How to boost Arts & ICT

ACTION PLAN SERIES

Rovaniemi/Lapland | Finland

RegionArts
Interreg Europe

LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND

European Union
European Regional
Development Fund

GENERAL INFORMATION

ACTION PLAN

PARTNER ORGANISATION

UNIVERSITY OF LAPLAND / ARCTIC DESIGN CLUSTER

COUNTRY

FINLAND

NUTS2 REGION

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RegionArts
Interreg Europe

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EXECUTIVE SUMMARY

The overall aim of the RegionArts project is to improve the implementation of Structural Funds/other funds in partner regions, through adapting or designing 1 support scheme in each region for the promotion of collaborations between artists, creative and cultural industries and institutions and ICT companies. Accordingly, the project supports the integration of arts in ICT for SME innovation and competitiveness.

The RegionArts project is implemented in two phases. During Phase 1, it took place the exchange of experiences for the transfer of learned practices. At the end of this phase, each partner region is asked to submit an Action Plan for the integration of the lessons learned in their policies and practices. Phase 2 is meant to monitor the implementation of the Action Plan in the involved territories, also by the means of pilot actions.

This RegionArts Action Plan is a document providing details on how the lessons learnt from the project cooperation will be implemented to improve the policy instrument in Lapland in Finland. We will be focusing on two different key actions:

1. Enhancing networking of different partners from various fields related to the RegionArts: ict, art, design, and other creative industries, natural sciences, SMEs, 3rd party sector etc by creating workshops and cross-disciplinary collaboration possibilities for artists, scientists and ICT companies.

2. Enhancing collaboration in the ICT and creative educational fields of the higher educational institutions in Lapland: University of Lapland (UoL), University of Lapland Applied Sciences (ULAS), REDU and LAPPIA. This collaboration should facilitate equipment sharing, open up laboratory and studio facilities to all institutions, staff exchange, co-teaching, and a possibility for students to take classes and join workshops in other institutions.

These key actions and their impacts will be measured through qualitative and quantitative indicators such as number and extent of joint collaborative formal and unformal projects that

promote Region Arts agenda and goals involving one or more partners working together. These are followed up in collaborative design workshops organised by the Arctic Design Cluster.

In addition to these, minor goals for the second phase are to build and extend international networks and to create possibilities for internationalisation for local sme's and other actors. These actions are happening by influencing local policy making by implementing projects of local, national and ultimately international level with ERDF funding. This will strengthen the role of design, arts and other creative fields in local, regional and national policy. The role of the Arctic Design Cluster is also affected during the project: instead of an individual cluster its role as an embedded field relating to all the other clusters has been recognised, and currently a merger with Arctic Development Environments is under negotiations.

SUPPORT LETTER

Regional Council of Lapland
Hallituskatu 20B, 96100 Rovaniemi, Finland
https://www.lapinliitto.fi/en/

RegionArts
Interreg Europe

Interreg Europe Project PGI05301: Endorsement Letter Action Plan

Dear Sir / Madam,

On behalf of the Regional Council of Lapland, I herewith confirm that phase 1 (June 2018 – May 2021) of the project **"RegionArts: Enhancing SME growth by the integration of Artists in ICT projects**" has been successfully carried out in the Lapland region.

I would like to express my support to the University of Lapland and to the Arctic Design Cluster and my approval of the developed Action Plan.

The Regional Council of Lapland recognizes the significance of the RegionArts -project in the promotion of synergies between European regions and in the development of the action plan which demonstrates a realistic approach to improve SME competitiveness in the Lapland region.

Sincerely,

Mika Riipi
County Governor at Regional Council of Lapland

INTRODUCTION

The Action Plan "How to boost Arts & ICT" in the Lapland region was developed within the project "Enhancing SME growth by the integration of Artists in ICT projects" (RegionArts) which is implemented under the EU Interreg Programme.

The RegionArts project brings together 7 organisations to improve the implementation of Structural Funds/other funds in partner regions, through adapting or designing a support scheme in each region for the promotion of collaborations between artists and ICT companies. Accordingly, the project supports the integration of arts in ICT for SME innovation and competitiveness. RegionArts partners are Porto Design Factory PDF (Portugal, Lead partner), ART-ER Attrattività Ricerca Territorio (Italy), Baltan LABS (The Netherlands), Business and Cultural Dev. Centre (Greece), SERN (Belgium), Enter Koprivniča (Croatia), Regione Molise (Italy), and Lapland University (Finland).

University of Lapland, Faculty of Art and Design and the Arctic Design Cluster

The dialogue between art and science is a dynamic part of studies, research, art and collaborations with different actors in society at the Faculty of Art and Design. The connection between science and art is strengthened by the fact that we belong to a multidisciplinary science university. This gives our students the chance to combine studies of design, tourism, marketing, economics, education and social sciences. Our creative community in the north is a significant educator in the field of art and design, as a third of the higher educated professionals in the field in Finland have graduated from our faculty. We offer competitive education in nine-degree programmes: Art Education; Audiovisual Media Culture; Graphic Design; Industrial Design; Fashion, Textile Art and Material research; Service Design; Experience Design; Applied Art; and Expertise in Arts. We carry out internationally ground- breaking work in winter, environmental and community art, and create new, innovative methods for the use of service design and art education. Our diverse international networks serve as bridges to the culture, art and art education in the northern regions of Europe.

