

CREADIS3 ACTION PLAN WESTERN GREECE



REGION OF WESTERN GREECE

full of contrast!

REGIONAL DEVELOPMENT FUND OF THE REGION OF WESTERN GREECE

December 2019

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Document history

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1. General Information

A. Project

CREADIS3 “Smart Specialisation Creative Districts”

BRIEF PROJECT DESCRIPTION

In order to tackle economic, social and environmental challenges, innovation is needed, not only based on the technological sectors but in allying these sectors to culture-based creativity.

The CREADIS3 Project, in which the Region of Western Greece participates through the Regional Development Fund, addresses the issue of innovation driving territorial development through nontechnological forms of innovation, aiming to improve the implementation of regional development policies and in particular programmes for Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of research and innovation infrastructure and capacities.

PARTNERSHIP

The project gathers six European partners, sharing best practices and lessons learnt from their local experiences:

- Regional Government of the Basque Country.
- Regional Council of Central Finland.
- Emilia Romagna Region.
- Public Service of Wallonia.
- Ministry of Culture of the Slovak Republic.
- Regional Development Fund on behalf of the Region of Western Greece.

PROJECT GOAL

The main objective of CREADIS3 is to align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development in European regions.

A Creative District, in this sense, is defined as an ecosystem that generates collaboration across public authorities and industrial stakeholders in order to foster the development of culture and creative industries as well as innovation according to its Smart Specialization Strategy.

B. Partner Organisation

PP6 - Regional Development Fund of the Region of Western Greece

D. Country

Greece

E. NUTS2 Region

EL63

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2. Policy Context

A. The Action Plan aims to impact

- Investment for Growth and Jobs programme.
- European Territorial Cooperation programme.
- Other regional development policy instrument.

B. National level

The PA (Partnership Agreement for the Development Framework) 2014-2020 constitutes the main strategic plan for growth in Greece with the contribution of significant resources originating from the European Structural and Investment Funds (ESIF) of the European Union. The PA, through its implementation, seeks to tackle the structural weaknesses in Greece that contributed to the economic crisis, as well as other economic and social problems caused by it. Moreover, the PA 2014-2020 is called upon to help attain the national targets within the Europe 2020 Strategy.

The PA vision of growth is to contribute to revitalising the Greek economy through the recovery and upgrade of the productive and social fabric of Greece and the creation and maintenance of the sustainable jobs, spearheaded by outward looking, innovative and competitive entrepreneurship and on the basis of reinforcing social cohesion and the principles of sustainable development.

First among the PA's funding priorities is "Enhancing business competitiveness and extroversion, shifting to qualitative entrepreneurship spearheaded by innovation and higher domestic added value". Actions under this priority are related to entrepreneurship and support the transition to high added value activities, the creation of a business-friendly environment to attract investments, and capitalising on research and innovation to strengthen the competitiveness of new and existing businesses.

The objectives of the European Structural and Investment Funds of the European Union, which co-finance the PA 2014-2020, are implemented through Operational Programmes. The Operational Programmes are multiannual programs that are effective throughout the programming period 2014-2020 and are related to sectors and/or geographic regions at international, national or local level. The architecture of the PA 2014-2020 includes:

- Seven (7) Sectoral Operational Programmes (including programmes for Rural Development and Fisheries) covering one or more sectors and whose geographic scope and implementation applies across the country.
- Thirteen (13) **Regional Operational Programmes** (ROP), one for each of the 13 administrative regions of the country, including regional-scale activities.

C. Regional level

The main documents outlining the policy priorities and strategic goals at a regional level are the RIS3 Smart Specialization Strategy for RWG and the Regional Operational Programme (ROP) of Western Greece.

In September 2012, the Region of Western Greece, following the requirements of the European Commission, launched a broad consultation on the development of a Regional Strategy for Smart Specialization focusing on investment in research, innovation and entrepreneurship. The resulting document outlined the priority sectors for the Region, including the priority axis "Tourism – Culture".

Indicative measures that are outlined in the RIS3 for Western Greece and will be adopted in order to emphasize the cultural heritage of RWG in ways that enhance its tourism are:

- Digitization of cultural material and development of ICT applications (using the features offered by tablets and smartphones) that incorporate culture in the tourist experience.
- Creating cultural routes.
- Support of theme parks and networks (exotic beauty beaches, monasteries, ancient theater networks) - Private development co-financing chapters (PPPs).

Based on the priority sectors identified in the RIS3 document and the relevant policy recommendations, the Region elaborated its Regional Operational Programme for the period 2014 – 2020, discussed in more detail in the following section.

D. Policy instruments addressed by the Regional Action Plan

The first policy instrument addressed is the **Operational Programme of Western Greece 2014-2020**, which is the same policy instrument identified in the original proposal and the Application Form.

The Operational Programme of the Region of Western Greece 2014 -2020 is the framework for regional strategic development which defines the priority areas that will benefit from EU and national funding for the corresponding period.

Emphasis is placed on strengthening innovative activities in areas of smart specialization, such as the primary sector, focusing on agri-food and processing of agricultural products, tourism in direct connection with **culture** and advanced materials - microelectronics, without however ignoring the need to strengthen innovative activities in the fields of energy applications and information technology that feed almost all the above areas of expertise horizontally.

All of the above sectoral specialization sectors aim to contribute to the **creation of attractive, green and competitive cities within the RWG** (“smart cities”), which are an integral part of the regional smart specialization strategy.

