

The *ekip* partnership funded by the European Commission consists of 5 universities, 4 consultancies, 4 creative and cultural organisations and 4 cities. Together we develop innovation policies for the cultural and creative industries in Europe.

We do that in various ways: through research, consultations and interaction with people in the sector at policy labs and focus groups and assessments in city ecosystems.

This City Case Description is the result of a policy assessment in a city ecosystem. How does it work?

As soon as a policy area and its relation to cultural and creative industries and innovation has been investigated by the *ekip* research team, we explore what this would mean in a local city context. Together with local stakeholders, we find out what the draft policy recommendation could stimulate in terms of innovation locally.

To understand better the strengths and gaps of the local support system, the local stakeholders simulate an innovation portfolio case and analyse what it would need in terms of resources and support to be realised.

One of the outcomes of the policy assessments is a series of case descriptions that tells the story of how different local actors identify relevant projects, ideas, resources and initiatives and start drafting an innovation portfolio.

This case description only reflects the views of the workshop participants. It doesn't aspire to give a comprehensive picture or analysis. Each City Case Description is a unique perspective from a local city context across Europe that we hope will inspire and ignite action.

**• Introducing the Policy Area and the City**



**ARTIFICIAL INTELLIGENCE**

The AI technological wave has unleashed a plethora of transformative opportunities, enabling individuals and communities to reach unprecedented levels of interconnectedness, ingenuity, and progress. The CCI, serving as an indispensable cornerstone of our societies, plays a crucial role in harnessing these advancements.

**SAINT-ETIENNE, FRANCE**

Saint-Etienne, with a population of 172000, has a long history in coal mining and manufacturing but is now experiencing a revival through an ambitious urban renewal. Recognized as France's "Capital of Design", it became the first and only French UNESCO Creative City of Design in 2010. The city is home to one university and several Higher Education institutions, numerous museums, galleries, theatres, and a renowned football stadium. Surrounded by green spaces and Pilat Park, it also boasts a diverse economy, including mechanics, business, and industry, with many SMEs. The "Cit  2025" project aims to create France's first design district, fostering design and innovation.

**Participants who worked with the city case came from:**

- City of Saint-Etienne, Cultural Affairs Department
- City of Saint-Etienne, Department of Entrepreneurship, Education, Research and Innovation
- City of Saint-Etienne, Design management
- Loire (landlocked d partement)
- Ecole sup rieure d'Art et Design
- LightLab.io
- Videoformes
- Angel Corp
- HACNUM network



## • Main Conclusions and Recommendations

### CONCLUSIONS

**1. Importance of Collaboration:** Effective coordination and communication among stakeholders are essential for the successful implementation of the New European Bauhaus (NEB) policies in Košice, ensuring that all partners are informed and aligned in their efforts.

**2. Need for Inclusive Practices:** Addressing the needs of marginalized communities and ensuring their inclusion in development projects is critical for fostering social cohesion and enhancing community well-being.

**3. Focus on Sustainable Development:** The integration of NEB principles can significantly contribute to sustainable urban development, improving the quality of life, economic growth, and the cultural landscape of Košice.

### RECOMMENDATIONS

**1. Enhance Stakeholder Engagement:** Foster continuous dialogue and collaboration among all stakeholders to promote synergy and cooperation in urban planning and policy-making.

**2. Implement Systematic Data Collection:** Develop standardized data collection methods and open data platforms to support informed decision-making and transparency, facilitating better evaluation of initiatives.

**3. Promote Community-Driven Initiatives:** Encourage community participation in projects and decision-making processes to ensure that local needs and perspectives are adequately represented and addressed.

## • The Context

The City of Saint-Etienne is developing a strong public policy of supporting artistic creation, with particular attention paid to emerging sectors. As part of this, it plans to develop a policy in favor of cultural and creative industries.

For the past three years, the city has been keen to promote digital art, in particular by organizing the Pleiades digital arts festival. This festival provides a showcase for the dissemination of works and encourages exchanges between local players: specialized training courses (ESADSE and UJM university), professional and amateur artists, institutions and associated networks.

Against this backdrop, artificial intelligence (AI) is emerging as a central theme for the digital creation of today and tomorrow. It has become essential to broaden the dialogue by involving artists, researchers, politicians and audiences. The aim is to collectively explore the challenges of AI, to understand its limits and opportunities, to provide the best possible support for its appropriation in the creative process and to face upcoming social and economic challenges.

