

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

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D.3.2.1 Regional Analysis

WP 3 Studying - act. 3.2 Analysis of the state of the art of the innovation system for the cultural and creative sector

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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

STATE OF THE ART ANALYSIS

REGION OF STEREA ELLADA

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According to the Nomenclature of Territorial Units for Statistics (NUTS), the focus scale of the present State of the Art is: Regional – NUTS 2 Level / ΣΤΕΡΕΑ ΕΛΛΑΔΑ - STEREA ELLADA

1. REGION PRESENTATION

1.1 Territorial framework

The Region of Sterea Ellada which is located at the heart of Greece, is the second in size Greek region including five (5) regional sections: Evia, Evrytania, Fokida, Fthiotida and Viotia. It occupies a total area of 15 549 sq. km. (11.8% of the total area of the country), with 230 km. long and 95 km. wide and has a very interesting and diverse geomorphological, socio-economic and cultural features, creating a set of important advantages (rich and remarkable production basis - agriculture and industry - mountains, quarrying areas, large forests, plains, inland and coastal waters, even island shores, important natural, cultural and historical sightseeing's and service opportunities especially in tourism and trade). The capital of the Region of Sterea Ellada is in Lamia, the capital of Fthiotida prefecture.

The biggest part of the region is mountainous (rate of 47.4% and 31.8% respectively of the total area) and the flat is just 20.8% of the area. The highlands are the most disadvantaged in the country and as a result there are a lot of difficulties in the connection between them. Moreover, the subsoil of Central Greece is rich in metal deposits (magnesite, ferronickel, bauxite, dolomite), marble and chrome, which is underused.

The biggest cities in the Region of Sterea Ellada which have the dominant driving roles are:

- Lamia (capital of Fthiotida prefecture) and Chalkida (capital of Evia prefecture), with almost 100,000 inhabitants in the urban area.
- Thebes, Livadia, Karpenisi, Amfissa and Itea, with 20000-50000 inhabitants in their urban area.

1.2 Demographic data

The population growth in the Region of Sterea Ellada, according to the results of the population census in 2011 shows a decrease of 9.66%, which is much higher than the general downward trend (1.61%) at the country level. The population of the Region of Central Greece amounted to 546 870 inhabitants in 2011, representing 5.07% of the total population.

The gradual decline in population during the decade 2001-2011 resulted in the reduction of the Region's population density, which is of 38.9 inhabitants per sq. km. in 2001 fell to 35.17 inhabitants per sq. km. in 2011, much lower than those of the country (81.75 inhabitants per sq. km.).

Regarding the distribution of population by sex and by age groups shows that the sex ratio in the total population of the Region is the reverse of that observed in the whole country, since men make up 51% (49.2% for the whole country) of the total population in the region, compared with 49% of women (50.8% throughout the country).

The analysis of individual demographic indicators shows that the problem of population aging in the Region of Central Greece is quite larger than in the whole country. In particular, the calculation of the aging index for the region show that in the year 2012 in 100 children accounted for 163.2 elderly, while for the country this ratio is 137.

1.3 Economic framework

Stereia Ellada, where 5.1% of the country's population is concentrated (2015), is a manufacturing hotspot, 5th out of the 13 Greek regions in terms of export current prices (2012). In 2014, the region accounted for 4.64% of the country's GDP, while in terms of GDP per capita, was positioned 6th among the 13 Greek regions and below the EU28 average (61%).

The Region is very rich in mineral resources and has a developed agricultural sector, a relatively developed tourism infrastructure and a growing services sector. However, the region is characterised by geographical and economic heterogeneity, with urban areas being more developed than the rural and mountainous zones.

Within the services sector the most dynamic segments are real estate, renting and business activities, public services, transport services, trade and the growing tourism and financial services sectors.

Around the area of Viotia, are located some of the largest production units of the country, such as the manufacture of electrical machinery and apparatus, manufacture of basic metals, manufacture of other non-metallic mineral products, manufacture of rubber and plastic products and manufacture of wood and of products of wood.

During 2000-2008, the period of considerable growth, no significant restructuring effects took place in the region, limiting the ability of the regional economy to absorb the present economic shock that hit particularly trade and services, but also the strong manufacturing base of the region. Reduced demand, increased taxation and costs of production have led many manufacturing firms to exhibit losses for at least six consecutive years.

