

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

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

Responsible partner: PP7 – Region of Stera Ellada

Status: final

Distribution: public

Date: 30/03/2017



REGIONAL SWOT ANALYSIS

Partner: *Region of Sterea Ellada*



STRENGTHS	WEAKNESSES
<p>Big range of striking archaeological sites and antiquities. Particularly important cultural heritage, consisting of historical sites and monuments (Delphi, Thermopylae, Thebes Eretria, Castles of Amfissa, Lamia, Chalkida etc.), folklore richness, cultural facilities and museums, galleries) and actively customs and various inter-cultural events.</p>	<p>There is no a single comprehensive law in the Region, neither in Greece for the culture industries as a whole, as they are not really considered to be a cohesive field of activity.</p> <p>High concentration of research staff, but just in a few companies and industries.</p>
<p>Unique diversity of landscapes. The region has a unique and largely intact, natural environment, which shows excellent diversity: mountains, woodland, coastal areas, islands, traditional villages and urban areas.</p>	<p>Little absorption capacity in the small companies outside the main companies.</p> <p>Lack of innovation culture in companies, despite the research staff in the University and the Technological Institute.</p>
<p>Major investments in cultural and tourism infrastructure in the Region, implemented in cooperation with the Ministry of Culture and municipalities.</p>	<p>The bureaucracy consists a big obstacle in regional and national level.</p>
<p>Gathering research staff in businesses, universities (Department of Informatics with Applications in Biomedicine), Technological Educational Institutes and laboratories - emphasis on innovation.</p>	<p>Lack of awareness by traditional sectors of economy and culture, about the benefits of the CCI sector.</p>
<p>Personal identity of creation, imagination and capacity of thought and expression.</p>	<p>Lack of marketing expertise and internationalization methodologies. As a consequence, Sterea Ellada 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.</p>
<p>Advantageous geographical position (proximity with Athens) and favourable weather conditions.</p>	



OPPORTUNITIES	THREATS
<p>Big investment opportunities in Cultural Tourism: thematic parks, traditional dances and theatre performances, music festivals, creation of cultural institutions.</p>	<p>Negative economic environment due to the crisis.</p>
<p>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.</p>	<p>Lack of liquidity in the bank sector because of the economic and financial crisis.</p>
<p>Tourism product diversification and development of the industry experience.</p>	<p>Significant barriers to entrepreneurship and Internal Market Collapse due to the negative economic environment and the capital controls.</p>
<p>Exploiting synergies with other regions (Attica-Thessaly) for the use of innovation infrastructure and technology transfer.</p>	<p>Huge information gap due to the lack of communication between the investors.</p>
<p>Improving cooperation, creating synergies and increase the level of partnership of local actors between public and private organisations in particular through the holding of regular meetings, festivals and conferences in various cities of the region.</p>	



FINAL CONSIDERATIONS

As a conclusion of the SWOT analysis, we could underline that the Region of Sterea Ellada has a remarkable range of archaeological sites, antiquities and monuments and a particularly important cultural heritage. There is an important number of players in the ICT field both in public and in private sector and a very specific identity of creation, imagination and capacity of thought and expression. All these factors could create big 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.

