

# ADDICT – Creative Industries Agency Portugal

[www.addict.pt](http://www.addict.pt)





01 // THE AGENCY

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ADDICT – Creative Industries Agency Portugal, a nonprofit association created in 2008, currently gathers around 100 members and it's recognised by the Ministry for Economy as the coordinator of the Creative Industries Cluster in Portugal.

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### **MISSION**

To foster a favourable environment for the culture and creative economy to thrive, advocating for the sector interests and acting as innovation and knowledge platform.

## KEY AREAS OF ACTIVITY

Events and  
Communication

Networking  
Activities

Entrepreneurship  
Development

Funding  
Opportunities

Sector Information  
Point

Sector  
Representation  
and Public Policy  
Support

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## KEY PARTNERSHIPS

### NATIONAL ORGANISATIONS



Ministry for Economy Portugal



Directorate-General for the Arts



Cooperation and Language Institute



Regional Development Agency

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## KEY PARTNERSHIPS

### NATIONAL ORGANISATIONS



North Regional Coordination and  
Development Commission

ARTEMREDE

Theaters Association



Porto Social Innovation Center



Business Angels Association



British Council Portugal

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## KEY PARTNERSHIPS

### INTERNATIONAL ORGANISATIONS



Innovation network for knowledge  
based Experience Economy



Galician Audiovisual Cluster



Creative Economy Secretary –  
Ministry of Culture of Brazil



Asturian Audiovisual Cluster



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## KEY PARTNERSHIPS

### INTERNATIONAL ORGANISATIONS



European Festivals Association



AGADIC – Axencia Galega das Industrias Culturais



New European Media



Center for Cultural and Experience Economy

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## KEY PARTNERSHIPS

### INTERNATIONAL ORGANISATIONS

CLUSTER



Kids Friendly Cluster



European Creative Business  
Network



Good Polish Design Cluster



Asia-Europe Foundation



Zinc Shower



University of Saint Joseph – Faculty  
of Creative Industries

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### THE BOARD

The Board is currently composed by 7 members that are highly relevant stakeholders in the creative and cultural field in the region.

The logo for SERRAVES, featuring the word "SERRAVES" in a bold, sans-serif font. The "A" is stylized with a blue and white graphic element.

Foundation for Contemporary Art

The logo for the University of Porto, consisting of the text "U.PORTO" in a serif font, with "U." in a black box and "PORTO" in a white box.

University of Porto

The logo for the Porto Polytechnic Institute, featuring the text "POLITÉCNICO DO PORTO" in a blue, sans-serif font.

Porto Polytechnic Institute



RÁDIO E TELEVISÃO DE PORTUGAL

National TV and Radio Station



National Youth Foundation



University of Minho



House of Music Hall Foundation

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### **THE TEAM**

#### CRISTINA FARINHA – COORDINATION

With a PhD Degree in Sociology (focus on artists mobility), Cristina Farinha is the Executive Director of ADDICT and manages and oversees all projects.

With a deep and wide understanding of the sector, Cristina Farinha a cultural cooperation and mobility expert also provides support for different national and international networks fostering cultural governance and arts sector development.

Cristina Farinha also has extensive experience in European projects and is also a proposal evaluator expert for European Commission projects.

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### **THE TEAM**

#### BRUNO PIRES – INFORMATION MANAGEMENT

With a Master Degree in Creative Industries Management (focus on The impact of 'creative industries' definitions on subsector typologies') Bruno Pires is responsible for managing information within ADDICT and with different sector stakeholders thus providing insight on the sector evolution and impact and also on funding opportunities. Bruno Pires also has a degree on Events Management and Organisation and on e-Business.

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### **THE TEAM**

#### RICARDO LEMOS – COMMUNICATION

With a Degree in Communication Science, Ricardo Lemos is responsible for all communication and image at ADDICT.

Previously worked as manager of several arts and creative projects and also has extensive previous experience for marketing and communication management in different organisations.

Ricardo Lemos also was invited teacher for creative industries marketing at the Universidad Rey Juan Carlos.

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### **THE TEAM**

#### RUI MONTEIRO – PROJECT MANAGEMENT

With a Post-Graduate Degree in Information Management and Marketing Intelligence, Rui Monteiro is Project Manager at ADDICT and responsible for the technical and financial execution of several projects.

Previously has provided support to different organisations for structuring innovation projects and accessing proper financing instruments. Rui Monteiro also worked in numerous European projects.

Rui Monteiro has a Master Degree in Engineering and additional training in Communication and Event Organisation.



