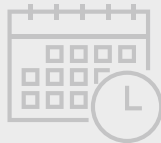


CREATIVE@HUBS

Holistic networking of creative industries via hubs

Project Duration:

36 months
(from 1-7-2019 to 19-8-2022)



Project budget:

€ 10 million,
(ERDF contribution: € 8.5 million
and national contribution: € 1.5 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.

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

Partners



REGION
OF WESTERN
GREECE
Full of contrast!



HELLENIC REPUBLIC
REGION OF EPIRUS



Project Beneficiaries



REGION OF WESTERN GREECE
Full of contrast!

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

Background and history of the project



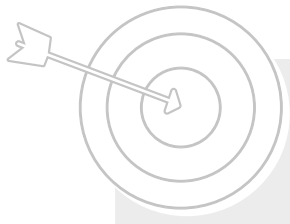
“Creative Industries (CI)” -which include advertising, marketing, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio- are among the most dynamic sectors in the world economy providing new opportunities for developing countries to leapfrog into emerging high-growth areas of the world economy.

Therefore “Creative Industries” within the Regions of Western Greece, Ionian Islands, Epirus from Greece and Puglia from Italy will be deployed by this project as the intellectual and social process for the production of new ideas, concepts, plans, links, processes and clusters.



Main objective of the project

The main objective of the proposed project is to establish an increased synergy between creative industries and public authorities in order to contribute to the capability of regions to create new knowledge and to generate innovation.



Target Groups

The target groups that will benefit are creative industries (start-ups, young entrepreneurship, current entrepreneurs, private companies of the rural areas, and a variety of SMEs in the predefined fields).

Specific Objectives and Project Output per specific objective

1. Encourage and support collaboration through optimal partnerships between different authorities responsible for creative industries.

- ▶ New ICT tools (e-learning platform, social networking environment, Monitoring and supporting portal, Social Web tools, Teleconferencing and e-cooperation tool, Creative Business data gathering and analysis tools).
- ▶ Seminars and thematic workshops
- ▶ Support activities (promotion and operation of the companies participating in the hubs, Co-projecting activities)

2. Improve cooperation in the fields of selected areas to help creative entrepreneurs and resources in the field of innovative industries and to promote innovation, through existing local systems (clusters, laboratories, universities, science parks, etc.).

Renovated and functional intervening buildings, acting as new hubs and incubators in all partner regions, equipped with administrative and logistics support, as well as with full support of innovation-related cross border cooperation structures and networks.

In particular, 8 buildings will be renovated into Creative Hubs: 6 buildings in Greece and 2 in Italy:

- ▶ Patras, Greece
- ▶ Messolonghi, Greece
- ▶ Agrinio, Greece
- ▶ Pyrgos, Greece
- ▶ Ioannina, Greece
- ▶ Zakynthos, Greece
- ▶ Bari, Italy
- ▶ Foggia, Italy

3. Strengthening entrepreneurship in the development of new creative standards in related industries by small and medium sized businesses and networking by pooling resources related to their development.

- ▶ ICT based system to collect evaluation indicators.
- ▶ Sustainability & Exploitation Plan
- ▶ B2B missions and Exchange Programme of Hub Managers (logistics)
- ▶ International Festival of Creative Industry, Regional Fair of rural creativity and Cross-border fora
- ▶ Cluster activities and pilot actions (production and application) of a variety of hub's products
- ▶ Events networking activities and logistics
- ▶ Participation to exhibitions for the Hubs.

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.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/>