

Cultural and Creative Regional Ecosystems S3 - Partnership

European Alliance Against Coronavirus

Partnerships of Industrial Modernization Platforms Sessions - Meeting 21 July 8:30 CET



European
Commission

SMART SPECIALISATION PLATFORM

Industrial Modernisation



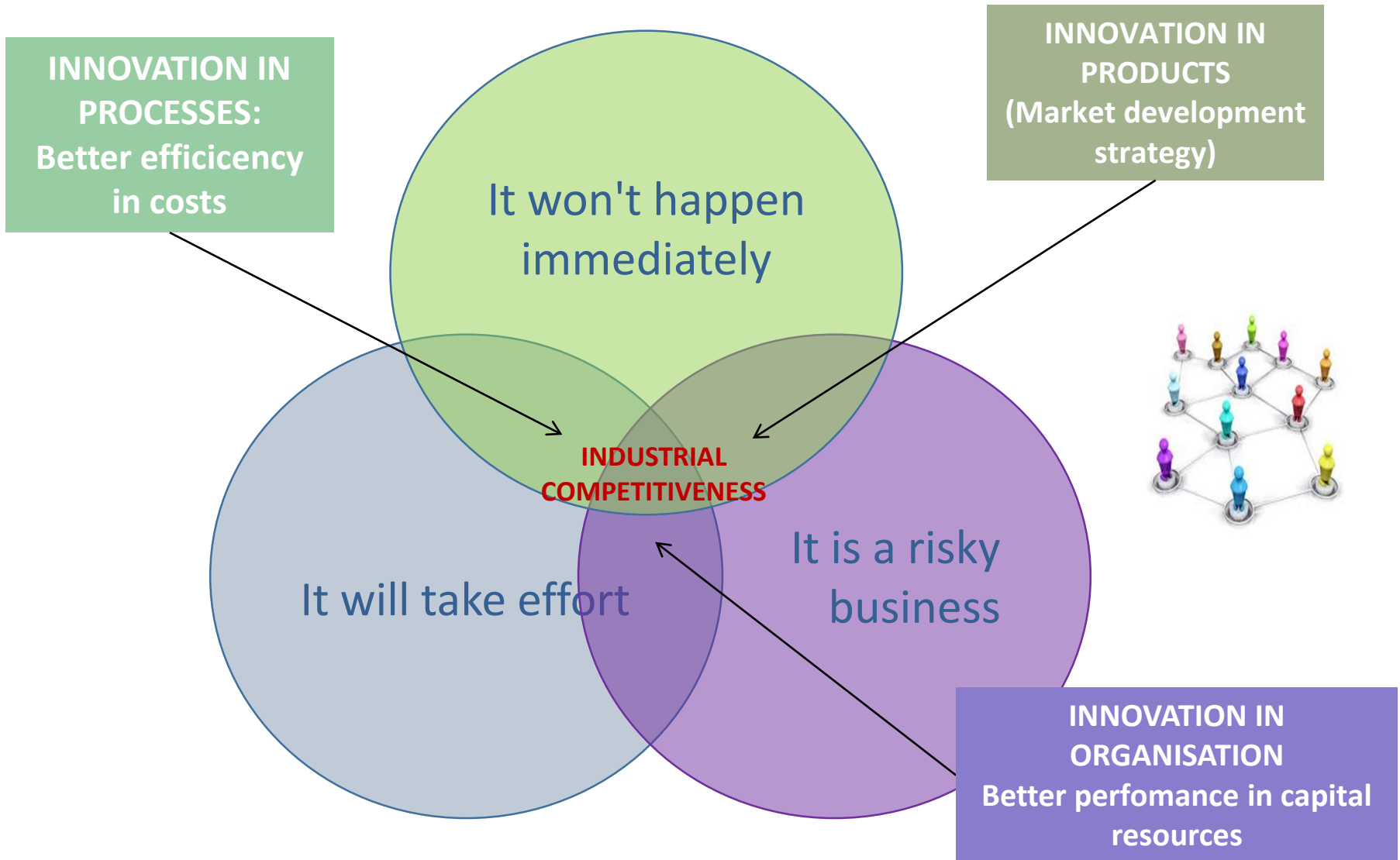
Thematic Areas

Key elements of Smart Specialisation Strategies



- A place-based approach.
- Making choices for investment.
- Setting priorities through an inclusive process of stakeholders' involvement centred on “entrepreneurial discovery”.
- A broad view of innovation (technological, practice-based and social innovation)
- To provide incentives to private Research & Innovation investments

WHY INTERREGIONAL COOPERATION IS IMPORTANT?





