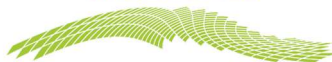
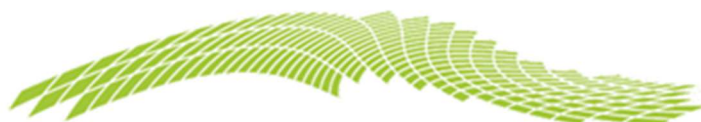


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WP T2 D.T2.3.4 LOCAL ACTION PLAN – Patras Science Park

| | |
|---------|---|
| Authors | PSP - Patras Science Park MOSAIC // Culture & Creativity |
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Introduction

Within WP T2, each PP will prepare the Local Action Plan (LAP) aimed at preserving-valorizing PPs’ cultural heritage by promoting more 'user-friendly' tourist environments, attractive for Y generations, innovative in the activities, alternative in the spaces, sustainable in the approach”. Also, the LAP will develop good-quality strategies and explore new spaces for alternative tourist offers: e.g. urban spaces to be regenerated and transformed in ‘creative districts’ (alternative to the classical Old Towns), where tourists will feel dynamic protagonists of their tourist experience, interacting with local cultural context & material/immaterial heritage.

PSP followed the instructions and the template provided by Urban Planning Institute of the Republic of Slovenia – UIRS, coordinator of Creature project task. The data were collected through desk analysis and collaboration between PSP and LSG’s members, particularly the Region of Western Greece.

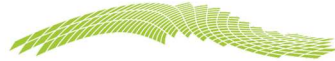
1. Vision

Table 1: Your Vision Statement

| 1. Vision | |
|-----------------------|---|
| Your vision statement | For a new generation of tourists with a creative and alternative identity |



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2. SMART Objectives

Table 2: SMART Objectives

| 2. SMART Objectives | | | | | | | |
|---------------------|--|-----------------|-------------------|-------------------|-----------------|---------------|--|
| | Initial objective | Is it specific? | Is it measurable? | Is it achievable? | Is it relevant? | Is it timely? | Updated objective |
| Objective no.1 | Starting with the large percentage of young people living in the region (due to the presence of three academic institutions), to find alternative ways to attract a younger generation of tourists | Yes | Yes | Yes | Yes | Yes | Improving the transport infrastructures so that Western Greece is friendly and accessible to younger tourists that prefer alternative forms of tourism such as cultural or bicycle |
| Objective no.2 | To shift to cultural tourism, which can increase the interaction of CCI stakeholders with tourism sector. | Yes | Yes | Yes | Yes | Yes | Fostering linkages between creative ecosystems and tourism through creative hubs and supporting infrastructure for the creative sector |
| Objective no.3 | To seek the involvement of CCI sector in the forming of a new brand name for the region. | Yes | To some extent | Yes | Yes | Yes | Developing experiential tourism through new touristic routes, and use of ICT tools, to form a renewed brand name for the region that will include the creative sector |





3. Basic data about area of Intervention

Table 3: Basic data about your Area of Intervention

| 3. Basic data about your Area of Intervention | |
|--|---------------------------------|
| Name of your Area of intervention | <i>Region of Western Greece</i> |
| Country | <i>Greece</i> |
| Total area in km2 | <i>11.336</i> |
| Total inhabitants | <i>655.189 (2019)</i> |
| Regional (municipal) GDP per capita in EUR. | <i>7.942 (2018)</i> |
| Unemployment rate | <i>18,8 (2020)</i> |
| Population growth rate | <i>-0,45% (2019)</i> |
| Net migration rate | <i>N/A</i> |



