

Interreg 
EUROPEAN UNION
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession II Fund

CREATURES



CREATURES: an introduction

22 April 2020

Speaker: Eleonora Di Cintio

Partner: LP – Metropolitan City of Bologna




web kick-off meeting | 22 – 23 April 2020



CREATURES in a nutshell



- Programme: Interreg ADRION – 2nd call
- Priority axis 2: Sustainable Region 
- Duration: 30 months (03.2020 – 08.2022)
- 14 Partners: 8 PPs, 6 APs
- 6 Nations: Italy, Slovenia, Greece, Croatia, Albania, Bosnia and Herzegovina
- **Total eligible budget: 1 838 160.00 €**



CREATURES in a nutshell



- Preserving cultural heritage and promoting sustainable and experiential tourism in the ADRION Region
- Exploiting Cultural & Creative Industries' (CCI) potential
- Finding a right balance between innovation and conservation of the Adrion rich cultural heritage.



CREATURES in a nutshell



Clustering/cooperation with

- **EMOUNDERGROUNDS** (ADRION project n. 905):

Emotional technologies for the cultural heritage valorisation within cross-border undergrounds

- **CCI4TOURISM** (ADRION project n. 1124):

Strengthen entrepreneurial skills of Cultural and Creative Industries for the valorisation of cultural heritage and the development of sustainable tourism models in the Adriatic-Ionian regions



Project Partners (PP)



PP1 - LP

- Metropolitan City of Bologna (LP)

PP2

- Friuli Venezia Giulia Autonomous Region

PP3

- Urban Planning Institute of the Republic of Slovenia

PP4

- Patras Science Park S.A.

PP5

- Athens University of Economics and Business Research Center

PP6

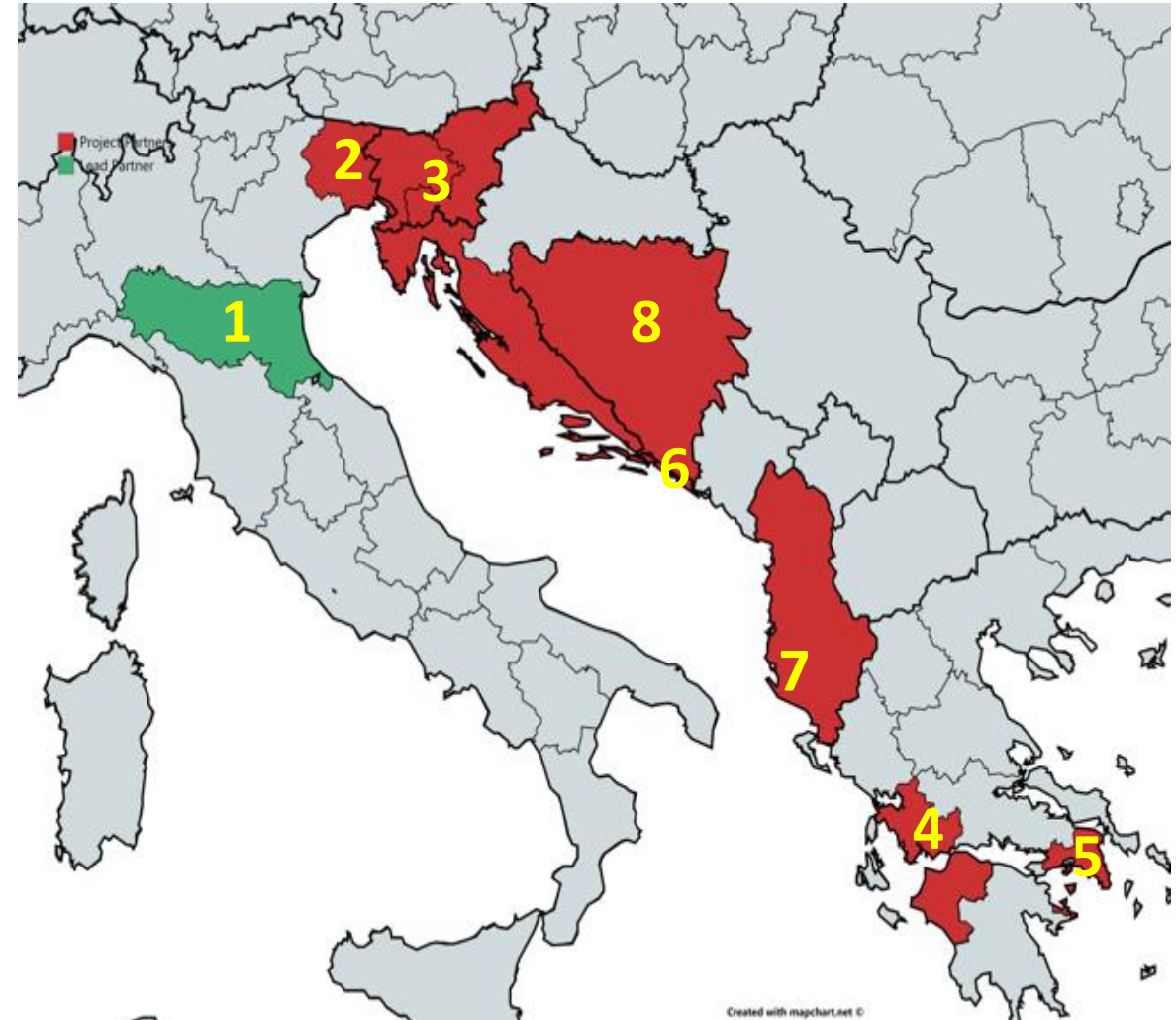
- Regional Development Agency Dubrovnik-Neretva County, Duneo