The O.P. of Western Greece outlines several **policies that support businesses in the cultural sector, through the publication of calls**. The following table gives an overview of the aforementioned policies:

POLICY NAME	MAIN FEATURES - DESCRIPTION
<p>POLICY 1: SMART SPECIALIZATION</p>	<p>The non-deviation from the objectives of a “balanced” and “sustainable” version of development is not only an institutional imperative but also a one-way exit from the crisis of both Greece and the EU itself. Therefore, the “thematic” ‘Smart specialization’ of policies and strategies to achieve the objective of cohesion and the exploitation of local development approaches, within and by the diversity of the local geographic scale (Cultural Heritage - Cultural Industries, Territorial Marketing, Environment innovation, insularity, etc.) remains the key to the restoration of our country on a sound development track. One of the priority axes identified in this policy document is ‘Tourism - Culture’, which includes cultural - creative industries.</p>
<p>POLICY 2: ENHANCING CREATIVITY</p>	<p>The development of Digital Applications can provide a decisive contribution to the effective management and exploitation of the Cultural Heritage of the Region of Western Greece, as well as the emergence of the physiognomy, the image and the history of the cities and places of the Region in the context of the promotion of the cultural and intangible heritage. Strengthening creativity is an important goal contributing both to the enrichment and diversification of the offered tourist product and to fostering cultural entrepreneurship, increasing employment, social inclusion and, finally, fostering a creative climate in the region with an emphasis on creative and cultural industries.</p>
<p>POLICY 3: ENHANCING CULTURAL HERITAGE</p>	<ul style="list-style-type: none"> • Organization/ Co-organization of Cultural programs (International Olympic Festival for children & youth, theater presents, music concerts, other cultural – visual events, exhibitions). • Exhibitions and usage of archaeological sites, monuments and museums. • Strengthening and maintaining a cultural storage of the Region of Western Greece – folklore (conferences, scientific events, sports, presentations of books etc.).
<p>POLICY 4: CREATIVE INCUBATORS</p>	<p>The incubators of cultural and creative businesses can make a decisive contribution in this direction. What distinguishes the creative from the other incubators is the constant ability to develop business networks between creative businesses, creative people and the political environment.</p> <p>The services offered by creative incubators are common to those of incubators in general and provide housing, consulting services, training services, etc. However, they must be designed according to the needs of the incubators. An important role for incubator’s success is its ability to bridge business and artistic space, thus enabling new companies to enter and offer innovation with commodity value. Creative incubators are a combination of common business incubators, artistic and creative ateliers, with the goal of producing creative ideas on the one hand and, on the other hand, their best commercial exploitation. The main objective of the Region of Western Greece is to encourage society to produce creative ideas.</p>

The second policy instrument addressed is the **Interreg V-A Greece-Italy Programme 2014-2020**. 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.

The overall objective of the programme is to support strategic cross-border co-operation between Greece and Italy for a more prosperous and sustainable region across the Ionian Sea. Emphasis is placed upon the foundations of a dynamic economy that fosters smart, sustainable and inclusive growth with the goal of improving the quality of life of those living in the cross-border area.

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. The programme will achieve this by providing support to clusters, networks and incubators. The programme will ultimately provide a safer environment through the promotion of natural and cultural resources as well as land and sea safety measures. Complementary to this, the programme will also address issues related to climate change, sustainable mobility, employment and education in the cross-border area.

The programme focus on the following three priorities:

1. Innovation and competitiveness.
2. Integrated environmental management.
3. Multimodal sustainable transport system.

The third policy instrument addressed is the **S3 platform**. The S3 Platform provides advice to EU countries and regions for the design and implementation of their Smart Specialisation Strategy (S3):

- Provide guidance material and good practice examples
- Inform strategy formation and policy-making
- Facilitate peer-reviews and mutual learning
- Support access to relevant data
- Train policy-makers

Conceived within the reformed Cohesion policy of the European Commission, Smart Specialisation is a place-based approach characterised by the identification of strategic areas for intervention based both on the analysis of the strengths and potential of the economy and on an Entrepreneurial Discovery Process (EDP) with wide stakeholder involvement. It is outward-looking and embraces a broad view of innovation including but certainly not limited to technology-driven approaches, supported by effective monitoring mechanisms.

Smart Specialisation is an innovative approach that aims to boost growth and jobs in Europe, by enabling each region to identify and develop its own competitive advantages. Through its partnership and bottom-up approach, smart specialisation brings together local authorities, academia, business spheres and the civil society, working for the implementation of long-term growth strategies supported by EU funds.

3. Action Plan Vision

A. General context

Western Greece aims to become an innovation pole for scientists, researchers and SMEs. In that framework and in accordance with the policy instrument under examination (i.e. Enhancing research and innovation (R&I) infrastructure and capacities in the framework of Smart Specialisation Strategies for the improvement and growth of SMEs and the creation of clusters “Operational Programme 2014-2020”) support will be given to entrepreneurs, SMEs and clusters.

CCI PROFILE OF RWG

According to research of the statistical service -Eurostat during 2016, the Region of Western Greece (as presented in the following table), accounted for 3,4% of the CCIs employees in Greece (3.607 employees), with 1472 enterprises, which produce 1,9% (EUR 41,1 million) of the Gross Value Added (GVA) of CCIs in Greece.

THE CREATIVE ECONOMY IN THE REGION OF WESTERN GREECE	DATA
GVA of CCI's (in millions €)	41,1
Regional GDP (in millions €)	7.199,28
% CCI's on the Regional GDP	0,6%
% GVA on CCI's	1,9%
Employees in CCI's	3.607
Employees in Region	198.600
% CCI's on employment in the Region	1,8%
% of CCI's employees	3,4%
Businesses	1.472
% of Businesses in CCI's	3,3%

In addition, CCI's contribute 0,6% to the GDP of the Region of Western Greece and employ 1,8% of the Region's employees. In particular, the arts-entertainment, museums-libraries (35%), architecture (18%) and advertising (14%), on the production side, accounted for the highest rates; Architecture (26%), museum libraries (19%) and advertising (10%) bring together most employees.

