

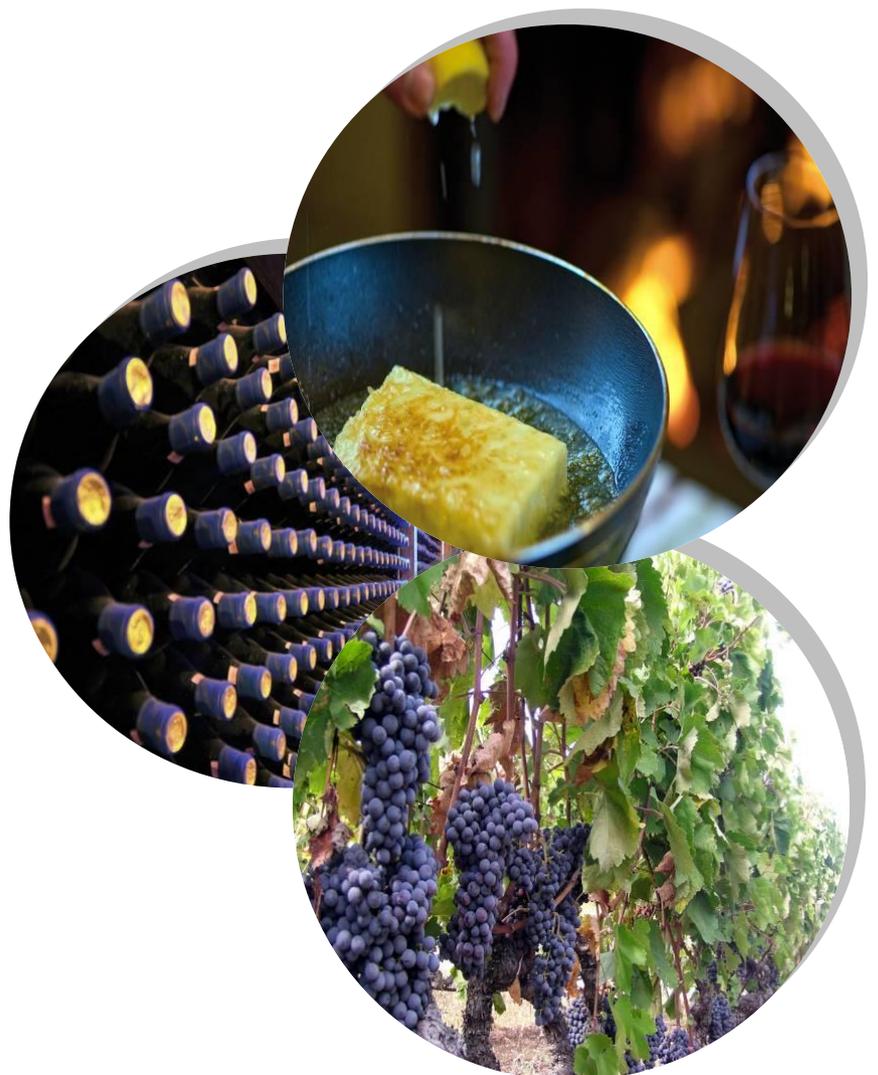
**Cultural and Creative
Industries (CCIs)
contribution to
Cultural and Creative
Tourism (CCT)
in Europe**

Cult-CreaTE 
Interreg Europe



European Union
European Regional
Development Fund

Action Plan for Naoussa, Greece

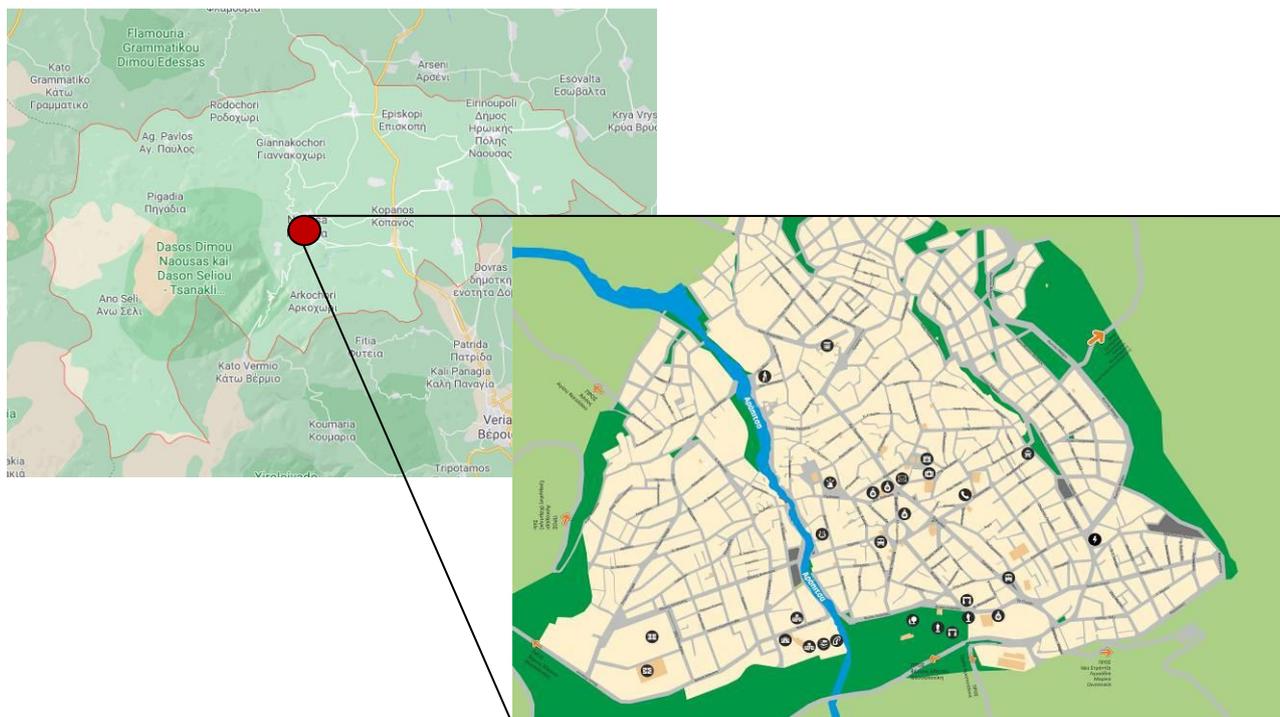


Municipality of Naoussa



ΔΗΜΟΣ
ΗΡΩΙΚΗΣ ΠΟΛΗΣ
ΝΑΟΥΣΑΣ
MUNICIPALITY OF NAOUSSA

March 2021



Municipality of the Heroic Town of Naoussa

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 Naoussa, GREECE
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March 2021

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Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

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Cult-CreaTE Project

The potential of Cultural & Creative Industries (CCIs) in developing new Cultural & Creative Tourism (CCT) products and services for Growth & Jobs, is being advanced by the Cult-CreaTE project with policy change in 8 regions.

Common challenges are:

- The contribution of CCIs to CCT has not been given the attention it deserves to date. Cultural tourism needs CCIs to partially reinvent itself and attract the new generations. CCIs are also an indispensable source of innovation for other types of sustainable tourism, typically 'Creative Tourism'.

