

CHEBEC
**HACKING THE MEDITERRANEAN ECONOMY
THROUGH THE CREATIVE AND CULTURAL SECTOR**

SECOND PROJECT MEETING IN EVORA
17 - 18 OCTOBER 2018

Last October project partners gathered in Portugal to discuss the kickoff of the 9 pilot actions aimed at supporting the internationalization of CCIs, which will debut in 2019.

Chebec, co-financed by the Interreg MED programme, intends to develop and test a new support scheme for creative companies and professionals to help them access foreign markets.

To reach this goal, the consortium, made up of 10 partners located the Mediterranean area, will carry out local pilot actions consisting of trainings, advice and tutorship to help a group of selected beneficiaries (around 80 in the different areas) develop fundamental competencies that any organization should master to compete in today's market.

Participants, selected through public calls, will test and verify those competencies attending matchmaking events in Sevilla, Marseille and Bologna to boost their networking skills and find potential partners and clients abroad. Finally, a smaller group will be awarded innovation vouchers: a grant of up to 5,000.00 € for strategic activities linked to the internationalization of their products or services.

Partners' coordination as well as commitment and consistency among all local initiatives are key elements to implement successful activities and demonstrate that transnational cooperation can truly provide added value to the actions developed.

CIMAC - a public organization gathering 14 municipalities in Alentejo (PT) - hosted the meeting to discuss the local calls for proposals to select the beneficiaries who will experiment the aforementioned activities.

On the 17th of October, partners were welcomed by the mayor of Evora and CIMAC vice-president, Carlos Pinto de Sá, who stressed the importance of preserving cultural heritage and consider it as a pillar for the development of Alentejo region. Evora will apply for European Capital of Culture 2027 in an effort to mobilize territorial actors and entities to connect to a wider European and global community. Mr. Pinto de Sá officially kicked-off the two-day event.

The Municipality of Bologna, in charge of coordinating all local pilot actions, recapped the highlights of this phase. Indeed, the City of Bologna, through the Incredibol! project, has gained significant experience in fostering the entrepreneurial skills of CCIs professional and startups by supporting them with tailor-made services, consultancies and grants.

ASTER, Chebec project coordinator, also emphasized the importance of realizing similar initiatives in regard to timing, deadlines and contents. Nevertheless, the Lead Partner suggested that each region should also bear in mind the peculiarities of the CCIs sector in their territory to ensure that the specific needs of their beneficiaries are addressed.

The University of Valencia (through the unit ECONCULT) presented the methodology and tools that have been developed to monitor the progress of the project to allow for timely adjustments if deemed appropriate.

On the second day of the meeting, the partnership had the opportunity to meet representatives of NERE and hear about the experience of this Evora-based association supporting the economic development of the region.

CHEBEC, WHAT IS IT ?

Chebec - Hacking the mediterranean economy through the Creative and Cultural sector - is a **30 month project co-funded by the European Regional Development Funds, which will also organize competence building activities for policy makers and support organizations to improve the effectiveness of their actions**: providing these actors with insights, updated information on the Cultural and Creative Industries and project outputs is aimed at influencing future policies and support programmes which can truly reflect creative talents' needs.

THE PARTNERSHIP

Partner organizations, which are from European regions located in the mediterranean area and Bosnia-Herzegovina, have a good track record in EU projects and CCI's:

- **ASTER** S. Cons. p. a - Lead Partner, Italy
- **AMI** - France
- **Municipality of Bologna** - Italy
- **Intermunicipal Community of Central Alentejo (CIMAC)** - Portugal
- **University of Valencia (UVEG - ECONCULT)** - Spain
- **Lazio Region** - Italy
- **Sarajevo Economic Regional Development Agency (SERDA)** - Bosnia-Herzegovina
- **Official Chamber of Commerce, Industry and Shipping of Seville (CCSEV)** - Spain
- **Barcelona Activa** - Spain
- **Arty Farty** - France

LINKS

WEBSITE

<https://chebec.interreg-med.eu/>

FACEBOOK

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