

## **ChIMERA**

### **Innovative cultural and creative clusters in MED area**

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

#### **D.3.5.1 Regional Strategic Action Plan**

##### **WP 3. Studying**

#### **act. 3.5 Developing common approaches and strategies to stimulate innovation in cultural and creative sectors**

Responsible partner: Region of Sterea Ellada

Status: final

Distribution: public

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INNOVATIVE CULTURAL  
AND CREATIVE CLUSTERS  
IN THE MEDITERRANEAN AREA

## REGIONAL STRATEGIC ACTION PLAN

**Partner name**

*REGION OF STEREA ELLADA  
(CENTRAL GREECE)*

Project co-financed by the European  
Regional Development Fund

November 2017

<b>NAME OF THE IDEA</b>	<i>Identification of the IDEA that originates the Action Plan</i>	<b>Creating clusters and improving their innovation skills</b>
<b>ACTION PLAN OBJECTIVES</b>	<i>Identification of the objectives of the present action plan</i>	<p>The IDEA of the present action plan is the creation of clusters in the Region of Sterea Ellada and the enforcement of synergies between regional producers, professionals and businesses which will lead to more effective, long-term and sustainable growth results, compared to individual efforts.</p> <p>The aim is to foster the creation of innovative cultural products of distinct character and dynamic, developed around the rich cultural heritage of the Region of Sterea Ellada.</p>

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
Awareness rising of innovation benefits	Innovation development projects and innovation implementation funding	Region of Sterea Ellada	Municipalities of the Region of Sterea Ellada	November 2017 - December 2018	Human resources
Development of innovation skills through consultation	The aim is the creation of sustainable jobs in the Region	Region of Sterea Ellada	Business Support Centre	November 2017 - December 2018	Human resources

and training					
Creating clusters between Public and Private institutions such as the Region of Central Greece, municipalities, Chambers of commerce, Cooperatives, Private companies and Educational institutions.	The objective of established clusters is the support and enhancement of the "Stereia Ellada" brand name, and furthermore the development and promotion of local products, culture and tourism by developing synergies.	Region of Sterea Ellada	Agri-food Partnership of Central Greece (Stereia Ellada), Commercial chamber of Fthiotida	November 2017 - December 2018	Human resources
Establishing alliances between the archaeological community, artists, cities, regions, institutions, businesses and citizens.	The aim is to create cultural products of distinct character and dynamic, which will be developed around the rich cultural heritage of each ancient monument of Sterea Ellada and sights around it, man-made or natural.	Region of Sterea Ellada	Diazoma Association	November 2017 - December 2018	Human resources
Amplify the use and	In addition to pursuing	Region of Sterea Ellada	Gnosis Computers,		

application of ICTs in tourism products.	our basic goal of shaping wide-ranging social synergies, this activity is centred on the widest possible integration of ICT methodologies and tools in the regional tourism offerings, such as digital tours via mobile phones, cultural routes and 3D representations.		Diazoma Association	November 2017 - December 2018	Human resources
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<b>THE LINK BETWEEN ACTION PLAN AND RIS3</b>	<i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i>	<p>The development planning of the programming period 2014-2020 is heavily based on the national and regional Research and Innovation Strategies for Smart Specialization (RIS3). The region's development vision for the period 2014-2020 refers to "the balanced social and economic development, the creation of sustainable jobs, and the improvement of the quality of life that will be achieved by adapting a strategy that aggregates efforts and investment leverage in areas where the region has a comparative advantage while protecting the environment which consists one the region's major assets and competitive advantages. In this context, two of the most important RIS3 priorities refer to the Experiential Industry and Agri-food sectors.</p> <p>Regarding the cultural and creative industries, it includes two priorities: ICT and Cultural Heritage. The Region of Sterea Ellada, in order to achieve these priorities, adapted a four-stage approach. More precisely: a) Awareness, b) Development of innovation skills through consultation and training, c) Innovation development projects and d) Innovation implementation funding.</p> <p>Finally, the governance structure of the RIS3 of the Region of Sterea Ellada includes two levels: The</p>
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		Policy Making Level which includes the administrative bodies of the region that are responsible for policy development on research and innovation and the Execution Level which includes bodies responsible for the monitoring of the implementation of the regional RIS3.
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the action plan</i>	