Figure 1: Region of Western Greece



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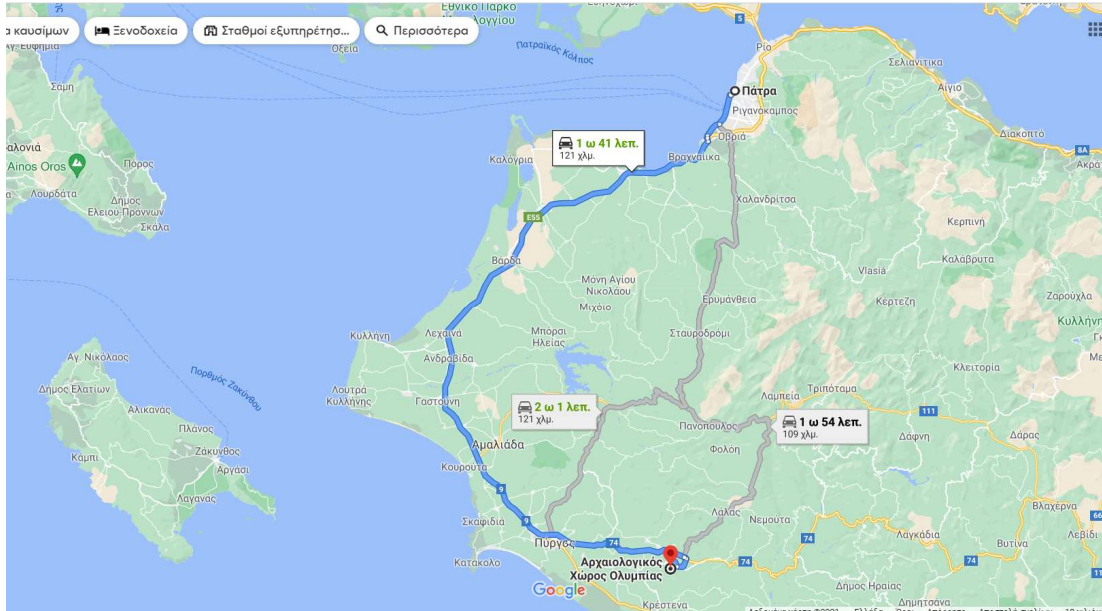
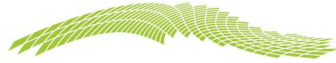


Figure 2: Route of creativity network (Route 1)

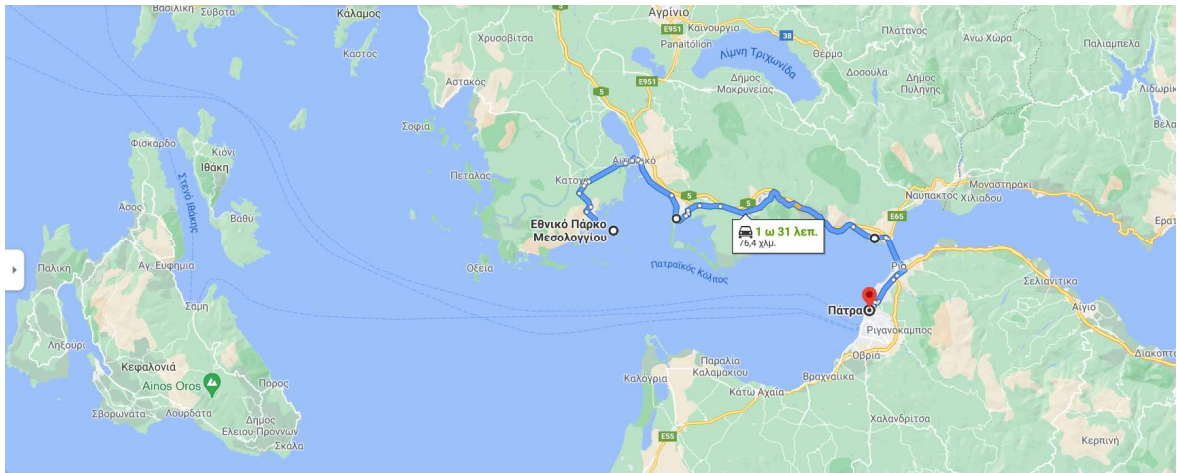
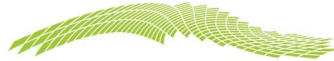


Figure 3: Bicycle route of creativity – EuroVelo 8 (Route 2)



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The Region of Western Greece (RWG) is one of 13 regions of Greece. It is a secondary local government organization covering the north-western part of the Peloponnese and the west part of Central Greece. Its population is almost 680,000 (679,796 according to the 2011 census) and occupies an area of 11,300 km². Most enterprises located in the Western Greece Region, that are active in all sectors of the economy, are small and medium-sized with competition problems at both national and international levels.