- Creative Tourism is considered a new generation of cultural tourism by involving the tourists themselves and the locals in the creation of the tourist products (co-creation).

- CCIs are in a strategic position to promote smart, sustainable and inclusive growth in all EU regions and cities, and thus contribute fully to the Europe 2020 Strategy and beyond, through their deployment for CCT.

- While some EU regions have been very good at tapping into this extraordinary potential as a way to promote socio-economic development, it however, appears that many others have not been making most of this potential.

- Synergies between sustainable tourism and CCIs can enhance the visibility and promotion of CCT. These synergies can contribute to the promotion of sustainable tourism destinations, an attraction of new investment and creation of new employment opportunities, particularly for youth and in lagging regions.

The overall objective is to redeploy CCIs for the development and promotion of CCT strategies, with sustainability, innovations, capitalisation, policy learning, policy implementation and capacity building.

Main outputs are action plans, with implementation and monitoring of improved policy instruments in 8 destination regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are public authorities and their stakeholders.

Cult-CreaTE Project Partnership



Cult-CreaTE
Interreg Europe

Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe

European Union
European Regional Development Fund

VIDZEME TOURISM ASSOCIATION
Lead Partner

REGIONE DEL VENETO

CORK CITY COUNCIL

PÉCS-BARANYAI KERESKEDELMI ÉS IPARKAMARA
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Dundee City Council

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ΔΗΜΟΣ ΗΡΑΚΛΗΣ ΠΟΛΗΣ ΝΑΥΣΣΑΣ

ECTN EUROPEAN CULTURAL TOURISM NETWORK
Advisory Partner



Vidzeme | Veneto | Cork | Pecs-Baranya | Nicosia | Dundee | Kujawsko-Pomorskie | Naoussa | ECTN

Cult-CreaTE deploys Cultural and Creative Industries (CCIs) for the development and promotion of Cultural and Creative Tourism (CCT) strategies

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Foreword



Municipality of Naoussa as a local government organization bases its competitiveness and sustainability on the fast adaptation to EU and national policies. Through Cult-CreaTE, Naoussa had the opportunity to exchange experience and knowledge on an economic sector that is in need for further development in Greece, this of the Cultural and Creative Industries.

Within this framework, Naoussa aims in strengthening networking and communication between the SMEs of the Cultural & Creative sector and the Tourism one. Integration of digital means for the support of the CC SMEs is the Municipality's priority in order to promote cooperation and synergies among them, as well as to adapt Naoussa's tourism product into the new era's requirements for CCT promotion, co-creation and digitisation.

Furthermore, Cult-CreaTE and Interreg Europe enabled us, as organisers of the Harvest Festival, to consider its establishment as a permanent annual and cultural action to highlight Naoussa's unique identity, but also to contribute to local economic growth and to promote the outward-looking interaction of the local CC SMEs with the tourism market. This action will also constitute a tool to motivate local actors and the community to engage into creative activities, to deploy their creativity and to encourage the development of new CC SMEs, resulting in the development of CCT.

Finally I would like to warmly thank all Cult-CreaTE partners for the great collaboration and for giving us the opportunity to exchange knowledge, experience and ideas, which contributed to successfully develop our Action Plan.

The Mayor of Naoussa

Nicholas Karanikolas

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Signature

Executive Summary

Cult-CreaTE addresses the topic of CC SMEs competitiveness and their contribution to the development of Cultural and Creative Tourism. Partners from eight (8) organisations shared their expertise, experiences, knowledge and ideas, and with the support of the 9th partner, the European Cultural Tourism Network, learned from each other in order to develop their own Action Plans for CC SMEs competitiveness and CCT development.

Municipality of Naoussa, as a local government authority, had the opportunity to meet other similar organisations, as well as other organisations, such as Chambers of Commerce, Tourism Development institutions and networks. This mix of different organisations, gave an integrated approach to the project, and the partners' Action Plans, including Naoussa's as well.

Moreover, the project contributed to build the Municipality's capacity with regard to CCIs and CCT topics. Through the project it became evident the significant contribution of CCIs in CCT, through several good practices and experiences that the partners presented in the project's exchange of experience activities. It is remarkable how when CC SMEs receive support by the administrative authorities, they act as one single organisation under a common vision that is usually set by the local or regional authority body. This cooperation lead to strong benefits for the CC SMEs, the administration and the local community, both social- and economy-wise.

Networking and synergies, not only among same CC SMEs, but also with other SMEs and other institutional organisations, are crucial for the development and promotion of tourism products. Creative destinations invest to innovation and creativity in order to motivate and strengthen the CC SMEs. Universities and other educational institutions invest on research infusing their knowledge and findings into the collective organisations (chambers, associations, administration) and consequently into the CC SMEs.

Naoussa, among others, is know for its nature, wine tradition and as a city-break destination for the Metropolitan area of Thessaloniki. It is a town with rich history and with a long tradition in viticulture and wine-making. Many SME's support this tradition and the customs that surround it. Events of the past and current events, groups of local artists, performers and dancers were always linked to Naoussa's wine tradition. People of Naoussa, integrated this tradition and made it part of their lives, they were inspired and also created the unique cuisine of Naoussa. Naoussa, through the pass of the years, became a popular destination in the Region of Central Macedonia and in northern Greece.

The most known cultural product of Naoussa in the Custom of Boules, which takes place during the Carnival Season in Greece which is in February. "Boules" is a Carnival custom with ancient Dionysian origins. During a 3-week period several cultural events are taking place. Visitors can experience traditional dances in the streets of Naoussa with the dancers wearing unique traditional costumes. The local SMEs strongly support the events, by organising their own events, offering food and wine during the street performances (restaurants and bars) and by selling souvenirs and local products related to the events. There are local workshops where visitors can learn how to make the traditional masks and create their own souvenirs. Visitors can also participate in some of the performances and follow the dancers/performers during their visiting in local houses, where they are treated with traditional food and wine. They can also be present in the dressing procedure of the performers.

Another tourist product in Naoussa is the wine heritage and all the events around the grape harvesting season and the wine producing season. This season lasts from the end of August until the end of

October/beginning of November. During this season several events are taking place with the active involvement of the local wineries. Wine tasting and food tasting activities are taking place in Naoussa's restaurants and especially at the local wineries. Picnics and visits at the wineries are also organised, with the visitors also to have the opportunity to participate in traditional activities such as the grape harvesting and traditional grape stomping. This season ends with a 3-day festival, the Wine and Vine Festival, within November. Wineries are open to the public all day long, organising wine and food tasting activities. Also local restaurants and bars organise events offering local wines and food.