Regarding the impact of the financial crisis on the CCI's of the Region of Western Greece, it is noted that the Gross Value Added (GVA) of CCI's decreased in total by 49% (or EUR 38,73 million) during the period 2008-2014, while the corresponding decrease in the rest of Greece was 55%.

More specifically, the sectors that suffered the largest reduction in terms of GVA for the period 2008-2014 were 80% of the television-radio-communication industry, 75% of the architecture, 70% of the publishing industry, while retail trade, IT services and advertising sectors showed a significant increase for this period, namely 81%, 71% and 56%, respectively.

For the period 2013-2014, the Software industry is growing by 128% in terms of GVA. At the same time the branch of architecture presents a recovery of 71%, while in total, the GVA of the Western Greece CCI's for the period 2013-2014 shows an increase of 7%, but the problematic sectors are not absent.

According to the Registry of Cultural Organizations of the Greek Ministry of Culture, during 2015, the Region of Western Greece, owns almost 3,03% of the registered cultural operators in Greece, 5,65% of the festivals made in Greece, 2,72% of cinemas, 4,05% of public and private libraries, 4,05% of museums, 8,34% of monuments and 6,59% of the archaeological sites.

According to the outcomes of the Stakeholders Mapping process that was carried out by RWG during Phase I of the CREADIS3 project, the most active creative sectors, i.e. those with a greater number of organizations in the Region of Western Greece include: Video and photography; Performing Arts; Visual Arts; Music; and Film-Cinema. Crafts, galleries and libraries, as well as publishing follow, though with significantly fewer active stakeholders.

The following table presents a SWOT Analysis for the RWG, elaborated within the context of the CREADIS3 project.

STRENGTHS		WEAKNESSES	
1	Co-presence of Scientific Institutions, Universities and education centers.	1	Financial & State support.
2	The presence of sub-sectors that crosses the cultural and creative sectors (tourism, cultural heritage, traditional products etc.) for development and exploitation.	2	Lack of usage models of support of CCIs business' development.
3	Providing motives for individual initiatives.	3	Administrative flexibility for quick and accurate decisions.
4	Promotion events of businesses (festivals, topical traditional products or settlements etc.)	4	Access by investors. Low confidence of the business world on the ability of bringing up economic benefits.
5	Rich cultural infrastructure & Innovative ideas for actions.	5	Moderate perception of the importance of the cultural sector and creation sector and the social economy in modern economy.
6	The geographical location of the Region of Western Greece, as the Western Gate of the Country.	6	Low presence of entrepreneurs.
OPPORTUNITIES		THREATS	
1	Positive response on the effort for a common policy for innovation and creation.	1	High rate of long-term unemployment.
2	Determination of several sectors like the creative and cultural businesses.	2	Leakage of scientific potential.
3	Partnerships with technology parks and innovation centers.	3	Increasing trend of disinvestment in Western Greece.
4	Actions and possibilities with international range.	4	The ongoing economic recession that acts as a deterrent to the investment interest.
5	Margins for increasing the percentage of the population of tertiary education by reducing the leakage of graduates outside the Region.	5	Disruption of social cohesion.
6	Tourism development and especially its alternative forms (healing, religious, winter, etc.).		

GOOD PRACTICES IN RWG

Within the framework of the Creadis3 project, several good practices have been identified in RWG, while information relevant to each practice has been published on the Interreg Europe website, aiming to facilitate their transfer to other parts of Europe.

These practices are summarized below.

1. **Patras Innovation Quest – “Patras IQ”** (Theme 1: “Improving institutional governance”).

Patras Innovation Quest - Patras IQ, is a research know-how transfer event, which aims at developing and strengthening the cooperation between the research community and the productive sector.

2. **Building a new relationship with the children’s audience. “Building” the visitors of the future.** (Theme 2: “Boosting CCI’s contribution to regional development”).

The Archaeological Museum of Patras (AMP) aims to acquire, storage, preserve, record, document, research, interpret, study, publish, report and promote the human’s testimonies and his environment for study, education and entertainment. The AMP organizes periodical exhibitions, designs and implements educational programs, collaborates with scientific and local bodies and hosts a variety of cultural activities.

3. **Olympic International Film Festival for Children & Youth** (Theme 2: “Boosting CCI’s contribution to regional development”).

Olympia International Film Festival for Children and Youth (1997), the first and only festival for children’s cinema in Greece, includes screenings and other events, enriched with activities highlighting its goal of promoting cinema for children and young people, mainly European, as well as connecting cinema and education with innovative initiatives about film education, establishing a creative relationship for young people with the art of cinema, and, finally, educating a future cinema audience.

4. **Carnival Lab of Patras** (Theme 2: “Boosting CCI’s contribution to regional development”).

The Carnival Lab of Patras is responsible for constructing the artistic wagons (floats) for the Patras Carnival Parade, which is the most famous carnival in Greece with a history of 160 years. As such, the Lab is one of the cornerstones of the local carnival tradition and constitutes a kind of ‘signature mark’ for the Region of Western Greece and the city of Patras. The Lab itself dates from the 1950s and is owned by the Municipality of Patras.

Taking into account the regional context and in compliance with the regional innovation strategy for smart specialization (RIS3), the Action Plan will propose measures adapted from the good practices identified during phase I of the CREADIS3 project, with a view to maximize the impact of European structural funds and the limited regional funding available for CCIs, as well as improve the strategic focus of the policy instrument in question.

B. Fields of action

The plan will include initiatives that cover the following fields of action:

- Definition, creation or development of programmes related to CCIs, and cultural and creative districts' structure.
- Improvement proposals and reorientation of programmes.
- Diffusion, divulgation or learning of processes and results.

