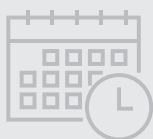




# CREATIVE@HUBS

Holistic networking of creative industries via hubs

## Project Duration:



**51 months**

(from 1-7-2019 to 30-9-2023)

## Project budget:



**€ 10.243.210,00million,**

(ERDF contribution: € 8.706.728,50 million  
& national contribution: € 1.536.481,50 million)

## Financing programme:

Cross-Border Cooperation Program INTERREG VA Greece-Italy 2014 – 2020

The CREATIVE@HUBs is part of

the Priority Axis 1. Innovation & Competitiveness

the Thematic Priority 1b. Promoting business investment in R&I, developing links and synergies between enterprises, research and development centers and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, eco innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialization, and supporting technological and applied research, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular in key enabling technologies and diffusion of general purpose technologies.

and the Specific Objective SO1.1 Delivering innovation support services and developing clusters across borders to foster competitiveness.



## Project Beneficiaries



### Lead Beneficiary (LB)

Region of Western Greece – Regional Development Fund of RWG



HELLENIC REPUBLIC  
REGION OF EPIRUS

### Project Beneficiary 2 (PB2)

Region of Epirus



### Project Beneficiary 3 (PB3)

Region of Ionian Islands



REGIONE PUGLIA

### Project Beneficiary 4 (PB4)

Puglia Region - Agriculture, Rural and Environmental Department

<https://greece-italy.eu/rlb-funded-projects/creativehubs/>



## **The Creative@Hubs Interreg V-A Greece-Italy 2014-2020 project participates in the 86th Thessaloniki International Fair**



**Stand: 16 /Ground - Pavilion: 03**

**The purpose of its participation is the presentation of the 4 Creative Hubs (Hubs) that have been created in the Region of Western Greece.**

On Sunday, September 11, 2022, at 11:00-12:30 at the "N. GERMANOS" (Room C) will present the Entrepreneurship Ecosystem of the Creative Industry in Western Greece, the educational material of 11 specialized thematic modules available to the users of the electronic platform, which were developed in the framework of the project, while representatives of creative industry enterprises will present good practices that have been followed and ensured their success. However, B2B meetings will not be absent with attractive thematic discussions and presentations of the creative industry, for entrepreneurship and networking with the market.

## SEMINARS

The Chamber of Aetoloakarnania In the context of the CREATIVE@HUBS project implemented 10 more (total 18 to date) of the 24 planned seminars & workshops of specialized knowledge, techniques, strategies and innovative practices and models.

The last 10 seminars, out of a total of 18 that have been implemented, took place from the end of October 2021 until June 2022 in the spatial unit of the Hubs in Messolonghi and Agrinio.

The main thematic areas covered by these 10 seminars are cultural industry and Music/folklore, photography and entrepreneurship on the Internet, cultural tourism, painting/handicrafts/folklore.

The 10 knowledge workshops/seminars were attended by a total of 415 people from the areas of entrepreneurship, start-ups of the cultural industry, amateur artists, children, young people and ordinary citizens





#### TRAINING MATERIAL

The Aetoloakarnania Chamber proceeded in the preparation and development of educational material for use through a specialized e-learning platform of the CREATIVE@HUBS project.

**The thematic units of educational material are the following:**

- "New Technologies and Digital Platforms, regarding Blockchain Technology in the digital economy".
- "Audience Development Methods".
- "Cultural Industry Hubs & Networking".

The overall purpose of the interactive material is to introduce trainees to a range of creative concepts, techniques, and strategies and enable access to specialist knowledge which can assist them in real cultural business issues.

Through the project's online platform, anyone interested, by registering for free, can watch the webinar-video with narration, have notes, presentation slides and self-assessment questionnaires of the level of knowledge they received for each topic without commitment and time limit. The free access enables every trained user of the platform to come back and repeat the study of as many online digital seminars as he wishes, also doing the self-assessment of knowledge each time.

#### THE AI-SYMIOS FESTIVAL

The exhibition on "The Ai-Symios festival " which was implemented by the Chamber of Aetoloakarnania with the assistance of the cultural association "Ai Symios", the Spiritual Center, and the Municipality of I.P. Messolonghi, in the Chrysogelos building was inaugurated on June 11, 2022, and lasted until June 14, 2022. Through the guided tour of the interactive exhibition, visitors had the opportunity to learn about the ritual practices, the spirit, and the character of this special event with local significance, which it has a symbolic, historical, and religious character, perpetuating the tradition and historical memory of the rescued fighters of the Exodus, who sought refuge in the monastery of Agios Simeon. The exhibition included historical relics, musical instruments (drums, bells), the traditional clothing of the festival and photographs by series of years of the participants in the event. The purpose of the exhibition was to highlight the traditional and timeless elements that govern the locality festival, its course and evolution over time. The festival, after targeted and collective effort of the local population, is included in the list of UNESCO's intangible cultural heritage.