The Faculty hosts the Arctic Design Cluster, an actor in the core of Region Arts project. Arctic Design seeks to increase the wellbeing and economic competitiveness of arctic areas. Arctic Design combines art, design and research in order to solve challenges in the sparsely populated areas. Understanding arctic environment, everyday life, internationality and indigenous cultures is in the core of Arctic Design. Design intersects fields, industries and services that is at the heart of the Arctic design cluster. This results in solution-oriented innovations that stem from Arctic expertise. The RegionArts project empowers regional research institutes, sme's and start-ups. One key aim is to enable growth to a new agile industry, which will support traditional strong industries of Lapland: natural resource utilisation (forestry and mining) and tourism industry. Key component here along with digitalisation is creative problem solving and creative thinking inherent to art & design fields. This offers new employment possibilities to the region.

Traditionally, the economic backbone of Lapland consists of three backbones: Mining and metal-industry, forestry and bioeconomy, and tourism with its related (service-)industries. Global trends such as digitalisation and climate change are fostering new business models and causing also change related to the backbones: circular economy, sustainable tourism, increased refinement of natural resources along with emerging new industries are becoming the new four economic spearheads of Lapland (fig. 1). New Technology and digitalisation have a huge impact for developing arctic businesses: for example, turning Arctic rural products, services and innovations into commercialised products, building value chains and strengthening pri-

Fig. 1. One of the top priorities of the Lapland's smart specialisation programme, the Arctic Specialisation Programme is to improve — and increase the volume of — Arctic Business. The traditional economic distribution of Lapland is changing as we move towards Industry 4.0. The role of digitalisation and new technologies is clear, but the RegionArts project wants to promote the importance of Art & Design sector as well.

mary production's preconditions, not only making new business concepts ("specialisation") but also enabling efficient way to produce unique products or services ("Handmade").

University of Lapland has hosted six stakeholder meetings during the first phase of the RegionArts project. People and organisations from design, education, regional management, ICT-industries, and cultural organisations have participated in the meetings. Lapland's regional authorities (Regional Council of Lapland - Lapin liitto, and representatives of the two biggest cities, Kemi and Rovaniemi) have shared their expertise on relevant policy development and also learned from the stakeholder needs' that could be implemented in regional policy planning. In addition to this we have regularly updated them on project developments. Local actors in the filed were mapped (fig. 2). Extensive information has been gathered during these meetings regarding participants' hopes, needs, fears and good practises for collaboration of ICT & creative industries. In general, the atmosphere has been very warm and enthusiastic towards futur e collaboration. The partner has also participated in dissemination events, in which information about the project and funding opportunities available has been brought forth. University of Lapland has also actively participated in the Exchange of Experiences hosted by various partners and also hosted our own EoE (in virtual mode due to the Covid-19 situation).

Fig. 2. Art and ICT industries in Lapland

POLICY CONTEXT

National Cultural policy objectives

(https://minedu.fi/en/policies-culture)

The aim of the government's cultural policy is to promote creativity, plurality and inclusion in Finland. The Ministry of Education and Culture promotes work in the arts and other creative work, the conditions for the production and distribution of art, the availability of art and cultural services, as well as the conservation of cultural heritage and cultural environments. The ministry sees to the resources needed by the sector and prepares the related legislation. According to the Programme of Prime Minister Sanna Marin's Government (2019) "A dynamic cultural life has intrinsic value and as such it creates the foundation for a society where education and culture are highly regarded, strengthens democracy and reinforces the freedom of speech". The means and measures of cultural policy have been compiled under two objectives in the Government Programme:

1. Creative industries will provide more jobs, their ratio to GDP will grow and the conditions for workers will improve

2. Cultural services will become more accessible, and the conditions will improve to allow culture to flourish.

Creative work and production - The conditions for artistic and other creative work will be better, and there will be more diverse ways to produce and distribute creative works. Inclusion and participation in arts and culture - Inclusion in arts and culture will be increased and differences between population groups in terms of participation will be smaller. Cultural basis and continuity - The cultural basis will be strong and vital.

Ministry of Economic Affairs and Employment, and Ministry of Education and Culture, joint steering group to lead creating and implementing the roadmap for creative industries in Finland, term to continue till April 2023. The new roadmap aims to support the growth of businesses in the creative industries. New professionals are needed in many areas of competence; more IPR skills are needed in all businesses, and knowledge of the procurement process in the public sector is one example of important skills when selling services. It is necessary to boost data and analytics competence, too.

