strengthen the abilities of local authorities, communities and cultural and creative professionals. This will enable them to confront challenges and achieve goals, work collectively across institutional lines and policy silos, share experiences and develop synergies.

■ 2023 Focus

Digital technology is advancing at an unprecedented pace, impacting almost every aspect of our lives. As governments and experts around the world raise concerns over the implications of technologies such as artificial intelligence, we ask what these advances mean for cultural production, cultural access, and ethical cultural practice.

The 21st century's advances in digital technology are changing the way we live, work and relate to one another. Dubbed by many as the "4th industrial revolution", this chapter in human history is characterised by ubiquitous digital technology, operating through the manipulation of data, in an ever more connected world. In this scenario, the lines between the creative economy and the digital economy become blurred. As new platforms for cultural consumption have emerged, together with new tools for creating and customising cultural and social experiences, everyone can be a creator, a critic, an influencer, an activist. In this new digital/creative landscape, old intermediaries are displaced and new opportunities for both the democratisation and the exploitation of culture and creativity emerge.

The sixth edition of the Summer Academy will take a close look at how advanced technologies, including artificial intelligence (AI), augmented and virtual reality (AR/VR), 3D printing and blockchain, alongside digital platform intermediaries are shaping the cultural and creative sector. It will explore the challenges and opportunities presented by these advances and deepen the debate on policy, practitioner and public engagement with these issues.

The three main themes of the 2023 Summer Academy are the following:



DAY 1. Cultural production and individual expression in an age of algorithms

Day one will feature examples of applications of digital technology to innovative forms of production and distribution of culture and the way related industries are applying the latest digital technology to improve efficiency whilst pushing the boundaries of creativity to the limits.



DAY 2. Cultural access and heritage preservation in the virtual world

Day two will explore how digital technologies can create new visitor experiences, while making heritage more inclusive and accessible. It will deal with applications of the latest technology by cultural institutions and heritage organisations to reach out to new audiences, and engage visitors in sharing their stories.



DAY 3. Ethics, regulation and funding in the 4th industrial revolution

Day three will debate the ethical implications of technologies such as AI for cultural producers and consumers, the role of regulation in relation to intellectual property and data ownership and how technology could facilitate new funding sources and business models.





■ Methodology

The Academy fosters a hands-on approach, which introduces participants to the overall conceptual and theoretical framework of culture and creativity in local development, and invites them to engage proactively, and in creative ways, with local organisations, institutions and places. Substantial time during each day is reserved for discussions to generate and exchange knowledge.

The 2023 Summer Academy will include webinars, interactive digital sessions with key actors (online) and a complementary (optional) study visit to Trentino, Italy (onsite), that is also open to 2020-22 Summer Academy alumni who only participated online. The Academy will allow participants to consider real-life situations and to engage with practical challenges faced by their organisations and institutions.

- Each day, different aspects of themes above will be explored through debates, presentations and discussions of case studies featuring speakers, professionals, and practitioners working with these topics locally, nationally or internationally.
- In addition, a study visit in Trentino will offer participants information about the way cultural and creative industries are working on the ground and are promoted across this province.
- Finally, participants will have the chance to upload and share a short video (3 minutes max) showcasing their own recent work, research, or case studies relevant to the topics of the 2023 Summer Academy. The case studies and research will be discussed in a dedicated session during the onsite part of the Summer Academy.

■ Daily online agenda structure

| |  Day 0. 17 Sept. Meet the SACCI group |  DAY 1. 18 Sept. Cultural production and individual expression in an age of algorithms |  DAY 2. 19 Sept. Cultural access and heritage preservation in the virtual world |  DAY 3. 20 Sept. Ethics, regulation and funding in the 4th industrial revolution |
|-------------|--|---|--|---|
| 14:30-17:30 | Meet each other session (1-hour ice-breaker) | Discussion with main speaker | Discussion with main speaker | Discussion with main speaker |
| | | Introduction to good practices & discussion | Introduction to good practices & discussion | Introduction to good practices & discussion |
| | | Break | Break | Break |
| | | Plenary discussion & wrap-up of the day | Plenary discussion & wrap-up of the day | Plenary discussion & wrap-up of the day |

■ Participants' profile

The programme of the Summer Academy targets national and international policy makers and practitioners active in the promotion and support of cultural and creative sectors at the local, regional, national and international level, as well as cultural and creative entrepreneurs.

Participants should be strongly committed to the development of the cultural and creative sector. They should represent public institutions (national, regional, provincial or local government, development agencies, research centres, international organisations), or be freelancers or currently working in private companies and organisations (foundations, co-operatives, NGOs, grassroots community organisations, non-profit entities, etc.) or active in the field of CCIs development.

■ Applications

To apply, fill in the [online application form](#) by 2 July 2023 at 23.59 CEST.

Applicants must provide:

- Personal and professional information.
- Motivations for participating in the Summer Academy.
- A case study (project, programme or initiative, which is currently being implemented or has concluded within the last 5 years and is directly related to the candidate's professional experience).

The number of participants for the Summer Academy online is limited to 24. The selection process will be finalised by mid-July.

■ Working language

All sessions will be conducted in English.

■ Dates & online platform

The Summer Academy will take place on 18-20 September 2023 in digital format through an online platform. Connection is possible via computer, tablet or smartphone.