In the Regional Specialization Strategy RIS3 for the Region of Western Greece, a number of Economic Sectors and Activities have been identified as main Priorities. Culture and Creative Sector (CCS) that was analysed in the State of the Art report, is one of them. The main other sectors identified as priorities are: Agri-Food sector, Tourism, Manufacturing Sector.

Tourism in collaboration with Culture and Creative Sector is one of the 6 main Priorities identified in the Regions' of Western Greece main policy document, the Regional Operational Plan. The other five Priorities that the Region is focusing on, are Health - welfare - education - Lifelong learning - Sports, Productivity Restructure, Entrepreneurship & Innovation, Transport and Infrastructure and improvement of the Administrative Operation.

In addition, the connection of Culture to Tourism is getting more clear in the Smart Specialisation Strategy of the Region, since the two sectors are considered as a single priority (one of the three in total), in order to prepare strategies and policy.

One of the main Actions that the Region has undertaken in order to promote Culture in connection with Tourism is the establishment of the RWG Film Office, in order to attract and support new Film and other Audio-visual Productions in the area.

The CCI sector in the Region of Western Greece in 2017 consists of 1,918 companies, employing 3,216 employees, which is 1.8% of the entire Region's Workforce, while its total turnover is 78,678.17 mil.

The Region of Western Greece is a geographical area, which can be a complete tourist destination.

The aim and purpose of the RWG is to support the sustainable tourism development model. Development of tourism based on the economic development of the region, environmental sensitivity and social cohesion and development.

The main directions of the tourism development strategy of the Region of Western Greece are the following:

- The utilization of the natural and cultural reserve of the Region for the enhancement of the tourist product
- The diversification of the tourism product, with the dynamic development of special forms of tourism
- The creation of tourist infrastructure required for the development of special forms of tourism
- The strengthening of the international promotion of the Region
- The extension of the tourist season through the increased attendance of foreign visitors, but also the strengthening of domestic tourism



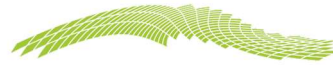


4. List of Actions

Table 4: List of Actions

| 4. List of Actions | | | | | | | | | | |
|--------------------|---|---|--|---|--|---|------------------------------------|----------------------------------|---------------------------------------|--|
| | Short name of the action | Detailed description of the action | Objectives that are tackled with this Action | Who is responsible for the implementation of this action | Estimation of the needed funds for the implementation | Source of potential funds | Time needed for the implementation | Planned start date of the action | Planned time to implement your action | Relevant stakeholders and their roles for the implementation |
| Action no.1 | Creation of new experiential tourism routes | <i>Creation of two experiential routes: 1. A cultural route between Patras and Ancient Olympia 2. A bicycle-friendly route including sites of Achaia and Etoloakarnania</i> | 3 | Patras Science Park | 63,000 € in External expertise Human resources | CREATURES Budget | 12 months | 09/2021 | 08/2022 | - Patras Science Park, development of the two ICT applications - Region of Western Greece, development of bike paths - Municipal authorities, development of bike paths - LSG |
| Action no.2 | New Creative Hubs | <i>Establishment of five Creative Hubs in the cities of Patras (2), Pyrgos, Messolonghi and Agrinio</i> | 2 | - Region of Western Greece - Municipality of Patras - Chamber of Achaia - Chamber of Ilia - Chamber of Etoloakarnania | - Approximately 700,000 € for the Patras Hub reconstruction works, and 450,000 € for personnel costs for the Hub operation for the next 3 years | - SPARC Project (Interreg Greece-Italy) for Patras Hub - Creative@Hubs Strategic Project (Interreg Greece-Italy) | Done 14 months | 06/2021 07/2021 | 08/2022 | - Cultural and Creative organisations and workers, operation of the Hubs - Service providers for the Creative Sector - Startups in CCI's, beneficiaries of the Hub |