The University of Lapland agrees on four-year intervals on its aims, goals and outcomes with the Ministry of Culture and Education. Ministry is leading the national strategies on cultural policy as well as policies on innovation and science with Ministry of Trade and Industry. In the Faculty of Art and Design aims and goals falls under internal University agreement documents that indicate the promotion of local innovation ecosystem as one of it's the key missions. Lapland plays a major role in the national strategy as the only region in Finland north of Arctic Circle. The new Arctic strategy is currently developed. In the Arctic strategy from 2013 design was included as an approach to add value to arctic businesses and trades, to our knowledge the only Arctic strategy internationally to include design. University of Lapland and it's Arctic Centre is major player in developing and participating in the Arctic policy preparations. Further, comments from the Arctic Design Cluster have been requested when writing these documents.

Regional policy

(http://www.lappi.fi/lapinliitto/about-us)

The Regional Council of Lapland is a joint municipal board formed by its 21 member municipalities. Municipalities maintain infrastructure for local cultural and arts activities and they also receive central government subsidies for infrastructure investments. As to the cultural policy competence, the state and the municipal sector are formally on an equal footing although the state has a stronger hold of the steering wheel – that is legislation and financing. There is no overall autonomous regional administration, although EU-membership has strengthened the role of the regional councils, which are federations of municipalities.

The Regional Council of Lapland manages various national and EU funding sources, such as ERDF and Interreg Nord. Every region in Finland has specified the development areas for funding purposes. In Lapland the regional progam guiding this process

Fig. 3. The Role of Lapland Agreement as an important Regional Policy instrument

is called The Lapland Agreement. The agreement is a high-level regional strategic programme which guides regional development work, a single document which combines the regional plan and the regional programme. The University of Lapland and the Arctic Design Cluster are not in a position to directly decide on how funding is used, or which types of projects can be initiated. Thus the policy influencing method has been done by participating in workshops of the design process of the forthcoming Lapland Agreement, as well as commenting its various versions throughout the RegionArts project phase one in order to highlight the importance of creative industries, design, and arts collaboration with ICT. Both the University of Lapland and the Arctic Design Cluster have a strong presence and representation in regional policy processes. This gives us mechanism and tools to impact on the contents of the policy work and documents as well as network and lobby with the other stakeholders.

Organised by the Regional Council of Lapland and envisioned by a wide group of actors in Lapland in co- design workshops, the current agreement is a snapshot of the future targets of the region (fig. 3). The Lapland Agreement (2022-25) is to be finalised and accepted in fall 2021. As this document is for a longer period, typically this document is augmented with several special strategy developments and documents. One important strategy in the RegionArts context has been Lapland – an Arctic and international highflier, a strategy, which prioritises smart specialisation actions that support international growth. This document fortifies the strategic choices of the Lapland Agreement 1, by e.g. highlighting the role of collaboration between enterprises, educational and research institutions, public sector, and financers as a key element in the cluster work.

Originally the targeted policy instrument of the University of Lapland in this RegionArts project has been: European Regional Development Fund (ERDF); Programme for Sustainable Growth and Jobs 2014-2020; Priority Axis 2. Producing and Using latest Information and Knowledge. Our second action specifically targets this. As the new programme period 2021-27 is starting — the document has been on final round for comments in May 2021 and is to be published in the fall 2021 and in operation 1. November 2021 — naturally the policy influencing will continue towards this program, especially related to Action 1. It is still unclear what the final axes are: which section(s) are suitable to be influenced. And as mentioned earlier, our position to influence these happen mainly through other policy instruments which guide and sharpen the focii of the ERDF programmes regionally (fig. 4). It is worth to be noted that The University of Lapland and the Arctic Design Cluster do collaborate and communicate with the regional authority, they are separated in the graph for illustrational purposes only.

Creative industries and ICT collaboration in Lapland's S3

While the role of new and emerging industries as platforms for business has been recognised in Lapland, the role of creative industries, art and design are mostly forgotten in the strategic papers. Through our actions in this Action Plan we are aiming to demonstrate how art and design shine in areas such as service and value chain creation, complex problem solving, and creating innovations. Disruptive ideas often are born from cross--disciplinary work. In this action plan we have two concrete actions.