Finally, regarding the unemployment rate in 2014 increased to 26.8%, marginally above the national average (26.5%) and significantly higher compared to the 2008 level (8.5%).

2. LEGAL FRAMEWORK

2.1 Description of the legal framework on CCI

In general terms, Greece follows a hybrid cultural policy model. The government always had an interventionist role in establishing policy priorities for culture, especially in the field of cultural heritage. Greek cultural policy, based on the integration and synergy between cultural heritage and cultural action, and the state and local government, is gradually replaced by a shift towards accountability and financial exploitation of cultural goods using private sector criteria.

➤ The following pieces of legislation regarding culture should be noted:

- ✚ Presidential Decree no. 191/2003, Organisation of the Ministry of Culture.
- ✚ Law no. 2121/1993, Copyright, Related Rights and Cultural Matters.
- ✚ Law no. 2557/1997, Institutions, Measures and Actions for Cultural Development.
- ✚ Law no. 3028/2002, For the Protection of Antiquities and Cultural Heritage in General.
- ✚ Presidential Decree no. 2520/2006, Ratification of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.
- ✚ Presidential Decree no. 3521/2006, Ratification of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage.
- ✚ Presidential Decree no. 3525/2007, On Cultural Sponsorship.

➤ Regarding the legislation currently in force of Cultural and Creative Industries:

Unfortunately, there is no single comprehensive law for the culture industries as a whole, as they are not really considered to be a cohesive field of activity.

2.2 Regional innovation strategies for smart specialization (RIS3)

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, the RIS3 priorities are experience Industry and Agri-food.

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.

Finally, the governance structure of the RIS3 of the Region of Sterea Ellada includes two levels: The 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.

3. STRATEGIC CHALLENGES FOR CCI SECTOR

3.1 Regional initiatives

List of cultural programs, festivals, conferences and meetings in the Region of Sterea Ellada:

Evrytania Prefecture:

Ski Touring Festival 2016, Mountain Carnival, Energy Long Duathlon, 20th International Choir Festival of Karpenisi and 14th International Choir Competition "Antonio Vivaldi", Forest Festival, Festival of Gastronomy, Mountain Rock Festival, Winter Festival, Open Chess Tournament.

Fthiotida Prefecture:

Carnival of Lamia - Annual Carnival Dance - Traditional dances and carnival events, 3rd International Scientific Conference of Sarakatsanaioi, 1st Football Festival of Sterea Ellada, "Paschalogiorta" in Ypati- revival of customs and cultural events, LamiaRunFestival, " Oiti's" Festival {Member of the European Platform of EFFE (Europe for Festivals, Festivals for Europe)}, Mountain Festival, Cycling Tour of Ypati, Cultural events of Saint Konstantinos - "Kazatzideia", Mountain Marathon Oiti "Hercules".

Viotia Prefecture:

Mountain Race "LEVADOS", Easter of Livadia, Panigiraki of St. George – Arachova, "Arvanitsa" Forest Music Festival, "Trofonia" Cultural Events – Municipality of Livadia, International Sphinx Festival 2016.

Fokida Prefecture:

Delphi Financial Forum, Traditional Carnival of Amfisa, Cultural Summer Delphi, Sounds of the Forest Festival, "Deacon" Honorary Events, "DOLPHINS" annual Panhellenic water polo matches and annual International water polo tournament in Itea, "SKARIMPEIA" - CULTURAL EVENTS, Mountain Road Race.

Evia Prefecture:

"Sea Carnival" of Chalkida, Ascent of Ritsona, Chalkida Bridges Marathon, Second TEDx-Chalkidas, Ascent of Kimi, Musicology festival of Evia 2016, Horse of Skyros Festival, Cooking Festival, Cultural Summer of Eretria, Secret Sound Festival - SKYROS, European Championship U20, "Anthidoneia" Cultural Events, "Kyzikeia" Cultural Events, Lampateria Festival 2016: Artistic festivals with many free activities in Evia, Weak-End Festival in North Evia, Festival of Traditional Dances in Aliveri, Dream Festival Medusa 2014, Drift Show of Kimi, Greek Documentary Festival in Chalkida – Docfest, MasterBike Open Race, 1st Dirt Games.

