



CREATIVE@HUBS

Holistic networking of creative industries via hubs

Project Duration:



51 months

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

Project budget:



€ 10.243.210,00 million,

(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



REGION OF
IONIAN ISLANDS

Project Beneficiary 3 (PB3)

Region of Ionian Islands



REGIONE PUGLIA

Project Beneficiary 4 (PB4)

Puglia Region - Agriculture, Rural and Environmental Department

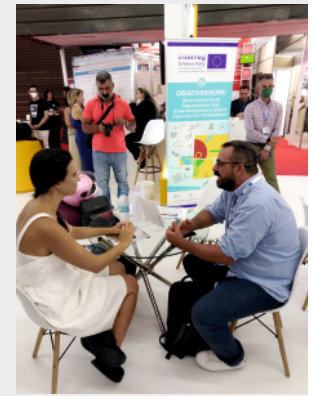
<https://greece-italy.eu/rlb-funded-projects/creativehubs/>

The Creative@Hubs project participates in the 86th Thessaloniki International Fair



Creative@Hub's participation in the 86th Thessaloniki International Fair, from 10 to 18 September 2022, was a great success and a new vision of actions for the future. Major part of it, concerned the way in which the creative sector is supported by the formation of the 4 Creative Hubs (in Agrinio, Messolonghi, Patras and Pyrgos) through the Creative@Hubs Project.

Through the development of 11 targeted thematic modules within an educational digital platform with modern education and networking tools, the public was informed about the activities to stimulate entrepreneurship in the creative sector of the creative industry.



Cross-Border Open Innovation Competition

The Regional Development Fund of the Region of Western Greece, announced a cross-border open innovation competition for individuals and institutions of the cultural and creative industries in the regions: Western Greece, Epirus, Ionian Islands and Apulia.

The competition ran from 22 November to 20 December 2022 and 7 out of 13 entries were selected. The awards include the organisation and implementation of a Mentoring Programme, the development of publicity

material and the participation of the awardees in a creative sector exhibition or event in one of the participating regions.

Find out more here <https://greece-italy.eu/rlb-funded-projects/creativehubs/>

**Region
 of Western Greece**

Chamber of Aetoloakarnania

Workshop of cultural industry

The Chamber of Aetoloakarnania, implemented the 24th workshop of cultural industry, entitled "Sources of funding for creative and cultural SME's, Associations, Organizations & Bodies" (2.11.2022), closing the cycle of seminars/workshops of the project with great success.

In total organized 24 seminars and workshops of specialized knowledge, techniques, strategies, innovative models and good practices offered answers and solutions to the needs and difficulties of the businesses of Creation, Art and Cultural Associations and Organizations.

1000+ participants from the fields of entrepreneurship, creative industry start-ups, amateur artists, children, young people and ordinary citizens attended the seminars.

Find out more here

https://www.youtube.com/watch?v=aIUM6VuN50&list=PLMapBRxka_3Lecl4ch3lhLdNB5crAFzp&index=7

Business meetings (B2B) of creative industry businesses

In the framework of the Creative@hubs project, the Chambers of Aitoloakarnania, Achaia & Ilia in cooperation with the Region of Western Greece, the Italian Region of Apulia and the Region of Epirus, carried out between 8 and 16 December, a number of actions and meetings that were implemented in Ioannina and Bari, Italy.

The discussions focused on the application of modern digital production practices in the handmade traditional art of the Epirus region and concurrently the development of cross-border business relations and projects.

Participating businesses had the opportunity to reach new customers, identify innovative technologies & products, promote their business and products, improve their corporate profile and exchange innovative ideas while searching for business solutions.



