



Green Paper for the
Prague Cultural Forum 2021
What's The Future?

English

Future: economy

Michal Hladký, Slovakia,
Creative Industry Košice

Support and tools for the development of CCl's

As an outsider, I would say that Prague should already have everything in place. A creative ecosystem should thrive. At least I don't see that the infrastructure, education or talent would be a problem. If there is a need for change or improvement, I would guess it is in collaboration, leadership, vision and networks.

First of all, you have to understand the whole ecosystem. So the proper mapping, research and evaluation of existing tools, collaborations, production chains, education system, networks, and international connection should be in place to have a clear picture of where you are standing at the moment. This should be transparent for the whole ecosystem so the potential connections, interaction, new ideas and information could flow freely within the network.

Then you should ask for the needs in all different levels of the ecosystem and, at the same time, should be able to explain to those who might not be even aware of what their needs are. Addressing such needs corresponds with the full-scale capacity building program available for the institutions and the organizations, companies and individuals. The city should find and build a true partnership to provide best in class services for its CCl's. Focusing on the strengths, city should also take care of professional development programs in general and strategically in gaming,

immersive experience, storytelling, film, music, theatre, media art, etc.

The main focus should always be on the networks, collaboration and partnerships. CCl's create vivid ecosystems but are often in silos and scattered around the different geographical areas. What's very important is to provide connections and break silos within creative sectors and open up for the collaborations between CCl's and all other sectors possible. The primary added value is always in serendipities in those connections and persistence of trial and error in piloting and agile cross-sectorial collaborations.

Internationalization and support of export should also be one of the city's priority. This would benefit the sector, but this is one of the essential parts of the city branding strategy. Exporting high-quality production of arts, culture, excellent products, and services will increase the reputation of the city as a brand. This consequently would benefit all the sectors.

The city needs to have a strategy and plan for the next 5-10 years and proper funding schemes, support mechanisms. Reaching from community development policies to high-level professional support of elite artists.

Where to focus

The suitable way for development is to build on the strengths. Prague is the historical centre of cultural development since the middle ages. My recommendation would be to find

the most vital moments and maximize their impact. This would help all other parts of CCI build more solid ground for development.

Prague is the Unesco Creative City of Literature – for me, one of the most vital fields in which Prague should invest is storytelling and new narratives for the future – this is where CCIs should stand united and show the future.

You should use the heritage embracing contemporary architecture and design with its impact on Tourism. The literature and Performing arts should embrace Technologies, Media Arts, and gaming for new services and narratives for the city. Immersive experiences (atelier des Lumieres, borderless.teamlab.art, Deep Space Ars Electronica) could connect several essential aspects – storytelling, visual arts, technology, heritage, architecture – physical spaces, new narratives, tourism, entertainment.

The connection with the EU should be present on all possible levels. The City, professionals, and also communities should have the support and the opportunities to join EU networks. The city should help actors on different levels build their own partnerships and connections, bringing the added value back to Prague in the form of EU grants, co-productions, knowledge and reference, new international operational frameworks to increase the potential of growing networks.

Where to focus when thinking of EU connections? The city should be proactive and seek opportunities in

the EU, which are practically endless, but for a start, it is worthy of being proactive and following programs such as Creative Europe, Erasmus+, Horizon Europe, EIT Creative KIC, New European Bauhaus. In terms of addressing international challenges, the core activities should focus on SDGs

Stakeholders role

The fundamental role of stakeholders is to find a common language to understand each other and then unite under a collaborative shared vision to help the whole society thrive.

Prague should formulate an ambitious vision and have uniting solid leadership.

Collaborative–shared vision should include pervasive creativity and technology, and social cohesion as the main drivers and resources of innovation, inclusion and wellbeing of the Prague citizens. All stakeholders should be on board and share the same vision, which they then fulfil with their own activities and goals. This has to be an inclusive and co-created plan which set the proper collaboration framework. So the main task is to facilitate such a process and keep transparent and open communication.

The city of Prague should have:

- Strategy – written document adopted by all stakeholders.
- Policies and tools in place – financial and non-financial support.
- Export and internationalization strategy where culture and CCIs are included.
- Support organization – body for local ecosystem facilitation – connecting communities / connecting stakeholders.

The city should include the CCIs in strategic activities like

- Communities and citizen engagement.
- Future visioning – storytelling, visualizing, urban development.
- Wellbeing quality of life – culture production is essential.
- Service design – design thinking, innovation, user/citizen centricity.
- Branding and tourism development. It has to be a pragmatic approach based on evidence supported by a strong vision, which goes far beyond CCIs, overarching society.

The city should understand the sector and its impact. The strategy, plan and evaluation are needed. It should be the local-global approach to keep up to date with trends and understand what your community needs. To be able to speak or to have a voice, you have to understand who you are and what are your strengths.