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| | | | | | | | | | | |
|-------------|--|---|---------|--|-----------------------------------|--|--|---------|------------|---|
| Action no.3 | Bicycle paths and Public Transportation | Creation of bicycle paths and modernization of public transport in Patras and Etoloakarnania, including a rail connection between the port of Katakolo the city of Pyrgos and the Ancient Olympia site, and a modernization of the road and rail networks between Patras and Pyrgos | 1, 3 | Region of Western Greece / Municipality of Patras | - | - MEDCYCLETOUR Project (Interreg MED) for the studies and preparatory work for the bike route - Regional (ERDF) funds | Will be implemented gradually in a period of 6 years | 2020 | Up to 2025 | - Region of Western Greece - Regional Development Fund of the Region of Western Greece - Cycling Clubs - Katakolo Port Authority - Greek Railways Organization (OSE) - Cruises' organizers |
| Action no.4 | Enhancement of the film industry in the region | Recruitment of Film Office operators and creation of new permanent infrastructure (studio & venues) for the Olympia Film Festival for Children and Youth at the old raisin warehouses of Pyrgos | 2 | Region of Western Greece National Centre of Audiovisual Media and Communication | - Human resources from the Region | Region of Western Greece | 17 months | 08/2021 | 12/2022 | - Region of Western Greece - Film producers and directors - Workers in the Film Industry - LSG |
| Action no.5 | Dissemination of the activities | Meetings with local stakeholders (tourism and CCI sectors) and dissemination of the activities communicating the experiential routes and other actions of CREATURES programme | 1, 2, 3 | Patras Science Park | - 10,000 € | CREATURES Budget | 8 months | 01/2022 | 08/2022 | - Patras Science Park - LSG - Local Media - All local stakeholders |





5. Monitoring the implementation of the Action

Table 5: Monitoring the implementation of Action

| 5. Monitoring the implementation of Action | | | | | | | |
|---|--------------------------|--------------------|--|--------------------|--|--------------------|---|
| | Short name of the action | Milestone 1 (date) | Indicators to track milestone 1 (for example actions that have to be completed by Milestone 1) | Milestone 2 (date) | Indicators to track Milestone 2 (for example number of tourists that have to test your new route by Milestone 2) | Milestone 3 (date) | Indicators to track Milestone 3 (for example amount of money tourists spend on average for a certain service) |
| Action no.1 | CREATE_ROUTES | Oct 2021 | <i>Pilot operation of technological applications (mobile & VR) for highlighting the routes (Delivery of the project by the contractor)</i> | Nov 2021 | <i>Completed content production (pictures, video and text) for the points of Interest of the two routes</i> | Aug 2022 | <i>Mobile app users Multimedia Installation users</i> |
| Action no.2 | CREATE_HUBS | Sep 2021 | <i>First Creative Hub in Patras (SPARC project) ready to operate</i> | Dec 2021 | <i>Creative Hubs in Pyrgos, Messolonghi and Etoloakarnania ready to host their first start-ups</i> | Jun 2022 | <i>First Creative Hub in Patras (CREATIVE@HUBS project) ready to operate</i> |
| Action no.3 | CREATE_BIKES & RAIL | Dec 2021 | <i>EuroVelo 8 and info signposting</i> | Mar 2022 | <i>Medium-term activities (marketing actions, printed material)</i> | Dec 2025 | <i>Medium-term activities (mainly services, promotion)</i> |
| Action no.4 | CREATE_FILM | Oct 2021 | <i>First Film Office activities in order to attract film productions in Western Greece</i> | Feb 2022 | <i>Start of works for the permanent infrastructure of Olympia Film Festival in Pyrgos</i> | Dec 2022 | <i>Pilot operation of the infrastructure in Pyrgos</i> |
| Action no.5 | CREATE_INFO | Nov 2021 | <i>Involvement of stakeholders in Achaia, Iliia and Etoloakarnania</i> | Jan 2022 | <i>Press Kit about the experiential routes and CREATURES project</i> | Mar 2022 | <i>Dissemination of the actions through local media</i> |