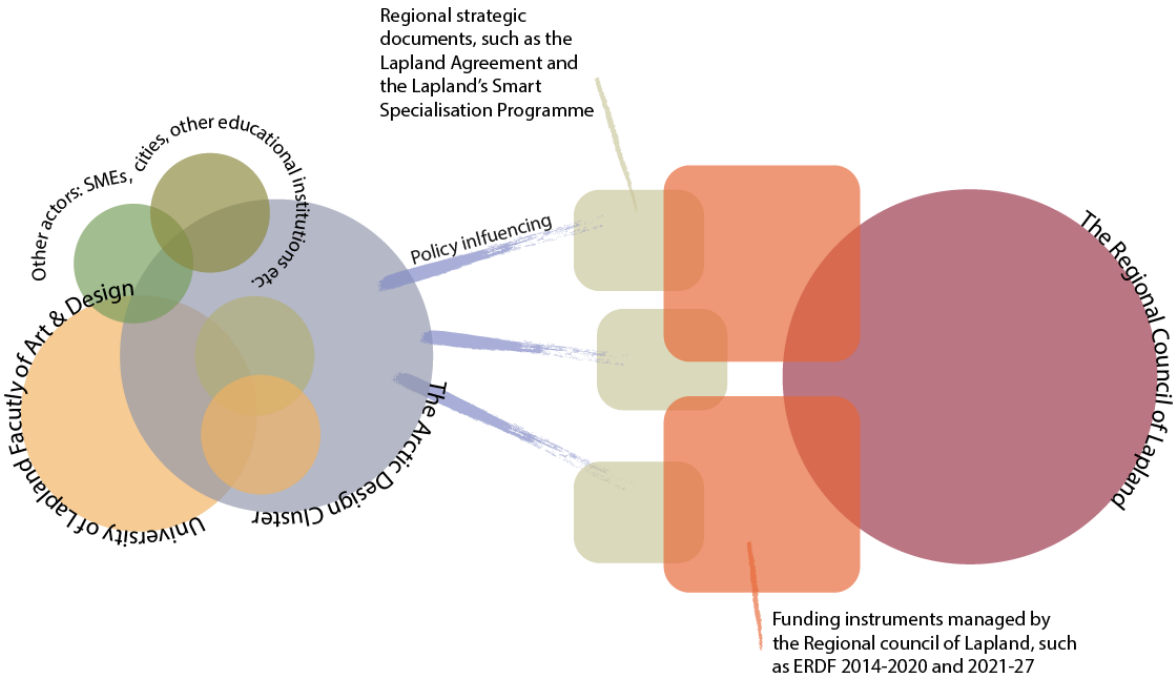

Fig. 4. The Arctic Design Cluster influences ERDF policy mainly through other policy instruments, which guide the usage of the prgram regionally.

Action 1. Ar2Sc: Arctic Art and Science. Strengthening the ict-creative industries collaboration, communication, and skills action will be focusing on accessibility of new technologies and innovation through cross-disciplinary work between ict companies, artists and natural scientists.

Action 2. The Arctic Smart Future Technologies –project action has targeted especially the Programme for Sustainable Growth and Jobs 2014-2020, by allocating funding for research, development and innovation activities in infrastructure improvements, aiming to develop a new R & D environment and enhancing collaboration of higher education institutions, and between educational institutions and companies and public authorities.

These actions will provide a new visions for Lapland's Smart Specialisation Strategy (S3) which neglect to mention the creative, art and design industries in e.g. international and smart specialisation 2018-2022 strategy2. This document along with the new Lapland Agreement (2022-25) will guide the implementation of the The New ERDF program for 2021-27, which on a national level at least mentions things like design, brand-making and service design along with some notions of benefits of art and cultural activities to citizens (based on the draft version).

Based on national policies on culture and creative work, and the new ERDF program notions on importance of design & art, the aim of this Action Plan is to make visible the role of art, design and creative industries having a great potential in the region. It already has a strong base in the educational section in the region, in institutions such as the Faculty of Arts and Design at the University of Lapland, The Bachelor of Culture and Arts degree at the Tornio Campus of Lapland University of Applied Sciences and Sámi handicrafts in the The Sámi Education Institute in Inari. Co-teaching in Game design studies, which combine Art, design & ict-knowledge have already been going on between the University of Lapland Faculty of Art & Design and the Lapland University of Applied Sciences Culture and Arts degree and the ICT program for more than five years. Joint projects and collaborations with industry have been happening throughout the years, lately gathered under the umbrella of Arctic Smartness Clusters3. Collaboration between the Arctic Development Environments Cluster and the Arctic Design Cluster will enhance through the Action 2, bringing better recognition in strategic levels for collaborations between creative industries and ICT and this helps new projects to be funded from regional ERDF-funds.

The Action plan aims to impact

✓ **Investment for Growth and Jobs programme**
o European Territorial Cooperation programme
o Other regional development policy instrument

The policy instrument addressed

European Regional Development Fund (ERDF); Programme for Sustainable Growth and Jobs 2014-2020; Priority Axis 2. Producing and Using latest Information and Knowledge.

European Regional Development Fund (ERDF); Uudistuva ja osaava Suomi 2021-27

Objectives of the Regional Policy instrument

”A set of Policies promoting social entrepreneurship and innovation in Lapland’

‘Sustainable growth and jobs 2014 - 2020 - Finland’s structural funds programme’ has five priority axes and 13 specific objectives. Each project must deliver at least one of these specific objectives. No programme funding will be provided for activities of any other type. The priority axes are

1. Competiveness of SMEs (ERDF)
2. Producing and using the latest information and knowledge (ERDF)
3. Employment and labour mobility (ESF)
4. Education, skills and lifelong learning (ESF)
5. Social inclusion and combating poverty (ESF)

Out of these axes, the 2nd option is most suitable for University of Lapland and the phase 2. of this project, with some interesting features also in axes 1, 3 and 4. In Lapland, the OP (Policy Instrument) is implemented through Lapland regional programme coordinated by Regional Council of Lapland.
Targeted objective under this axis is to: “Improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant, programmes supporting SMEs and engage them in innovation are SMEs’ development and growth improved in domestic and foreign markets and SMEs innovativeness”

The Arctic Design Cluster will be also participating in many complementary actions and projects directly linked, but not part of the actions of RegionArts project. These projects handle topics such as improvement of SME business development and technological readiness and maturity (TRL/IRL); improving the competitiveness and efficiency of enterprises through Art and ICT; internationalisation of growing and innovative SMEs; supporting innovation in SMEs.