PP7

- Regional Directorate of National Culture, Vlorë

PP8

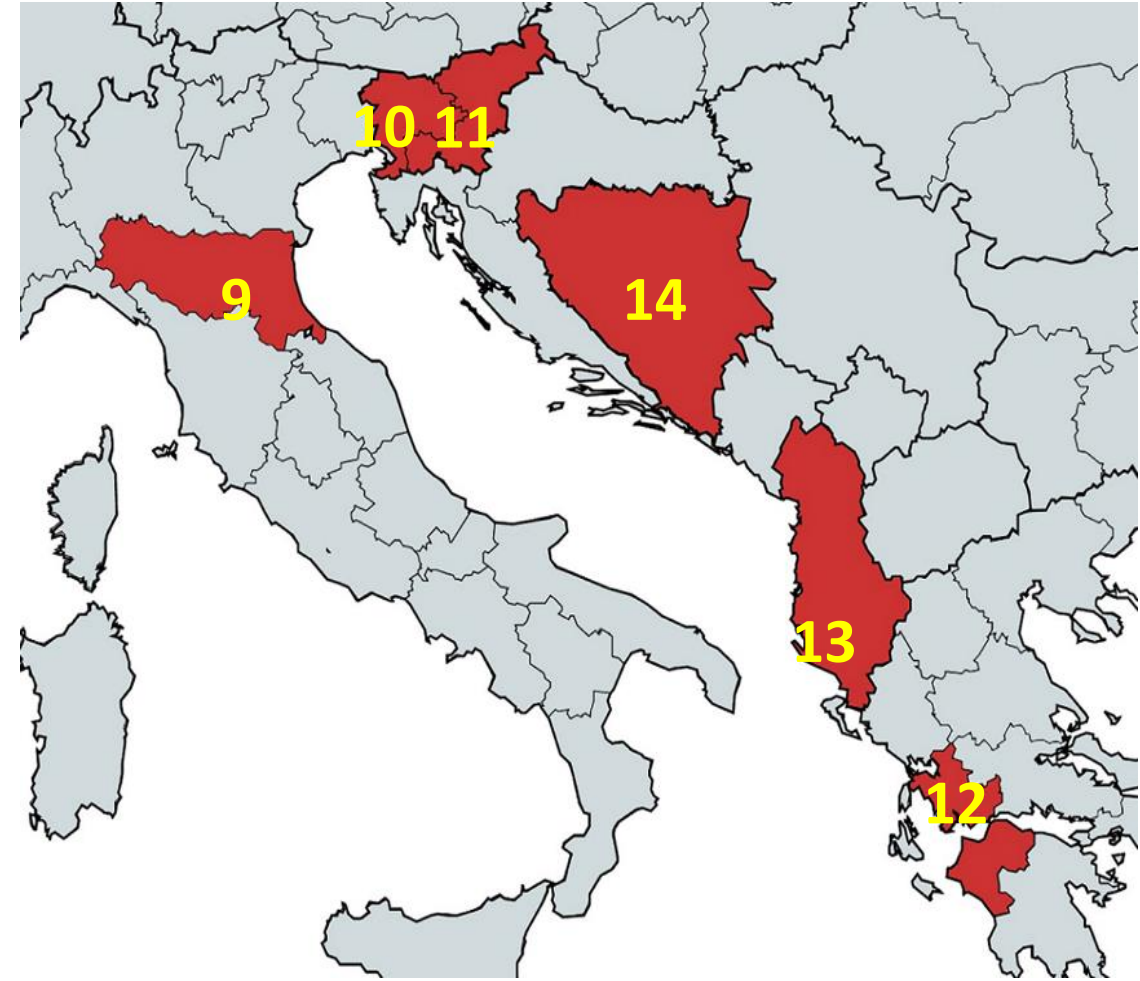
- School of Economics and Business, Sarajevo