Seminars and advisory support workshops for creative SMEs and/or entrepreneurs and/or professionals

The Chamber of Achaia in the framework of the European Strategic Project CREATIVE@HUBS organized six (6) seminars-workshops with the participation of representatives of the Creative Industry of the Prefecture of Achaia. The topics of the seminars revolved around the use of online sales, marketing strategy, cultural activities, creative industry and thematic decoration. A total of 9 seminars are expected to take place within the next 2 months in order to complete the cycle of activities 4.2.2



Seminar no.10. (07/10/22)



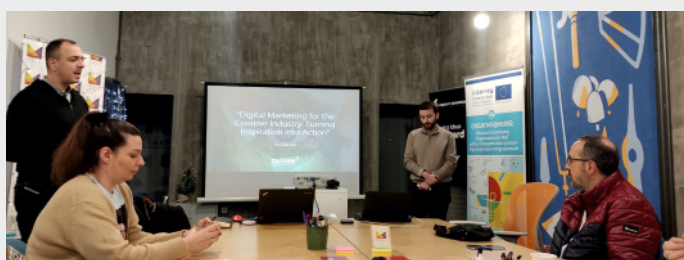
Seminar no.11. (01/12/22)



Seminar no.12. (07/12/22)



Seminar no.13. (14/12/22)



Seminar no.14. (16/12/22)



Seminar no.15. (16/01/23)

Networking actions and B2B meetings of the HUBs of Western Greece



In the context of action 5.1.1 "Networking actions and B2B meetings of the HUBs of Western Greece" the project team of the Chamber of Achaia accompanied Cultural and/or Creative businesses from the Achaia Prefecture to participate in scheduled B2B meetings in the other Creative Hubs of the Project.

The relevant meetings in Ioannina and Bari (Italy) were attended by enterprises and organisations producing and promoting objects and jewellery made of polymer clay, resin and ceramics. In addition, companies for digitization and the organisation of local cultural and cultural events participated, with the presence of the Commercial Attaché of the Greek Embassy in Rome. Next stop, the B2B meeting at the Hub of Zakynthos.



**Region
 of Western Greece**



Ioannina, 11-13/07/2022

Hub Managers' Exchange Programme

In the context of action D.5.1.2 "Hub Managers' Exchange Programme", the Chamber of Achaia together with the Hub Manager of CreativeHub Patras, took part in the planned B2B meetings in the other Creative Hubs of the Project. During the implementation of action D.5.1.2. visits (study visits) of the Hub Managers were implemented to the areas and Hubs of the project intervention as follows:

- Ioannina, 11-13/07/2022
- Bari, 25-27/09/2022
- Zakynthos, 13-15/11/2022

The Activities D.5.1.2. is completed.



Bari, 25-27/09/2022



Zakynthos, 13-15/11/2022



February - April 2023, the winning ideas of the "Handicrafts / Visual-Artistic creations / Performing Arts (Theatre, Dance, Music, etc.)" category, will receive through the Chamber of Achaia, the 3 awards that have been designed.

Region of Western Greece

Chamber of Ilia



The Chamber of Ilia, in the framework of the CREATIVE@HUBS project conducted 10 of the 24 seminars and workshops of specialized knowledge of techniques, strategies and innovative practices and models, in the Regional Unit of Ilia.

The workshops that have been implemented were strongly attended by entrepreneurs and citizens (a total of 196 people), who left a lot of positive feedback.

The workshops addressed different sectors of cultural industry activities regarding: the creative and cultural industry, ministerial funding and sponsorships, infrastructure processes, branding exports, gastronomy, sustainable development and entrepreneurship consultancy in the agri-food tourism sector.

CTI "DIOPHANTUS"

Computer Technology Institute and Press "Diophantus" (CTI) has developed a series of electronic tools for the technological support of creative SMEs in the framework of the Creative@Hubs project. Briefly, it is an e-learning platform for educational seminars, online seminars and the ICT applications (Networking Hub, Creative Business Portal, Web 2.0 tool for the general public, Teleconferencing and telecollaboration tool, Data gathering and processing tool related to creative branch and Helpdesk to provide support to users of ICT tools). To inform and train users, a webinar was created regarding the use of the electronic platform of the Creative@Hubs project.

The webinar is available at the following link

https://www.youtube.com/channel/UCDn8mXhH5NoGyr8cN48_eQ



Region of Epirus

1. Training Seminars (March - December 2022)

The Regional Authority of Epirus in cooperation with the School of Fine Arts of the University of Ioannina, has successfully completed the series of training activities for the participants of the hub.

