

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 – Leaflet 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

FOLLOW US

 chimeraprojectcommunication@cote-azur.cci.fr

 [@ChIMERA_med](https://twitter.com/ChIMERA_med)

 [@ProjectChIMERACulturalCreativeCluster](https://www.facebook.com/ProjectChIMERACulturalCreativeCluster)



Project co-financed by the European
Regional Development Fund



Project co-financed by the European
Regional Development Fund

ChIMERA

Innovative cultural and creative clusters in the MED area

CULTURE • CREATIVITY • INNOVATION



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

- 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 schemes, cooperation and networking
- Implementation of Regional Innovation Strategies on selected cultural and creative industries subsectors: audio-visual, image, design, digital craft, and digitalization.



CREATIVITY



INNOVATION



GOALS



GROWTH

ChIMERA Expected Outputs

- Transnational and local Workshops
- 10 local Bootcamps
- 10 local strategic action plans
- 1 transnational operational plan
- 10 cluster business plans
- 12 services for internationalization & Innovation
- 20 financial tools
- 10 living labs & innovation projects
- 10 transferability 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

ChIMERA Goals

- 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 sustainable growth in the Med area by fostering innovative concepts and practices and increasing transnational activity of innovative clusters and networks of key sectors of the Med area.

2,4 M €
Project budget

2,1 M €
ERDF / IPA

30 Months
Project duration