C. Action Plan Objectives

There is a need to strengthen cooperation between stakeholders of the Region with a view to develop, promote and commercialize innovation. The challenge is to foster the clustering of creative industries and empower SMEs for them to be less dependent on public funding and improve their contribution to the regional economy. There is also a need to improve the linkage between CCIs and the Region's smart specialization strategy based on agro-food chain, tourism & culture, ICT & microelectronics, advanced material, energy.

The Action Plan will serve as a valuable input and part of a consultation process with the CCI SMEs, aiming to link key players, explore synergies, pool resources, and boost innovation, fully in line with the overall objectives of the CREADIS3 project.

D. Action Plan Methodology

PP6 is the competent regional authority, in charge of both elaborating and implementing policy within its territory. This allows for the implementation of a wide spectrum of actions under its purview, as RWG can allocate human and financial resources in accordance with its strategic priorities.

The goal is for the proposed actions to be implemented before the end of the project's duration. The project team for PP6 will be in charge of the monitoring of critical deadlines for the implementation of the proposed actions, and will have an active role in identifying and overcoming potential delays early on, while keeping the LP apprised of the overall implementation progress of the Action Plan. Indicators have been set per action, to facilitate monitoring by the project team.

E. Endorsement of the Regional Action Plan

As previously stated, PP6 is the competent regional authority, in charge of both elaborating and implementing policy within its territory. As such, no further endorsement is needed, seeing as the proposed Action Plan reflects the will of the Region's decision makers.

4. List of Actions

An overview of the actions to be implemented as part of the Regional Action Plan for Western Greece is presented below:

1. Publication of a Call for Creative Businesses and Monitoring of its Implementation.
2. Creation of an Online Application – Calendar of Upcoming CCI Sector Events.
3. Linking “Creadis3” with “CREATIVE HUBS” project Interreg Greece - Italy Interreg V-A Greece-Italy Programme 2014-2020.
4. Elaboration of a Tool for the Assessment of the Effectiveness of Projects – Actions of the Region.
5. Establishment of Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ).

5. Details of the actions

A. Action 1

ACTION NUMBER	ACTION NAME
1	Publication of a Call for Creative Businesses and Monitoring of its Implementation
BACKGROUND	<p>During the phase I of the CREADIS3 project, it became apparent that a crucial factor in the development of the CCI sector is the availability of funding, given that the scarcity of funding for the CCI sector is one of the main identified weaknesses in the RWG. Among the CREADIS3 Good Practices, “St’Art Invest: investment fund for creative SMEs” (Belgium) and “BEAZ: Bizkaia Creativa strategy” (Spain) have both served as inspiration in the identification of this action.</p> <p>St’Art Invest: investment fund for creative SMEs</p> <p>St’art is an Investment fund for creative SMEs in Wallonia and Brussels. It was created in 2009 through the collaboration of the Walloon region and the Wallonia-Brussels Federation. The aim is to support the development of the creative economy by enhancing the solvability and the growth of the creative SMEs. It has indeed been noticed that cultural and creative industries often have difficulties finding financial resources. During decades, the sector was minimized due to its low-rentable activities, insecure jobs and unpredictable market.</p> <p>The fund operates in the form of loans and the acquisition of equity, restricting its interventions to 50% of the entity’s funding requirement. St’art focuses on small and medium-sized companies, including non profit-making entities in the field of CCIs.</p> <p>St’art also works in close collaboration with public authorities and regional investment companies in order to highlight the potential and specific characteristics of the CCIs sector.</p> <p>Since 2010, St’art has invested in 43 businesses for a total amount of 9 million euros with only a 10% failure rate. Such a specific investment fund for CCIs is a great financial leverage for the sector still considered risky by investors.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">BACKGROUND</p>	<p>BEAZ: Bizkaia Creativa strategy</p> <p>Beaz supports policies to foster the growth of CCI through creative projects that have an impact in turnover and employment.</p> <p>BEAZ mission consists in fostering the growth of regional businesses in terms of economic activity and employment. The good practice includes an aid programme, offering a total of 58.3M€ in non-refundable aid to organisations from selected sectors: Industrial Design, Videogames, Audiovisual and Fashion, with the aim of creating almost 500 jobs.</p> <p>The proposed action draws inspiration from the above-mentioned practices, making the necessary adjustments in order to address the specific priority sectors in the RWG.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">DESCRIPTION</p>	<p>The call aims to create competitive business structures as well as to enhance the competitiveness and outreach / internationalization of new and existing Greek enterprises operating in the context of economic activities characterized as “Creative Industries”.</p> <p>The call was published in April 2019, with the deadline for submission of proposals set in September 2019. Through the call, support is provided to the following three main groups of activities:</p> <ul style="list-style-type: none"> • Traditional Craftsmanship - Linking to local culture and events (e.g. Carnival of Patras, one of the identified Good Practices within the framework of the Creadis3 project). It concerns very small businesses based on what is today characterized as industrial design, capitalizing on of intellectual property and cultural heritage. Typical examples of this group are silversmiths, furniture, product / service / process design, clothing / footwear and fashion industry at all levels of its supply chain. • Entertainment industry: Businesses with an extroverted character as a result of the use of intellectual property (and under the condition of cultural heritage). Typical examples of this group of industries are the visual arts industry, the digital electronics entertainment industry, digital gaming, augmented reality, social applications (e.g. for aging members of the population), tourist and cultural applications, specialized educational services (such as special applications for disabled people, learning difficulties), advertising and marketing, cinema, museums, libraries etc., that define the content of technology-intensive cultural industries. • Publishing, typography and bookbinding, which combine creative features with both of the above-mentioned categories. <p>Specific objectives of the action are:</p> <ul style="list-style-type: none"> • Increasing the competitiveness and visibility of businesses and their products / services. • Enhancement of new and existing SMEs to upgrade creative services / products offered. • Supporting enterprises in their adaptation to new international developmental requirements in craft design, the use of new technologies and the adaptation of traditional practices to new technologies. • Specialized training and training of executives and business personnel. • Creating new jobs.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">DESCRIPTION</p>	<p>The “Beneficiaries” are legal entities (Companies) fulfilling the definition and conditions of Medium, Small or Very Small Enterprises and bear responsibility towards the Western Greece Region for good implementation of the business plan. The beneficiaries must be, among other prerequisites, either Existing Enterprises with 2 years of operation or New / under establishment Enterprises. Both must be active in the eligible activities and implement the investment plan in the Region of Western Greece. Additionally, they should not go into bankruptcy, liquidation or forced management and not to recover aid following a prior Commission decision declaring the aid unlawful and incompatible with the internal market.</p> <p>The eligible activity areas are:</p> <ul style="list-style-type: none"> • Cultural and Creative Industries • Processing of goods • ICT Information and Communication Technologies • Services (Advertising, Design etc.) • Publications <p>Eligible costs are supported in the form of a grant and fall into the following categories:</p> <ul style="list-style-type: none"> • Buildings, facilities and surrounding area • Machinery and other equipment • Personnel costs • Software and related services • Dissemination and networking • Technical and consulting services • Operational costs • Consumables • Design, development and certification of prototypes / Quality assurance services <p>The budget of each investment plan can range from € 25,000 to € 300,000. Public expenditure per plan may not exceed € 200,000, subject to EU Regulation 1407/2013.</p> <p>The deadline for completion of projects is up to 2 years.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">POLICY ENDORSEMENT</p>	<p>The action is implemented within the framework of the O.P. of Western Greece, which constitutes the targeted policy instrument as identified in the project AF.</p>