Quite recent initiatives in Naoussa are the "Street Food Festival Wine edition" and the "Naoussa Urban Art Festival" that are taking place in September. The Street Food Festival is a 3-day festival in September, promoting the "xinomavro" wine of Naoussa and the street food culture. Famous local and international chefs and bartenders are making street food and cocktails based on "xinomavro". Concerts with the participation of local artists are taking place, and also wine and food tasting is also organised by the local restaurants and bars. Dancing performances are also organised with the participation of visitors. The Naoussa Urban Art Festival took place for the first time in September 2020 with great success, even though there were restrictions due to COVID-19 pandemic. The theme of the festival was "Sustainable Development and the History of Naoussa". Distinguished artists from Germany, Argentina and Greece participated in the Festival creating their paintings in 7 buildings of Naoussa. Apart from the participating artists, volunteers, visitors and citizens of Naoussa became part of the cultural event, contributing to the completion of their works.

However, even though visitors can experience different events throughout the year, as well as to taste Naoussa's cuisine and wine at any time, SME's struggle to promote their services and products to address a wider audience. *"Lack of coordination in order to promote our tourist product is our biggest problem. We do have competitive products and services, we do have experience and ideas, but we lack of a common vision"* said the President of the Restaurants association of Naoussa, which is a key stakeholder of the Municipality of Naoussa during the implementation of Cult-CreaTE.

The stakeholders group identified the main obstacles they face in order to promote Naoussa's tourism product and to emerge as a new tourism destination, related to the region's wine heritage and tradition. In this context, the Wine Producers Association, the Restaurant Stores Association, the Traders Association, the Hoteliers Association and the Gastronomic Community agreed that we need to work on three (3) pillars: a) Their cooperation among the stakeholders and the coordination of the CC SMEs activities, b) the overall and common promotion of the CC SMEs of Naoussa and their activities and the establishment an all-year calendar, creating a routine in the operation (specify the opening hours) of the local businesses and places of interest.

The Municipality's vision through its Action Plan is **to improve the Naoussa Master Plan by integrating actions aiming in improving CC SMEs competitiveness in order to develop the Wine and Gastronomy Tourism in Naoussa.**

The main goals of the Municipality through its Action Plan are:

- To provide tools and incentives to increase the CC SMEs capacity and skills
- To coordinate the activities of the CC SMEs in order to promote the Municipality's tourism product

- To attract more visitors and tourists through the development of co-creative experiences in order to boost the local economy
- To strengthen networking and communication between the SMEs of the Cultural & Creative sector and Tourism one
- To introduce digital means for the support of the CC SMEs for the adaptation of Naoussa's tourism product to the new era's requirements for CCT promotion, co-creation and digitisation

The Proposed Actions towards the realisation of the Municipality's vision are the following:

- Action 1: Establishing Naoussa as "the city of Wine and Gastronomy" with local CCIs SMEs as main actors for Cultural and Creative tourism development (New Project)
- Action 2: Establishment of a digital platform for strengthening the competitiveness of Naoussa's CC SMEs by encouraging networking and creation of synergies (Improved Governance)
- Action 3. Advancing the Digital Agenda in CCIs SMEs developing CCT products and services for increased SMEs competitiveness (Structural Change)

In order the Municipality to monitor the progress of the Action Plan, the following indicators have been defined:

- Number of CC SMEs participating in the one-week event (target: 20)
- Number of CC SMEs creating new co-creation experiences (target: 5)
- SMEs registered to the Network/platform (target: 8)
- Visits in the platform (target: 50 visits/month)
- Number of different services provided (target:3)
- Number of references to digital products, multimedia and R&D in Pillars 1 and 2 of the Master Plan (target: 10)
- Number of measures proposed related to digital innovation (target: 3)

Up until now, local businesses acted separately, organising their own events and activities trying to attract visitors. Through Cult-CreaTe the Municipality brought the local enterprises together, using the existing cultural heritage and traditions but with common purpose to promote Naoussa's Wine tradition.

Cult-CreaTE gave Municipality of Naoussa the opportunity to develop the region's tourist product around the grape harvesting season and wine, by involving several key stakeholders, such as the Wine Producers Association, Restaurant Stores Association, the Traders Association, the Hoteliers Association and the Gastronomic Community. It was the first time that all these stakeholders from the Cultural Heritage, Gastronomy and Tourism Sectors cooperate to create together Naoussa's Tourism Product and to promote the city into the City of Wine in Greece, but in Europe as well.

Action Title	Type	Source/Good Practice transfer	Partner	CCIs involved	CCT Product	Comments
1. Establishing Naoussa as "the city of Wine and Gastronomy" with local CCIs SMEs as main actors for Cultural and Creative tourism development	New Project	<p>"University and business learning for new employability paths in food and gastronomy tourism"</p> <p>"Vinho Verde Centre for Interpretation and Promotion in Ponte de Lima, Alto Minho, Portugal"</p> <p>"PERSPECTIVES - 9 Hills Festival" and "Archaeological Festival in Biskupin"</p> <p>"The Traveller Festival (Festival del Viaggiatore)"</p> <p>"#PécsNiytva (#PécsisOpen) campaign"</p>	<p>PP9 ECTN advisory partner</p> <p>PP9 ECTN advisory partner as common partner in Cult-RiNG Interreg Europe</p> <p>PP7 Kujawsko-Pomorskie Region, Poland</p> <p>PP2 Veneto Region, Italy</p> <p>PP4 Chamber of Commerce and Industry of Pécs-Baranya, Hungary</p>	<p>CC SMEs of the Gastronomy and Wine sector</p> <ul style="list-style-type: none"> - Wineries - Restaurants & Cafes - Hotels - Cultural & Creative Workshops 	Annual event for the grape harvesting and wine making period (autumn)	
2. Establishing of a digital platform for strengthening the competitiveness of Naoussa's CC SMEs by encouraging networking and creation of synergies	Improved Governance	<p>"Support by Chamber of Commerce and Industry to CCI SME for CCT development"</p> <p>"Prisma Västra Götaland – cooperation platform on industrial cultural heritage"</p>	<p>PP4 Chamber of Commerce and Industry of Pécs-Baranya, Hungary</p> <p>PP9 ECTN advisory partner, common partner in Cult-</p>	<p>All CCIs SMEs of Naoussa</p> <ul style="list-style-type: none"> - cultural heritage - design - crafts - performing and visual arts - film, video, music - museums - perfumes and cosmetics 	N/A	

			RiNG project	- gastronomy - hotels and leisure		
3. Advancing the Digital Agenda in CCIs SMEs developing CCT products and services for increased SMEs competitiveness	Structural Change	<p>“Research results of CCT based on CCIs for transfer into policy making”</p> <p>“DiVit - Digital experience solution for museums, galleries and exhibitions”</p>	<p>PP9 ECTN advisory partner</p> <p>PP4 Chamber of Commerce and Industry of Pécs-Baranya, Hungary</p>	Digital products, Multimedia, R&D	N/A	

Action Plan

Part I – General information

Project: **Cult-CreaTE**

Partner organisation: **Municipality of Naoussa**

Other partner organisations involved (if relevant): **N/A**

Country: **Greece**

NUTS2 region: **Central Macedonia**

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Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
 - European Territorial Cooperation programme
 - Other regional development policy instrument

Name of the policy instrument addressed: **Municipality of Naoussa Master Plan**

The Action Plan aims in improving Pillars 1 and 2 of the Master Plan, which concern employability and SMEs competitiveness and cultural heritage and tourism respectively. In the current document, there are no references to creative industries and creative tourism. The results of the implementation of the Action Plan, as well as policy recommendations with regard to CCIs SMEs development, competitiveness improvement and development of CCT will be integrated in the municipality's Master Plan.

