

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.4.5.1. Innovation projects, elaborated by Region of Sterea Ellada

WP 4. Testing

act. 4.5. Pilot 4 – living lab

Responsible partner: PP07 Region of Sterea Ellada

Status: final

Distribution: public

Date: 30/08/2019





INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

WP 4.5 Pilot 4
Living labs

BOOTCAMP

Project co-financed by the European
Regional Development Fund

ACTIVITY	DATE AND DURATION OF THE ACTIVITY	PARTNER	HUMAN RESOURCES
Bootcamp	26/07/2019 3 hours (10.00 –13.00)	PP7 - Region of Sterea Ellada (Central Greece)	Grigorios Zacharis (Coordination) & Konstantinos Meletis (RSE Representative – via skype)

PARTICIPANTS

10 Participants in total:

2 Regional Public authorities - RSE

4 Business Support Organisation (SMEs - micro, small and medium size enterprises)

1 NGO

1 Higher education and research Institutes (Universities and Educational Institutes)

2 Clusters representatives

INNOVATION : KEY ACTORS INVOLVED

The actors involved played a very important role and constitute the key actors of innovation:

A very good example is the representatives of the two clusters -Agrifood Partnership Agreement of Central Greece and Film Office-, the consultant from the NGO Diazoma and finally an expert on Cultural Heritage.

All these actors mentioned will play the most important role when the innovative projects launched during this Meeting will be implemented.

USER INVOLVEMENT

The methodology we used was to create two Working Groups with two different topics to discuss:

The first one developed the Cultural Heritage and the second one was dedicated to the discussion about the ICT sector in the Region of Sterea Ellada.

The themes developed by these Working Groups are as follows:

- thinking of an innovative project in order to further develop the creativity of companies
- thinking of an innovative project in order to promote the actions implemented by the NGO Diazoma which has as ultimate vision the sustainable development of regions around their cultural heritage.

NEEDS/CHALLENGES/ACTIONS

The IDEA of the Local Action Plan is the creation of clusters in the Region of Sterea Ellada and the enforcement of synergies between regional producers, professionals and businesses which will lead to more effective, long-term and sustainable growth results, compared to individual efforts. The aim is to foster the creation of innovative cultural products of distinct character and dynamic, developed around the rich cultural heritage of the Region of Sterea Ellada.

By using as base the SWOT Analysis and the Local Action Plan as well, we listed the needs, the challenges and the actions chosen among those that have merged in the Local Action Plan and the SWOT Analysis. More precisely:

Strengths:

- 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.
- Major investments in cultural and tourism infrastructure in the Region, implemented in cooperation with the Ministry of Culture and municipalities.
- Gathering research staff in businesses, universities (Department of Informatics with Applications in Biomedicine), Technological Educational Institutes and laboratories - emphasis on innovation.
- Personal identity of creation, imagination and capacity of thought and expression.

Weaknesses:

- 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.
- High concentration of research staff, but just in a few companies and industries.

- Lack of innovation culture in companies, despite the research staff in the University and the Technological Institute.
- Lack of awareness by traditional sectors of economy and culture, about the benefits of the CCI sector.

Opportunities:

- Big investment opportunities in Cultural Tourism: thematic parks, traditional dances and theatre performances, music festivals, creation of cultural institutions.
- 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.
- Tourism product diversification and development of the industry experience.
- 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.

Threats:

- Negative economic environment and significant barriers to entrepreneurship due to the crisis.
- Lack of liquidity in the bank sector.
- Huge information gap due to the lack of communication between the investors.

REGIONAL SMART SPECIALIZATION STRATEGY

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.

METHODS AND TOOLS

The methodology we used was the following:

- Creation of two Working Groups
- Working Group focus
- Discussion
- Interventions

OUTPUTS

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 in the framework of Living Labs. More precisely:

To begin with, an issue that aroused is that there is neither a single comprehensive law in the Region or 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.

FINAL CONCLUSIONS

The Chimera Project constitutes a huge opportunity for the Region of Sterea Ellada and its creative sector to create an innovative solution in order to support the enterprises & Research Organizations who work in the cultural & creative sector and enhance the competitiveness of small and medium-sized enterprises.



