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> I-SPEED final conference participants

I-SPEED good practices present during Open Days in Brussels

Open Days is the biggest annual event in the world of regional and urban policy. Open Days 2012 brought together around 6000 regional policy practitioners from all over Europe to share best practices and reinforce Regional Policy as the main instrument to realise the growth goals of Europe2020 and supporting the EU's exit from the crisis. Under the banner of 'Europe's regions and cities: Making a difference', over 100 seminars and workshops focused on the priorities for future funding were organised:

- Smart and green growth for all, promoting innovation/research and development
- Support for SME's
- Territorial cooperation



> Chopin online game

The INTERREG IVC Programme animated the OPEN DAYS 2012 by presenting the exhibition on good practices for thousands of visitors which was displayed on 8-11 October at the

I-SPEED


I-SPEED Final Conference

The "I-SPEED-Information Society Policies for Sustainable European Economic Development" final conference was held in Santiago de Compostela (Galicia, Spain) on September 20th 2012.

Further to the 10 politicians members of the I-SPEED Political Steering Group, representatives from INTERREG IV C JTS and Necstour attended the conference.

During the conference the project coordinators presented the "digital agenda for tourism", the I-SPEED final document including experiences, best practice and political priorities.

Warsaw, Galicia and Powys presented the good practice transfer process in their regions.

I-SPEED Digital agenda for tourism (pdf): http://www.ispeed.eu/public/docs/I-SPEED_digital_agenda_for_tourism_-_2012.pdf

Giuseppe Mella, City of Venice

Committee of the Regions.

11 interactive thematic stands gave an overview of about 60 good practices identified by the INTERREG IVC projects. Among them two I-SPEED good practices were presented: and Leaping Stiles (Powys County Council) ICT elements of Chopin's Year 2010 (City of Warsaw).



Project co-financed by the European Regional Development Fund and the Norwegian Funds



➤ Chopin Multimedia bench in Brussels

INTERREG IVC Capitalisation

With the approval of 204 projects, involving 2357 partners, certain regional development issues are already tackled by a significant number of projects. It is therefore possible to obtain additional results and lessons learnt for the benefit of local and regional authorities in Europe through the **benchmarking and detailed content analysis** of these projects. The Thematic INTERREG IVC Capitalisation initiative is an approach

Leaping Stiles is a circular walking route to promote exercise and well-being for both locals and visitors. The project is web-based and therefore, information is easy accessible, quick to maintain and regularly updated.

Maps and route descriptions are available to download, reducing the need for walking leaflets. The trails are maintained by local communities.

The objective for Chopin's Year 2010 was to make Chopin a part of the citizens of Warsaw's identity and heritage. The emphasis was put on presenting Chopin's music and his artistic achievements in an innovative way. To reach this goal numerous ICT elements

was used: multimedia branches, audioguides, system of QR codes, mobile applications for smart phones, or online educational games.

Elaborated on the basis of:

http://interreg4c.eu/news_INTERREG4c_Open_Days_2012.html

http://ec.europa.eu/regional_policy/conferences/od2012/index.cfm?LAN=EN&id=324&lang=en&#anchor_324

Karolina Iwinska, City of Warsaw

that **focuses on collecting, analysing and disseminating the thematic knowledge gained from projects working on the same topic.**

12 topics that are tackled by a sufficient number of projects are open to Capitalisation.

The core actor is a specialised expert per topic that analyses the projects' features and results and identifies their added value in their specific thematic field.

The exercise is coordinated at the JTS level by the Capitalisation Officer with the support of the Project Officers and

Information Points. The project partners contribute by providing all relevant information on thematic issues and participating in thematic workshops. The capitalisation initiative is followed by stakeholder groups per topic that gather interested parties (Member States, national & EU experts etc) who can contribute in the discussions.

Elaborated on the basis of:

<http://www.interreg4c.eu/Capitalisation.html>

Giuseppe Mella, City of Venice

DLA project final conference

The final conference of DLA project was held in Empoli (Italy) on 24th October 2012.

DLA is an INTERREG IVC project focused on improving regional policies in the fields of Information Society through the introduction of the Digital Local Agenda (DLA) in order to facilitate the integration of the Information and Communication Technologies (ICT) with the Local Public Administration services and daily activities.

