



## International Conference "Culture and Creativity: paving the way to the future EU policies

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Trieste, Italy

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# ChIMERA

Innovative cultural and creative clusters in the MED area

CULTURE • CREATIVITY • INNOVATION



# LIVING LABS – innovation Workshop

## *Opportunities for CCI:*

- *Big investment opportunities in Cultural Tourism.*
- *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.*
- *Exploiting synergies with other regions (Attica-Thessaly) for the use of innovation infrastructure and technology transfer.*
- *Improving cooperation, creating synergies and increase the level of partnership of local actors between public and private organizations.*

# LIVING LABS – innovation Workshop

## *Threats for CCI:*

- *Negative economic environment due to the crisis.*
- *Lack of liquidity in the bank sector because of the economic and financial crisis.*
- *Significant barriers to entrepreneurship and Internal Market Collapse due to the negative economic environment.*
- *Huge information gap due to the lack of communication between the investors.*

# LIVING LABS – innovation Workshop

## *Living Labs Innovation:*

Four basic principles of construction and organization of the innovation ecosystem:

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

# LIVING LABS – innovation Workshop

## *Living Labs Results:*

Our service belongs to the 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.

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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.





**THANK YOU**

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