

Results / minutes and decisions of the 7th Working Meeting of the Regional Stakeholder Group (RSG) of the CREADIS3 project, held on Wednesday 11/12/2019, in Patra, Achaia, between 11:00 – 14:00.

SUGGESTIONS – CONSULTATION

The meeting was welcomed by the Director of Regional Development Fund of RWE Mr. Christos Tzomakas, who emphasized that CCIs based on knowledge, originality, imagination and innovation, are emerging as a leading factor in shaping competitive advantage at local and regional level. In the widespread interdisciplinary debate that is taking place internationally, areas that host creative - cultural industries are experiencing rapid growth, high levels of employment, economic growth and social cohesion. For this reason, the Creative Sector is a priority area of the NSRF, OP. Western Greece 2014-2020 and RIS3 smart specialization, while being a planning priority for the OP program period. Western Greece 2021-2027.

The Project Team and more specifically Mrs. Mavroulia Marisofi gave a detailed presentation of the project and its goals, for all participants to have proper understanding and be able to participate productively in the discussion.

Emphasis was given to the presentation by Stakeholders of their experiences obtained through their participation in the Study Visits of the CREADIS3 project, as well as the actions selected for the final Action Plan.

Mr. Vasilis Papatziropoulos, representing the Aroma Innovation Hub, presented the very interesting, as he described it, experience gained from his acquaintance with the creative ecosystem of Central Finland. He emphasized that the bioeconomy is highly developed in Finland and it was possible to come up with advanced economic models and methodologies. There were stakeholders from different regions of Europe and from different economic sectors and it was a good opportunity to network and exchange views and experiences. The 1st workshop taught them the effective integration into diversity and environmental sensitivity policies and the emphasis the Finns placed on proactive approach through structured forecasts of the results of their actions. Through the 2nd workshop on resilience of cities and regions, it became clear that the Regional Authorities need more flexibility and autonomy in planning and implementing actions and policies. Also, industrial tourism is emerging as a trend with very good prospects and should be considered by our country as well. Finally, he described the good practice of "Art & Culture as part of the social welfare and health care system" as enabling a different target group to be exposed to creativity and culture.

Mr. Theodoros Tsoumpelis, representing the Chamber of Achaia, emphasized the importance of the project and shared his experience of visiting the Basque Country, which is an excellent model for exploiting the emerging cultural and creative industries. He said that the Achaia Chamber is emphasizing on the CCIs and new technological developments as technology can function as a horizontal axis of the sector's development. He considers that bilateral stakeholder meetings, which are held as part of the project, should be better organized to be more efficient, but again there have been positive results. He distinguished the workshop organized by the Finns in the field of agri-food and the incorporation of innovation into it, as well as the visit to a cathedral undergoing a multi-year restoration,

turning this technical process into a topic of touristic interest. He concluded by emphasizing the maturity of the policies applied, the preceding planning and the quality of the financing provided to the sector.

Mr. Vassilis Avdikos, representing Panteion University, presented his participation in the Study Visit, organized by the Regional Development Fund of Western Greece in Ancient Olympia, expressing his belief in the success of the two-day event and the satisfaction of the participants. He emphasized on the 3 focus groups and the workshops that were held, bringing back to the discussion, issues related to the development of co-working spaces in cities as well as on the financing of the Creative Industry and new business models.

Subsequently, Mr. Andreas Tsiliras presented his experience of his visit to the Italian region of Emilia-Romagna which has also given special emphasis to the development of CCIs. He stressed that when local government treats creators and creative businesses as natural allies in policymaking, then many difficulties are eliminated. In Italy they have realized that the creative industry is a huge economic sector and are investing heavily in networking with other industries in order to achieve multiplier benefits. He has gained the experience that impressive results can be produced with little means and money, if there is a creative and productive “imagination” and a willingness to cooperate with all parties involved. He emphasized the value of digital cultural heritage as a lever for the development of the Cultural and Creative Industries and international networking. His conclusions were that the use of technology is a common goal and can only be achieved with the cooperation of heritage management bodies with private and social CCIs, and that educational actions are needed everywhere to enhance the interest and participation of citizens in cultural heritage and how the big bet is the knowledge of citizens, visitors and tourists about local history and modern culture.

The first part of the meeting was concluded with Ms. Athanasia Sfakianaki, on behalf of the Olympia International Film Festival for Children and Youth, to present the current developments in the Slovak CCI ecosystem. She was particularly impressed by how quickly a country such as Slovakia managed to create the necessary channels of communication between all involved parts and the existence of policies that act as an umbrella of the strategic direction chosen. It could not miss the excellent e-government services available to citizens and businesses, reducing the suffering and costs of bureaucracy. Through her many years of experience in organizing the highly successful festivals, she believes that film education should be a lesson of our education system and that young people should be empowered to make the most of our promising human resources.

All stakeholders have emphasized the importance of sharing knowledge and interacting with more advanced markets enabling local stakeholders to correctly identify their position and strategic approach to success.

Mr. Papanikolaou Konstantinos, external expert of the Creadis3 project, presented in detail the five (5) proposed actions of the final Action Plan that will be developed during Phase II. The most important actions are: “Publication of a Call for Creative Businesses and Monitoring of its Implementation” with a budget of €7.8 million, “Linking “Creadis3” with “CREATIVE HUBS” project Interreg Greece - Italy Interreg V-A Greece Italy Programme 2014-2020” aiming at the creation of 3 creative nodes in the 3 capitals of the region of Western

Greece and finally a Consortium through the “Establishment of Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ)” in the framework of the S3 Platform of the European Commission. Finally, the "Elaboration of a Tool for the Assessment of the Effectiveness of Projects – Actions of the Region" and the "Creation of an Online Application – Calendar of Upcoming CCIs Sector Events" complete the list of actions that are expected to have a positive impact on the local culture and creative sector.

The presentations were completed with the monitoring methodology of the Action Plan, the expected impacts of each action and finally the monitoring indicators that will be utilized to evaluate and draw the necessary conclusions.

A creative open discussion followed with all the attendees. Special attention was given to the evolution and the knowledge gained from the Call for Creative Businesses to Submit Investment Plans. Mr. Mamassioulas, member of the Planning and Evaluation Unit A, presented his view on the advantages and disadvantages of the process and there was an exchange of views with the participants. Critical points have been the low funding rate, the small mobilization of consulting firms that could further motivate beneficiaries, the bureaucracy required for submitting, and finally the peculiarity of the creative sector, in need of smaller and more targeted projects in order to be able to respond effectively and successfully. Finally, there was a discussion of possible optimization of the Action Plan, which was recorded and considered.

RESULTS - DECISIONS

During the meeting the following was decided:

- Extract useful and qualitative statistics (size and industry of beneficiaries, costs requested, amount of investment projects, level of innovation, etc.) through the investment plans of the Call for Creative Businesses.
- Include in the Action Plan, in the context of Action 5, the maturation of the proposal to create a cultural route that will link the ABP and Traditional Occupations with the Ancient Theaters of Aitolokarnania.
- Make final modifications - optimizations of the Action Plan, obtain final approval from the RAP administration and send it to the project lead partner.