4. THE CREATIVE SYSTEM IN THE REGION

4.1 Private sector

In the Region of Sterea Ellada there are a lot of important players in the CCI sector. Indicatively: SMARTS P.C. is a new company in the field of information and communication technologies and more specifically in the field of smart device software development. It has a rapid development in this field, creating innovative applications just like SNOWUP, BEACHUP and TRANSPORT ASSISTANT, extremely useful for the tourists and every user.

GNOSIS Computers provides specialized services which is the major factor for enhancing business competitiveness. Its horizontal and vertical solutions help public and private sector to modernize the way that they do business.

Regarding the field of culture and tradition, Lyceum Club of Greek Women of Lamia is an association founded in 1974, having as primary purpose the strengthening and preservation of Greek customs and traditions, within the framework of our national life.

ARTLAND is related to the entertainment and hosts a variety of events (e.g. Oiti's Festival). Oiti's Festival main goal is the rejuvenation and the advancement of cultural life in the region, through the creation of a dynamic and viable institution. Oiti's Festival is a member of the European Platform of EFFE (Europe for Festivals, Festivals for Europe) which is a cultural Pan-European organisation that takes place and supports exclusively those festivals that stand out for their artistic quality and have a great influence in regional, national and international level.

The European Cultural Centre of Delphi (E.C.C.D.) is a non-profit institution, established in 1977 and its aim is to serve the common cultural interests and the inner relations between modern European culture and ancient Greece. It functions under the supervision of the Greek Ministry of Culture and Tourism and the auspices of the Council of Europe. The ECCD's programme includes scientific conferences, educational programmes and seminars, fine arts exhibitions as well as music events and theatre festivals.

The Panhellenic Federation of Sarakatsanaioi organized in Lamia the 3rd International Conference on "Sarakatsans: Progress and perspective." It is known that the history and tradition of Sarakatsanaioi projected by global, international and nationwide conferences organized on this subject.

4.2 Public sector

Municipality of Karpenisi and Evrytania prefecture organise the "20th International Choir Festival of Karpenisi" and the 14th International Choir Competition "Antonio Vivaldi". Both events are part of an important institution in the field of choral music that has developed in

our Region. During the Festival, Karpenisi becomes an attraction for more than 1000 friends of choral art. The Festival and Contest are organized since 1988 by the Musical Cultural Association of Karpenisi "Antonio Vivaldi". The Forest Festival is another big cultural event in our Region, organized by the Municipality of Karpenisi. Six weeks of culture, entertainment and fun. Reviving traditions and customs, organizing concerts, highlighting local products and entertaining participants with music and dance. The Festival shows the inexhaustible wealth of culture and tradition of our Region. Finally, this Municipality organize «En'Oresi» festival: En'Oresi means on the mountain and the purpose of this festival is to highlight the natural wealth and unique beauty that is hidden in the mountains of Sterea Ellada, while visitors and residents have the opportunity to participate in a unique cultural celebration.

The Municipality of Lamia organizes every year the Annual Carnival Dance, traditional dances and carnival events.

The Municipal Theater of Roumeli, based in Lamia, unique in Central Greece, joined the network of Regional Theater of the Ministry of Culture in 1983 and launched its activity in 1985 with the play "The yard of miracles" of James Kambanellis. The activity of the Municipal Theater of Roumeli is developed in three stages, the Main Stage, the Experimental Theater and Children's Theater. On the Main Stage, has risen among other, works of Aeschylus, Euripides, Aristophanes, Shakespeare, Johnson, Moliere, Goldoni, Lorca. Since 1998 the Regional Theater of Roumeli organizes each year the Festival Soloists and Cast hosting one-person shows. Finally, the Regional Theater operates a Theater Workshop for adults. There they can learn acting, speech training, kinesiology, music, theater history, theatrical education and dramatized movement.

The Welfare Enterprise of Culture and Environment of Kymi and Aliveri organizes the folk-dance festival of Evia which takes place every year for two days in late July in Kymi. In the festival bands from Evia and Skyros are involved. The aim of the event is the presentation of a historical route through traditional dances.