**The selected focus in the innovation portfolio is training, studied from a multidimensional and multiplayer approach. Training is a systemic point in the emergence of the use of AI in digital creation.**

## • The Innovation Support Ecosystem

A crucial step in implementing actions is to take stock of available resources. The workshop highlighted the presence of institutional structures and an operational framework and underlined the need for people specifically dedicated to implementing a strategy around AI training.

To meet growing demands, it is essential to strengthen existing mechanisms, involve more players and mobilize increased funding. Finally, strategies need to be adapted to the specific characteristics of each region and ecosystem to maximise their impact.

## • The Innovation Portfolio Case

### **Policy Innovation Portfolio Case:**

Training for the cultural and creative industries and their audiences.

### **The Scope:**

The portfolio focuses on the short-term implementation of effective, interdisciplinary and accessible training in artificial intelligence for CCI's and their audiences (companies and individuals).

### **Stakeholders in the portfolio:**

**Local Authorities:** City of Saint-Etienne, Cultural Affairs Department; City of Saint-Etienne, Department of Entrepreneurship, Education, Research and Innovation ; City of Saint-Etienne, Design management; Loire (landlocked département)

**Academia:** Ecole supérieure d'Art et Design

**Organisations:** réseau HACNUM

**Companies and businesses:** VIDEOFORMES, Angel Corp, LightLab.io

### **Coordination:**

The portfolio coordinator is the Cité du design – Ecole Supérieure d'Art et Design.

### **Key challenges**

Lack of skills:

- Lack of communication, training and support on AI.
- Need to develop and adapt the skills of professionals.

Impact on professions:

- Threat to certain jobs
- Technological advances leading to rapid change (like the Internet revolution)

### **Legal and ethical issues:**

- Questioning the relevance of existing legal protections in relation to intellectual property for the uses of AI for independent artists and CCI's.

- Risk of standardization of content and practices, linked to datasets that are not very diversified.

### **Structural inequalities:**

- Difficulty for small structures and local ecosystems to adapt to AI (often designed for large organizations, both in terms of resources and knowledge).

### **Key opportunities**

#### **Artistic creation and innovation:**

- Creation and development of joint projects: encouraging collaborative work between machines and humans to co-design.
- Opening up the field of possibilities: enriching cultural content by introducing new tools that contribute to the discovery of new artistic forms.

#### **Improved efficiency and productivity:**

- Save time and increase efficiency: optimise creative and production processes through empowerment and intelligent task management.

- Acceleration of the production and distribution process: reduce lead times and improve the distribution of creative work to the general public thanks to automated processes.

Ethical and societal development:

- Ethical dimension and consolidation of local ecosystems: integrating ethical principles to ensure responsible use of AI.
- Encouraging interdisciplinarity: encouraging exchange between disciplines and developing new skills and perspectives in creation.

#### **Learning and training:**

- AI as a learning tool: using AI to set up intelligent modules in creative fields, to train creators and other professionals.
- Training people to use AI correctly: taking ownership of the tools individually and collectively to benefit from the opportunities mentioned above, but also raising awareness of misuse and the importance of respecting practices.

## • Inventory

Actors (person/organisation)	Area of Expertise	Target Group	Innovation Character (OPSI)
<u>USE'IN</u>	Local incubator	Students, SME's, startups	Enhancement – adaptive High level on innovation
<u>Village CA</u>	National incubator	Startups, SME's	Enhancement
<u>Pulsalys</u>	Incubator, specialised in deeptech	Startups	Enhancement – adaptive High level on innovation
<u>Let's go</u>	Incubator, specialised in video games	Video game studio designers	Adaptive
<u>BPI ICC</u>	Incubator, specialised in CCSI's	CCSI's	Mission-oriented
<u>Videoformes</u>	Festival on Digital Art	Independent artists, schools/students, cultural organizations, public	Adaptive High level of innovation in the artistic creation
<u>Le Mixeur</u>	Third-location business incubator	Startups, CCSI's	Mission-oriented
<u>Biennale du design</u>	Biennial dedicated to design	Artists, citizens, international academic, designers, decision makers; cultural organisations	Mission-oriented