At the time of writing this Action Plan, the policy instrument was nearing its end and a new ERDF programme 2021-27 under development4. The proposed plan has gone through request for opinions and will be operational beginning of November 2021. Although there are some changes there are also some clear continuations: The first priority axis is Innovative Finland, with special focus areas and goals in advancing research- and innovation-readyness, and application of advanced technology (Specific Goal 1.1); utilisation of digitalisation for the benefit of people, companies and governmental organisations (Specific Goal 1.2) ; and enhancing the growth of SMEs (Specific Goal 1.3). Other relevant topic is priority axis 3, which focuses on accessibile and more equal Finland, which regionally translates to infrastructure investments in the Northern part of Finland, not forgetting about the increased focus on carbon neutrality, actions towards battling Climate Change and recycle economy (axis 2).

The first priority axis aims to increase the capacity of RDI-intensity and collaboration between educational institutions, businesses, regional and municipal entities and citizens. SMEs’ usage of research results and new technology and digital tools and services are facilated. This process is guided by regional S3 strategies. The second axis has some

smaller connection points for the RegionArts project, such as improving SME products and services, and creating innovative yet sustainable business models on adapting Climate Change, re-cycle economy and risk prevention. Also communicating about Climate Change is part of he axis. The third axis focuses on both physical and digital logistical improvements in sparsely populated areas, again guided by the smart specialisation strategy. All of the axes are looked through the lens of sustainability.

ACTION

Ar$_2$Sc: Arctic Art and Science. Strengthening the ict-creative industries collaboration, communication, and skills

THE BACKGROUND

During the RegionArts project the local stakeholder meetings with participants from various sectors were already seen as important steps towards fruitful future collaboration by the meeting participants. A recurring theme was a wish to meet and to get to know people across disciplines. Practical actions were requested and open access events, collaboration possibilities between companies across fields, and participation of research institutions and higher education students and with the 3rd sector actors were often called for.

Lack of common language between the creative sector and ICT-companies was brought forth, as well as the need for knowledge relating to new tools, technologies and techniques, and on the other hand the need for creative problem solving was often mentioned.

A third recurring theme was the mutual benefits of both industries (CCI and ICT), e.g. art and creative approach making technological and digital things fun, emotionally powerful and more human, and ICT enabling new ways to create, communicate, innovate etc. The last critical issue is to foster and strengthen not only local and nationwide, but also international networks and collaboration.

This action aims to influence policy on the new 2021-27 programme period, which in Finland will focus on innovation as one of its priority axes. Businesses, academic institutions, research institutions, and the public sector need to work together in order to solve complex problems. Digitalisation is helping in the process, and actions are called for to enhance e.g. design knowledge. The action combines these various actors, and using digital tools and new technology can showcase creative solutions and artistic presentation methods for e.g. complex problems related to the Climate change especially strong in the Arctic area, while still remain. This action contributes to the implementation of the smart specialisation strategy by generating a project compatible with S3 and by creating an ecosystem between ict companies and creative industries, and by increasing the capacity of actors to work together towards shared goals and implement shared projects.

"The focus was on how art and design would bring benefit in the world of ICT through more pervasive implementation of human centredness, sustainable development and general creative approach. This again was seen more and more important with the world going not only more service-oriented but also digital."

A quote from a participant to one of the stakeholder meetings.

LESSONS LEARNED

Porto Design factory

Establish mechanisms for efficient communication and R&D results transfer from Universities and Research Centres to the business ecosystem to foster innovation.

The PORTO DESIGN FACTORY project consisted of an integrated set of activities whose main objective was to establish mechanisms for efficient and effective communication and transfer of R&D results from Universities and Research Centres

The PORTO DESIGN FACTORY project is a catalyst for experimental innovation and interdisciplinary entrepreneurial culture, through a coherent scientific project, in full partnership with companies, which enables the reinforcement of technology transfer to the business sectors.

Lessons learned: Porto design factory combines education, research and companies in an interesting manner. There are many similarities to the way the University of Lapland and the Arctic Design Cluster are supporting innovative practices in the Rovaniemi area, but in PDF the practices are already established and long in action. Also, the Design Factory Global Network (DFGN), a network of design schools which Porto is a part of is inspirational and offers true easy- to-access networking and idea sharing support between different design schools. PDF is part of the Porto Global Hub, working closely with the Porto Polytechnic start-up incubator Startup Porto and Business innovation services. Along with interdisciplinary courses, the PDF hosts cross- disciplinary workshops, lectures and symposia in which research knowledge is transformed to the industry. This collaboration and collection of all these facilities is a real inspiration for the University of Lapland and the Arctic Design Cluster.

Baltan Studio, Eindhoven

The Baltan Studio brings the Baltan Laboratories' (a cultural lab) philosophy and artistic projects towards implementation in companies.