RESPONSIBLE ORGANISATION	<p>The implementation of this action will be coordinated by the Managing Authority of the O.P. of Western Greece.</p> <p>The reception and evaluation of proposals as well as follow up the implementation of approved projects will be performed by the the Directorate for Development Planning of the Region of Western Greece, which has been designated as Intermediary Management Agency.</p>		
ACTORS INVOLVED	<p>The public sector (RWG & the Managing Authority of the O.P. of Western Greece) will be responsible for publishing the relevant call, selecting the final beneficiaries, and overseeing the implementation of the approved investment plans.</p> <p>The private sector (SMEs and non profits) is the main beneficiary of this action, which will provide funding to enhance competitiveness of the regional CCI sector.</p>		
BEGINNING DATE	<p>Month/year</p> <p>April 2019</p>	ENDING DATE	<p>Month/year (aprox.)</p> <p>December 2021</p>
EXPECTED COSTS	<p>Total 7.8 million €</p> <p>The cost is estimated to be broken down as follows:</p> <ul style="list-style-type: none"> • ~2.3 million € in 2020 • ~5.5 million € in 2021 	FUNDING SOURCES	<p>O.P. of Western Greece 2014-2020</p>
EXPECTED IMPACTS	<p>Improved competitiveness, visibility, and extroversion of CCI sector enterprises in WG</p>	INDICATORS	<ul style="list-style-type: none"> • Number of Businesses Funded • Number of Businesses that Completed the Business Plan

B. Action 2

ACTION NUMBER	ACTION NAME
2	Creation of an Online Application – Calendar of Upcoming CCI Sector Events
BACKGROUND	<p>During the RSG Meetings of the CREADIS3 project, the need for a calendar presenting all the upcoming events of the CCIs sector was identified. The stakeholders emphasized on the lack of available information both on cultural events as well as workshops, conferences and educational seminars.</p> <p>This need combined with the experience of the Lead Partner (Regional Government of the Basque Country), shared during the project’s study visits, of creating a website and mobile application with an agenda of local cultural and creative events called Kulturklik (http://www.kulturklik.euskadi.eus/), served as inspiration for the elaboration of a similar action within the Region of Werstern Greece.</p> <p>Kulturklik is an interactive platform, where users can also upload their events by filling in a simple online form. Its operation, maintenance, and daily updates require the work of two staff members, one full-time and one par-time.</p>
DESCRIPTION	<p>The action aims to create an online web and mobile application, available to all stakeholders of the region, which will present a detailed calendar of all upcoming events related to the CCIs sector in the Region of Western Greece.</p> <p>The calendar will be kept updated and publicize all cultural and creative initiatives and events taking place in RWG.</p> <p>The layout will be simple and attractive, providing consise information on each event: Type of event (conference, exhibition, festival, etc.), Category (Visual arts, Museums, Literature, Music, Crafts, etc.), Title, Date and Time, Duration, Location, Price of Entry, Website for the purchase of tickets, Short Description, 1 or 2 photos, contact information.</p> <p>The calendar will be interactive, allowing users and stakeholders from the CCIs sector to upload and publicise their events through user-friendly form submission. Users will also be able to subscribe to a newsletter of upcoming events.</p> <p>A mobile app will also be created within the framework of this action.</p> <p>The aim is to improve awareness of these events among the general public and enhance the interest of local and regional audience in the offerings and activities of the region’s CCIs sector.</p>
POLICY ENDORSEMENT	<p>The action will be funded by the O.P. of Western Greece, i.e. the targeted policy instrument of the Region as outlined in the project Application Form.</p>

RESPONSIBLE ORGANISATION	The implementation of this action will be coordinated by the Region of Western Greece /Directorate for Planning & Development and/or Directorate for education, culture, sports, tourism, labour.		
ACTORS INVOLVED	<p>All local stakeholders of the CCIs sector (public and private) are involved in the implementation of this action.</p> <p>Beneficiaries include the general public, the organisers of the promoted events, and the CCIs sector overall, as the web and mobile tool will provide an integrated platform that aims to serve as a point of reference at regional level.</p>		
BEGINNING DATE	Month/year 1/2020	ENDING DATE	Month/year 12/2020
EXPECTED COSTS	10.000,00€	FUNDING SOURCES	O.P. of Western Greece 2014-2020
EXPECTED IMPACTS	Enhanced audience engagement in local and regional cultural & creative events	INDICATORS	<ul style="list-style-type: none"> • Number of events registered in the application. • Number of unique visitors for the web app. • Number of downloads for the mobile app.