Moreover, the Action Plan aims in integrating policy recommendations and results that could apply to the sectors of digital products, multimedia and R&D. In addition, it will introduce activities to encourage CC SMEs to invest in digital products, multimedia and R&D in order to become more competitive, to approach foreign markets, as well as to attract visitors by introducing digital co-creative activities and services.

The Master Plan will be improved with such references in the relevant axes focused on the CCIs and CCT in order to enable digital transition and to promote competitiveness through research and innovation. In the CCIs sector. The Cult-CreaTE working team will submit its proposals to the Municipal Council in order to be included in the Master Plan document.

By adding these elements, the Municipality of Naoussa aims to become more competitive in order to receive ERDF funding for the implementation of relevant projects during the new programming period 2021 - 2027.

Part III – Details of the actions envisaged

ACTION 1: ESTABLISHING NAOUSSA AS THE “CITY OF WINE AND GASTRONOMY” WITH LOCAL CCIS SMEs AS MAIN ACTORS FOR CULTURAL AND CREATIVE TOURISM DEVELOPMENT (new project)

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

Naoussa has a long and rich tradition in wine heritage. Moreover, Naoussa has developed a unique traditional cuisine related also to this heritage through the pass off the years. Despite the huge heritage, only the last decades, the wine production started to turn from a relatively traditional agricultural sector into a cutting-edge entity in today’s wine world. Producers now invest in people, education, know-how and technology, starting a steep learning curve. Inspired by two (2) good practices introduced by **ECTN advisory partner** (PP9), the “Vinho Verde Centre for Interpretation and Promotion in Ponte de Lima, Alto Minho, Portugal” and the “University and business learning for new employability paths in food and gastronomy tourism”, Municipality of Naoussa through this Action, will built its tourism product around wine and gastronomy.

The Vinho Verde Centre is a cultural centre which apart from promoting the research of the wine heritage, it engages producers/winemakers and other economic agents in the promotion of Vinho Verde as a unique product in the world and one of great quality. The centre also promotes the excellence of the product in national and international level, as well as it promotes the region and Vinho Verde in the media. On the other hand, “FOODBIZ” promotes food and gastronomy tourism services by introducing co-creation to facilitate active participation of all players, to identify existing strengths and related opportunities, to promote experiential learning and creative problem-solving. Co-creation contributes to tackling local challenges through the co-creation of tourism products, based on CCI SMEs, which are tailored to each specific regional context.

Another interesting concept that was introduced in the project was the effect that festivals have in the creation of a tourism product, thus in the creation of new employment opportunities and the endorsement of the local economy and the local CC SMEs. Festivals seem to be a very good practice for destinations to strengthen their competitiveness, promote their heritage, customs and local identity. Festivals or events with a specific duration and theme, does not only contribute to the popularity of a destination, but they give the opportunity to the local CC SMEs to promote their products and services. Especially in not so popular destinations, where SMEs struggle to be competitive and produce high quality products, these kind of events become an opportunity for development and growth for the local market. Festivals and events attract visitors and tourists, which will stay, experience the customs, culinary, tradition and meet local people at the destination. In non-popular destinations, local businesses expect these kind of events to boost the local economy. Cultural and Creative SMEs have a key role for the success of such events. The events by themselves become the main attraction, but the CC SMEs are those, which will welcome the visitors and where visitors will experience the tastes and the heartbeat of the destination. Cafes, Restaurants, pubs, pastry shops, bakeries, local food markets try to satisfy visitors during their stay at the destination, by offering unique dishes of local recipes and ingredients, by organising events and provide special offers.

The Cult-CreaTE partner from **Kujawsko-Pomorskie Region, Poland** (PP7) presented as good practice the “PERSPECTIVES - 9 Hills Festival” that takes place in August in Chelmno, a town of 20.000 residents. The main goal of the Festival is to revive the town’s space, by engaging residents and local CC SMEs in the organisation of events in the town’s open spaces during the 3-day festival, in collaboration with 250 artists, performers and volunteers. This festival manages to attract 27.000 people every year, of which it is estimated that 15-25% are foreign visitors.

Moreover, the same partner presented the annual Archaeological Festival in the archaeological site of Biskupin, which takes place every year in September. The 9-day festival is being held since 1995, aiming in extending the tourist season and it constitutes a great example of using Poland’s cultural heritage in

order to promote cultural and creative tourism. The festival uses the history and archaeology of Poland and involves professionals from different fields to organise events based on the archaeology, warfare, music and dance, everyday life and local cuisine.

Veneto Region, Italy (PP2), as Cult-CreaTE partner, presented also a festival, the Traveller Festival (Festival del Viaggiatore), which has become a new tourism product for the town of Asolo and for the Veneto Region as well. The festival's aim is to enhance the participation and co-creation of visitors during the events of the festival, by bringing them to interact with local artists.

Furthermore, a very inspiring good practice is the #PécsNiytva (#PécsisOpen) campaign, to support SMEs competitiveness during the COVID-19 era. The Cult-CreaTE partner from **Hungary, the Chamber of Commerce and Industry of Pécs-Baranya** (PP4), in cooperation with the Baranya County, run this campaign suggesting experience-oriented tourism products based on the local gastronomy, hospitality, cultural and creative products and services, in accordance to the restrictions for COVID-19 pandemic. The aim of these events and activities is not only to boost the destination's tourist traffic, but also to create new values and traditions.

Inspired by the four (4) project partners, as well as by the best practices presented by Caroline Couret, Director of the Creative Tourism Network, in the ECTN advisory partner's webinar on Creative Tourism on October 1, 2020, Municipality of Naoussa aims to develop a new creative tourism product, based on the rich wine heritage of Naoussa. The new tourism product will be a 1-week event in September¹, aiming in increasing the competitiveness of the local SMEs of the wine and gastronomy sectors. Co-creation will be in the centre of the event's organisation, encouraging visitors to engage in a variety of activities, organised by the SMEs in collaboration with the Municipality. The event aims in initiating the differentiation of Naoussa as a tourist destination, by recovering and evolve its DNA with strong relation to the wine. CC SME's have the most important role towards this direction as they constitute the main actors of the festival, as they become the "performers" to invite the visitors to participate in their "acts".

2. Action (please list and describe the actions to be implemented)

Municipality of Naoussa aims in motivating Naoussa's CC SMEs of the wine and gastronomy sector in order to establish an annual event for the promotion of Naoussa as a wine and gastronomy tourism destination. This annual event, will be taking place in September, at the end of the grape harvesting season, initiating the beginning of the wine making period, which ends in the beginning of November. It will be a 1-week event, in which all CC SMEs will contribute directly to it by organising their own events inspired by Naoussa's wine tradition. Municipality of Naoussa, through the Office of Culture, will be the coordinator of the event, being responsible for the coordination of the CC SMEs and the promotion of their products, services and offers during the period of the festivities.

