

Project “Cultural and Creative Industries Cooperation  
and Innovation in the Northern Dimension Countries”

On-line Experts’ Focus Group

“Hearing and dancing? How can the Cultural  
and Creative Industries engage with  
“Traditional Industries’ to mutual benefit?”

Date and time:

**10 September, 2020, from 11.00 to 13.00** (Riga time, GMT +3)

Tentative Program:

<b>11.00 - 11.20</b>	Welcome from Dace Resele, Head of NDPC Secretariat, Presentation of the project & status of the mapping process, Terry Sandell, Petya Koleva
<b>11.20 - 11.30</b>	Presentation of the CHAIR project (Lene Noer, DK)
<b>11.30 - 11.40</b>	Presentation of ornamika.ru (Maria Loleit, RU)
<b>11.40 - 11.50</b>	Introduction to group discussions and switching to the groups, Terry Sandell, Signe Adamovica
<b>11.50 - 12.20</b>	Discussions in groups
<b>12.20 - 12.30</b>	Switching back to plenary/the general room
<b>12.30 - 13.00</b>	Feedback from the groups and wrap-up

Focus of group discussions:

**Group 1. How traditional are “Traditional industries” and what are the survival scenarios for CCI and Traditional industries in the post-Covid-19 world?**

‘Traditional industries’ can be interpreted in many different ways and so for this event we will focus on arts and cultural areas such as crafts, fashion and traditional architecture and also on the separate area of education. To what extent are such areas in practice ‘traditional’ in an era of emerging green, knowledge, circular, and innovation economies? What is different and what has changed in the new post-Covid-19 world in terms of CCI-‘traditional industries’ cross-sectoral relationships?

**Group 2. CCI and Traditional industries educating each other: how do we identify the common interest?**

During the first on-line experts group, when discussing the barriers to cross-sectoral cooperation, participants referred to CCIs and other sectors’ “Low awareness of each other and the needs” stating that “Although some progress may be being made, an obvious example is the awareness gulf between ‘creatives’ and ‘traditional industries’”. If correct, is this a CCI communication and advocacy weakness? How serious is this ‘gulf’ for CCIs and the ‘traditional industries’? What does developing awareness mean in practical and policy terms? How to encourage ‘dancing to the same tune’ in the post-Covid-19 world?

**Group 3. Evaluating and measuring benefits of cross-sectoral cooperation?**

How does one (a) recognise and (b) evaluate or measure the benefits of cross-sectoral cooperation and innovation between CCIs and ‘traditional industries’? If one can measure the impact only in the long-term, how can such relationships be rewarded and incentivised in the short term to encourage future growth in this area?