

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: PP10 – Ministry for Innovation and Public Administration

Status: final

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REGIONAL SWOT ANALYSIS

Partner: *Ministry of Innovation and Public Administration
Albania*



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Funding opportunities that exist - Local development of multifunctional spaces - Local strategy for sharing culture through poli-central centres - Revitalization of cinemas in the city - Supporting young talent and their education - Young qualified staff for promotion of culture through technology - Preservation of tradition in combination with new ideas and processes - Increase of infrastructure and labs in private universities - Participation of students in CCI projects - Opportunity to compete in an international market with lower prices - Cultural wealth and heritage for international researchers and practitioners 	<ul style="list-style-type: none"> - Low budgets and poor experience in implementing projects - No clear / long term strategies - Poor record of focus / priorities / sharing expertise / bureaucracy of procedures and corruption - Lack of database of CCIs - NGOs status being subject to politics - Lack of incentives for startups - Limited investments in CCI - Lack of optimism among many citizens -
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Willingness to have fair and professional Public Private Partnerships - Private universities have flexibility and budgets to develop and implement projects, mechanisms - Market demand for well trained workers - Highly motivated young generation with exposure to the world 	<ul style="list-style-type: none"> - Loss of talent through emigration - Mediocrity and status quo - Depreciation of cultural heritage and increase of mediocre culture products - Focus on technology may diminish artisan product & traditional skills - Lack of funds and investments - Outdated approach to education - Lack of opportunities for graduates - Lack of cooperation in CCI - Poor implementation of laws (author's rights) - Lack of database for calls, grants, services - Large non registered and informal market - Large foreign influence - Privatization and misuse of funds - Lack of generational collaboration - Collective memories vs modern development - Political influences





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FINAL CONSIDERATIONS