The main aim of the activity is to increase the local CC SMEs competitiveness, by establishing an event that it will give them the opportunity to make their products and services popular to the local population and visitors and tourists.

The Activity is based on the cooperation between the Municipality and key organisations of Naoussa, which represent several CC SMEs of the wine and gastronomy sector. These organisations, which were also the key stakeholders of the Municipality during Phase 1 of Cult-CreaTE, are:

a) the Naoussa Wine Producers Association

1

b) the Naoussa Food and Beverage Service Association (Restaurants + Cafes)

c) the Imathia² Hotels Association

d) the Gastronomic Community of Naoussa

The Action concerns the development of an Events' Itinerary, describing all the events and activities that will be taking place during the 1-week festivities. Municipality of Naoussa, along with the key stakeholders, will draft and finalise the itinerary. Each organisation will be responsible to organise their events of which the Municipality will be informed, in order to organise the promotional materials. All parties under the coordination of the Municipality will be responsible to promote also the event through their webpages and social media accounts.

The individual events that will be organised by the CC SMEs will strengthen the synergies among them, they will be inspired by and will be related to wine. The event will promote co-creation by inviting visitors and tourists to experience the CC SMEs activities.

The activities that will take place during the 1-weeks of the event have already been proposed by each association in consultation with their members and were finalised during the Local Stakeholders Group meetings. The activities are the following:

Activities by the WINERIES:

- Events and/or visits in the wineries' establishments where visitors could participate in grape harvesting, grape stomping and wine tasting activities
- Representation of grape harvesting in the past in selected vineyards of Naoussa
- Participation in the Equestrian Club's wine route, where visitors could visit the wineries of Naoussa by riding horses
- Organisation of photography competition with theme related to wine. The winner of the best photo, which will be posted on a special banner, will receive a gift from a winery (wines and an organised visit for 4 people)

Activities by the SMEs of FOOD AND BEVERAGE SERVICES:

- Specialised menus of local cuisine, themed menus and special wine prices
- Full meal and food tasting services (catering) in collaboration with the wineries
- Specialized services, whose purpose will be the experience and testing by the visitors of local products (offers, tastings, preparation of liqueurs based on wine, etc.)
- Pastry products based on grape must³ "Moustos". In collaboration with pastry shops, demonstration of the grape must jelly ("moustalevria") and grape must cookies ("moustokouloura") recipes
- Decoration of shop windows with bottles of wine
- Jewellery design with the theme of grapes and vine leaves (special pieces for the week of the event)

² Imathia is one of the 74 regional units of Greece. It is part of the Region of Central Macedonia and is subdivided into three (3) Municipalities, one of which is the Municipality of Naoussa.

³ Grape must is the liquid obtained by the gentle crushing or pressing of grapes. Even within the same winemaking region, must composition varies according to several factors, including the type and variety of grapes used, the ripeness and health of the grapes (ripeness depends on a range of factors, such as the climate during the growing season, the type of soil, and the fertilizers used), the pressure exerted on the grapes, etc

Services by the ACCOMODATION ESTABLISHMENTS

- Spa and treatment services with grape or wine products
- Special Brunch menu

Activities organised by the MUNICIPALITY OF NAOUSSA (supportive activities)

- Projection of films (e.g. documentaries or films related to wine and grape harvesting) and organisation of theatrical performances (shadow puppetry etc)
- Event for dipping some bottles of Xinomavro wine in Arapitsa River: "Xinomavro matures in the embrace of our river". Recovery in 10 years.
- Choirs in neighbourhoods of Naoussa singing about wine
- Invitation of the urban art group to participate in the event
- Thematic and specific tours related to wine by guides and sommeliers

The objectives of the Action are the Municipality of Naoussa to:

- 1) Increase the CC SMEs competitiveness by giving them a motive through the wine event to promote and improve their products and services
- 2) Give them a motive to develop new products and services inspired by wine, giving their own identity to Naoussa's new brand and new tourism product "Naoussa, the city of Wine"
- 3) motivate CC SMEs to participate in the development of Creative Tourism in Naoussa, by providing co-creative experiences
- 4) promote the creative identity of Naoussa and form the city's DNA, by establishing an event which is based on the traditions and wine heritage, as well as in contemporary activities by young artists and CCIs and CCT professionals
- 5) Create the sense of team to the CC SMEs, by working together to prepare a big event for the city which will attract visitors and will boost the local economy

The Action will be implemented in three (3) phases:

- a) Phase 1: Preparation of the Event (March 2021 – August 2021)
- b) Phase 2: Implementation of the Event (September 2021)
- c) Phase 3: Assessment of the Event and policy improvement (October 2021 – December 2021)

During phase 1, the Municipality will be responsible to inform the key stakeholders about the event, its objectives and expected results. The Municipality will organise a meeting with the stakeholders to create the first draft itinerary for the event. The dates of the event will be set. The stakeholders will inform their members (CC SMEs) about the proposed activities, they will receive feedback and other ideas (if any). Co-creative activities will be developed by the CC SMEs on the thematic of wine, grape harvesting, wine making etc. The itinerary will be finalised through a meeting, one (1) month before the beginning of the event. The Municipality will start disseminating the event by creating digital promotional material and by press releases, posts and articles to the local and regional press. In case, restrictions need to apply due to the COVID-19 pandemic, the event will be supported with online means. Professional and non-professional videos will be created, presenting wine and food tasting activities, visits and other activities in the wineries and the vineyards, online cooking classes of traditional dishes and pastry, online performances and workshops with the participation of the audience etc.

During phase 2, the actual implementation of the event will take place (mid-September). For one week, all the CC SMEs of Naoussa, under the coordination of the Municipality of Naoussa and the stakeholders-associations, will provide products, services, events and co-creative activities, as described above, for residents and visitors to experience during the event. Several festivities will take

place in parallel, in restaurants, cafes, hotels, wineries, vineyards and on the streets. Wine and food tasting, street performances, crafting workshops, photography competitions are some of the activities that will take place. During this week, daily posts with photos from the events will be posted in websites and social media.

Phase 3 starts after the end of the event. Purpose of the Municipality is to collect feedback from the CC SMEs regarding their experience and benefits from the event. The results will be reported to Municipal Council. The event, as an activity, will be integrated in the Master Plan of Naoussa. More specifically, references regarding the activities of the event will be integrated in Pillars 1 and 2 of the Master Plan, which concern employability and SMEs competitiveness and cultural heritage and tourism respectively.

The event will be officially established as an annual event in the Department of Culture's events calendar. The participation of the Vice Mayor of Culture in the Cult-CreaTE meetings have ensured the inclusion of the event in the Municipality's annual events. Within the project duration, it will take place twice (September 2021 & September 2022).