The training seminars for craftsmen, artists and students of the School of Fine Arts focused on design, with analysis and processing of traditional patterns, implementation, using traditional and digital tools (3D scanning, 3D printing, VR), as well as branding, with the creation of a recognizable design profile.

The team formed, developed new skills based on scientific knowledge and evolved personal skills, completing the design and production of new objects – souvenirs (enthymemata) based on the culture and history of Epirus, while forming a collaborative creative cultural hub.



2. Networking Meeting in Ioannina (11-13/07/22)

The Region of Epirus hosted the Chambers of Achaia, Aetoloakarnania and Ilia as well as the Hub Managers in the city of Ioannina for a first networking meeting during the two days of July 11 – 13, 2022.

The objectives of the meeting were:

- The networking of those involved in the Project from all sides (Project Team, Hub Managers, Participants, External Partners)
- The presentation of the activity of each Hub and the business scope of the cultural Industry in each region.
- The maturation of the strategic direction plan for synergy between the hubs as well as the entrepreneurship value links of the cultural industry sector



3. Mentoring Activities (October - December 2022)

Within the actions of the Region of Epirus in the context of the project, mentoring sessions were included which were related to the provision of basic support services for a business (Business Support Services). In addition, the counseling sessions related to outreach services within the programme, mentoring services and business development services.

As a culmination of the mentoring sessions, the Region of Epirus will provide upon the completion of the actions to the participants a standard business/marketing plan so that the potential beneficiaries can develop their own plan, focused on their requirements.



Region of Epirus

4. Visit to the International Exhibition Ob'Art Paris (18-20/11/22)



As part of the project activities, the Region of Epirus set the goal of visiting an international exhibition outside the eligible area. The aim of the visit was to network with hubs abroad and also to mature the synergy between the creators of the Epirus Region's hub as well as other creators abroad.

Through the visit to the Ob'Art International Exhibition in Paris, the Region of Epirus came into contact with creators from abroad, professional artists, entrepreneurs and managers of creative hubs with the aim of developing cooperation links. Finally, in a meeting held with the executives of Ob'Art, the possible participation of the Region of Epirus and the members of the team of the creative hub in the next exhibition, which is scheduled for the summer of 23.

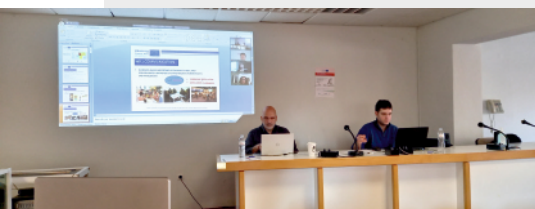
5. Organization of the Info Day & B2B Event (08-09/12/22)



The Region of Epirus completed the two-day events of the project during which the informational event (Info Day) and the networking event (B2B) were organized in Ioannina.

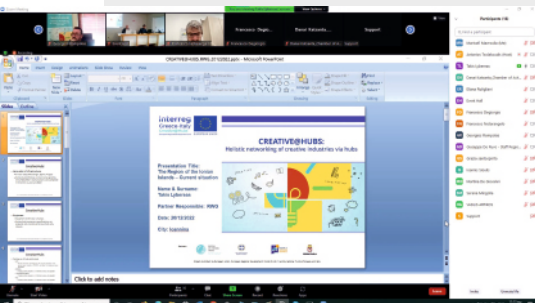
A presentation of the artistic objects and the Digital Artifacts Repository of the Fine Arts team was held. Also, existing or potential entrepreneurs participated in the event.

In addition, a variety of activities and a large number of meetings (B2B) between creators and entrepreneurs of the creative industry were completed. Business sessions were held, to understand the business ecosystems, information events and presentation of good practices were also conducted with the participation of the members of the Chambers of Achaia, Aetoloakarnania and Ilia, as well as other project partners.



6. Organization of the 5th Executive Board Meeting (20/12/22)

The 5th Executive Board Meeting of the project was successfully completed on December 20, 2022 in Ioannina. The members of the board, either in person or online, participated in the meeting, in which issues of project implementation, financial monitoring and next steps for the smooth implementation of the project were discussed.