Baltan Studio is the internal design studio of Baltan Laboratories, bringing Baltan philosophy into a commercial offering of tailored products and services. The Studio is the 1:1 way for external clients and partners to interact with Baltan Laboratories. It's a non-conventional studio focused on conceptual and experimental design.

Lessons learned: The way in which the Baltan studio helps artists to bring their technology- related ideas to life is inspirational to the stakeholders in Lapland region: both for people related to the cultural sector and people related to the technological and ICT-sector. As there currently is not much cross-disciplinary actions or communication between the various industries, there is a lot to learn from the Baltan Studio model.

ACTION STEPS

Ar_2Sc: Arctic Art and Science-project

The action is planned to be executed through a project focusing on Art, Science and ICT collaboration in an Arctic setting. University of Lapland and University of Applied Sciences will organise workshops and hackathons together with regional companies. Participants are gathered with the help of Digipolis, Rovaniemi City, and Art & Culture regional organisations (e.g. Artist Association of Lapland, Magneetti ry, Piste ry). In a later stage, artist-scientist or artist-engineer teams or pairs work together with researchers from the Arctic Centre of the University of Lapland and Oulu University Oulanka Research Station, learning inter-disciplinary methods of working, such as data gathering and manipulation, creating new visualisations, sonifications and interactive physical installations on various natural and cultural phenomena relevant to the Arctic, such as food security, reindeer herding, indigenous peoples' issues, climate change, mining or aurora borealis.

Outcomes can be presented not only in traditional scientific setting (research journals etc.), put popularised in a new way in exhibitions, performances or artworks, which can be presented in galleries and in festivals, such as the Hiljaisuus-Festival, Arctic Design Week, Inversia festival in Murmansk etc.

The project contains the following steps:

1. Design of a set of ideation cards for facilitating brainstorming and constructing a common language between new technologies, design & art methods, and enhancing collaboration between actors of various disciplines

2. Three workshops on new and emerging techniques, topics, technologies and methods, e.g. AR / XR / VR, smart materials, IoT and semantic web, new imaging possibilities such as lidar, Spectro-cameras etc., Ai and ML in collaboration with local industries and ending up with a design hackathon open to students and other interested people. The set of ideation cards help to come up with new ideas.

3. After the workshops, selected people continue in new form dual residency for artist-scientist pairs or groups: collaborative working e.g. in science centres, art institutions, festivals, research stations, companies and universities. This collaboration is disseminated as exhibitions, research articles and scientific information communication, and help popularise new technologies, tools and inter-disciplinary working methods.

PLAYERS INVOLVED

University of Lapland (lead partner)

University of Applied Sciences (co-partner)

University of Oulu Oulanka Research Centre (co-partner, hosts workshops)

Artist Association of Lapland (associative partner, helping to select artists)

Northern Media Culture Organisation Magneetti (associative partner, helping to select artists) City of Rovaniemi (associate partner, helping to select sme's)

Digipolis (associate partner, helping to select sme's)
Arctic Design Week (associate partner, venue to exhibit results)

Hiljaisuus! – Silence! -Festival (associate partner, venue to exhibit results)

Local SME's

(more specific roles will be defined as the application matures)

TIMEFRAME, COSTS and FUNDING SOURCES

Timeframe:
Q1/2022 Q2/2022, Ideation Cards 15 000€ Q2/2022-Q3/2022, Workshops 85 000€
Q3/2022- Q1/2023, Residencies, exhibitions 100 000€

Costs and Funding:
An ERDF-funded planned for the programme period 2021-2027: Ar2SC: Arctic Art and Science collaboration.

SUCCESS INDICATORS

Qualitative indicators:
Establishing new collaborations and encounters between art, design, natural science and ICT-companies
Regional strategy influencing

Quantitative:
N° of actors involved both from the CCIs and ICT industries
Number of ERDF-projects approved: 1
Amount of ERDF-funding Amount of ERDF-funding targeted to implementation of Ar2SC: 200 000 €

Means of data collection:
Monitoring reports, Co-creation workshops with local stakeholders, list of participants.

OUTLOOK

• Collaboration increases, new networks are created, people know each other better

• Design & creative thinking skills shared across disciplines

• Designerly and artistic methods more accessible to SME's

• Improved availability of designerly resources to SME's

• Knowledge of technological possibilities shared between disciplines

• Policy changes: a new type of collaboration testbed and collaboration between artists, scientists and ICT-people will give insight for future in the region, new designerly tools help to facilitate future collaborative projects and ideation for applications and provide endorsement for art- science-ict collaboration for regional authorities. The project aims to be a leading in example in innovation and cross-disciplinary work, which guarantees a role for participants in events, strategies and documents in regional policymaking. This better recognition will support new art & ict projects to be funded and implemented from the regional ERDF-funds (2021-27).

