

## **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. 3.2.2 SWOT Analysis PP06**

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

#### **Act. 3.2. Analysis of the state of the art of the innovation system for the cultural creative sector**

Authors/Responsible partner : PP06

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## REGIONAL SWOT ANALYSIS

Partner: *University of Algarve*

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Good weather, safety and the international airport can attract or potentiate the stabilization of CCI and the creative class in the region.</li> <li>• Multicultural resident population, constituting a diversified public;</li> <li>• Existence of educational agents linked to different contexts of education (formal and non-formal);</li> <li>• Offer of teaching and research in some areas of the CCI and the consequent capacity of knowledge production;</li> <li>• Identity and diversity of the cultural resources;</li> <li>• Network of cultural facilities/ equipments;</li> <li>• Existence of cultural agents;</li> <li>• Capacity of promoting the region internationally.</li> </ul>	<ul style="list-style-type: none"> <li>• Low cultural level of the public (education and cultural and artistic training) reduce the search of CCI services and/or events;</li> <li>• Insufficient interaction between cultural agents;</li> <li>• Lack of intersectoral work (link CCI and other sectors);</li> <li>• Insufficient critical mass (companies, agents) <i>versus</i> reduced demand;</li> <li>• Lack of an intermediate governance structure (central government <i>versus</i> local structures) limiting the articulation between the agents/ actors, taunting the dependence of municipalities funding;</li> <li>• Seasonality provoked by the lack of education or mentality of culture all year round, of events with continuity and appropriate for each season of the year;</li> <li>• The insufficient union or grouping of the agents difficults the capacity of claim of the region “one unique voice”, if compared with other regions;</li> <li>• Weak presence of companies in the WEB;</li> <li>• Shortage of skills in management and marketing of cultural agents.</li> </ul>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Potential to network with existing structures in the region;</li> <li>• Reconversion of the economy into a creative economy;</li> <li>• Safety and accessibilities to reach the region;</li> <li>• Tourism as an asset for the CCI sector;</li> <li>• Multicultural conviviality among residents, foreign residents and tourists;</li> <li>• Excellent climatic conditions of the region allows the variety of sites for the realization of events and for the creation. Consequently, the possibility of holding and create events throughout the year;</li> <li>• Shortage of projects in decertified areas or at the interior of the region can be an opportunity for cultural and creative agents.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of critical mass with consumption habits and of cultural and creative practices – reduced dimension of the internal market;</li> <li>• Centralized strength of the creative industries and of the creative class in the metropolitan regions (Lisbon and Oporto);</li> <li>• Centralization of financial support addressed to few cultural activities (e.g.: theater, cinema, music, etc.);</li> <li>• Extinction of regional support funds from the State / European Union;</li> <li>• Lack of public transportation limits the mobility and access to events and/or cultural infrastructures;</li> <li>• Ageing population;</li> <li>• Lack of regional patrons;</li> <li>• Economic crisis/ stagnation of the European growing that conditions the investment, production and consumption of CCI;</li> <li>• Dependence on the decisions of the big companies (e.g.: aviation companies, hoteliers groups) mostly not present in the region;</li> <li>• Context of unfavourable business innovation to attract qualified human resources.</li> </ul>

## FINAL CONSIDERATIONS

In general terms, the participants considered the initiative ChIMERA SWOT Analysis Workshop held in Faro in 22.03.2017, very good and important to outline the real state of the CCI in Algarve region.

During the discussion of UAlg ChIMERA SWOT Workshop, the members of Government group (QHM) highlighted this SWOT analysis important to fill a gap and a need in the region of identify the real state of CCI sector, which urgently needs improvement and some changes. In addition, it was commented that Algarve RIS3 has a compendium of a SWOT analysis (an annex) made during a meeting that gathered regional stakeholders, namely policy actors and companies. However, Algarve RIS3 SWOT analysis only focuses the ICT and creative activities and their connection with Tourism, the main economic sector in Algarve region.