Associated Partners (PP)



- PP9** • Clust-ER – Cultural and Creative Industries association
- PP10** • Walks of Peace in the Soča Region – Foundation
- PP11** • Ministry of Culture of Republic of Slovenia – National Public Authority
- PP12** • Chamber of Commerce, Prefecture of Achaia – Local Public Authority.
- PP13** • AULEDA – Local Economic Development Agency
- PP14** • SERDA – Sarajevo Economic Region Development Agency



Why CREATURES?



Common Challenge:

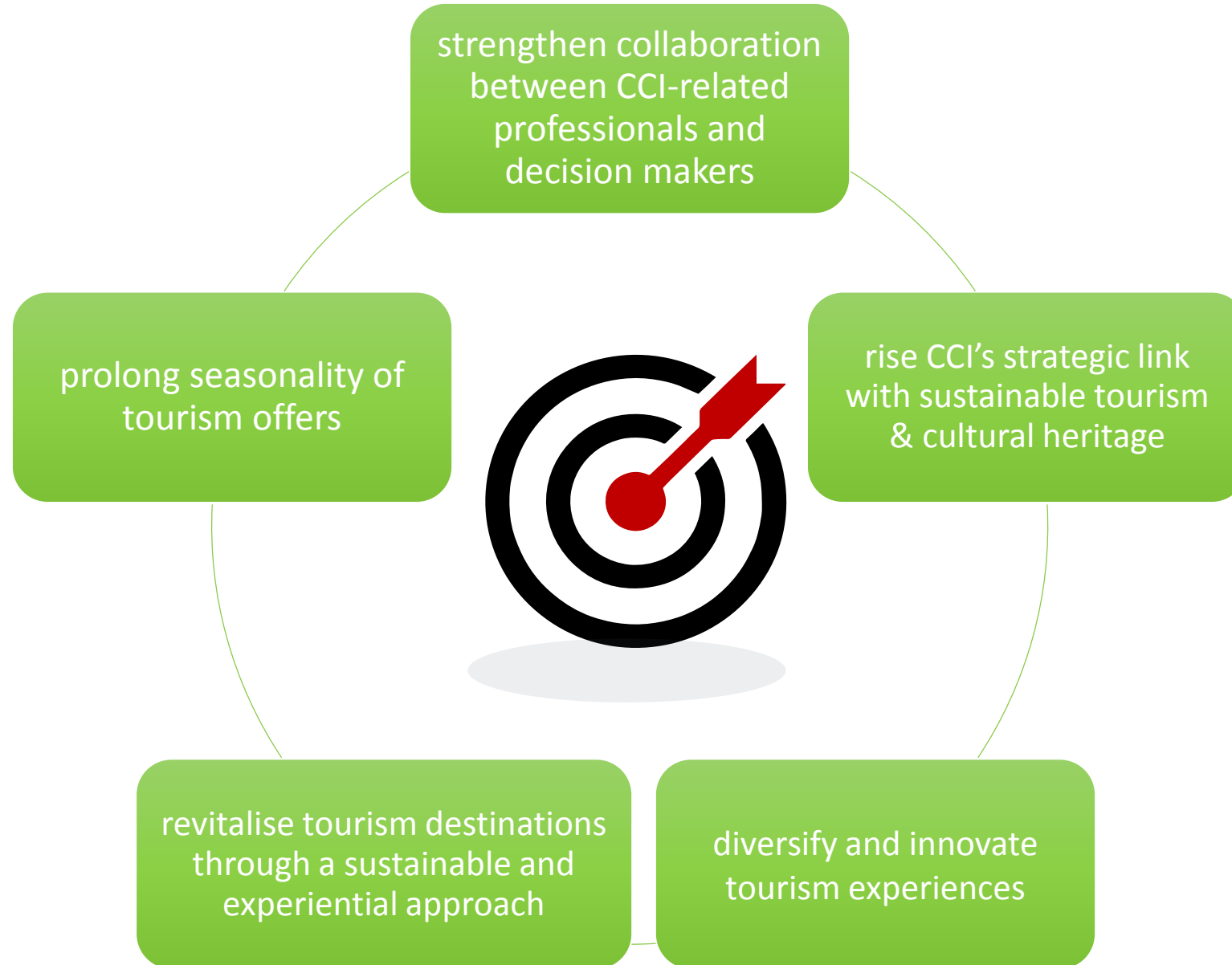
- Tourism is one of main, fast-growing economic activities, but its potential is not fully exploited in the ADRION area.