ACTION

Arctic Smart Future Technologies
-project

THE BACKGROUND

In Finland, different regions are identifying different smart specialisation strategies (S3). In Lapland region, a new sector is emerging next to strong traditional industries in the area (tourism and its related service sectors, and the usage of nature resources in e.g. mining and forestry). The emerging sector consists of new, innovative, smart microenterprises and SMEs, which benefit from rapid digitalisation, opening new possibilities and creating new jobs in the traditional industries, but also in the fields of design, media, applied arts and cultural management etc. Combination of creative and ICT sectors is in the heart of this fourth sector. The collaboration between research and educational institutions and the industries is in the heart of the Arctic Clusters, and this Action is focused on enhancing and improving this collaboration. The project aims to strengthen the collaboration between the various educational institutions in Lapland, by sharing equipment and knowledge, and promoting the benefits of collaboration.

The project was influenced by Emilia Romagna Open Innovation platform and Cultuur Eindhoven Program for Creative Industries. Both actions bring various actors together and ease out partnership across disciplines. They have managed to build strong, central management and collaboration environments, which acts as an influence for Lapland: bringing together companies, research units, regional financers, students and staff of educational institutions is a core element of the Action 2 (fig. 5).

Lapland University of Applied Sciences (LUAS), one of the main stakeholders and closest collaborators of University of Lapland, has received ERDF-funding in December 2020 for project “Arctic Smart Future Technologies” (ASFT). The project was initiated during one of the local stakeholder meetings, where the key actors (University of Lapland and Lapland

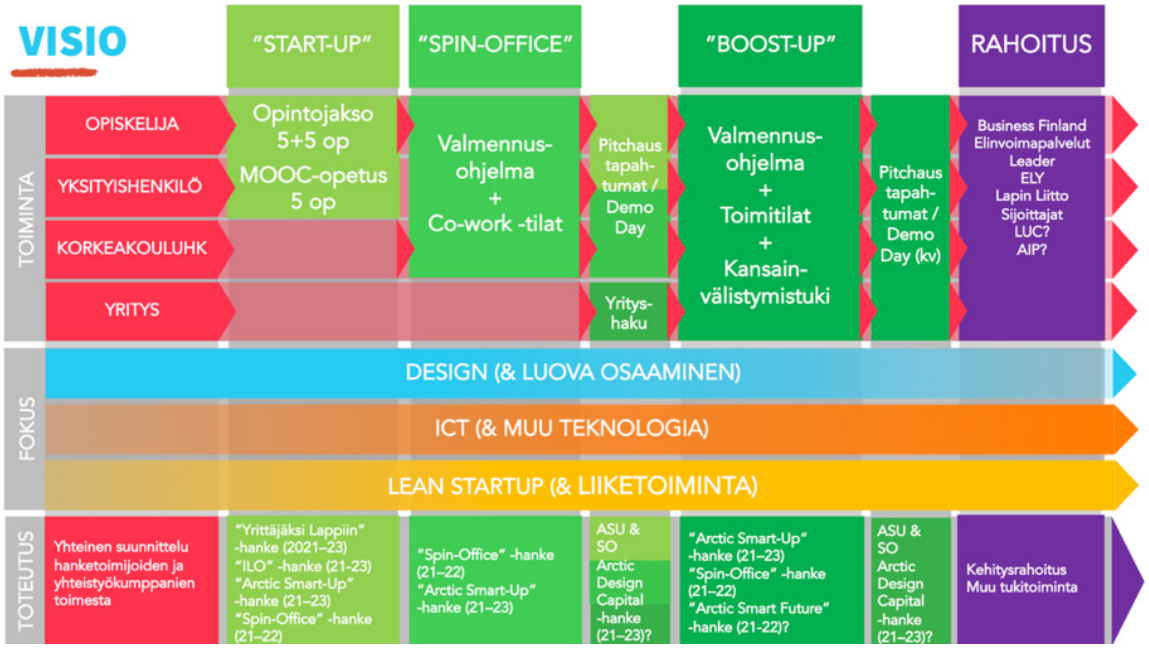

Fig. 5. A roadmap towards the future for Lapland’s Creative and Ict sectors. On the top practical actions for students, higher education staff, private persons, and companies, on the bottom various already existing and planned projects for development, including the Arctic Smart Future Technologies- project.

University of Applied Sciences) co-hosted a meeting which presented RegionArts and TEQU (a service concept which combines technology, design and business and provides ICT-prototyping for SME's from the LUAS). Good Practices recognised during the RegionArts project were introduced and focus was put to projects, in which many local stakeholders were connected togetherboth digitally, such as in the Emilia-Romagna Open Innovation model, and physically, such as in the Cultuur Eindhoven Program Creative Industries program. Later on other stakeholders from educational institutions joined the project appliaction writing process. The LUAS-led project is co- organised by the key higher education institutions in Southern and Western Lapland: University of Lapland (UoL), together with REDU and Lappia vocational schools. The ASFT was also developed in order to enhance collaboration between the Arctic Development Environments Cluster and the Arctic Design Cluster, which are managed by the LUAS and UoL respectively. The application writing process happened during the RegionArts phase one, and the approved application mentions RA as a connected project. The actions will happen during RA phase two.

