

## **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: PP9 – University Nice Sophia Antipolis

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## REGIONAL SWOT ANALYSIS

**Partner:** *University Nice Sophia Antipolis*



STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> <li>1. Good private initiative</li> <li>2. Good horizontal organisation</li> <li>3. Lack of production as many CCI have to find elsewhere</li> <li>4. Cross-border Region</li> <li>5. Autonomous Region in respect to the centrality of Paris' Region</li> <li>6. Large variety of CCI</li> </ol>	<ol style="list-style-type: none"> <li>1. Difficult to define CCI in general</li> <li>2. Some CCI actors or institutions have difficulties to associate culture to economic value</li> <li>3. In politics, too rigid bureaucratic segmentation</li> <li>4. Supporting creation is not equal to follow through economic development</li> <li>5. Lack of synergy between culture and tourism sector</li> <li>6. Too much density for living show business</li> <li>7. General fragmentation for CCI</li> </ol>
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> <li>1. New regional politics for CCI</li> <li>2. New forms of organisation of new works</li> <li>3. New business models not yet clear to understand</li> <li>4. Removing the partitions among CCI sectors</li> </ol>	<ol style="list-style-type: none"> <li>1. Too much centralised national politics on culture matter</li> <li>2. New forms of organisation of new works which creates precariousness</li> <li>3. New business models not yet clear to understand</li> <li>4. Poor population who cannot afford CCI's products</li> <li>5. Segmentation into too separate administrative and territorial departments within PACA Region</li> </ol>



## FINAL CONSIDERATIONS

*Write down relevant aspects or final thoughts that you consider important to highlight about your regional SWOT analysis.*

The PACA Region is a very rich and diversified territory for CCI sector. Audio-visual is one of the most important sectors because there is already a special cluster financed by Region to animate and support activities of CCI.

However, there are a large variety of small or medium CCI subsectors such as: music, performing arts, publishing and book edition, fashion, cultural heritage, events communication agencies, creative writing and storytelling. These subsectors are generally animated by private and associative organisations such as clubs, associations, communication agencies. It's actually a problem that administrative or political institutions are not investing too much in supporting them adequately.

The definition of CCI is also problematic at an institutional level because there is not yet a full consciousness that culture can be an economic value. This lack of understanding seems to be crucial in determining which kind of economic politics institutions can finance.

Very recently, indeed, Regional Council has voted a very large spectrum economic plan paying special attention to "creation and culture". This plan is now the financial tool which can be used by CCI actors in PACA Region.

It seems to me that a special communication tool, i.e. a digital platform, for all CCI sectors will be a good means to increase regional, interregional, national and international visibility. For instance, in this portal, each enterprise would be more visible to potential clients and other possible economic partners. This portal would also be useful for publishing public procurement offers or any other interesting financial opportunity.