There's need to:

- Increase tourism sector's sustainability and competitiveness, exploiting CCIs' high socio-cultural and economic potential;
- Find a balance between innovation and conservation of ADRION Region's cultural heritage.

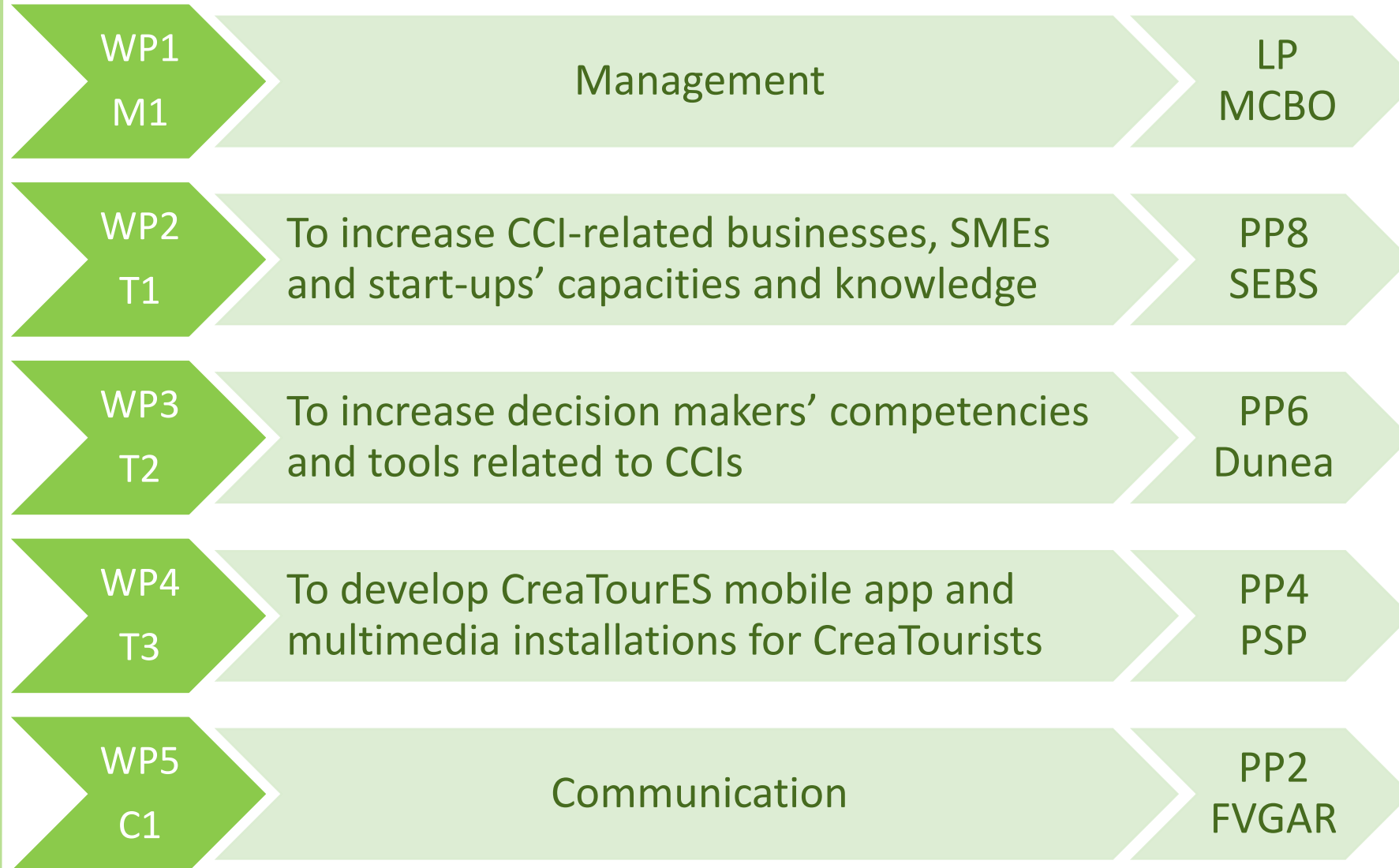


Goals



How? 5 WPs

CREATURES



How? 5 WPs



Action on 3 levels:

- WP2 - Economical/Technical level
- WP3 - Juridical/Policy level
- WP4 - Innovation/experimentation level