## Region of Western Greece

### Chamber of Achaia

Between December 2021 and July 2022, through CREATIVE@HUBS of Patras, the following actions took place:

#### [Online εκπαιδευτικό υλικό ασύγχρονης τηλε-εκπαίδευσης]:

Through the <https://creativehubs.cti.gr/home> platform developed by ITYE, the Chamber of Achaia developed Online Educational Material on critical issues that concern the Business sector of the Cultural and Creative Industry. Within a year of the completion of the training material, more businesses from the wider region are registering every day searching for information and guidance.

#### [Organization of thematic seminars]:

Διοργανώθηκαν και υλοποιήθηκαν 7 από τα συνολικά 24 θεματικά σεμινάρια που έχουν προγραμματιστεί, με ευθύνη του Επιμελητηρίου Αχαΐας, με στόχευση στην βελτίωση της επιχειρηματικότητας των Δημιουργικών Επιχειρήσεων της περιοχής. Ενδεικτικά, οι θεματικές ενότητες αφορούσαν σε:

1. «Culture, creativity, entrepreneurship»
2. «From the creative idea to the business proposal (Business Model Canvas). »
3. «Business Plan Development Methodology for Creative Enterprises within the Creative@Hub project»
4. «Funding in Greece: From the Ministry of Culture to the NSRF»
5. «European programs and funding»
6. «Alternative sources of income: Crowdfunding, sponsorships and microfinance»
7. «Presentation of successful examples of the Creative & Cultural sector»

While from September 2022, it is expected to continue in the form of workshops and more practical topics.

#### [Creative Hub Patras Operation]:

- In the context of the development of the technical works concerning the building where the Hub of Patras will operate, its functions will be temporarily hosted from February 2022, at the Chamber of Achaia (which participates in the project through a Programming Agreement with the Region of Western Greece), on Michalakopoulou Street 58 (2nd floor).
- The Hub Manager of Creative@Hub Patras is on a regular basis in the temporary space where, with the help of the secretariat, he welcomes and meets with local creative businesses in order to inform them about the purpose of the project and the establishment of Creative Hub. In fact, a list of creative businesses of the Regional Unit of Achaia, is constantly being enriched in order to make a more substantial record of these businesses which will form a "Creativity Register" of CreativeHub Patras.

### Next Actions

#### [Hub Managers Exchange Program]:

The Exchange Program of the project's Hub Managers begins, in its Implementation Regions (Western Greece, Epirus, Ionian Islands and Apulia). The aim is to establish the level of readiness and the way of organization-management-operation and networking of the Hubs in order to prepare the ground for the Creative Industry SME visit to each Hub. The first meeting will take place to the CreativeHub in Ioannina in mid-July 2022, while according to the plan, at the end of September there will be a visit to the corresponding hub in Foggia, in the Apulia Region.

#### [Acts of extroversion outside eligible area]:

A «Make noise event» is planned by the Chamber of Achaia to be organized within the framework of the International Exhibition of Thessaloniki, on September 11, 2022. The event is aimed at the extroversion of CreativeHub Patras and the project, while B2B meetings are also planned as part of TIF.

## Region of Western Greece



### Chamber of Ilia



The new office of the program Holistic networking of creative industries via hubs of Greece and Italy (creative hub) in the Regional Unit of Ilia opened its doors to the public last February. It has been established on the ground floor of Pyrgos' headquarter building, with the support of the Chamber of Ilia and the corresponding regional unit.

#### The creative hub offers for each beneficiary the following:

- specialized seminars either live or online with ability the to learn and interact with every social group and other businesses in the area that take part
- space equipped with a projector, electronic computer and printer for professional meetings
- free use of the available computers and use of internet access

### Next goals

Great emphasis is expected to be placed on the opening and holding of the most famous cultural event of Ilia, such as the Olympia International Film Festival for Children and Youth, which takes place every year in our region with the participation of thousands of creators of the 7th Art and in general, Culture and Arts.

Parallel actions could also take place within the framework of Camera Zizanio during the same period (November and December 2022) with the participation of teenage filmmakers and amateur journalists who take part by presenting their efforts such as documentaries, short films, animations, etc

### Opening hours

The office is open every day from Monday to Friday, from 08:00 A.M. to 4:00 P.M. with appropriate secretarial support.