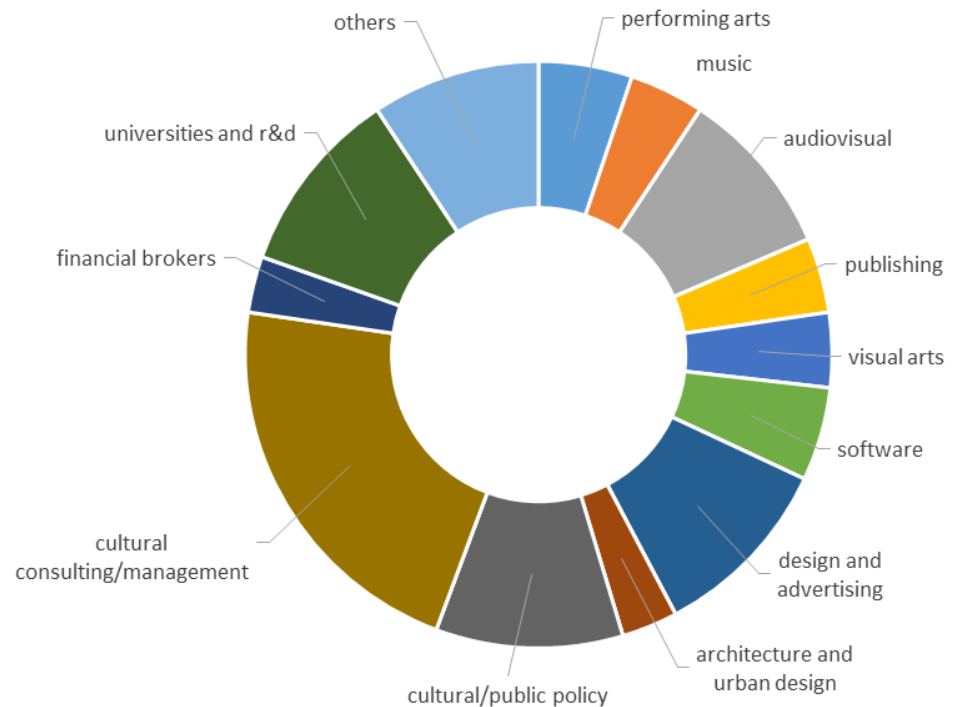
02 // THE CLUSTER



## 02 // THE CLUSTER

### **ADDICT MEMBERS**

We gather around 100 associates representing different sub-sectors of the creative industries.



### CREATIVE INDUSTRIES HUBS

Within our associates we also have direct access to hubs focused on the creative and cultural field.



#### UPTEC.PINC

A specific hub focused on the creative industries as part of the University of Porto Incubator (UPTEC).



#### BIENNIAL CERVEIRA CREATIVE INDUSTRIES INCUBATOR

Bienal Cerveira Foundation hub aiming to promote contemporary art at national and international level.

### CREATIVE INDUSTRIES HUBS



#### ARTSPIN

Artspin is the creative industries incubator of Spinlogic, an initiative of the Catholic University of Porto.



#### PAC CREATIVE LABS

The Creative Labs are part of the Arts and Creativity Platform and support the development of business ideas.

### CREATIVE INDUSTRIES HUBS



#### OLIVA CREATIVE FACTORY

Part of a larger and recent business and arts complex, the Oliva Creative Factory Incubator focus on the creative industries and it's supported by the local municipality of S.J. Madeira.



#### FÁBRICA SANTO THYRSO

An incubator particularly dedicated to fashion and design is also part of a larger and recent business complex, supported by the local municipality of Santo Tirso.

### TECHNOLOGY TRANSFER OFFICES

ADDICT has established direct contacts with technology transfer offices of our university associates.



Porto Polytechnic Institute



University of Aveiro

UPIN



University of Porto



University of Minho

### **OTHER RELEVANT CREATIVE AND R&D HUBS**

Through ADDICT we can also easily reach a set of other very relevant creative infrastructures supporting the development of the creative industries.

#### DIGITAL CREATIVITY CENTER



A center of competence and creative excellence with an infrastructure equipped with cutting edge technology.



#### CENTER OF COMPETENCE FOR FUTURE CITIES

A platform aiming to turn Porto into an urban-scale living lab, where researchers, companies and startups can develop and test technologies, products and services.

### OTHER RELEVANT CREATIVE AND R&D HUBS



#### INESC TECHNOLOGY AND SCIENCE

Laboratory with over 25 years of experience in R&D and technology transfer.



#### ID+ RESEARCH INSTITUTE FOR DESIGN, MEDIA AND CULTURE

Institute aiming for contributions to reduce the symbolic deficit of Portuguese artefacts (the term artefact encompasses products, systems and services), and to promote and disseminate research – in design and other creative fields.



