

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.3.4.2 Comparative analysis

WP 3. Studying

act. 3.4 Capacity building of innovation key actors for the cultural and creative industries

Responsible partner : Region of Sterea Ellada

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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

COMPARATIVE ANALYSIS

Region of Central Greece

Project co-financed by the European
Regional Development Fund

12/12/2017



Please write down a brief introduction about ChIMERA regional capacity building, in order to contextualize the creation of this document.

Information to be included: Title of the workshop; Date; Number of Participants – mentioning generically the profile of the participants, e.g., companies, CC professionals, public institutions, etc.

200-400 characters maximum

CONTEXT

The 2nd Regional Working Group meeting – Comparative analysis workshop in the Region of Sterea Ellada.

On 11 December 2017, the Region of Sterea Ellada (Central Greece), held its second Regional Working Group meeting. The Regional Working Group (RWG) of Sterea Ellada met in Lamia at 11.00 in order to continue establishing the working groups for the Chimera project and involve more stakeholders. In this context, they had the opportunity to present the Chimera project to the representatives of the Business Support Centre of the Region of Central Greece. The Vice Governor of Development Planning, Entrepreneurship and Extroversion of the Region of Central Greece, Mr. Themis Cheimaras invited the stakeholders to participate in the meeting of the Project which was held in his office in Lamia. The Regional Working Group meeting started with a presentation of the representative of the Region of Sterea Ellada in the Chimera Project Mr. Grigorios Zacharis, who did an introduction to the project for the newcomers. The stakeholders were also informed about the aims and the objectives of the project and the outputs from the meetings and study visits held in Nice and Ljubljana and then they started the procedure in order to identify and list the Gaps and Recommendations in the ChIMERA regional capacity building. The meeting also served to review the “good practice” examples shared by the partners from other European countries with emphasis on those most relevant to the action plan and the specific features of the Region of Sterea Ellada. The aim is the development of local strategies and sharing local analysis and best practices, in order to increase innovation capacities of public and especially private actors in the CCI sector and create new innovative CCI clusters and networks. Also, the good practice that gave rise to a lot of interest among the stakeholders and debate among them was the presentation “Creative & Cultural Industries - Innovative Practices and Policies in Algarve Region”, presented in Ljubljana, given the fact that the strategic and operational objectives of the Region of Sterea Ellada, implemented through the Agri-Food Partnership Agreement, are largely common and identical to those presented in this good practice.

The meeting finished at 15:00.



In both sections, please list the GAPS and RECOMMENDATIONS that were identified in your ChIMERA regional capacity building. Do not forget to explain deeply each point to have a wide understanding and knowledge of it. It is extremely important to get a precise and complete information.

There are no limited number of characters or pages for both sections.

GAPS

Conversation between the stakeholders of the Region of Central Greece introduced issues that remain unsolved and were discussed in order to find a solution for the cultural development and growth.

To begin with, an issue that aroused is that there is neither a single comprehensive law in the Region nor in Greece, in general, for the culture industries as a whole as they are not really considered to be a cohesive field of activity.

Moreover, there is high concentration of research staff, but only in some companies and industries.

Something that can be added is that there is a small percentage of absorption capacity only in the small companies, which has a great difference from the main companies.

Due to that, it has been found that there is lack of culture innovation in companies of the Region, despite the research staff in the University and the Technological Institute.

Furthermore, bureaucracy is considered a great obstacle both in regional and national level. Also, there is lack of awareness by the traditional sectors of both economy and culture, about the benefits of the CCI sector, in order to be promoted and organized around the sector.

To conclude, it has been found that there is also lack of marketing expertise and internationalization methodologies. As a consequence, Region of Central Greece offers a great potential for the development of cultural tourism programs, since it hosts many cultural sites the majority of which, however, remain unknown, inaccessible and not included in any tourist package.

RECOMMENDATIONS

From the discussion between the regional stakeholders, besides the gaps that were found, some recommendations also occurred. More precisely:

To begin with, there are many investment opportunities in the sector of Cultural Tourism that consist of thematic parks, traditional dances and theatre performances, music festivals, creation of cultural institutions.

Moreover, there has been an increase in the private projects in the sector of creative tourism, film and audio-visual production industry, fine art management, video games, applications and digital content, mobile applications and Start Ups.

Furthermore, there has been a diversification between the products that tourism offers and the development of the industry experience. Something that can be added here is that there are exploiting synergies with other regions (Attica-Thessaly) for the use of innovation infrastructure and technology transfer.

In the final analysis, it can be said, that by increasing the level of partnership of local factors between public and private organisations in particular through the holding of regular

meetings, festivals and conferences in various cities of the region, cooperation will be improved while synergies will be created.

FINAL CONCLUSIONS

To summarize the discussion of the regional stakeholders, it could be underlined that the Region of Central Greece has a remarkable range of archaeological sites, antiquities and monuments and a particularly important cultural heritage. There is an important number of participants in the ICT field both in public and private sector and a very specific identity for creation, imagination and capacity of thought and expression. All these factors could create great investment opportunities in the CCI sector: Increase the private projects in creative tourism, film and audio-visual production industry, fine art management, video games, applications and digital content, mobile applications and Start Ups.

On the other hand, the inexistence of a single comprehensive law in the Region for the culture industries as a whole and the lack of marketing expertise and internationalization methodologies, combined with an extremely hostile economic environment due to the financial crisis, causing obstacles to the creation and further development of the Cultural and Creative Industries in the Region.