## E-LEARNING PLATFORM


Computer Technology Institute and Press "Diophantus" (CTI) finalize the development of the set of the e-tools which are developed for the technological support of SMEs creative enterprises. More specific the e-tools are the following:


- E-learning platform for training seminars and online seminars
- Networking Portal for the promotion of products / services in the field of creative industries
- Social web tools
- Teleconference platform, electronic collaboration tool
- Collection and processing tool for creative business data.


The home page of the overall Creative Hubs platform is accessible at <https://creativehubs.cti.gr>


CTI participated also at the "Transfer of Knowledge" meeting of the EU project "RRREMAKER" (H2020-MSCA-RISE-2020 GA 101008060), took place at Granada, Spain, on 29th June 2022. CTI had a presentation with title "CREATIVE@HUBS e-Tools", by Teleconference, informing about project's work for the HUBs of Western Greece, as well as for the operational specifications for the implementation of ICT tools for the whole project.


### Creative@Hubs Web Platform


  
e-Learning platform

  
Teleconference and e-collaboration

  
Networking tool

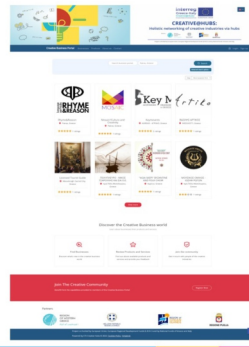
  
Creative Business Portal

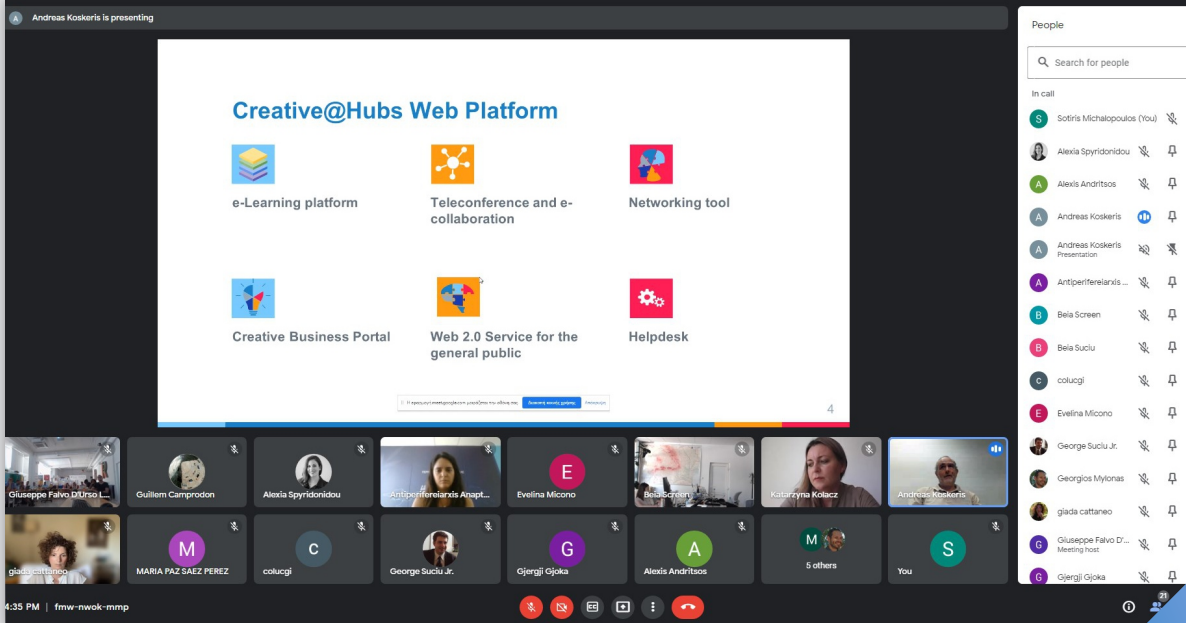
  
Web 2.0 Service for the general public

  
Helpdesk

### Creative Business Portal

- ▶ Promotion of products and services of creative companies
- ▶ Personal page for each business on the portal, with information, contact details, products and services
- ▶ Informing the public about the companies in the creative sector, the products and the services they provide.





The screenshot shows a Zoom meeting interface. The main screen displays the 'Creative@Hubs Web Platform' slide. The bottom of the screen shows a grid of participants' video feeds. On the right, there is a 'People' list with search and status icons for each participant.



