

ECOC-SME
Interreg Europe



European Union
European Regional
Development Fund

ACTIONS FOR INDUCING SME GROWTH AND INNOVATION
VIA THE EUROPEAN CAPITAL OF CULTURE EVENT AND LEGACY



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INVITATION
to the
**FINAL DISSEMINATION EVENT OF THE
ECOC-SME PROJECT**

Matera, Italy | 9-10th June, 2022

Registration coming soon!

* to be updated

INNOVATIVE ACTIONS FOR SME PROMOTION AND MONITORING IMPACT IN EUROPEAN CAPITALS OF CULTURE

Matera, Italy | 9-10th June, 2022

Day 1: 3 years of ECoC-SME

9th June, Thursday

	9:00	<i>Registration (offline)</i>
	9:30 – 9:45	Welcome
	9:45 – 10:00	Interreg Europe: The state of play of interregional cooperation
Hybrid	10:00 – 13:00	ECoC-SME stories from the 5 regions How our actions were designed, implemented, and adapted upon implementation
	13:00 – 14:00	<i>Lunch break</i>
Streamed	14:00 – 15:15	Policy impact of the ECoC-SME project: roundtable discussion What are the policy impacts and the contributions of our Action Plans in the five regions, and how are they already visible?
	15:15 – 15:30	<i>Coffee break</i>
Hybrid	15:30 – 18:00	Legacy of the ECoC events An innovative panel where we would give the floor to EU-level speakers as well as ECoC city representatives, incl. our own 5 regions, and a closing speech

Day 2: Synergy Day

10th June, Friday

	10:00 – 10:15	Welcome
Hybrid	10:30 – 13:00	CultourData Project Measurement and monitoring of broader impact, importance of data in the process of ECoCs
	13:00 – 15:00	<i>Lunch break</i>
	15:00 – 18:00	Site visits to legacy infrastructure Foundation Matera2019, digital innovation hubs, etc.