C. Action 3

ACTION NUMBER	ACTION NAME
3	Linking “Creadis3” with “CREATIVE HUBS” project Interreg Greece - Italy Interreg V-A Greece-Italy Programme 2014-2020
BACKGROUND	<p>Among the CREADIS3 Good Practices, “Wallonia European Creative District” (Belgium) and “The Creative Hubs policy: the example of Creative Valley (Belgium)” have served as inspiration in the identification of this action.</p> <p>Wallonia European Creative District</p> <p>Wallonia European Creative District (WECD) is the EU-labelled project that highlighted Wallonia as a demonstrator for innovation through creativity.</p> <p>The Public Service of Wallonia, Boost-up/Industries créatives (operated by Wallonie Design), St’Art Invest, the Wallonia Agency for Digitalization and ID Campus (from the field of education) as well as the clusters Twist (media) and ICT- Infopôle have worked together to enhance the potential of creative industries to lead a region in industrial transition to a creative economy. In accordance with their respective skills, the partners of the WECD project built a four-axes action programme: Creative skills, Better Business Support, Better Financial Support, Facilitating clusters and networking activities. The project ensured cross-collaboration within the project Consortium and at the European level in order to strengthen the relevance and the effectiveness of the whole project.</p> <p>Following the project recommendations and results, the creative economy is now one of the transversal priority axes of the Walloon Smart Specialization strategy. Moreover, the success of the project was internationally recognized by the European Commission and Wallonia is now part of several international networks, projects and think tanks related to cultural and creative industries.</p> <p>The Creative Hubs policy: the example of Creative Valley</p> <p>Creative Hubs are third places designed to spread creativity on a local level. Creative Valley is the hub of the city of Mons that mostly focuses on CCIs.</p> <p>The Creative Hubs were created following a call for projects launched by the Walloon Government as part of the “Creative Wallonia” programme in October 2014. The aim of the Walloon hubs is to encourage the transition from a traditional economy to a creative economy by bringing together creative minds, CCIs, public institutions, cities, innovative companies, universities, innovation centres, local development actors, etc. and by implementing the notions of open innovation, trans-disciplinary hybridization, design thinking and collective intelligence in a local context.</p> <p>The main partners of Creative Valley are: the city of Mons, the University of Mons, the Business and Innovation Centre “La Maison de l’Entreprise” and the co-working space Co-nnexion. Other partners including companies complete the Creative Valley ecosystem clearly focusing on CCIs, especially video gaming and audiovisual. The hub addresses all kinds of publics: students, entrepreneurs, companies,</p>

<p>BACKGROUND</p>	<p>local actors, citizens, etc. Creative Valley has launched several projects: a Fab Lab, Café Europa (European connected social place offering tools and services to understand the technological revolution), Creative Jam (artists’ gathering during 1 weekend to end up with new projects ideas), and recently the CLICK living lab (user-oriented, open-innovation ecosystem around CCI).</p> <p>Within 3 years the hub managed to promote creativity in its local ecosystem. More than 30,000 people, starters or enterprises were sensitized to creativity through the hub’s activities.</p> <p>Creative Valley is a good illustration of a multilevel project: initiated by a local authority (city of Mons) in the context of a regional policy (Creative Wallonia) and co-funded by the EU (ERDF and European Capital of Culture). Such a model has a strong potential to develop the CCIs in the whole value chain.</p> <p>Based on these examples of good practices from other regions, RWG decided on an action that would utilise lessons learned through the CREADIS3 project in order to create regional hubs, with the aim of facilitating innovation and interaction between industry actors, academic and research institutes, and business support organisations.</p>
<p>DESCRIPTION</p>	<p>CREATIVE HUBS project Interreg Greece – Italy</p> <p>Region of Western Greece (RWG) has a concrete plan to create 3 hubs in the 3 territorial capitals of its area, having all the necessary studies, plans and licenses . In that direction RWG will cooperate with:</p> <ol style="list-style-type: none"> a. 3 Chambers of Commerce of the Region, due to their role in business development support b. Computer Technology Institute and Press “Diophantus” which will assure the effective application of ICT tools and the organization of the planned lifelong learning activities c. Regional Development Institute (RDI), linked to Panteion University, due to its extensive relevant experience on similar actions effective design. <p>With this project, RWG will put in place some of the actions envisaged in its Regional plan.</p> <p>RWG will be the owner of the Creative Hubs in Western Greece and will collaborate with the Chambers of the Region to maintain the infrastructure and all the services that are provided by the hub. The involvement of the Chambers, CTI and others stakeholders reassure that even after the end of the project the specific organization and its cultural creative operators will use the hubs and will maintain the project results.</p> <p>RWG through the project will have the opportunity to utilize its comparative advantages not only by promoting a discrete regional development based on its cultural resources, but also supporting innovative cultural creative activities.</p> <p>RWG will disseminate the results to the other policy-makers groups. The durability of the project’s main outputs is ensured by the ability of RWG to manage, process and analyze all the opportunities in order to develop new measures that could be implemented in the framework of our respective Operational Program to promote and support innovation.</p> <p>The Wallonia hub system, presented throughout Creadis3 project was a valuable insight.</p>

POLICY ENDORSEMENT	The actions outlined will be funded under the Interreg V-A Greece-Italy Programme 2014-2020.		
RESPONSIBLE ORGANISATION	The implementation of this action will be coordinated by the Region of Western Greece /Directorate for Planning & Development.		
ACTORS INVOLVED	<p>Chambers, Research Centers & Local stakeholders of the CCIs sector will all be involved in the implementation of this action, as members of the hubs.</p> <p>The RWG will coordinate the implementation of the action.</p>		
BEGINNING DATE	Month/year 10/2019	ENDING DATE	Month/year 12/2021
EXPECTED COSTS	1,7 million €	FUNDING SOURCES	Interreg V-A Greece-Italy Programme 2014-2020
EXPECTED IMPACTS	Networking and increase of innovation of involved actors	INDICATORS	<ul style="list-style-type: none"> • Creation of 3 hubs. • Number of hub members.