ROOM FOR A NEW THEMATIC AREA?: A POINT OF VIEW FROM DG GROW

(HoU Anna Athanasopoulou comments at ERRIN EYCH event, September 2018)

CONCLUSIONS FOR A MORE INNOVATIVE APPROACH

- ❖ **CULTURE** as an integrated part of the tourist experience.
- ❖ **CO-CREATION** and involvement of the local stakeholders.
- ❖ **Balance** between sustainability and physical and virtual visitor's experience.
- ❖ **Building capacities** in Tourism and Creative SMEs.
- ❖ **S3: mobilising 'creative industries'**.

WEAKENESS AND THREATS

Access to advanced technologies for SME'S & micro-firms.

New social tensions: tourist flows vs. local communities.

+ COVID – 19 IMPACT!!



POTENTIAL FOR GROWTH

CCIs contribution to the economy:

- 5.3% of the total European GVA (Gross Value Added)
- 7.5% of all persons employed (12 million people in the EU).

Social relevance:

- Culture promotes active citizenship, common values, social inclusion and intercultural dialogue.
- The UN has declared a Human Right the participation in cultural life.

TWO SEPARATE INITIATIVES...

Western Greece + Adriatic-Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ)



Focus on spill-over effect of CCI on other sectors

Tuscany & Aragon



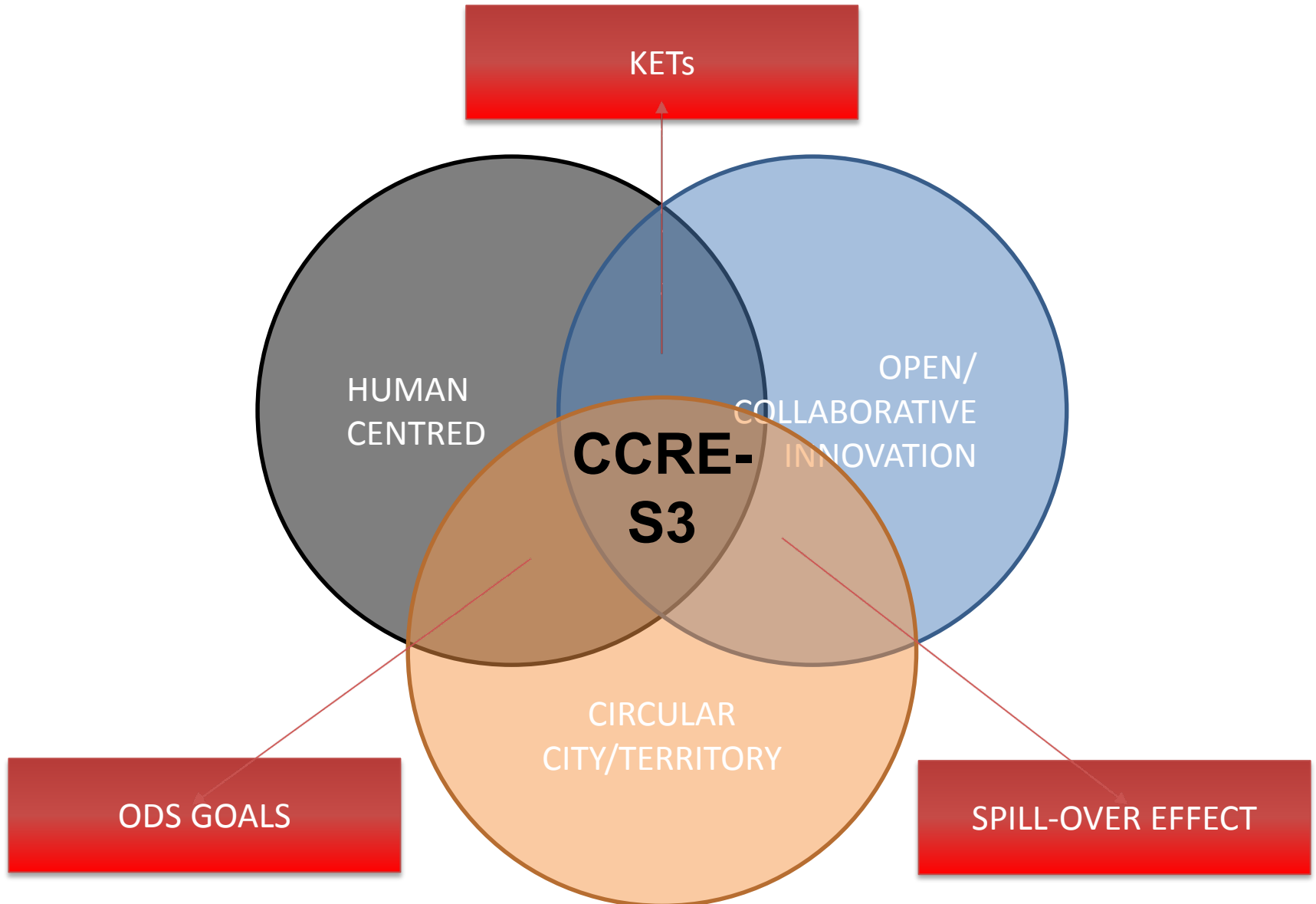
Focus on NT for modernisation of CCI

a shared visión: looking for territorial impact

... A MERGED RESULT

A THREEHOLD APPROACH

to identify synergies, investments and collaborative projects



LAUNCHING A NEW THEMATIC AREA

Aim: to stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents, through public-private investments

4 CCIs related groups of professions:

- **Creative entrepreneurs** (including arts and design), **architects**, **urban planners**;
- **Cultural heritage professionals** within cultural institutions;
- **Cultural & Creative intermediaries and managers** (institutions and cultural operators promoting participation, cultural engagement and communication on cultural experiences/offer enhancement);
- **Publisher professionals and professionals of the audio-visual sector** involved in different forms of cultural production (including digital forms).

WHICH ADVANCED TECHNOLOGIES?

❑ DIGITAL TECHNOLOGIES.