## Region of Epirus

### TRAINING SEMINARS - LECTURES

The Region of Epirus, during the first semester of 2022, and more specifically during the April to June period, organized a series of training seminars, focusing on the research, the analysis, the development and the exploitation of local and traditional creative industries.

A total of 18 training seminars were held, the topics of which ranged from the collection of material from historical elements from the Region of Epirus, their morphological analysis, the composition of patterns as well as the training in traditional and modern design techniques.

The lecturers at the aforementioned training seminars were Mr. Xenophon Bitsikas, Professor at the Department of Fine Arts and Art Sciences of the School of Fine Arts - University of Ioannina, Mrs. Polyxeni Mantzou, Professor at the School of Architecture - Democritus University of Thrace, Mrs. Ourania Stathopoulou, Mr. Christos Skalkotos as well as Mr. Stefanos Tsiodoulos, Assistant Professors at the School of Fine Arts - University of Ioannina.

From the business sector, Mrs. Katerina Kritikou, art historian and founder of AENALIA, which focuses in the modern revival of new-Greek jewelry.



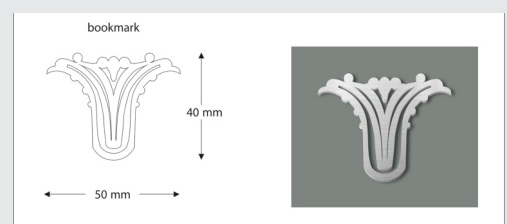
*Training Seminars - Lectures*



*3D, AR & VR*



*Pattern Analysis*



*Composition of Patterns*

## Region of Epirus

### NEXT STEPS

The next goal of the Region of Epirus is to complete the creation of tabs, scientifically grouped and categorized with historical elements suitable for creative design and production of artifacts.

In the forthcoming period, the Region of Epirus is planning to complete the implementation study of the development and operation of the Regional Business Hub (hub) that will be developed in the Region of Epirus, as well as to conduct research, through the following digital questionnaire, the aim of which is to capture the attitudes/ opinions/perceptions regarding the "Creative Industry" sector, its prospects in the Region of Epirus and the development of an entrepreneurship support structure/hub.

<https://kwiksurveys.com/s/8WlfEVzX/i/0>

## Region of Ionian Islands

The Hub of the Ionian Islands is currently in the phase of full development of the various outstanding tenders related both to the development of the infrastructure (building of the recording studio, supply of the necessary equipment such as musical instruments and digital equipment and furniture), as well as to the operations of the Hub, including the recruitment of the Hub manager, communication and promotion actions, organization of seminars and info days and the organization of pilot actions (music events and festivals). In particular, the allocated space is in the phase of initial works by the Municipality of Zakynthos - since the Hub will be housed in the Zakynthos High School of Music - while the supply of the equipment for the configuration of the studio and its installation will follow. The studio is expected to be fully operational at the beginning of 2023. At the same time, the local community of Zakynthos, which deals with the creative industry and especially with music, has already been informed about the progress of the project and is actively participating in the formation of side events that will be organized with the help of the Hub and the recording studio.

In the autumn of 2022, the tenders of the sub-projects to the specialized subcontractors will be completed.



## Puglia Region

### IT'S RESEARCH TIME IN PUGLIA REGION!

The two Apulian Hubs under construction at the Bari and Foggia Fairs are designated as the places for the incubation and collaboration of creative and agri-food companies.

While the renovations of the Hubs proceed, the Apulian Universities play their role as a driving of innovation and knowledge through a series of studies and activities functional to the development of the concept of the two creative Hubs.

The **University of Bari** is currently setting up two observatories: one on the agri-food markets that will make us understand how the value chain of the various products is created and one on agricultural and rural policies based on the needs of the demand for innovation.

The **University of Salento**, is focusing on the "living lab" methodology for rural areas which, after an analysis of international best practices, will capitalize on previous experiences in projects already carried out by the University.

The **University of Foggia**, is defining the operational model of the hubs, their business model and a Contamination lab on key issues including "correct eating habits" and "food storytelling".

Last but not least, CIHEAM is working on the functionalization of the Hub, on the pilot application of open innovation and design thinking and, above all, on the internationalization of companies in a Mediterranean way. Puglia may have the opportunity to be a reference on the theme that brings together agri-food and creativity.

### The University of Foggia activated 10 scholarships as part of the CREATIVE@HUBS project

Among these territorial collaborations activated under the framework of CREATIVE@HUBS by the Agriculture, Rural and Environmental Development Department of the Puglia Region, the University of Foggia, Department of Agricultural Sciences, Food, Natural Resources and Engineering has been launched for the award of 10 scholarships for 5 months research activities in agri-food markets.