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WP 4.5 Pilot 4
Living labs

Project co-financed by the European
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ACTION	DATE AND DURATION OF THE ACTIVITY	PARTNER	HUMAN RESOURCES
<i>Living Lab (LL)</i> WP 4.5 Pilot 4	28/07/2019 5 hours (12.00 –17.00)	PP7 - Region of Sterea Ellada (Central Greece)	Grigorios Zacharis (Coordination) & Konstantinos Meletis (RSE Representative – via skype)

COMMUNITY ENGAGEMENT

We involved many participants from different sectors and fields of activity, such as:

- 7 SMEs (micro, small and medium size enterprises) via the Business Support Centre of Central Greece.
- 1 NGO.
- 1 Higher education and research Institutes (Universities and Educational Institutes).
- 2 Clusters representatives.

The stakeholders mainly belong to the Agrifood sector (Agrifood Partnership), ICT sector (University of Thessaly) and audiovisual sector (DAHOUSE Productions which participated in the Match making event in Bari).

COMMUNICATION TOOLS

The community engagement has been realized with:

- personal e-mail
- e-mailing
- public relations
- telephone
- meetings (face to face interaction)
- and Skype Meetings

IDEA GENERATION

The IDEA of the Local Action Plan is the creation of clusters in the Region of Sterea Ellada, the enforcement of already existents, and the enforcement of synergies between regional producers, professionals and businesses which will lead to more effective, log-term and sustainable growth results, compared to individual efforts. The aim is to foster the creation

of innovative cultural products of distinct character and dynamic, developed around the rich cultural heritage of the Region of Sterea Ellada.

The main objective of the Living Lab is to design and create a new framework, based on what came off during the previous steps of the Chimera Project (SWOT Analysis) and registered in the Local Action Plan of the Region.

MANAGEMENT OF THE LL

There were two persons involved in the development and implementation of the Living Lab in the Region of Sterea Ellada. Konstantina Syleouni (Cluster Manager), in charge of stakeholders' involvement and Grigorios Zacharis (Project Coordinator), in charge of Living Lab management and coordination of the Living Lab related activities as well.

METHODOLOGIES AND TOOLS

Offline activities:

We emphasized in the geographical location of the creative cluster. The establishment of the creative cluster in Central Greece covers several cities, keynote points of interest and important landscapes around the Region. Offline marketing activities mainly refer to conferences and open living labs in the aforementioned locations.

RESULTS

Our service belongs to the first category (collaborative innovation).

It's goals:

- Creating a vibrant environment of diversified entities from the creative sector and culture in order to meet market demands related to: innovation, globalization, international mobility, sharing economy and cross-innovation,
- Systematizing relations with policymakers on a regional, national and European level,
- Promoting creative sector and culture in order to include them in the strategic policy of regional development, unlocking its huge potential.

INNOVATION

The persons involved in our Living Labs were specialised suppliers, service providers, investors, analysts, students, researchers, trade association members, consultants and other useful specialists, making collaboration and exchange easier. We tried to create an environment where entrepreneurship and innovation thrive. The high concentration of knowledge in one single location can encourage entrepreneurs to launch more new start-ups than would otherwise be launched.

If you summarize the parameters of our cluster as innovation ecosystem and metrics to measure effectiveness then can be traced four basic principles of construction and organization this kind of systems:

- Complexity
- Self-organization
- Co evolution and
- Adaptation.

SUSTAINABILITY AND REPLICABILITY

The development planning of the upcoming period is heavily based on the national and regional Research and Innovation Strategies for Smart Specialization (RIS3). The region's development vision refers to "the balanced social and economic development, via the creation new 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. Subsequently, and the business plan developed by the Region of Sterea Ellada in order to accomplish sustainability and replicability of the service.

1	Set up the cluster	50 members at initiation	Region of Sterea Ellada	1/2020 – 3/2020	ROP of Sterea Ellada
2	Open Living Labs	4 Open Living Labs in first year of operation	Region of Sterea Ellada	4/2020 – 4/2021	ROP of Sterea Ellada
3	Building online presence	Website, mobile application and digital content	Cluster members	4/2020 – 9/2020	ROP of Sterea Ellada, Cluster members resources
4	Capacity building	100 people utilizing capacity building services in total	Region of Sterea Ellada, Cluster members	4/2020 – 4/2021	ROP of Sterea Ellada, Cluster members resources
5	Innovation project funded	1 innovation project funded	Cluster members	10/2020 – 10/2021	External funding schemes such as VCs, micro-loans, crowd-funding, business angels e.t.c.

FINAL CONSIDERATIONS

In this context, the vision of the Living Labs will be to respect and to fulfill the objectives of the Region in terms of the cultural and creative industries sector's further development.

ANNEXES

Documents in the repository.