The Summer Academy onsite will take place on 27-29 September 2023 in Trentino, Italy, with Trento as the group's first destination and base. The onsite part of the Summer Academy will only be held if a minimum number of confirmations are reached.

■ Fee, logistics and costs

There is no participation fee for the Summer Academy online. Selected candidates will receive all material supporting the course in digital format, instruction on the use of the online platform and technical assistance on how to best organise their participation.

A contribution for participation of 100 EUR is foreseen for the Summer Academy onsite. The organisers will cover transport and lunches during the Summer Academy onsite, whereas travel to Trento and accommodation costs will be borne by selected participants.

■ Contacts

OECD Trento Centre: cfetrento@oecd.org

Tsm: step@tsm.tn.it

Website: <https://oe.cd/sacci>



■ Organisers and Partners

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Cooperation and Development) and its Centre for Entrepreneurship, SMEs, Regions and Cities (CFE). The OECD, whose mission is to promote better policies for better lives, facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The **OECD LEED work on culture and local development** aims to provide evidence and guidance to cities and regions on ways to maximize the economic and social value of cultural heritage and support the emergence of the creative economy. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building activities for improved policy implementation for people, firms and places. www.trento.oecd.org.

Trentino School of Management-Tsm is a consortium composed of the Autonomous Province of Trento, the University of Trento and the Region of Trentino Alto Adige-Südtirol. tsm is committed to both training and applied research in the public and private sectors, with a particular focus on the Trentino economy. The core activity of tsm is to provide training courses to public sector stakeholders and main actors (i.e. the Autonomous Province of Trento) and related organisations and companies. By creating a growth-friendly environment, tsm supports a development vision based on life-long learning principles. At the local level, tsm stands out as an integral part of a system improving skills in the public administration, and a reference point for training and research in the Autonomous Province of Trento. www.tsm.tn.it.

EIT Culture & Creativity is an initiative of the European Institute of Innovation and Technology (EIT). They are a Knowledge and Innovation Community designed to strengthen and transform Europe's Cultural and Creative Sectors and Industries (CCSI) by connecting creatives and organisations to Europe's largest innovation network. For the next 7 years, EIT Culture & creativity will empower and connect creatives and innovators across Europe and contribute to a more resilient, more sustainable, and transformational sector and unlock latent value from a multitude of small cultural and creative stakeholders through technology transfer, improved cross-sectoral collaboration and their effective integration in production value networks. It will strengthen artistic driven innovation as an indispensable part of the European Innovation Ecosystem, as well as reinforce the appreciation and anchoring of European values, and identities, also harnessing the unique position of the Cultural and Creative Sectors and Industries to facilitate Europe's Green, Digital and Social transitions. <https://eit-culture-creativity.eu>.

The European Creative Business Network (ECBN) is a unique not-for-profit foundation initiated by the European Capital of Culture RUHR.2010 and established in 2011 as a Dutch Stichting in Rotterdam. Its founding members were the Creative Factory Rotterdam, Creative England, Creative Industry Košice and the European Centre for Creative Economy. Given the diversity of cultural expressions as well as of cultural and creative markets across Europe, ECBN works – on purposes indirectly and decentralized – by supporting leading agencies, funders and intermediaries on local, regional and/or national level. ECBN is “supporting the supporters” of creative business with the following actions: i) policy initiatives and advocacy; ii) research on spill-over effects of cultural creative sectors; iii) know-how exchange; iv) member exchange & collaboration; v) funding support; and vi) business opportunities in cross-innovation. At the Summer Academy, ECBN will focus on know-how transfer of best practice policies and on spill-over effects of CCI into the wider economy and society. <http://ecbnetwork.eu>

The Department for Cultural Activities of the Autonomous Province of Trento is responsible for the museum and entertainment system, basic musical education, cultural associations and libraries. It also coordinates the initiatives and cultural events directly organised by the Autonomous Province of Trento and carries out studies and research in the field of cultural activities, acting as Provincial Observatory of cultural activities. The Department supports the initiatives proposed by young artists, individually and collectively, also through the provision of spaces and structures, the new professions and entrepreneurship in the cultural field and provides training for cultural operators. www.provincia.tn.it

Department of Italian Culture (Youth Policies Unit) – Autonomous Province of Bolzano-Bozen is a public organisation that strongly believes in culture-based social innovation projects. Culture plays a huge role in shaping urban morphology and human relations. The Youth policies Unit implements skills of young people willing to improve the territory with new entrepreneurial projects related to culture and creativity. These sectors are considered decisive not just for youth leisure time but also for empowering young people with professional skills and creating the best job opportunities. Many of these projects have been recently implemented in the Autonomous Province of Bolzano-Bozen. Beside that the youth policies unit manages together with organizations of the territory the restoration and revitalization of an historical building in the city of Bolzano (DRIN) dedicated to CCI development and to nest new cultural and creative projects in line with the spirit of the New European Bauhaus recently launched by the European Commission. www.provincia.bz.it.

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INFORMATION

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OECD Trento Centre for Local Development

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This event is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities and supports the OECD Local Employment and Economic Development (LEED) Programme of work.

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies. www.oecd.org/cfe

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