D. Action 4

ACTION NUMBER	ACTION NAME
4	Elaboration of a Tool for the Assessment of the Effectiveness of Projects – Actions of the Region
BACKGROUND	<p>During the RSG Meetings of the CREADIS3 project, it became apparent that the effectiveness of projects and initiatives implemented by several of the partners, including the RWG, need to be assessed and evaluated.</p>
DESCRIPTION	<p>The action foresees the creation of a multi-criterion evaluation standard, along with KPIs, in order to better evaluate and assess the effectiveness and overall impact of projects and initiatives implemented in the RWG.</p> <p>Based on the CCI's entrepreneurial value chain as determined by the CREADIS3 project: "Competence development > Creation infrastructures > Entrepreneurship > Innovation > Growth > Financing > Internationalization", the action aims to assess the impact of every related project on each of these elements.</p> <p>The action will involve the identification of the relevant criteria and the elaboration of the tool, which will allow RWG to accurately measure the results and the impact of implemented actions/projects. The tool will thus be useful in directing future decisions of the RWG regarding the implementation of new – similar actions and/or projects.</p> <p>Focus will be placed on specific creative sectors such as the "ecosystem of performing arts" and "traditional craftsmanship".</p> <p>RWG staff will outline the technical specifications of the foreseen assessment tool. The tool will be elaborated by an external expert, thus necessitating the publication of a call for tenders in accordance with public procurement rules and procedures. The contractor, once selected, will be charged with elaborating the assessment tool, taking into account the specifications and instructions of the RWG.</p>
POLICY ENDORSEMENT	<p>The action will be funded by the O.P. of Western Greece, i.e. the targeted policy instrument of the Region.</p>
RESPONSIBLE ORGANISATION	<p>The implementation of this action will be coordinated by the Region of Western Greece /Directorate for Planning & Development.</p>

ACTORS INVOLVED	Regional Development Fund of the Region of Western Greece.		
BEGINNING DATE	Month/year 1/2020	ENDING DATE	Month/year 6/2021
EXPECTED COSTS	15.000,00€	FUNDING SOURCES	O.P. of Western Greece 2014-2020
EXPECTED IMPACTS	<ul style="list-style-type: none"> • Effective evaluation of regional projects, actions, and initiatives. • Identification of weaknesses. • Proposals for improvement of project/ action performance. 		INDICATORS Elaboration of the tool: <ul style="list-style-type: none"> • Number of Projects evaluated. • Number of KPIs created. • Number of final users. • Percentage of positive impact.

E. Action 5

ACTION NUMBER	ACTION NAME
5	Establishment of Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ)
BACKGROUND	<p>In the last years, CCIs regional strategies have proven to be resilient. They have positive spillover effects within regional ecosystems and communities, and they are able to shape strong and durable bonds at local, European and international level.</p> <p>In this very moment, it is crucial to keep the cultural and creative sector a priority in the European agenda. In this context, Regions and local organizations have a key role to play.</p> <p>In line with the UN Sustainable Development Goals and the new European Agenda for Culture, culture and creativity have a prominent role in regional policy making, as catalysts for sustainable community development and social cohesion, as crucial investments for social innovation and social economy, and as driver for competitive advantage creation and added value generation.</p> <p>In order to enhance culture and creativity dimensions and to branch out the impact generated at regional level with EU strategies, it is important to discuss the issue both at European and local level.</p> <p>European Commision has created a Smart Specialization Platform available at https://s3platform.jrc.ec.europa.eu/</p> <p>The S3 Platform assists EU countries and regions to develop, implement and review their Research and Innovation Strategies for Smart Specialisation (RIS3). Established in 2011 following the Communication “Regional Policy contributing to smart growth in Europe 2020”, the role of the S3 Platform is to provide information, methodologies, expertise and advice to national and regional policy makers, as well as promote mutual learning, trans-national co-operation and contribute to academic debates around the concept of Smart Specialisation.</p> <p>There is a need for interregional cooperation in thematic areas linked to CCIs under S3 platform.</p> <p>Cooperation in design and/or implementation of Research and Innovation Strategies of Smart Specialisation (RIS3) involves sharing knowledge, coordination and exploiting synergies with RIS3 initiatives in other countries and regions. Inter-regional and trans-national collaboration in research and innovation (R&I) is a key component of RIS3. Cooperation with others and outwards looking helps to understand the competitive position of the country/region with regard to others and to identify its position within global value chains. Outward orientation in the context of RIS3 refers to a wide spectrum of transnational and inter-regional forms of policy engagement.</p> <p>As well as, in the case of the above 3rd action, added value to this inspiration was the case of the Wallonia European Creative District (WECD) which is the EU-labelled project that highlighted Wallonia as a demonstrator for innovation through creativity.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">BACKGROUND</p>	<p>The Public Service of Wallonia, Boost-up/Industries créatives (operated by Wallonie Design), St'Art Invest, the Wallonia Agency for Digitalization and ID Campus (from the field of education) as well as the clusters Twist (media) and ICT- Infopôle have worked together to enhance the potential of creative industries to lead a region in industrial transition to a creative economy. In accordance with their respective skills, the partners of the WECD project built a four-axes action programme: Creative skills, Better Business Support, Better Financial Support, Facilitating clusters and networking activities. The project ensured cross-collaboration within the project Consortium and at the European level in order to strengthen the relevance and the effectiveness of the whole project.</p> <p>Following the project recommendations and results, the creative economy is now one of the transversal priority axes of the Walloon Smart Specialization strategy. Moreover, the success of the project was internationally recognized by the European Commission and Wallonia is now part of several international networks, projects and think tanks related to cultural and creative industries.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">DESCRIPTION</p>	<p>The aim is to propose the creation of a New Thematic Area on the Cultural & Creative Industry Sector on the Smart Specialization Platform, under the section of Industrial Modernization.</p> <p>The outcome will be the Establishment of an Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ) that will strengthen the regional dimension of cultural and creative economy in the light of the new programming period post 2020.</p> <p>Industrial modernisation requires important investment efforts. The Regional Smart Specialisation Strategies (RIS3) helps to prioritise and align efforts between public and private stakeholders in EU regions and allocate EU and regional funds in a focused and efficient way. At the same time, there are clear opportunities to engage in strategic interregional cooperation along shared RIS3 priorities in order to complement each other's competences, share infrastructure, and develop joint investment projects. Such interregional cooperation with allow scaling up towards larger impact and more effective collaboration along industrial value chains.</p> <p>The Smart Specialisation Platform for Industrial Modernisation (S3P-Industry) aims to support EU regions committed to generate a pipeline of industrial investment projects following a bottom-up approach - implemented through interregional cooperation, cluster participation and industry involvement.</p> <p>The S3P-Industry co-developed and co-led by the regions themselves ensuring an active participation of industry and related business organisations such as clusters, as well as research institutions, academia and civil society.</p> <p>Regional partnerships may develop their own working process. The work to be performed together by the regions, industrial partners and business intermediaries, and facilitated and supported by EU activities, can be carried out in three different phases:</p>