## 03 // ACTIVITY EXAMPLES



## 03 // ACTIVITY EXAMPLES

### **MAPPING OF THE CULTURAL AND CREATIVE SECTOR IN NORTHERN PORTUGAL**

Promoted by ADDICT this study presents a detailed analysis on the Cultural and Creative Industries context and potential in the North of Portugal, thus contributing to a more in depth knowledge of the regional cluster that ADDICT supports and represents and thus contributes to the development of adequate development strategies.



Partners:

*dg***ARTES**  
DIRECÇÃO-GERAL  
DAS ARTES

 **Innovate**  
promoting economic change

## 03 // ACTIVITY EXAMPLES

### **PORTO AND NORTHERN PORTUGAL AS A CREATIVE REGION - STRATEGY DEVELOPMENT AND BRANDING**

A currently on-going project for developing and promoting the “Porto and Northern Portugal” as a creative region and brand development in the context of ADDICT mission and vision.

An important part of the project also deals with the development of an online directory listing creative agents in the region.



Co-financed by:



Partner:



## 03 // ACTIVITY EXAMPLES

### **STUDY ON THE CULTURAL AND CREATIVE INDUSTRIES IN NORTHERN PORTUGAL AND GALIZA**

Promoted by ADDICT this study intended to analyse the cultural and creative industries sector both in northern Portugal but also in Galiza, Spain as both regions have been working together in this and other fields. In this sense, this study was importante to analyse both contexts and potential synergies.



## 03 // ACTIVITY EXAMPLES

### **PORTUGAL CRIATIVO - NATIONAL EVENT FOR THE CREATIVE INDUSTRIES - 2010, 2011 AND 2012**

A national and anual event showcasing different realities of the creative industries in Portugal.

Different activities were implemented so that around 600-700 participants have the possibility to network, interact, listen and learn.



Co-financed by:



### **CREATIVE HUBS - DISCUSSION AND NETWORKING EVENT - 2014**

The event gathered responsables for creative hubs in Portugal, Spain, United Kingdom, Greece, Bulgaria, Poland, Italy and Germany. The aim was to network, debate, share business models, explore working methodologies, and generally seek closer cooperation between Creative Hubs at a local, national and European level.



Co-financed by:



Partners:



## 03 // ACTIVITY EXAMPLES

### **CLUBE ADDICT - SET OF NETWORKING EVENTS**

Clube ADDICT is a series of thematic networking events, where experts are invited to provide their perspectives and participants are encouraged to interact and get to know different agents.



## 03 // ACTIVITY EXAMPLES

### CREATIVE INDUSTRIES NATIONAL AWARD

ADDICT promotes and provides selection support to the Creative Industries National Award which aims to support new and innovative projects within the creative industries sector, with financial and economic viability, can promote job creation and sustain an international impact on portuguese production.



Partners:



**SERRAVES**

## 03 // ACTIVITY EXAMPLES

### **CREATIVE BUSINESS CUP**

ADDICT promoted and supported at national level the internationally recognized creative industries award thus being responsible for the selection of a national representative for the Creative Business Cup. This competition aims to strengthen business skills for creative entrepreneurs.



Partners:





## 03 // ACTIVITY EXAMPLES

### **MASTER IN CREATIVE INDUSTRIES MANAGEMENT**

The Master Degree in Creative Industries Management is an initiative of the School of Arts and School of Economics of the Catholic University, supported by ADDICT.

It aims to provide specific training in a emerging area thus contributing to the consolidation of the sector.

Partner:



## 03 // ACTIVITY EXAMPLES

### PHD IN DESIGN

The PhD in Design aims at establishing a “School” of Applied Design Research: a “School” in which research projects, PhD theses and design practice will complement one another, towards the shared goal of social, cultural and economic regeneration.

ADDICT supports the programme and is involved in some research topics through its students.

Partners:



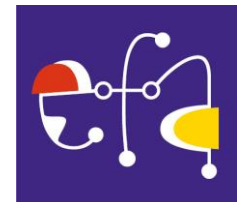
## 03 // ACTIVITY EXAMPLES

### **EUROPE FOR FESTIVALS, FESTIVALS FOR EUROPE - NATIONAL CONTACT POINT**

As an initiative of the European Parliament, the Europe for Festivals, Festivals for Europe, pilot project coordinated by the European Festivals Association, aims to map and select festivals across Europe and create a unique platform for such events. ADDICT is the contact point for Portugal and it's also deeply involved in the project development and selection process.



Partner:



### **INTERNATIONALISATION MISSION FOR THE CREATIVE INDUSTRIES TO THE UK**

ADDICT supported the National Association of young Entrepreneurs establishing a mission to visit and meet relevant stakeholders within the Creative Industries sector in London.

This mission served the purpose to also expose different portuguese entrepreneurs to relevant contacts.

Partner:



# CONTACTS

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