

## Session 2. Roundtable

# "Strategies and results for more efficient CCI Policies: lessons learnt"



# Western Greece



REGION  
OF WESTERN  
GREECE

*full of contrast!*



Konstantinos Papanikolaou – External Expert of  
RDF/RWG

# Title of your Action Plan



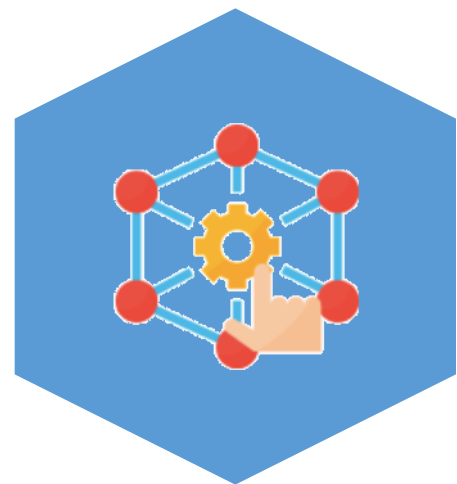
## The Action plan aims to impact

- Investment for Growth and Jobs Programme
- Other regional development policy instrument



## The Policy Instruments addressed

- Operational Programme of Western Greece 2014-2020
- Interreg V-A Greece-Italy Programme 2014-2020



## ACTIONS

- Publication of a Call for Creative Businesses and Monitoring of its Implementation
- Linking “Creadis3” with “CREATIVE HUBS” project Interreg Greece - Italy Interreg V-A Greece-Italy Programme 2014-2020
- Elaboration of a Tool for the Assessment of the Effectiveness of Projects – Actions of the Region
- Establishment of Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ)

*Within your Action Plan, what action do you think is most important for a better and more efficient structuring of your CCIs policies and why?*



# Establishment of Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ)

The answer to that question was a [rather difficult decision!](#)

That was due to the fact that another two (2) actions are quite important for our territory.

1. The action [“Publication of a Call for Creative Businesses and Monitoring of its Implementation”](#) was the first ever call, solely focused on CCI sector, providing the opportunity through funding for improved competitiveness, visibility, and extroversion of CCIs sector enterprises.

2. The action [“Linking “Creadis3” with “CREATIVE@HUBS” project Interreg Greece - Italy Interreg V-A Greece-Italy Programme 2014-2020”](#) supports the creation of four (4) creative hubs, providing space and equipment for 30 SMEs per Hub and enabling the interaction and collaboration of creative, research and innovation ecosystems.

However, this action rises as the most important for a better and more efficient structuring of our CCIs policies.

# Establishment of Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ)

The consortium Cultural and Creative Regional Ecosystems (CCRE-S3) has been established and its thematic platform is available here: <https://s3platform.jrc.ec.europa.eu/cultural-creative-regional-ecosystems>

This consortium is supported by the Conference of Peripheral Maritime Regions (CPMR), bringing together **more than 150 Regions** from 24 States from the European Union and beyond, and campaigning in favour of a more balanced development of the European territory. As the coordinator of the Adriatic Ionian Network of Universities, Regions, Chambers of Commerce and Cities (AI-NURECC Initiative), the CPMR will **ensure that particular focus will be given to the EU Strategy for the Adriatic and Ionian Region (EUSAIR)** and that the thematic area will be accessible to stakeholders from all nine countries participating in the EUSAIR.

# Establishment of Adriatic – Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ)

CCRE-S3 aims to stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents by involving four groups of professions that use, apply and implement **New Technologies** within the CCI sector:

- **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).

CCRE-S3 will promote CCI investments and collaborative projects driven by **DIGITAL TECHNOLOGIES, PHOTONICS and OTHER KETs** and will nurture a multi-stakeholder dialogue to unify outlooks for new models of CCI based on Human-Centred Design of user experiences, **Circular Economy Creativeness and City/Territory Regeneration, and Open and Collaborative Innovation** paradigms.

*During this project of almost 5 years, and looking to the future, what is the main lesson learnt that you would like to underline and why?*

*Take into account the link with your territory long term strategy with regional policy, innovation and smart specialisation.*



# Adapt and Think intersectorally

Regardless of the unforeseen circumstances, such as COVID-19 pandemic, what matters is the **capacity to adapt**, to **listen to the needs of the community** at local, regional, national and macro-regional levels, to **continue working intersectorally** with the partners from both EU and non-EU countries and to **explore synergies** for the future. In this context, we have to:

- Explore possible cooperation with other existing partnerships, exchange experiences on project activities, share ideas on potential cooperation and identify joint activities to exploit synergies in the future.
- Create an ecosystems to deliver a pipeline of investments (private or public-private), presented in the form of a decent investment plan.
- Find new ways to manage the important heritage in our regions and boost innovation in it.
- Transform the great potential of our cultural heritage into jobs.

Lessons learnt should be carried on and built into new cultural policies and strategies to encourage further development and growth for the regions.



**CREADIS3**  
Interreg Europe



European Union  
European Regional  
Development Fund

# THANK YOU

Konstantinos Papanikolaou – External Expert  
[kspapanik@comitech.gr](mailto:kspapanik@comitech.gr)