Georeferenced Information Systems, IoT protocols, Advanced Multimedia, Mobile App, Smart Guides, Gamification and serious games, Panoramic 2D and 3D imaging, Virtual Tours, Audio-video setting systems, Interactive video systems, Interactive carpets, Immersive 3D Cave, 3D recording and rendering devices, 3D printing, Digital and virtual Storytelling, ICT supporting the development and engagement of cultural audience: Social media, Location Based Services – LBS-, Big-data collection, management and profiling, 5G deployments, Multimedia totems and robotics, Seismic, acoustic and ultrasonic sensors, Drone Remote Sensing –UAV, Digital photogrammetry and 3D/4D modelling, Multispectral and hyperspectral, geophysical instruments

❑ PHOTONICS

Laser systems for restoration, Laser tools for diagnostics and archeometry, X-ray and tomographic apparatus, Macro and 3D optical and laser micro-relief, Fibre optic sensors for monitorin, Holography and laser show

❑ OTHER KET

Advanced Materials: Nanomaterials for deacidification, cleaning, consolidation, new polymeric consolidates, Biomaterials for restoration.

Micro and Nano-electronics: Microwave treatment systems, Nanotubes for controlled heating

Key Messages



- Our partnership is expected to have a disruptive impact in the socio-economic **regional environment**.
- Powerful tool to enable the European **Cultural & Creative** actors maximizing their contribution to growth and employment.
- Our partnership is open – any Region (with clusters, creative hubs, etc.) are welcomed to develop with us a pool of projects
- We are working on synergies with other initiatives (KIC, H2020,...)



NEXT STEPS

- ❑ June – September 2020: List of regions involved: identify and establish formal contacts with potential interested regions and clusters.
- ❑ September 2020: Specification of detailed draft of action plan aligned to the Partnership objectives – Valorisation and adjustment of existing initiatives.
- ❑ September 2020: To create a Joint Task Force on COVID-19 for organizing a matchmaking event in collaboration with the ECCP
- ❑ October 2020: Participation at EU Regions Week 2020 Workshop - CCRE kick-off meeting: mapping exercise, discuss collaboration themes and set up priorities and next steps.
- ❑ November - December 2020: ECCP Matchmaking event. Presentation of a first list of potential joint investment ideas.

HOW TO JOIN US?

- ❑ ASK YOUR REGIONAL AUTHORITY TO GET A LETTER OF INTEREST SUPPORTING YOU
- ❑ COMPLETE A LIST OF STAKEHOLDERS FROM YOUR REGION
- ❑ SEND AN E-MAIL EXPLAINING YOUR MOTIVATION

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