4.3 Professionals involved

Sphinx 2015 is an artistic project in the urban and social life of the town of Thebes, where artists specializing in different fields, from all over the world, authors, scientists and the public create by interacting with its mnemonic elements, proposing solutions to "found the city of the future"; the place we want to live in. Project Sphinx 2015 is an ambitious artistic proposal to found a new town on the tracks of one of the most ancient cities of Europe, by transforming the inhabitants' emotional chart through a vertical dive in space and time, in order to discover the cultural reserve that will constitute the beginning of the creation of a new identity harmonized with dormant ontological – existential conditions. Sphinx is an interdisciplinary team consisting of professionals from different and wisely selected fields, in order to approach the multilevel subject of the city of Thebes, raise awareness of its importance and its future as

a liveable city, promote research on each field, focusing on changing the emotional chart of its habitants in order to create a new, more distinct and complete identity.

Musicology festival 2016 in Vasilika (Evia prefecture). Groups Amphidromia Events and Astral Wave Production organized a 4-day trance Musicology Festival at Vasilika and specifically in Arts Park "Xoutka", with 23 live acts and 19 DJ sets. Live acts: Zyce, Revolted, Mad Maxx, Ascent, Al Arrach, Digidep, Norma Project, The Key, Shogan, Midiride, Metta Morph, Conwerter, E-Mov, Pause, Psylence Mind, Koktavy, Techtone, Aum Sector, The Paco Project, Dr Psyheade, Involved Mind, Declaration of Unity, Cosmic Stranger. DJ sets: Alexander Blossom, Miss Lina, Alkis, Antonio, Aura, Digimush, Dual Bass, Fanis S.S.W., Ioanna, Kostas Psytribe, Spiros Tsot, Safemode, Stratos, The Paco Project, Pieces, Vorpall, Joska, Gravity Sense.

4.4 The cultural and creative synergy

The Municipality of Karpenisi, the Greek Triathlon Federation and Energy Races organized Sunday, July 31, 2016 the Race "Energy Duathlon Karpenisi" in the town of Karpenisi. The event is held under the auspices of the Region of Central Greece. The Energy Races is a fresh idea in organizing sports and mass participation races. Their team consists of experienced professionals in the field of sports and communication. They are athletes with investments in hundreds of races, with an extensive experience in organizing and managing running road racing and mountain Multisport adventure.

In 2013 the non-profit organization "Mount Oiti" with the cooperation of the Municipality of Lamia, organized the Marathon of Oiti called «Hercules Mountain Marathon».

The non-profit organization "Mirror of Arts & Ideas", organized a 3-day festival in "Eria" waterfalls, located at the foot of the mountain "Dirfys". With the involvement and support of the group «Generators» and local cultural groups over 30 artists (musicians, actors, craftsmen, chiropractors, entertainers, dancers) participated in three scenes with live music from bands, parties organized by Dj's, art exhibitions, workshops, activities and film screening.

As a conclusion, a satisfactory level of partnership of local actors has been achieved between public and private organisations in particular through the holding of regular meetings, festivals and conferences in various cities of the region. Moreover, press releases and media coverage together with the wide distribution of explanatory leaflets have also reinforced the support of the business community and other key actors.

5. EDUCATION AND RESEARCH

5.1 Educational curricula offered

The Region of Sterea Ellada has a University (Department of Computer Science and Biomedical Informatics), a Technological Educational Institute (T.E.I.) and a big number of Centres for Lifelong Learning and Adult Education Centres.

The Department of Computer Science and Biomedical created the academic year 2004-2005. It is an innovative part in the Applied Sciences because it covers a wide range, both in the IT sector and in the biomedical field. The Department provides students with IT knowledge but also a parallel specialization, including the use of information systems in medical technology and research in Biomedical Engineering and Bioinformatics. The objective of the Department of Computer Science and Biomedical Informatics since its establishment is to provide students with IT knowledge, which for years is a clear scientific area, with main purpose the research, design, collection, storage, processing, implementation, optimization and transmission information, automated devices and systems, using as main tool the computer. Students acquire an expertise in the field of the Information Systems and in the field of medicine and health in general, and in Biomedical Engineering and Bioinformatics.

