

Policy Brief on Digitalisation & Living Labs: Co-Creating And Deploying During Covid-19 Crisis

Spela Zalokar (ENoLL)

About the project

2020

2022

Promote trans-local innovation clusters for creative and social innovation by providing a set of instruments



OBJECTIVES

Organising the Summer School for Policy Makers & multiple events for knowledge transferring

Policy Development

Creating interregional working & focus groups across the Mediterranean space



CULTURE AND CREATIVITY IN THE POST COVID-19 WORLD: REACHING THE SUSTAINABLE DEVELOPMENT AGENDA GOALS

Coronavirus crisis has played a critical role for cultural and creative sectors which have seen a sudden loss of revenue. Nevertheless, new interesting opportunities are also emerging.

DIGITALISATION & LIVING LABS: CO-CREATING AND DEPLOYING DURING COVID-19 CRISIS

ICTs have revolutionised the CCI sector during the Covid-19 crisis, accelerating their implementation, offering opportunities for communication, digital culture and new creative formats. Digitisation and Living Labs play a key role in creativity and experimentation.

INNOVATIVE MODELS OF FINANCING THE CULTURAL AND CREATIVE SECTORS DURING COVID-19 CRISIS

The New European Agenda for culture intends to promote favourable ecosystems for CCIs, promoting access to financing, the capacity for innovation, the fair remuneration of authors and creators and intersectoral cooperation.



INTERNATIONALIZATION OF CULTURE DURING COVID-19 CRISIS

This Policy Brief outlines main issues and policy recommendations when it comes to digitalisation of culture.

COMING UP:

- OPEN INNOVATION FOR SOCIETY
- INDUSTRIAL TRANSFORMATION
- SUSTAINABLE DEVELOPMENT

Interreg
Mediterranean



EUROPEAN UNION



SOCIAL & CREATIVE

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Scope & context:

- Impact of Covid-19 & Cultural & Creative (CCIs) sectors
- Confinement measures result in sudden loss of revenue and job loss; Limited access to credit
- Technological impact & new forms of interaction
- How to move forward together, share experience & adapt
- & How to innovate and ensure business competitiveness

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Policy Recommendations

- Recommendations at administrative level: EU, national, regional
- Recommendations at lower levels with more direct impact:
 - Improving Digital literacy (Digitalisation of the environment & cultural experience - new experiences interacting and experimenting with work, create community and commitment)
 - Provide Training and Advice (Incorporation of new technological tools - expanding the business model, reaching out to new audiences, inclusion in creation and production processes)
 - Use of open data + development of clear privacy and security policy
 - & Establishment of Collaborative networks

READ MORE: <https://social-and-creative.interreg-med.eu/what-we-achieve/policy-briefings/>