<b><u>Mission French Touch (resources)</u></b>	Movement for the valorisation of CCI	CCSI's	Mission-oriented
<b><u>Telecom Saint-Etienne</u></b>	Engineering school in information and communication technology, AI	Students, teachers academic community	Mission-oriented
<b><u>Ecole des Mines</u></b>	Engineering school, AI	Students, academic community	Mission-oriented
<b><u>Laboratoire Hubert Curien</u></b>	Optics, photonics, IT, security and AI research unit	Students, academic community	Mission-oriented
<b><u>UJM</u></b>	Public higher education establishment	Students, academic community	Mission-oriented
<b><u>ESADSE</u></b>	École supérieur d'art et design	Students, academic community	Mission-oriented
<b><u>Fondation de France</u></b>	Private organisation, encourages and supports projects	All	Enhancement
<b><u>Designers +</u></b>	Association	Independent designers	Mission-oriented - anticipatory
<b><u>Game Only</u></b>	Association, video game, training	Video game designer/creator	Mission-oriented
<b><u>Lightlab</u></b>	Communication agency, video mapping, motion design, AI	Professional sector, cities	Mission-oriented
<b><u>Angel Corp</u></b>	Transmedia studio specialising in gamification	Video games creator, CCSI, public,	Enhancement
<b><u>NT2i</u></b>	Company specialising in industrial design, innovation and AI	Professional sectors, industries	Enhancement
<b><u>Ministry of Higher Education and Research</u></b>	Education, research, policy making, implementation	Public institutions, academic sector	Mission-oriented - enhancement
<b><u>ANCT</u></b>	Regional cohesion agency	Public institutions, decision makers, cities	Mission-oriented
<b><u>DRAC</u></b>	Regional cultural affairs office	Cultural organisations, public institutions, decision makers, cities	Mission-oriented
<b><u>City of Saint-Etienne</u></b>	Implementation, policy making	All – citizens, private and public sector, institutions	Mission-oriented
<b><u>Minalogic</u></b>	Competitiveness cluster for digital transformation, CCI, AI	Private sector, CCI's	Mission-oriented
<b><u>Digital League</u></b>	Cluster, specialised in digital sector	CCI's, digital sector players	Mission-oriented

## • Our Methods

### THE INNOVATION PORTFOLIO POLICY CANVAS

The Assessment Workshop Methodology and the Innovation Portfolio Canvas guides local stakeholders to analyse their local ecosystem. They make an inventory of actors and resources, identify and create a potential innovation portfolio and analyse their local innovation support system.

[SEE MORE](#)

### THE OPSI MODEL

The OPSI-model (Open Public Sector Innovation) is adapted to analyse the innovation character of the policy area. Participants explore whether the policy involves new legislative measures or is more exploratory in nature, allowing for a deeper understanding of how the policy might influence the local ecosystem.

[SEE MORE](#)

### THE LIEPT MODEL

The Lund Innovation Ecosystem Portfolio Tracking (LIEPT) model is a tool that provides a framework for tracking changes in innovation portfolios within ecosystems where impact relies on collaborative, multi-stakeholder efforts.

[SEE MORE](#)

## • Conclusions and Recommendations

### CONCLUSIONS

#### 1. Need for adaptability.

The rapid pace of technological advances in artificial intelligence is having an impact on all areas of society. Constant, multi-sectoral action is essential if Saint-Etienne is to establish an innovative dynamic.

#### 2. Huge technological potential.

Artificial intelligence makes it possible to optimize production, stimulate creativity and facilitate access to cultural productions. The implementation of automated creative processes must be accompanied by ethical and societal reflection.

#### 3. Systematising collaboration: a key challenge.

Despite strong academic potential and a dynamic ecosystem in the cultural and creative industries, the separation between researchers and creators is holding back innovation. It is essential to strengthen collaboration through interdisciplinary initiatives.

### RECOMMENDATIONS

**1. Interdisciplinary training** on AI knowledge for CCIs professionals but also academia and local authorities

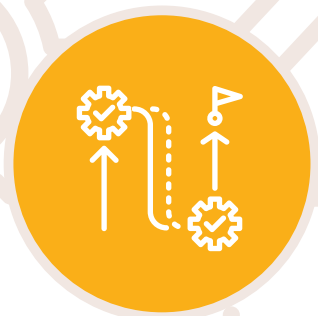
**2. Pooling resources** (materials, human resources, knowledge) to harmonise cross-sector collaborations

**3. Create a regional network of AI experts**, to ensure that skills are kept up to date via a labelling system, and to communicate progress in AI with the whole of the ecosystem involved.

WANT TO DIG DEEPER?  
WANT TO DO IT IN YOUR CITY?



More information  
about Saint-Etienne:  
<https://www.saint-etienne.fr>



More information  
about **METHODS**



More information about  
**HOW TO DO THIS IN YOUR CITY**  
(Knowledge Bank / Prototyping Cities)