6. Risk Management of your Actions

Table 6: Risk Management of your Actions

| 6. Risk Management of your Actions | | | | | | | | |
|------------------------------------|-----------------------------|---|---|---|---|---|--|---|
| | Name of potential risk | Description of potential risk | Probability of this risk (from 1 – low to 3 high) | Impact on the Action (from 1 – low to 3 high) | Mitigation plan: what do you plan to do, to avoid this risk of happening | Who is responsible for the Mitigation activities | Contingency plan: what do you plan to do if the risk happens to reduce damage | Who is responsible for the contingency activities |
| CREATE_ROUTES | Pandemic persistence | 2021-2022: Low response of visitors and tourists to the routes, as a result of further slowing-down of tourism activity, due to the pandemic covid-19 | 3 | 2 | - Monitoring the situation - Continuous communication, with LSG - Application and communication of safety protocols | Patras Science Park | Routes' promotion will focus exclusively on digital media for the pandemic impact period | Patras Science Park |
| CREATE_HUBS | Administrative difficulties | Delays in the implementation of European projects for creation of new Hubs | 1 | 2 | - Monitoring the situation, so as to have all available data | Region of Western Greece / Municipality of Patras / Chambers of Achaia, Ilia and Etoloakarnania | Consultation with the managing authority | Region of Western Greece / Municipality of Patras / Chambers of Achaia, Ilia and Etoloakarnania |
| | Pandemic | No or restricted operation of Creative Hubs due to a possible new lockdown | 2 | 1 | - Application and communication of safety protocols | | Digital operation of Hubs for as long as required | |
| CREATE_BIKES & RAIL | Funding / Delays | The project of new bicycle paths may be delayed due to lack of ERDF funding and/or administrative matters | 1 | 3 | Monitoring the situation | - Region of Western Greece | Finding alternative ways of financing the project (european sources, municipal funds etc.) | - Region of Western Greece - Local stakeholders |



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| | | | | | | | |
|-------------|-----------------|---|---|---|--|---|--|
| | | The reopening of the railway network may be delayed due to problems in financing the project | 3 | 2 | Political pressure on the ministry responsible for implementing the project | | The train will not be included in the incentives to attract tourists to the area. Emphasis will be placed on alternative forms of incentives |
| CREATE_FILM | Low cooperation | Low cooperation and participation of the film industry stakeholders | 3 | 3 | Constant communication with film producers and EXDME for the best utilization of the Film Office | <ul style="list-style-type: none"> - Region of Western Greece - National Centre of Audiovisual Media and Communication (EXDME) - Olympia International Film Festival | Dynamic communication plan to promote the region as an ideal area for hosting film producers in Greece and abroad and provide more incentives Region of Western Greece - National Centre of Audiovisual Media and Communication - Olympia International Film Festival |
| | Pandemic | Reduction in film production, due to transportation and other safety restrictions | 2 | 2 | Application and communication of safety protocols | | |
| CREATE_INFO | Low response | Low response of stakeholders due to the pandemic and the consequent crisis in the tourism and CCI sectors | 2 | 3 | Continuous communication, networking, and direct promotion of the actions | Patras Science Park | Implementation of workshops to demonstrate Good Practices Alternatively, focusing on a smaller number of stakeholders (i.e. 150 members) Patras Science Park |

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