The Technological Educational Institute of Sterea Ellada (TEI) is located in the Region of Sterea Ellada. Technological Educational Institutes are public law entities which belong in higher education. The Institution combine the development of appropriate theoretical studies background with high-level laboratory and practical training while perform mainly technological research and develop expertise and innovations in their respective professional fields. The foundation has administrative headquarters in Lamia, has four Faculties, staffed by about 250 employees, of which 137 are members of the Educational Personnel and has registered about 20,000 students. It has premises with standard education and research infrastructure in 5 cities in the Region of Sterea Ellada (Lamia, Chalkida, Thebes, Karpenisi and Amfissa). During 2008-2012 the researchers of the Institute participated in 286 publications receiving 919 citations. In TEI of Sterea Ellada operate also an employment and career center and a liaison office. The Technological Educational Institute of Sterea Ellada has four Faculties and fifteen Schools.

The Faculty of Applied Technology is the largest Faculty of the Technological Educational Institute of Sterea Ellada. It has seven Schools: The School of Engineering and Informatics (Lamia), the School of Electrology (Lamia), the School of Electrical Engineering (Chalkida), the School of Electronic Engineering (Lamia), the School of Automation and Engineering (Chalkida), the School of Aircraft Engineering and Technology (Chalkida) and the School of Mechanical Engineering (Chalkida). The Faculty of Health and Welfare Professions is based in Lamia. The main targets of the Faculty are the high level of scientific knowledge supply and technological skills in subjects of Nursing and Physiotherapy sciences. It has two Schools: The School of Nursing (Lamia) and the School of Physiotherapy (Lamia).

The Business and Economics Faculty is the third one of the Technological Educational Institute of Sterea Ellada, is located in Chalkida and has departments in Chalkida, Thebes and Amfissa and has five Schools: The School of Business Administration (Chalkida), the School of Administration, Finance and Communication of Cultural and Tourist Units (Amfissa), the School of Supply Management Systems (Thebes), the School of Marketing and Advertising (Amfissa) and the School of Accounting and finance (Chalkida).

The fourth Faculty of the Technological Educational Institute of Sterea Ellada is the Faculty of Agriculture, Food Technology and Nutrition, based in Karpenisi. It has just one School, this of Forestry and Natural Environment, which covers the subject of implementing technical, biological and economic sciences in sustainable production and multifunctional management.

Regarding the Centers for Lifelong Learning and Adult Education Centers in the Region, they consist an innovation in the field of lifelong learning and equal opportunities in education. They are the coordinating body at the county level to develop programs, cooperation with local authorities and their connection with the main implementing agency. They offer educative programs just like: Greek language and history, European languages and European history, Basic knowledge of Mathematics, Computer communication technology, Economy – management – business, Active citizens – rights and obligations, Culture arts, Computer management, Lifelong learning programs, Environment -tourism -development and Special programs like Counseling Prisoners and Counseling Refugees Repatriated, Immigration and Asylum Seekers. These centers are in every municipality of the Region of Sterea Ellada. Indicatively, the Center for Lifelong Learning of Municipality of Lamia, with the cooperation of the Youth Foundation of Lifelong Learning of the Ministry of Education, Research and Religious Affairs, from September 2015 to June 2016 (academic year 2015-2016), implemented 39 educational programs. In these 39 programs worked 21 Trainers and 700 Trainees enrolled, citizens of the Municipality of Lamia.

5.2 Research centres, laboratories and research institutes

The Department of Informatics with Applications in Biomedicine has three research institutes and laboratories: The Intelligent Computing Systems Laboratory, the Laboratory of Molecular and Computational Biology and Genetics and the Laboratory of Telecommunication Systems, Networks and Integrated Services.

Intelligent Computing Systems Laboratory: The Intelligent Systems Laboratory is engaged in research in the following disciplines: Machine Learning Algorithms, Computer Vision, Intelligent Systems, Robotics. The cooperation with the private sector is expected to give a significant boost to the local industry. The Laboratory discipline has multiple applications and can contribute to improving the quality of products or services and productivity to Organizations, Institutes, Enterprises (both private and public sector) and other social and scientific agencies and charitable foundations. The mission of the Intelligent Systems Laboratory includes the following: Conduct basic and applied research on issues related to the

subject of the Laboratory, attract resources through the implementing projects and specialized services to private and public sector, organize and participate in seminars, symposia, conferences, make posts, invite internationally recognized personalities and scientists, promote the objectives and the establishment of the laboratory, promote University's synergy with the private sector and finally increase the development of the Department of Informatics with Applications in Biomedicine through the upgrading of the level of provided studies and research produced.