DESCRIPTION	<p style="text-align: center;">THEMATIC AREA</p> <div style="border: 1px solid green; padding: 5px; margin-bottom: 5px; width: fit-content; margin-left: 20px;">Scoping note</div> <div style="border: 1px solid green; padding: 5px; margin-bottom: 5px; width: 80%; margin-left: 20px;">Mapping of competences & matching of bussiness opportunities</div> <div style="border: 1px solid green; padding: 5px; margin-bottom: 5px; width: 60%; margin-left: 20px;">Industry cooperation and design of projects</div> <div style="border: 1px solid green; padding: 5px; margin-bottom: 5px; width: 40%; margin-left: 20px;">Business Plan and Funding Mix</div> <p style="text-align: center; color: green; font-weight: bold;">↓</p> <p style="text-align: center; color: green; font-weight: bold;">INVESTMENT PROJECTS</p> <ul style="list-style-type: none"> • Demonstrators, pilot lines • Bundled small projects or funds • Single large cross-regional project • Large individual projects <p>The challenge is to establish a strategic partnership in the Macro-region of Adriatic – Ionian aiming to formulate a mechanism that will valorise the common characteristics of the CCI sector and organize a permanent discovery mechanism that will perform the following activities:</p> <ul style="list-style-type: none"> • Identify key challenges in the area in order to fully unleash CCIs potential. • Identify strategic investments that need to be realized in the area. <ul style="list-style-type: none"> • Public, Private and Public – Private Partnership Investments. • Provide Technical Assistance maturing integrated business plans. • Identify most appropriate private and public financing mechanisms. • Organise the innovation transfer mechanism to CCI. <ul style="list-style-type: none"> • Promote cross-sectoral cooperation. • New sustainable business models. • Creativity and innovation. • Digitization. • Capacity building and skills development.
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DESCRIPTION	<ul style="list-style-type: none"> Establish permanent links with other thematic areas of Smart Specialisation Platform such as: <ul style="list-style-type: none"> 3D-Printing. Textile Innovation. Digitalisation and Safety for Tourism. Social Economy, etc. Cross-fertilise CCI with other economic sectors such as tourism and typical local products. RWG will emphasize on the creation of a cultural route linking the CCI and Traditional Professions to the Ancient Theaters of the Prefecture of Aitoloakarnania. Foster the digital shift and integrate new ICTs such as big data, cloud computing, the Internet of Things, Augmented Reality and Artificial Intelligence to CCI. 		
POLICY ENDORSEMENT	<p>The action will be funded by the O.P. of Western Greece, i.e. the targeted policy instrument of the Region as outlined in the project Application Form.</p>		
RESPONSIBLE ORGANISATION	<p>The implementation of this action will be coordinated by the Region of Western Greece /Directorate for Planning & Development that will act as the Greek leader of this initiative.</p>		
ACTORS INVOLVED	<p>Regional Development Fund of the Region of Western Greece, Chamber of Achaia, Region of Epirus and other Regions and relevant Organizations based in the Macro-region of Adriatic – Ionian.</p>		
BEGINNING DATE	<p>Month/year 1/2020</p>	ENDING DATE	<p>Month/year 12/2027</p>
EXPECTED COSTS	<p>100.000,00€</p>	FUNDING SOURCES	<p>O.P. of Western Greece 2014-2020 and/or O.P. of Western Greece 2021-2027</p>

<p>EXPECTED IMPACTS</p>	<ul style="list-style-type: none"> • Enhanced inter-regional cooperation. • Identification of key challenges for CCI.s. • Development of strategic investments. • Improved innovation transfer mechanism to CCI.s. • Embracement of state of the art ICTs. 	<p>INDICATORS</p>	<ul style="list-style-type: none"> • Number of Partners. • Number of inter-regional meetings. • Number of development business plans. • Number of stakeholders involved.
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