How? 5 WPs

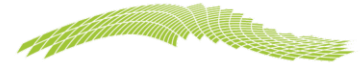


Management Metropolitan City of Bologna

- ▶ M.1 Start-up activities → **Next step:** risk management plan in May 2020
- ▶ M.2 Project coordination
- ▶ M.3 Project evaluation
- ▶ M.4 Financial Management and reporting
- ▶ M.5 Project closure



How? 5 WPs



To increase CCI-related businesses, SMEs and start-ups' capacities and knowledge
School of Economics and Business, Sarajevo

- ▶ T1.1 Common working methodology
- ▶ T1.2 State of play in ADRION Regions → **Next step:** LSGs, Apr 2020
- ▶ T1.3 E-catalogue for CCIs, SMEs and start-ups
- ▶ T1.4 Implementation of learning-capacity building activities
- ▶ T1.5 Joint Acceleration Programme (JAP)
- ▶ T1.6 Implementation of JAP



How? 5 WPs



To increase decision makers' competencies and tools related to CCIs
Regional Development Agency
Dubrovnik-Neretva County, Dunea

- ▶ T2.1 Analysis of current legal, institutional and policy framework
- ▶ T2.2 Policy recommendations for ADRION's CCIs → **Next step:** LSGs July 2020
- ▶ T2.3 LAPs (Local Action Plans)
- ▶ T2.4 Pilot implementation of LAPs and CreaTourES route (designed and included in each LAP)



How? 5 WPs



To develop CreaTourES mobile app and multimedia installations for CreaTourists
Patras Science Park S.A.

- ▶ T3.1 Preparatory studies → **Next step:** Beginning of preparatory studies in July 2020
- ▶ T3.2 CreaTourES mobile app development
- ▶ T3.3 app testing
- ▶ T3.4 Sustainability studies
- ▶ T3.5 Multimedia installations: design and programming
- ▶ T3.6 Multimedia installations' production



How? 5 WPs



Communication

Friuli Venezia Giulia Autonomous Region

- ▶ C.1 Start-up activities, communication strategy and website → **Next step:** Communication Plan May 2020
- ▶ C.2 Publications
- ▶ C.3 Public events
- ▶ C.4 Digital activities including social media and multimedia
- ▶ C.5 Promotional material



How? 5 WPs



- Joint development
- Joint Implementation
- Joint Staffing → Project coordination team
- Joint financing



Target groups



- ▶ 1200 SMEs
- ▶ 280 local public authorities
- ▶ 20 Regional public authorities
- ▶ 15 National public authorities
- ▶ 12.500 Creatourists
- ▶ 50 business support organizations



Project outputs



PROGRAMME OUTPUT INDICATORS	PROGRAMME QUANTIFICATION	PROJECT OUTPUT QUANTIFICATION	PROJECT OUTPUT LIST	PROJECT MAIN OUTPUT
OI_6c.1_2 No. of strategies and action plans developed in the field of natural and cultural heritage and tourism	8	1	T2.1.1	Policy recommendations
		7	T2.2.1	Local Action Plans
OI_6c.1_3 No. Of small scale investments and demo projects	8	1	T1.1.1	JAP for CCI-related SMEs and Start-ups
		7	T2.3.1	Pilot actions to test the CreaTourES routes designed
COI_2 + of expected no. Of visits to sites of cultural and natural heritage	12.500	9.000	T3.1.1	CreaTourES mobile app
		3.500	T3.2.1	Multimedia installations

contacts



Adrion website: <https://www.adrioninterreg.eu/>

Project website: under construction

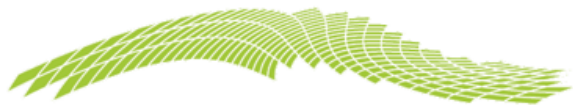
Project Partners websites:

- ▶ PP1) https://www.cittametropolitana.bo.it/progetti_europei/
- ▶ PP2) <https://www.regione.fvg.it/rafvg/cms/RAFVG/cultura-sport/progetti-bandi-europei/>
- ▶ PP3) https://www.culture.si/en/Urban_Planning_Institute_of_the_Republic_of_Slovenia
- ▶ PP4) <https://www.psp.org.gr/en/projects>
- ▶ PP5) <https://www.aueb.gr/en/content/aueb-research-center>
- ▶ PP6) <https://www.dunea.hr/en/our-projects>
- ▶ PP7) <https://www.drkkvlore.gov.al>
- ▶ PP8) <http://www.efsa.unsa.ba/ef/en>



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Thank you!

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