

Project co-financed by the European Regional Development Fund

### **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. 2.2.5. Promotional Material – Leaftlet EN WP 2. Project communication; Act. 2.2. Promotion of the project activities and results

Authors/Responsible partner : PP8 Status: final Distribution: public Date: 30/03/2017



## **CULTURE • CREATIVITY • INNOVATION**



Creative and Cultural Industries (CCIs), design, arts, advertising, images, etc. represent 3.3% of EU-27's GDP and a total of 3% of the total jobs in the European Union. CCIs are at the intersection of arts, business and technology representing highly innovative SMEs.

It's a strategic sector of development and employment, but this potential is hampered by a gap of information on CCIs local environment, innovation and market barriers and a lack of tailored support to stimulate innovation, internationalization and cross fertilization.

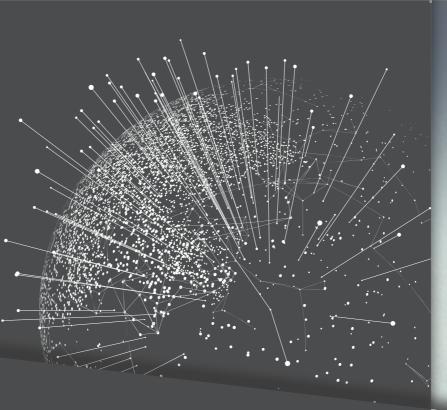
### Partners

Lead partner: Friuli Venezia Giulia Autonomous Region - ITALY Basilicata Region - ITALY **Creative Apulia Cluster - ITALY** Technology Park Ljubljana Ltd - SLOVENIA Local Company of Initiatives and Activities of Malaga S.A - SPAIN Chamber of Commerce, Industry and Services of Terrassa - SPAIN University of Algarve - PORTUGAL Region of Sterea Ellada - GREECE French Riviera Chamber of Commerce & Industry - FRANCE University Nice Sophia Antipolis - FRANCE Ministry for Innovation & Public Administration – ALBANIA





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### Innovative cultural and creative clusters in the MED area

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# CULTURE, CREATIVITY & INNOVATION!

#### What is the ChIMERA PROJECT?

Co-financed by the Interreg Med Programme, ChIMERA is a unique and innovative European project that aims at enforcing innovation of Cultural and Creative Industries (CCIs) at European level through the development of transnational clusters, European networks and territorial synergies among companies, research centres, public authorities and civil society.

ChIMERA brings together a balanced partnership of public authorities, clusters, business agencies, chambers of commerce, innovation centres and universities from Albania, France, Greece, Italy, Portugal, Spain and Slovenia. ChIMERA partners aim to stimulate direct links and synergies among the CCIs actors at transnational & local level and elaborate strategies to develop innovative clusters or networks in CCIs.

This transnational cooperation aims to enhance the role of the CCIs as a valuable asset for the Med area and creates sustainable growth for all the countries involved.

#### **ChIMERA** Action plan

schemes, cooperation and networking

digitalization.





CREATIVITY

INNOVATION



- Sharing local analysis and best practices
- Development of local strategies & transfer of tested models
- Development of regional action plans and innovative clusters business plans as well as transnational schemes
- Setting-up of transnational tailored services for CCIs clusters: trainings, international trade and brokerage events, financial opportunities and
- Implementation of Regional Innovation Strategies on selected cultural and creative industries subsectors: audio-visual, image, design, digital craft, and





### **ChIMERA Expected Outputs**

- Transnational and local Workshops
- 10 local Bootcamps
- 10 local strategic action plans
- 1 transnational operational plan
- 10 cluster business plans

### **ChIMERA Results**

- Increased innovation capacities of key public & private actors in CCIs
- Functioning innovative CCIs clusters and networks
- Verified set of transnational activities offered to networks and clusters members
- Regional Innovation Strategies on CCIs implemented

- 12 services for internationalization & Innovation
- 20 financial tools
- 10 living labs & innovation projects
- 10 transferability plans



- Improve innovation capacities within the Cultural and Creative Industries, involving public and private actors

Build up and consolidate a transnational network of innovative CCIs clusters/ecosystems supporting innovation and internationalization in CCI fields of activity

- Outline, test and implement efficient innovation ecosystems/clusters models in CCI sector.

#### ChIMERA and Interreg MED priorities

ChIMERA aims at contributing to the Interreg Med priorities by promoting sectors of the Med area.