Region of Epirus

7. Organization of the Awarding of Trainees' Designs (22/12/22)

With the completion of the educational cycle of seminars on "Analog and digital technologies in traditional handicraft practices", the Region of Epirus in collaboration with the School of Fine Arts of the University of Ioannina organized the award ceremony of the memories, which were created in the context of the project.



8. Documentary Video Production (December 2022)

As part of the actions of Work Package 5, the Region of Epirus in collaboration with the School of Fine Arts of the University of Ioannina, completed the production of a 10-minute video-documentary related to the educational, production and communication process of the project, which highlights the value of memories created in the context of the project.

Video Links:

1. Video Link (English Subs Embedded):

https://youtu.be/LDNFVTnb_KE

2. Trailer Link (English Subs Embedded):

https://youtu.be/hQnKKEGt_OA



9. Next Steps

In the next steps, the Region of Epirus aims to complete the mentoring actions of the participants of the creative hub and provide the necessary tools that will contribute to the development of each participant.

In addition, the Region of Epirus is looking forward to participate in the next networking actions that will be organized by the other partners of the project.

Region of Ionian Islands

Under the project Creative@Hubs, the Region of Ionian Islands has successfully completed the cycle of actions related to the development of the recording studio in Zakynthos. An analysis of needs and specific issues was carried out as well as the creation and organisation of the information material. It was essential to search for the appropriate institution and to organise information seminars, events and a series of meetings of the representatives of the Hub of Western Greece.

Furthermore, the supply of musical instruments for the studio and the organisation of the pilot actions were outsourced. Finally, the Region communicated the actions extensively through social media and local channels informing the public about each new action.



Puglia Region

CREATIVE@HUBS AT FIERA DEL LEVANTE TO TALK INNOVATION

The Department of Agriculture, Rural and Environmental Development, in collaboration with the Mediterranean Agronomic Institute of Bari - CIHEAM has taken part with the Creative@Hubs project in the annual meeting for the networking of creative and agri-food businesses: the Fiera del Levante.

The meeting "Opportunities for cross-border innovation between agricultural, creative and cultural businesses in Puglia" was held on 20 October. At the heart of the meeting was the search for the right partnerships and the exchange of tools and services, through the process of submitting innovative proposals by aspiring entrepreneurs.

The final concept, will be executed with the collaboration of an experienced company of the industry and will lead to the creation of the guidelines for cross-border creative agriculture (CreativeRurality).

For information on the call you can write to creativehubs@regione.puglia.it

TRAINING AND B2B IN PUGLIA DURING MEDITERRANEAN INNOVATION WEEK

The second edition of the Mediterranean Innovation Agrifood Week, in which the Creative@Hubs project participated from 12 to 16 December 2022, took place at the Cosimo Lacirignola campus of CIHEAM in Bari.

Between 14 and 15 December, the participants (among them 50 start-ups and companies from 10 Mediterranean countries) carried out training visits to creative co working hubs and B2B meetings amongst cultural, creative and agri-food companies from Greece, Puglia and other Mediterranean countries.

Representatives of Greek and Italian companies gave insights and sought innovative ways of cross-border cooperation for the modern transition of the agri-food sector of the business world.

UNIVERSITY STUDENTS AT SCHOOL FOR CREATIVITY WITH CREATIVE@HUBS

The Department of Agriculture, Rural and Environmental Development in collaboration with the University of Foggia implemented from October to December a series of Living Labs aimed at engaging university students in the school of creativity in the agri-food sector.

Students from the University of Foggia had the opportunity to try organising a Living Lab themselves, participating in the LivingLab Role Play, a methodology for codesigning global scenarios and future challenges of the creative and agrifood sectors. This was an important opportunity to understand how the LivingLab format works from a practical point of view, but also a practical and educational experience that allowed them to network and share knowledge.



**MOSTARSKI
SAJAM**



**M O S T A R
F A I R**

2.5.-6.5.2023.

CREATIVE@HUBS

is going to the
Mostar International Economic Fair in Bosnia!

You will find us at

Pavilion 1

with cross-border collaborations,
events, B2B meetings and much more!!





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

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www.grece-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/>

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