Outputs

- 2 (x2) meetings with the key stakeholders (phase 1)
- The main event (x2) (2-weeks event) (phase 2)
- One (1) meeting with the Municipal Council (x2) (phase 3)
- Two annual reports on the Action's results (2021 & 2022)

Indicators

Number of CC SMEs participating in the one-week event (target: 20)

Number of CC SMEs creating new co-creation experiences (target: 5)



Picture 1: Wine making (by Dimitris Ziannis, 1st Prize, Photography contest "The grape harvesting season has begun – 2020")



Picture 2: Visit and in the vineyard (by Olga Boronilo, 4th Prize, Photography contest “The grape harvesting season has begun – 2020”)



Picture 3: Wine making (by Victoria Mpazaka, Photography contest “The grape harvesting season has begun – 2020”)

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The success of Activity 1 depends on the stakeholders of the Cult-CreaTE local group and their members:

- the Naoussa Wine Producers Association (23 members)
- the Naoussa Food and Beverage Service Association (Restaurants + Cafes)
- the Imathia Hotels Association (22 members in Naoussa)
- the Gastronomic Community of Naoussa (20 members)

Each organisation will be responsible to provide, develop and promote their products and services during the event, according to the event's itinerary.

The Municipality of Naoussa, will be responsible for the coordination of the other parties, through constant communication and meetings in ensure the success of the action.

4. Timeframe

The Action will begin in March 2021 and will end in December 2021.

It will be implemented in three (3) phases:

- A) Phase 1: Preparation of the Event (March 2021 – August 2021)
- B) Phase 2: Implementation of the Event (September 2021)
- C) Phase 3: Assessment of the Event and policy improvement (October 2021 – December 2021)

The Action will be repeated in 2022, until the end of the project by November 2022.

5. Costs (if relevant)

The Action involves regular staff costs. It is estimated that for the implementation of the Action about 5 person-months will be needed (~ 10.000,00 €)

6. Funding sources (if relevant):

The Action will be funded by the Municipality's own sources.

ACTION 2: ESTABLISHMENT OF A DIGITAL PLATFORM FOR STRENGTHENING THE COMPETITIVENESS OF NAOUSSA'S CC SMEs BY ENCOURAGING NETWORKING AND CREATION OF SYNERGIES (improved governance)

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

Networking and synergies among CC SMEs are key factors for increasing SMEs competitiveness, as they enable exchange of experience, knowledge and expertise, as well as creativity and innovation. However, the success of these synergies is reflected to the impact and effect that their products and services have to the local economy and more importantly in the local tourism market. CC SMEs can directly contribute to the development of cultural and creative tourism in destinations, as they are the “core” of the destination’s cultural and creative activities and of the tourism product itself.

Strengthening the CC SMEs by increasing their capacity and by providing means to enable their collaboration and exchange of ideas, lead to the creation of a strong CC SMEs network which contributes to the development and promotion of the CCT.

The **Chamber of Commerce and Industry of Pécs-Baranya, Hungary** (PP4), offer free of charge services to CCIs in order to increase their capacity, improve their competitiveness, network, improve innovation and creativity, as well as other individual advisory services. The main objective of this service is the promotion and advertisement of the member CCIs, aiming in the increase of inbound tourism, thus in the increase of local income and the creation of new jobs. The service led to the establishment of cooperation among stakeholders, customers, suppliers, agencies, investors and media.

The advisory partner **ECTN** (PP9), as common partner in the Cult-RiNG project, presented also a very inspiring good practice from the Region Västra Götaland, Sweden, the “*Prisma Västra Götaland*”, which is a common collaboration platform between public and non-profit actors in Cultural Heritage sector. Prisma VG was created to be a common collaboration platform where the work of the parties is coordinated and they benefit from each other's strengths. Prisma VG also has the stated goal of strengthening the sustainable small-scale tourism on industrial history sites. The most significant result of the operation of the platform is that actors from different parts of the cultural heritage sector (public, private) cooperate and coordinate their actions. The digital platform works as a common channel for all actors, continuously updating new stories, pictures and visitor information about industrial sites.

During the local stakeholder group meetings of Cult-CreaTE phase 1, the project team of the Municipality of Naoussa became aware of the need of the stakeholders to collaborate not only through regular meetings, but through other means that enable the direct contact and collaboration. Meetings are time consuming and the entrepreneurs’ time is limited. The two (2) good practices described above, inspired the 2nd Action of the Action Plan, which concern the development of a collaboration platform, which also contribute to the CC SMEs capacity building, as well as a means to bring the SMEs close to the visitors and tourists.

2. Action (please list and describe the actions to be implemented)

The Action aims to develop a digital platform to enable networking among local actors (public and private) of the Cultural and Creative sectors, synergies and exchange of knowledge, experiences and ideas. The digital platform will be a tool for the CC SMEs to collaborate and learn from each other.

The “Naoussa’s Local Stakeholders Networking and Collaboration platform” (Naoussa LostNET) will be a significant tool to increase the economic effect of the Cult-CreaTE project’s results in local Community. Furthermore, aims to build and maintain partnerships and synergies of mutual economic benefit,

endorsing the Cultural and Creative Tourism in Naoussa. The development of this platform will support and enhance successful and long-lasting partnerships to create a vibrant environment for entrepreneurship.

Naoussa LostNET's general objectives are:

- Support the development of local stakeholders and partnerships between local CCI SMEs and other stakeholders
- Develop joint strategies and policies towards the enhancement of local CCT brand awareness
- Highlight and promote important cultural, historical and geographical characteristics of the Naoussa Municipality.
- Strengthen the involvement of regional stakeholders and aim to the international stakeholders approach
- Encourage local stakeholders in initiating, implementing and promoting activities related to the CCT in Naoussa

In this context the platform is going to provide functionalities, modules and digital information as a tool to the local stakeholders and the Municipality to strengthen their connection with collective organizations such as Chambers of Commerce and tourism agent associations and therefore with visitors/tourists and residents.

Regarding the stakeholders the platform will provide a "place" (Naoussa LostNET forum) which can foster entrepreneurship and creativity, where people engaged into the CCIs can be informed, disseminate their work and their projects (digitally).

This "place" will be organized in a way that the SMEs can promote their products and activities. Furthermore, they will have the ability to use the platform's tools, such as cloud services, cloud GIS infrastructure and digital mapping (also with a tourist friendly interface), allowing the promotion of the CCIs local businesses and products and also allowing businesses to have direct access to the platform and provide information (link to the platform will be also provided to the Municipality's website). The ability to Publish Newsletters (digital) and nonprofessional videos are some of the available functionalities.

The platform will constitute the main tool for the SMEs to use for the promotion of their products and services. The SMEs will inform the platform for their products, services, offers and events that they organize, and the information will be available to the platform.

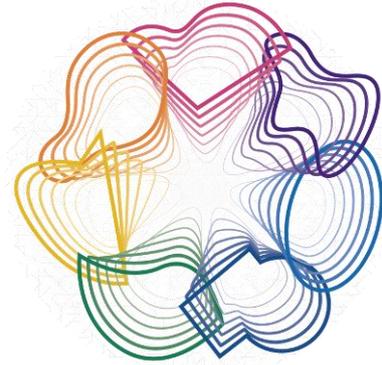
Maps, where filters can be used, will present information about the SMEs' activities depending on each visitor's preferences and interests. The platform will not contain only information about the location and contact details of each SME, but also working hours and details about the creative activities that each one offers. In order to avoid advertising, only the type of SME will be presented without the name of the SME. Also, the platform will present indicative itineraries and visit plan for different target groups. Also, cloud services to be used for working purposes will be available. The platform will be operated by the Municipality of Naoussa and one staff member will be responsible for the proper presentation of information and promotion of the tourist product of Naoussa, as well as for the proper use of the services.

