

ChIMERA PLUS

*process and methodology for the growth of regional CCI subsectors
promoting the sustainable urban development.*

Policy and Measures to support the growth of the CCI sector

Tuesday, 15th March 2022



www.chimera.interreg-med.eu

Project co-financed by the European
Regional Development Fund

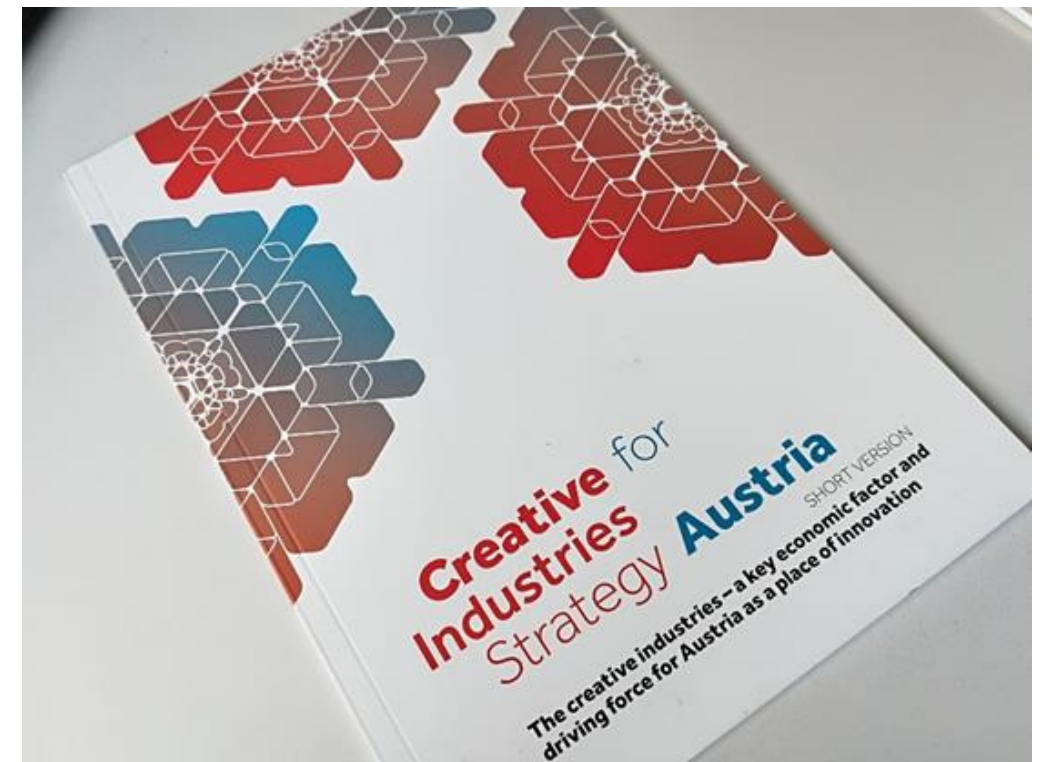
project partners



Our steps to enable Innovation through strengthening Creative Industries

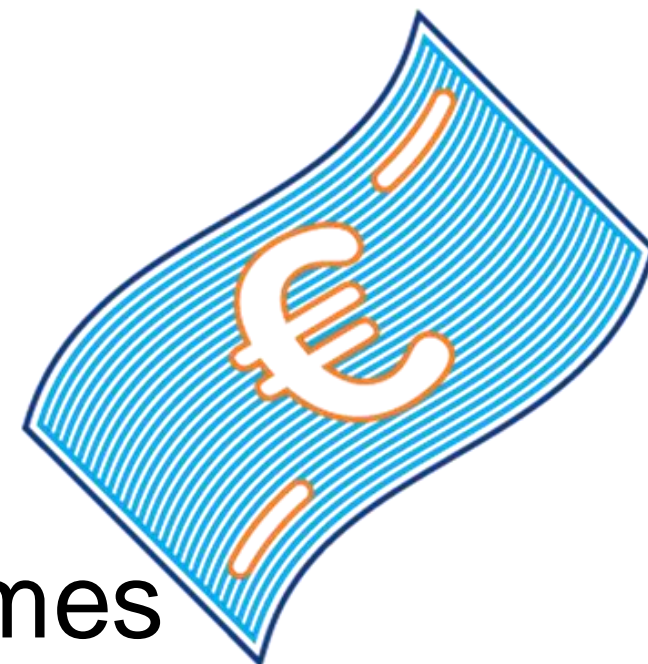
1. Strategic Framework

2016 the Creative Industries Strategy for Austria



2. Monetary Support

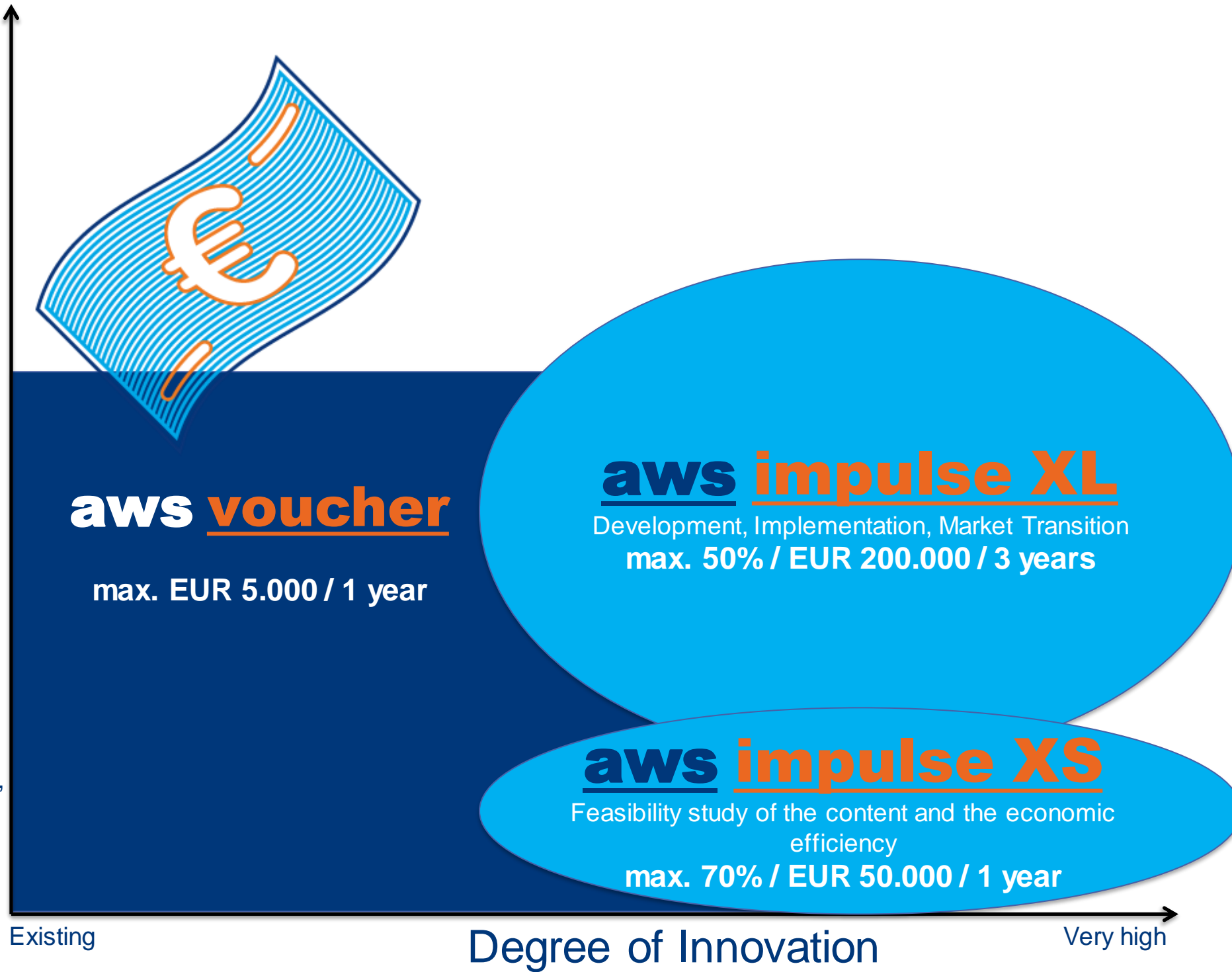
since 2004 investment of around EUR 40 Mio. in different funding schemes



Degree of Maturity

Highly mature projects

Early stage projects,
low maturity,
but high potential



Creative Industries Voucher

Grant for wider economy to cooperate with a creative service provider

5.000€

Funding up to 100%

Goal: to stimulate intersectorial cooperation amongst many companies

The Voucher caused some interest...



1,5-3 Mio. € per year

~10.000

project applications (2013-2018)

>10 Mio. €

Funds (2013-2018)

>2.000

Projekts supported (2013-2018)

97%

Creative Service
Providers from AT

4.914,20 € ∅ funding

Project examples of VINCI

Schwingenschlögel GES.M.B.H. **Aerodynamic tank semi-trailer** *mit Aberjung OG*



*“We’ve had no problems in communicating with the designer. You shouldn’t confound a designer with an artist or architect. **Between designers and constructors there isn’t such a big difference after all.**”*

Kurt Schwingenschlögel Jr., Assistant to the Managing Director

What worked

75% of SMEs see a rise of quality in their project due to cooperation with Creative Service Provider

75% will continue their cooperation also without the Voucher

100% would again apply for the Creative Voucher

Voucher = great stimulus for new cooperations!

Challenges

Handle the great amount of applications (>2.000 applications p.a.)

WHY a Creative Voucher?

- ... because the creative industries are an important **driver of innovation**
- ... because creative services can be of great value for **innovations in other industries**
- ... to **stimulate** and enable cooperations between **creatives** and companies from the **wider economy**

⇒ **Boosting innovation through the power of Creative Industries**

Message to take home

Innovation Vouchers are a rather **non-bureaucratic** and **flexible** instrument to address particular problems / opportunities with **low administration costs** but **strong spill-over effects**.



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