Laboratory of Molecular and Computational Biology and Genetics: This Laboratory is engaged in research in the following disciplines: Molecular Biology, Molecular Genetics, Molecular Diagnostics, Clinical Epidemiology, Molecular and genetic Epidemiology, Bioinformatics, Genomics, Computational and Mathematical Biology. The Laboratory has the following tasks: conducting basic and applied research on issues related to the subject of the Laboratory, attracting resources through implementing projects in the private and public sector and developing research and educational collaborations with other universities and research institutes in Greece or abroad which present similar or related activity.

The Laboratory of Telecommunication Systems, Networks and Integrated Services conducts research in the fields of: Wired and Wireless Communication Systems and Networks, Security of Telecommunications and Information Systems, Internet and Web Applications (Web2.0, Web3.0), Distributed Communications Systems, Multimedia, Application Analysis of large-scale data (Big Data Analytics) and Interconnected Data (Linked Data). The laboratory has the following tasks: Conducting basic and applied research on issues related to the subject of the Laboratory and the publication of the results in international scientific journals and conferences, attracting resources through implementing projects and providing specialized services to private and public sector. Indicatively, these services may involve certification, studies and implementation at Wired issues and Wireless Communication Systems and Networks.

Centre for Technological Research of Central Greece (CTR-CG) is a growing research centre, aiming to become a leading research organization in Greece. It cooperates with universities, technological and research institutes on cutting edge areas of technological research at both national and international level. Its members are researchers aiming at international excellence. It has seven Institutes: Institute of Information Technology, Institute of Healthcare, Institute of Environmental Pollution Control, Institute of Industrial Automation and Robotics, Institute of Electric Power Systems, Institute of Forest Genetics and Development, Institute of Touristic Development.

6. MAIN CULTURAL AND CREATIVE INDUSTRIES

6.1 Identification of 3 main sectors or subsectors

The three sectors that have more expression in the Region of Sterea Ellada are the following:

Cultural Heritage: The Region of Sterea Ellada has a significant wealth in diverse natural and cultural travel destinations and entities. Archaeological monuments, museums, ancient theatres, settlements and ruins, historical castles, religion monuments and temples and folklore museums. Two monuments are listed on UNESCO's World Heritage Sites: The Archaeological site of Delphi and the Osios Loukas monastery. The rich tangible and intangible cultural heritage of the Sterea Ellada Region provides the foundation for the cultural, archaeological and religious tourism product development and thus comprise a strong driving force for achieving sustainable development and growth of sub-regions within Sterea Ellada and especially of remote areas with limited development alternatives.

Information and communications technology: ICT is not being considered a business and a direct CCI sub-sector per se, but a part of the value chain of the rest of the CCI businesses (as ICT is a necessary step or a tool for the right functioning of a number of value chains). Tourism and SME innovation has been considered as the final market, as far as ICT is concerned.

The Region of Sterea Ellada, exploiting the possibilities of the legal framework for the programming of agri-food development, has taken the initiative for the establishment of agro-food Partnership, an institutional vehicle for the coordination of development activities of the agri-food sector of the Region. This initiative is expected to be completed in the near future through the activation of other stakeholders involved in food processing sector which include Municipalities, Chambers of Commerce, Private and Cooperative Enterprises and their collective representation structures. Purpose of the Region through the agri-food sector is the visibility and promotion of local high quality and safety products with strong competitive advantages locality and cultural heritage, the preservation of traditional and healthy food standards, the improvement of visibility and demand for agri-food products in the Region and finally the main aim is to create synergies between agri-food and tourist sector which is enough developed in the Region. The Partnership sets out specific requirements for the certification of products and companies in the agri-food sector and the standardization of products.