The web platform and social media accounts will provide information about future activities, in a timely manner.

All these tools will allow the local stakeholders to organize the way they approach the tourists/visitors and residents providing the selected digital information and content about cultural and creative activities/events taking place in Naoussa, organised by the Municipality, by CC SMEs (individually or in collaboration) including hotels and restaurants and by the wineries.

Easy to find and access Information about local CCIs (contact details, location, type of business) and Information about local products and offers will be the goal of the developed and public provided web platform sections.

The platform's development, operation and contribution to the local CCIs and CCT will be included as an action to the Municipality's Master Plan. The platform will be referred as a key tool for the Municipality to strengthen the local CC SMEs competitiveness, to promote their services and products, contributing to local economic development and growth, to the creation of job opportunities and the promotion of Naoussa as a new CCI's destination.



Moreover, within this activity which aims in strengthening the local governance regarding the increase of CC SMEs competitiveness, a challenging aim that the Municipality wishes to achieve, is to coordinate the local stakeholders to apply to the UNESCO Creative Cities Network (UCCN). The UCCN fosters international cooperation across cities of the world that invest in culture and creativity as accelerators of sustainable development. Through seven creative fields – Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music – cities in the Network are innovative and strategic with a large scope of initiatives that have positive economic, social, cultural and environmental impacts.

The Municipality aims to increase the local CC SMEs extraversion in EU and to enable synergies, networking and exchange of experience and knowledge through the participation of the city in the Network. The platform will facilitate this process, operation as a communication and information tool, as well as a local space of networking. The aim for Naoussa to become member of the UCCN, will be integrated into the city's Master Plan as a key objective.

Output

One (1) digital platform

Application Form to the UCCN

Indicators

SMEs registered to the Network/platform (target: 8)

Visits in the platform (target: 50 visits/month)

Number of different services provided (target:3)

Number of CCIs involved in drafting the application form for the UCCN (target: 4)

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The Municipality of Naoussa will be responsible for the development of the LostNET and its operation. The Municipality will be responsible to collect the relevant information, to ensure the proper operation and update of the platform. The Municipality will record and monitor the CC SMEs satisfaction of the platform's services and will implement corrective actions to make the platform useful and attractive to the CC SMEs, as well as to potential visitors and tourists.

The beneficiaries of the Action are all the CC SMEs of Naoussa (cultural heritage, design, crafts, performing and visual arts, film, video, music, museums, perfumes and cosmetics, gastronomy, hotels and leisure)

4. Timeframe

The platform will be completed in two (2) months (May 2021 - June 2021). 2,5 person-months will be needed. The services will be provided during the project implementation and will continue and after the project's end.

The Application Form for the UCCN will be submitted in June 2021 (and/or June 2022).

5. Costs (if relevant)

The cost of this Action includes regular staff costs for 2,5 person-months (~ 5.000,00 €)

6. Funding sources (if relevant):

The Action will be funded by the Municipality's own sources.

ACTION 3: ADVANCING THE DIGITAL AGENDA IN SMES CCIS DEVELOPING CCT PRODUCTS AND SERVICES FOR INCREASED SMES COMPETITIVENESS (structural change)

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

Creativity and innovation are the drivers of the digital economy. Regions, which score low on digital connectivity, human capital, use of internet, integration of digital technology by businesses, and digital public services, run the risk of missing the benefits of the digital era (EU, Towards a Digital Single Market Act, 2016). In order SMEs to become more competitive, policy and decision making bodies, need to promote a more dynamic economy that allows innovation and creativity to flourish. They need to aim in removing barriers for SMEs, so that they can access markets in a level playing field, through access to finance, including new funding models for SMEs, e-commerce, development of long-term investment strategies in digital infrastructure, skills, digital inclusion, research and innovation, etc.

Cultural and Creative sectors occupy a significant place in today's European economy, by contributing to innovation, investment, digital modernisation and cultural tourism. EU policies and recommendations, as well as research results on the benefits and success of investing in digital products, multimedia and R&D in the CCIs and CCT sectors, could introduce good practices, methodologies and tools in local level, that through their integration in policy documents, they have the potential to be mainstreamed into Operational Programmes and Structural Funds.

The Advisory partner **ECTN** (PP9), presented these opportunities in the good practice "Research results of CCT based on CCIs for transfer into policy making", which significantly states that suitable research results could constitute potential bases for transfer into policy making and mainstreaming into Operational Programmes and Structural Funds. These also relate to deployment of CCIs in CCT product development, including competitiveness of CCIs SMEs.

The benefits and the opportunities created by the synergies between traditional CCIs with contemporary ones, which are based on digitisation and innovation, were presented through several good practices, such as the "DiVit - Digital experience solution for museums, galleries and exhibitions" by **Chamber of Commerce and Industry of Pécs-Baranya, Hungary** (PP4). Augmented Reality and GIS can open new dimensions in CCT and could be offered by several CCI fields, such as cultural heritage, digital products, archives and libraries, museums and galleries, software, toys&game, VR/AR.

Interactive and multi-media solutions, as well as the promotion of e-commerce incentives, digital networking, offer of digital products are some of the initiatives developed by CCIs in order to create more competitive CC tourist products.

Naoussa's policy instrument has no references to digital CCIs and relevant concepts. This a major deficiency, as in an era of digital innovation, where digital products and services have become necessary for SMEs to compete in a global market, the focus of Naoussa's Master Plan has to change and turn to such concepts. New digital products, multimedia and R&D have to become part of the CC SMEs. The improvement and development of digital skills are also important, as well as the use of such products and services for the promotion of Naoussa's CCT.

2. **Action** (please list and describe the actions to be implemented)

The Action will lead to structural change, as it aims in advancing the Digital Agenda in the CCIs SMEs through the integration of the Agenda's recommendations into Naoussa's policy instrument. Through these recommendations, it will introduce activities to encourage CC SMEs to invest in digital products, multimedia and R&D in order to become more competitive, to approach foreign markets, as well as to

attract visitors by introducing digital co-creative activities and services.

The Master Plan will be improved with such references in the relevant axes focused on the CCIs and CCT in order to enable digital transition and to promote competitiveness through research and innovation. In the CCIs sector. The Cult-CreaTE working team will submit its proposals to the Municipal Council in order to be included in the Master Plan document.

The objectives of the Action are:

- The introduction of digital concepts into the city's policy instrument
- The encouragement of activities towards the adaptation of SMEs to the digital era
- To seek funding for projects which enable the digital adaptation of the Municipality for the promotion of CCT in Naoussa
- To propose incentives for the development of new digital products and services for the promotion of the CCIs
- To promote synergies between traditional CCIs and contemporary ones
- To promote synergies between Naoussa's CCIs and research institutions

The Action's objective is to improve Naoussa's policy instrument by introducing relevant references in Pillar 1, which concerns the Entrepreneurship, and in Pillar 2, which concerns the Cultural Heritage. By adding these elements, the Municipality of Naoussa become more competitive to receive ERDF funding for the implementation of relevant projects during the new programming period 2021 - 2027.

