

Collaborative Digitization of Natural and Cultural Heritage CD-ETA

Final Conference

Cultural & Creative Regional Ecosystems (CCRE-S3)

Konstantinos Tzamaloukas
Region of Western Greece
ktzam@ilia.pde.gov.gr

Friday, December 4, 2020

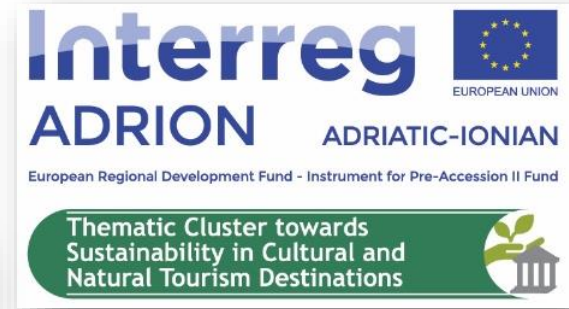


EUSAIR is the first Macro-regional strategy which developed a RIS3 partnership at the thematic area of the “**creative and cultural industries**” under the **Industrial Modernisation Platform** of the Smart Specialization Strategy.

This effort, which was facilitated by the CPMR, has been recently adopted by the Commission Services and in an extended form with other partners outside EUSAIR.



Region of Western Greece as main policy maker and institutional actor along with other Public Bodies such as Municipalities, Chambers and Universities, implements projects related to the Creative and Cultural Industries (CCI).



Regional and local stakeholders participating in AI-NURECC events

AI-NURECC

ADRIATIC IONIAN NETWORK OF UNIVERSITIES, REGIONS,
CHAMBERS OF COMMERCE AND CITIES INITIATIVE



TSG4 Recommendations



EU Strategy
for the Adriatic
and Ionian Region
EUSAIR

Viewpoints of DG REGIO, DG GROW and JRC

- ✓ 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'

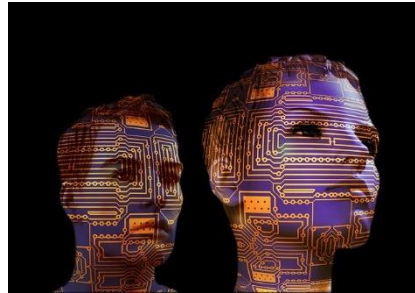
Weaknesses and threats

- ✓ Access to advanced technologies for SME'S & micro-firms
- ✓ New social tensions: tourist flows vs local communities
- ✓ Along with the tourism industry, cultural and creative sector is among the most affected by the current **Covid-19** crisis





Cultural & Creative Regional Ecosystems (CCRE-S3)



Partnership Co – Leaders



REGION
OF WESTERN
GREECE

full of contrast!

Leading Partner from the
Adriatic-Ionian Region



Regione Toscana



Supported by the



**CPMR
CRPM**

Main objectives

- To **stimulate new insights and opportunities** related to cultural and creative experiences for local communities and residents, through **public-private investments** involving **4 CCIs-related groups of professions**:
 - ✓ Creative entrepreneurs
 - ✓ Cultural heritage professionals
 - ✓ Cultural & Creative intermediaries and managers
 - ✓ Publication and audio-visual sector professionals

- To **strengthen CCIs** through the **reinforcement of the regional innovation capacity** and the **facilitation of investments** based on open **innovation infrastructure** or **new technologies** by clusters in regional innovation ecosystems.



SMART SPECIALISATION PLATFORM

European Commission

European Commission / Smart Specialisation Platform / Sections / Interregional Cooperation / Thematic Platforms / Industrial Modernisation / Thematic Areas / Cultural and Creative Regional Ecosystems

Home S3 Platform Sections Tools News Events Knowledge Repository

Search

Thematic Platforms

Thematic Platforms

Thematic Platforms Map

Agri-Food

Energy

Industrial Modernisation

How does it work

Thematic Areas

ADMA Energy

Advanced materials for batteries

Artificial Intelligence and Human Machine Interface

Bio-economy

Chemicals

Cultural and Creative Regional Ecosystems

Cybersecurity

Digitalisation and Safety for Tourism

Cultural and Creative Regional Ecosystems

Description

The richness of Cultural Heritage and the vibrancy of **Cultural and Creative Industries (CCIs)** in Europe have had an increasing impact in both economic and social terms, across the EU as well as in national contexts. CCIs contribute to the economy with 5.3% of the total European GVA (Gross Value Added) and employs more than 12 million people in the EU, which is 7.5% of all persons employed in the total economy¹.

¹. "Boosting the competitiveness of cultural and creative industries for growth and jobs" (EASME/COSME/2015/003) Final Report. Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Union, 2016; p. 1.

From a humanistic point of view, Culture promotes active citizenship, shared values, social inclusion and intercultural dialogue within Europe and across the globe. For all of these reasons, the UN has declared a Human Right the participation in cultural life.

This growth potential is expected to be even more importantly boosted by **New Technologies (NT)**:

- CCI have been increasingly recognised as **catalysers of NT enabling innovation**. Design is increasingly considered as a strategic tool for user-driven or user-centred innovation.
- CCI are in a strategic position to **trigger spill-over effects in other industries**. Culture and creativity have a direct impact on sectors such as Tourism and are integrated at all stages of the value chain of other sectors such as Food, Fashion and High-End industries.
- CCI have the power to **improve lives, transform communities and local/regional economies, and generate growth and skilled jobs**. The combination of Arts, Markets and Technology also owns the potential to be more widely used in low-tech companies and the



<https://s3platform.jrc.ec.europa.eu/cultural-creative-regional-ecosystems>

Thank you for your attention!

Contact details:

**Konstantinos Tzamaloukas
Region of Western Greece**

ktzam@ilia.pde.gov.gr