This project relates directly to the selected policy instrument's steps 3) Development of the centres of research, expertise and innovation on the basis of regional strengths and 5) Improving the availability and quality of education in growth sectors and sectors affected by structural change. The project supports growth of applied research, new innovations, birth of new smaller specialised research units and centres of excellence. The project also helps to raise the quality of the regional higher education, raises the skills of the population and cooperation between education institutions, higher education institutions and working life. The regional infrastructure and expertise which combines educational facilities of the creative sector and the ict sector is enhanced and collaboration between the various sectors is seen as a fruitful and necessary thing in order to evolve Lapland's economy and local specialisation strategies.

"The project aims to strengthen the collaboration between the various educational institutions in Lapland, by sharing equipment and knowledge, and promoting the benefits of collaboration."

One of the goals of the project is to create a functional working model with which educational institutions can serve local companies. However, as the educational institutions also work closer together they will facilitate local collaboration and future resource management and new infrastructure planning, thus influencing the whole region. The economy profile of the region is updated and role of new technologies in future regional funding is highlighted.

LESSONS LEARNED

Emilia-Romagna Open Innovation

EROI: a web platform hosting a digital community which fosters exchange of knowledge and collaborations and proposes solutions through open innovation processes.

EROI raises awareness on open innovation practices and fosters connections among the regional innovation ecosystem (SMEs, labs, incubators, start-ups, clusters).

Lessons learnt:
- Web platform for easy resource management
- Raising awareness of the various facilities — first to the project
partners, later to all regional actors

Cultuur Eindhoven Program Creative Industries (PCI)

Goal is to strengthen the creative industries and strengthen Eindhoven's impact on the development of the creative industries on a (inter)national level.

The program has 5 sub-goals: strengthen and connect the chain; stimulate and broaden innovation; raise visibility and accessibility; contribute to current challenges; experimenting with policy instruments.

The program targets the potential of Eindhoven as city of the creative industries that gives designers and artists the opportunity to innovate, gain visibility and expand their network and audience (inter)nationally.

Lessons learnt:
- Collaboration between the various institutions
- Creation of a strong consortium of various actors
- The raise in the level of visibility of the local creative sector

ACTION STEPS

The Arctic Sustainable Future Technologies –project

The development goal of this project is to specialise educational institutions in their technology choices, make a division of resources and expertise, and, through specialisation, provide companies with better services for Industry 4.0-related business product development. The project consists of a mapping phase, a pilot phase, a roadmap development phase and dissemination phase, in which one phase always provides more data to the next phase — although due to the quite tight schedule some of the phases will slightly overlap.

The Arctic Sustainable Future Technologies –project has 4 work packages:

1. Mapping of the existing technologies and other resources of the region related to ict and creative technologies (Q3 2021-Q1 2022) (REDU)

2. Piloting technological solutions based on companies' problems and needs (Q1 2022-Q2 2022) (LUAS)

3. Creating a roadmap for local micro, small and medium enterprises (Q1 2022-Q3 2022) (Lappia)

4. Dissemination of results (Q4 2022) (UoL)

PLAYERS INVOLVED

Lapland University of Applied Sciences (LUAS) (Lead partner, pilot action, dissemination)

University of Lapland (UoL) (co-partner, dissemination)

REDU vocational school (co-partner, pre-survey)

Lappia vocational school (co-partner, roadmap)

Selected SME Business partners (associate partners)

TIMEFRAME, COSTS and FUNDING SOURCES

Timeframe:
Q3 2021 – Q4 2022

Costs and funding sources:
Arctic Sustainable Future Technologies -project, funded by Sustainable growth and jobs 2014 - 2020 - Finland's structural funds programme (Regional Council of Lapland), total budget 263 806€

SUCCESS INDICATORS

Qualitative indicators:
New collaborative studies which combine ICT & CCI fields in the local educational institutions. Strengthening cross-disciplinary education & research infrastructure possibilities through an ERDF Application.

Quantitative indicators:
Establishing new educational collaborations: courses, modules, minor degrees, N° of students involved in the studies, N° of study credits earned,
N° of publications.

Means of data collection:
Monitoring reports, Co-creation workshops with local stakeholders, list of participants.

OUTLOOK

• A Study of the potential of industry 4.0 in the region

• A report of the technological offering of the region's higher education institutions

• A model how to easily use facilities (equipment, skills, knowledge) shared between participants and more genrally in the region

• New innovative educational and research openings

• Suitable workflows between educational institutions, regional companies and industry

• A roadmap of new and forthcoming technologies, which will guide collaboration of the educational institutions in the future

• New industries and educational solutions foster growth and internationalisation and work as business facilitators, to establish Lapland as an internationally innovative and attractive area

• Policy changes: role of new technologies improved, importance of collaboration between research institutions and local companies improved, shared infrastructure development enhances future financial planning of the region, making art & ict collaboration visible to the S3 strategies of Lapland and through that implementation of new ICT & Arts projects in the region.

SIGNATURE OF ACTION PLAN

I hereby confirm that University of Lapland as a partner of the RegionArts project with this Action Plan has defined priority actions target towards the improvement of policy planning and its instruments that are essential for promoting financial instruments for innovation.

Date:

_____

Signature of representative:

_____

Stamp of the organisation (if available)

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