6.2 Identification of 3 regional best practices

Please fill out the form for each of the best practice (b.p.):

Best Practice 1

Name	Digitalization of the Museum of Delphi
Profile	The Archaeological Museum of Delphi, one of the most important in Greece, exhibits the history of the Delphic sanctuary, site of the most famous ancient Greek oracle. Its rich collections are comprised primarily of architectural sculpture, statues and minor objects donated to the sanctuary. These reflect its religious, political and artistic activities from its early years in the eight century BC to its decline in Late Antiquity.
Description	Public availability of digitized archival material of a cultural and creative nature for further use, commentary - interconnection with its use in creative, educational and research activities. Development of a tour in the above areas for smart mobile devices. The application give visitors the opportunity to see three dimensional images and read their story. Improve the current content of the Centre to enhance the generated intangible product. Specifically, compilation and translation of the content into two additional languages (English and Dutch). Three-dimensional digitization of selected monuments of the main cultural resources in the area. Collection organization and documentation of digital material regarding the monuments combined with the history and culture that accompanies it.
Context impact	The digitalization of the Museum has the following impacts: Dissemination of activities, Openness to collaboration and of course, Utilization of new technologies. It preserves and protects the cultural resources, of the region of Sterea Ellada, through the use of digitized collections of high quality and precision (e.g. for researchers, scholars and historians) and increase in traffic and cultural tourism.
Links to Resources	http://www.e-delphi.gr/
Key words	Digitalization, Multimedia, Museum

Best Practice 2

Name	Improving visibility of cultural and tourist stock of the Municipality of Lamia – Museum of Thermopylae
Profile	The project applies a novel approach to the promotion of culture and tourism product of the Municipality Lamia. Existing infrastructure of the Centre for Historical renovation in Thermopylae are being improved, upgraded and strengthened. Utilized tools and technologies, offering the visitor multilingual virtualization browsing in dimensional digital representations of Thermopylae and a personalized external tour using smart mobile devices.
Description	The user can have a virtual tour around selected monuments and buildings but also be informed about history, architecture, and how to

reach them. This is achieved by the app, which creates three-dimensional models of selected monuments, in the region, with emphasis on the historical triangle Thermopylae - Alamana - Gorgopotamos.

Context impact

The app eliminates disparities in promotion and development of cultural heritage both between center and periphery and informs, educate and familiarize citizens with the electronic information services and access to historical, cultural, social knowledge. It strengthens the scientific interest and research development in arts, history and culture of the region of Sterea Ellada and finally improves services to citizens of the national and global community.

Links to Resources

<http://culture.lamia.gr/el>

Key words

Multimedia, Application, digitalization, three-dimensional models, virtualization

Best Practice 3

Name

Agro-Food Partnership of the Region of Sterea Ellada

Profile

The agri-food partnership is a collective action of Regional actors aimed at exploiting the agri-food sector as a crucial regional and local development factor.

Description

The producers, professionals and businesses in the agri-food sector collaborate to create synergies. These synergies give multiple results than individual efforts. The joint promotion of trade marks, the preparation of quality standards and the implementation of local quality agreements, the joint development of products and services, the emergence of local advantages, seek opportunities to collective action are such areas where synergies appear. Especially the sharing of research and scientific potential of the region is the area of Partnership interest.

Context impact

The impacts of the agri-food Partnership are: improved awareness and demand for the agri-food products of Sterea Ellada, the preservation of traditional and healthy food standards, reducing "distance" between producers and consumers, the visibility and promotion of local high quality and safety products with strong competitive advantages locality and cultural heritage, creating synergies between the agricultural and manufacturing sector of the Region and creating synergies between agri-food and tourist sector in the Region.

Links to Resource

<http://www.pste.gov.gr/>

Key words

Partnership, agri-food, trademarks, cultural heritage, traditional food standards

7. BIBLIOGRAPHY



List all bibliography consulted. The bibliographic information should follow the APA format (American Psychological Association)¹.

This chapter is mandatory and has no limit of pages.

1. <http://www.pste.gov.gr/>
2. <http://www.statistics.gr/el/home/>
3. <http://www.culturalpolicies.net/web/index.php>
4. <http://www.dib.uth.gr/>
5. <http://www.teiste.gr/>
6. <http://www.semigo.gr/>
7. <http://kee.ideke.edu.gr/?p=>

8. ANNEXES

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END OF DOCUMENT

¹ For the consultation of APA format rules, we suggest the on-line document: <http://www.iirp.edu/pdf/IIRP-APA-Guidelines.pdf>