The Conference represents the final act of a three-years project period where DLA partnership, composed by 11 partners coming from 9 different EU coun-



tries, jointly worked for exchanging experiences and providing a Common Methodology for facilitating the building of a digital local agenda in a whatever EU local administration.

The DLA Project Final Conference aimed to point out the Digital Local Agenda as a suitable instrument for supporting the growth of Smart Cities and Communities in the EU according to the strategies promoted by the EC through the new Horizon 2020 framework: together with the presentation of the project fi-

nal results, the panel discussion will be focused on the exchanging of experiences on "how to build a DLA ..." including ongoing regional/national strategies and running activities performed at local/municipality level for its development.

Giuseppe Mella, City of Venice

Cross Innovation Project



➤ Copernicus Science Centre

One of factors that attract tourists to cities are vivid cultural scene and creative industries.

That is why many European cities are making priority in supporting and developing local creative industries and culture. Cities like Amsterdam, Berlin, Warsaw and 8 other European cities are partners in the project 'Cross Innovation. Promoting transfer of innovation in European cities and regions'.

The project recognizes the importance of creative industries for the cities economy and also its positive effect on other sectors of economy.

The project aims to support and strengthen cross-sectorial cooperation, which leads to innovation and added values. Its focus rests on policies and support measures that enable cross-innovation and creative spillovers between creative sectors and other industries.

Partners reach the project's goals by first analyzing best methods and tools of support, then by promoting those best practices and finding ways of implementing them locally.

The Cross Innovation partners are Birmingham (Birmingham University leads the project), Amsterdam, Rome, Berlin, Tallinn, Warsaw, Vilnius, Stockholm, Linz, Lisbon, and Pilsen. The project focuses on practices in four sub-themes:

First step for project partners was analyzing examples of cross-sectorial support in their cities in relation to the 4 areas.

The best out of those practices were later presented to partners during study visits in autumn and winter 2012 and will become focus point of 'policy clinics' – workshops whose aim is to improve local support policies (in the spring of 2013).

In addition, the project acknowledges the importance of internationalization of the cooperation. Cross innovation with SMEs runs throughout the project. It is examined how local support can enable companies that operate in co-working spaces and incubators to collaborate in order to develop their products and services for other markets and over-

come EU market fragmentation.

The main project results include also an online knowledge base of good practices, a toolkit on implementing cross innovation instruments and 11 city-level implementation plans. There is also the project's manifesto, underlining the need for openness and cooperation in times of constant change. Subscription to the project's newsletter is possible here, and here you can read the 1st one.

The project Cross Innovation is co-founded from the Interreg IVC program, in the scope of the European Regional Development Fund. It will run from the beginning of 2012 until the end of 2014.

Anna Kirejczyk, City of Warsaw

1. Smart Incentives – innovative types of finance that enable cross-innovation,
2. Culture-based Innovation – schemes that unleash innovation in business and the public sector by introducing artistic and creative practices,
3. Brokerage – services that build bridges between sectors by connecting cross-innovation enablers with beneficiaries,
4. Spatial Cross-Collaboration – services offered to companies in co-working spaces, incubators, fab-labs, science parks and to local clusters.

Events

- **CITEM International aspects of Business, Trade and Commerce, Marketing, Tourism, Hospitality and Education**
Trebon, Czech Republic 5 – 7.12.2012
<http://www.citem.info>
- **Destination Branding and Marketing IV Conference**
Cardiff, Wales, United Kingdom 5 – 7.12.2012
<http://www3.uwic.ac.uk/english/cardiff-school-of-management/tourism-hospitality-events-management/dbm-conference/pages/h>
- **ENTER 2013 Conference Application of information and communication technologies to travel and tourism**
Innsbruck, Austria 22 – 25.01.2013
<http://www.enter-2013.org>
- **International Conference on Active Countryside Tourism**
Leeds, United Kingdom 23 – 25.01.2013
<http://icreth.wix.com/countrysidetourism>
- **The International Conference on Tourism, Transport, and Logistics 2013**
Paris, France 14 – 16.02.2013
<http://utcc2.utcc.ac.th/utccijbe/2013icttl>
- **1st European Conference on e--Public Procurement (ECPP) and 1st Exhibition of European e-Platforms**
Barcelona, Spain 20.03.2013
<http://ec.europa.eu/digital-agenda/en/news/1st-european-conference-e-%C2%ADpublic-procurement-ecpp-and-1st-exhibition-european-e-platforms>

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