The Cult-CreaTE project team will draft a proposal regarding possible measures and actions that could be integrated in Naoussa's Master Plan (February – March 2021).

The proposals will be reviewed by the Department, which is responsible to draft the Master Plan. The final document, as soon as it will be finalised, will be discussed in a meeting of the Municipal Council (May 2021).

After the integration of any corrections or/and additions, the Master Plan will be finalised and approved by the Municipal Council (July 2021). The Municipality will disseminate relevant information in the CCIs SMEs through the Press and through the representatives of the Cult-CreaTE stakeholders that will remain active during the Phase 2 of the project.

Output

Improved Master Plan with integrated digital policies

Indicators

Number of references to digital products, multimedia and R&D in Pillars 1 and 2 of the Master Plan (target: 10)

Number of measures proposed related to digital innovation (target: 3)

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The Municipality of Naoussa is responsible for the drafting and approval of Naoussa's Master Plan.

The staff will be responsible to draft their proposals and submit them to the Municipal Council. For the

implementation of this action, there will be cooperation with the International Innovation Centre of digital skills development in Thessaloniki.

4. Timeframe

The Action will start in April 2021 and will be completed by the end of December 2021.

5. Costs (if relevant)

Only regular staff costs will be used for this action. 2 person-months will be needed for the implementation of the Action (~ 4.000,00 €). The Thessaloniki Innovation Center will support the Municipality within the framework of their existing cooperation.

6. Funding sources (if relevant):

The Action will be funded by the Municipality's own sources.

Monitoring Procedures in Phase 2

The monitoring procedures include the use of performance indicators to assess the implementation progress of each proposed action. They will contribute to the monitoring of the timeline of the actions, as well as to define the percentage of completion of the actions.

The municipality's project team, along with the external expert will monitor the indicators that have been set and will report the progress of each action at the end of each semester of phase 2.

Action 1: Establishing Naoussa as “the city of Wine and Gastronomy” with local CCI SMEs as main actors for Cultural and Creative tourism development (New Project)

In this Action, the indicators that have been set are:

- Number of CC SMEs participating in the one-week event (target: 20)
- Number of CC SMEs creating new co-creation experiences (target: 5)

It is however interesting to define the number of CC SME's participating in wine and gastronomy promotion activities prior to the institution of the event, as well as the number of CC SMEs offering co-creation experiences to visitors/tourists today.

For this action, the role of the Cult-CreaTE stakeholders is significant. All stakeholders are associations which represent several CC SMEs and they will become the link between the Municipality of Naoussa and the SMEs. The stakeholders will monitor the CC SMEs engagement into the action and they will report to the Municipality's project team.

Action 2: Establishment of a digital platform for strengthening the competitiveness of Naoussa's CC SMEs by encouraging networking and creation of synergies (Improved Governance)

The indicators for this action are:

- SMEs registered to the Network/platform (target: 8)
- Visits in the platform (target: 50 visits/month)
- Number of different services provided (target:3)

Staff members will monitor the registrations and visits in a monthly base. The project team will be responsible for the achievement of the targets.

Action 3. Advancing the Digital Agenda in CCI SMEs developing CCT products and services for increased SMEs competitiveness (Structural Change)

The indicators that have been set for this action are:

- Number of references to digital products, multimedia and R&D in Pillars 1 and 2 of the Master Plan (target: 10)
- Number of measures proposed related to digital innovation (target: 3)

A persons from the staff is responsible to propose and achieve the targets that have been set. Consultations with relevant municipality departments will ensure that the proposals are in line with the municipality's vision and goals in order to achieve the expected results of the action.

Date: 14-05-2021

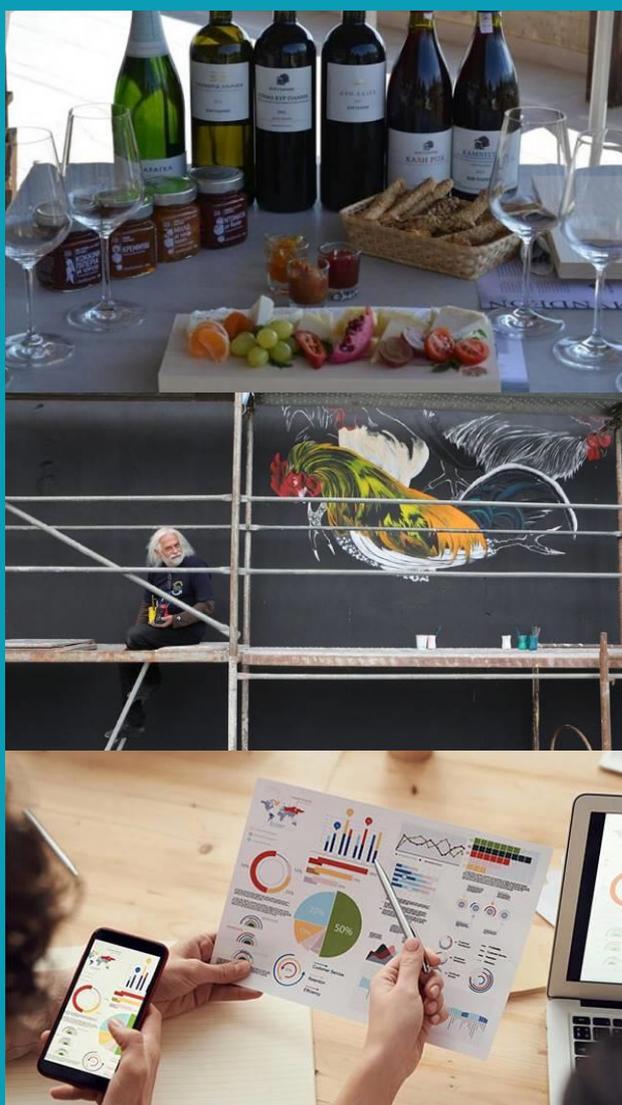
Name of the organisation :

MUNICIPALITY OF THE HEROIC TOWN OF NAOUSSA

Signatures of the relevant organisation: _____

action plan for Naoussa, Greece

The Municipality of Naoussa aims in establishing a strong relation with the local CCI SMEs by providing incentives and tools to increase their competitiveness and to redeploy them for Cultural and Creative Tourism development in Naoussa. Wine and Gastronomy CCI SMEs become the main beneficiaries of this Action Plan, playing a key role to its realisation. Inspired by the Cult-CreaTE partners, the Municipality of Naoussa, develops three (3) Actions aiming in increasing CCI SMEs competitiveness: a) a wine and gastronomy annual event, b) a digital platform for the CCI SMEs and c) the adoption of the Digital Agenda



Cult-CreaTE
project
deploys Cultural
and Creative
Industries (CCIs)
for the
development
and promotion of
Cultural and
Creative Tourism
(CCT) strategies