#### These are the scholarships activated by the University:

**SCHOLARSHIP A:** "Economic analysis and food storytelling review";

**STUDY SCHOLARSHIP B:** "Data collection and analysis, flour and wheat markets";

**SCHOLARSHIP C:** "Analysis of value chain in the wine sector";

**SCHOLARSHIP D:** "Identification of communication strategies for the Observatory of tomato preserves";

**SCHOLARSHIP E:** "Identification of educational paths to promote correct eating habits";

**SCHOLARSHIP F:** "Identification of educational paths to promote "civil food";

**SCHOLARSHIP G:** "Identification of communication strategies for the Observatory of quality pasta production";

**SCHOLARSHIP H:** "Participatory formulation of intervention scenarios for the regeneration of landscapes affected by the expansion of Xylella fastidiosa infections in the South Salento area";

**SCHOLARSHIP I:** "Observatory of the excellent quality productions of extra virgin olive oil";

**SCHOLARSHIP L:** "Co-design for the reuse of purified waste water";

Info: <https://bit.ly/3aLigvg>



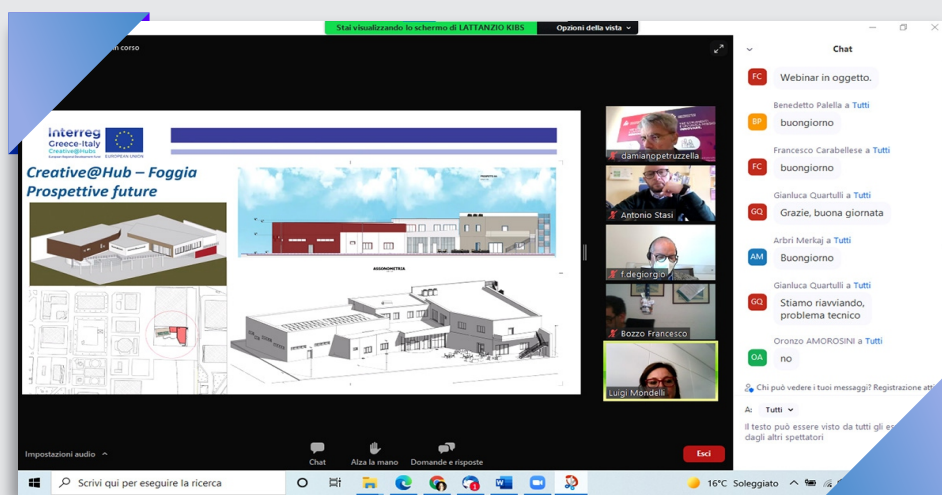
## Puglia Region

### PLANNING THE SECOND INFODAY

The first Apulian Infoday of the Interreg CREATIVE@HUBS Project took place online on 24 March. The event aimed at the collaboration between creative companies and agricultural and agri-food companies, based on the concept of the Hubs that will take place in two pavilions of the Bari and Foggia Fairs that will be real cross-sectoral laboratories where the Hub Managers will promote collaboration through networking techniques and "contamination".

Among the speakers of the event, followed online by hundreds of Apulian creative and agrifood industries representatives: Donato Pentassuglia Puglia Councillor for Agriculture, Agri-food industry, Agri-food resources, Gianfranco Gadaleta, JS Coordinator INTERREG V-A GREECE-ITALY 2014-2020, Tina Ranieri, INTERREG V-A GREECE-ITALY 2014-2020 Program Officer, Takis Lybereas, Creative@Hubs Project Manager for the Lead Partner, Region of Western Greece, Francesco Degiorgio, P.O. "Planning and control of the Common Agricultural Policy" - Direction of the Department of Agriculture, Rural and Environmental Development.

Now that the activities go on fast, time has come for the second Infoday. It will be online on September 29, at 3 pm. Stay tuned for the link.





Region of Western Greece – Regional Development Fund of RWG

<https://www.pde.gov.gr/gr/>  
<https://www.ptapde.gr/>

Region of Epirus

<https://www.php.gov.gr/>

Region of Ionian Islands

<https://pin.gov.gr/home>

Puglia Region - Agriculture, Rural and Environmental Department

<https://www.regione.puglia.it/>

More information at the following email: [tlybereas@ptapde.gr](mailto:tlybereas@ptapde.gr)

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 <https://www.linkedin.com/company/interreg-creative-hubs/>

[www.greece-italy.eu](http://www.greece-italy.eu)



Interreg V-A Greece-Italy Programme is a European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life.

Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.

<https://greece-italy.eu/rlb-funded-projects/creativehubs/>

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy