

Interreg



ADRION

ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

CCI4TOURISM



CCI4TOURISM IN A NUTSHELL

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OVERVIEW

- ❖ Facts and Figures
- ❖ Target groups
- ❖ What we do
- ❖ Methodological approach
- ❖ Who we are
- ❖ Where we are



FACTS and FIGURES

ABOUT THE PROJECT

The project is financially supported by the European Union (ERDF, IPA), INTERREG ADRION (Adriatic-Ionian) Programme.

Project duration:
 1 February 2020–31 July 2022

Project value:
 €1,582,157.87

ERDF and IPA funds:
 €1,344,834.17

Lead project partner:
 Tecnopolis, Science and Technology Park, Italy

For more information, visit:
<https://cci4tourism.adrioninterreg.eu/>

CCI4TOURISM PROJECT PARTNERS

The project is a collaboration of nine partner organizations from six countries working in the fields of entrepreneurship, scientific technology park, development agency, and a local authority in the area of implementing European integration processes.



CCI4TOURISM



CULTURAL AND CREATIVE INDUSTRIES FOR SUSTAINABLE CULTURAL TOURISM

The project is financially supported by the European Union, INTERREG ADRION (Adriatic-Ionian) Programme 2014–2020



FACTS and FIGURES

PROJECT: CCI4TOURISM

Strengthen entrepreneurial skills of cultural and creative industries for the valorization of cultural heritage and the development of sustainable tourism models in the Adriatic-Ionian Region

The **CCI4TOURISM** project aims to establish cultural and creative industries (CCI) as the main actor for strengthening sustainable cultural tourism and forming corresponding politics to improve the tourist offer in the Adriatic-Ionian Region, in which the cultural heritage is an untapped tourism potential. The mass tourism model focuses on popular destinations, which means the sector often overlooks the significance of sustainable development, the potential of creativity, as well as the economic, social, and cultural effects of CCI.

For this reason, the **CCI4TOURISM** project will operate in this region, which boasts a rich cultural heritage, history, and a lively cultural and social life, to provide entrepreneurial support to CCI as the central actor that will establish offers and policies of **sustainable cultural tourism**. It will act locally and transnationally to activate and strengthen CCI as a sector whose innovation brings important social, economic, and sustainable effects. According to research, while CCI has an expressly immaterial value, it has a tremendously important role in encouraging economic growth, creating new jobs, and innovation.

ENTREPRENEURIAL SKILLS IN CULTURAL AND CREATIVE INDUSTRIES

The **CCI4TOURISM** international project connects Bosnia and Herzegovina, Croatia, Greece, Italy, Serbia and Slovenia, and is focused towards strengthening entrepreneurial skills and competences of CCI. Interconnecting the cultural, creative, and entrepreneurial sectors, the project will create **new business models, companies, services, and products of sustainable cultural tourism**. Moreover, the project will design innovative approaches to tourism management and strengthen entrepreneurial mindsets and activities in CCIs, which will contribute to the regional development and the development of sustainable strategies and policies in tourism, so that the role of cultural heritage will no longer be one of the options, but rather the starting point.

The **CCI4TOURISM** project will also establish a network of creative industries in the Adriatic-Ionian Region in order to improve the valorization of cultural heritage and digital technologies.

The **CCI4TOURISM** project will address the following common needs in the regions:

- **Visibility and acknowledgement of the significance of CCI and related transnational organization,**
- **Shaping an offer according to unified standards, training, promotion, and marketing,**
- **Forming joint regulations for qualifying CCI in different sectors,**
- **Branding CCI at a transnational level.**

A FEW FACTS ABOUT CULTURAL AND CREATIVE INDUSTRIES AND TOURISM

Cultural and Creative Industries is a rapidly growing sector that provides added value and is also a relatively resilient sector during economic crises.

Companies that integrate culture into their processes and collaborate with various creative areas increase creativity, innovation, productivity, loyalty, sustainable development, competitiveness, as well as the number of improvements and new products.

In collaboration, CCI and the tourism sector create new cultural tourism offers and products that are beyond mass tourism and are oriented towards creativity, local culture, community, traditions, and special experiences.

A shift from the quantitative towards the qualitative perspective in tourism also brings benefits for the local inhabitants, local communities, countries, and the region.

FACTS and FIGURES

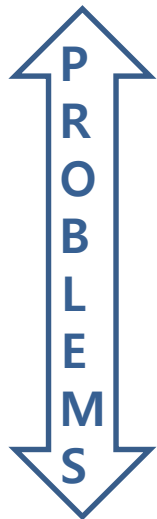
Project Title	CCI4TOURISM - Strengthen entrepreneurial skills of Cultural and Creative Industries for the valorization of cultural heritage and the development of sustainable tourism models in the Adriatic-Ionian regions
Programme	INTERREG VB Adriatic-Ionian ADRION Programme 2014-2020
Priority Axis	2
Programme Priority	2) Sustainable Region
Specific Objective	Promote the sustainable valorisation and preservation of natural and cultural heritage as growth assets in the Adriatic-Ionian area
Partnership	9 Partners (7 ERDF + 2 IPA)
Duration	30 months – start date: 01 February 2020
Budget	Euro 1.797.623,23

TARGET GROUPS

Target group	Specification	Target value
education/training centre and school	Training centres specialized in entrepreneurship development and design thinking methodologies	6
business support organisation	Chamber of Commerce, Handicraft Chamber of Commerce, Science Parks, incubators, innovation agencies, tourism and creativity clusters	20
Other	Tourism and/or cultural public or private organisations like e.g. cultural events organizers, Handicrafts Festival Organizers, Historical Rehearsals Associations, Tourism and culture online magazines, Artisans consortia	70
local public authority	Culture and tourism city department, Destination Management Organization	20
regional public authority	Culture and tourism regional department, Destination Management Organization, Department of preservation of Heritage and Culture	10
national public authority	Ministries for Tourism and cultural heritage valorization	6
higher education and research	Universities (Faculty of Economics, Business Management, humanities), Research Centres specialized in cultural heritage valorization and preservation.	20
SME	CCIs, niche tour operators, Destination management companies, OLTA (Online travel agency) private museums. Artisans consortium	130
sectoral agency	Regional Development Agencies, Rural Development Agencies, Investments Agencies, Cultural Centres	18
General public	Creativity professionals, individuals, tourists	720

WHAT WE DO

COMMON CHALLENGE



OBJECTIVES

making CCIs key players of the tourism sector and a distinctive factor of growth in the AI macro-region.



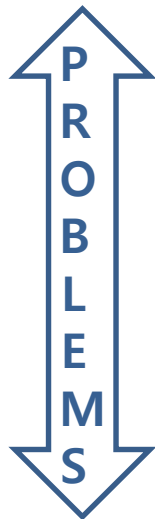
1. **TOURISM:** mass tourism schemes; strong seasonalization; concentration of flows in main destinations.
2. **CCIs:** lack of strong key competences; weakness of local ecosystems.



1. Transnational Strategy for the strengthening CCIs skills and competences;
2. setting up of a Creative Hubs network;
3. Transnational action plan for a "Cultural tourism 4.0" offer across the AI area.

WHAT WE DO

COMMON CHALLENGE



OBJECTIVES

making CCIs key players of the tourism sector and a distinctive factor of growth in the AI macro-region.

1. **TOURISM:** mass...
2. **C...**...

UPDATED CHALLENGE FOR CCI & TOURISM RELATED #POST COVID19

1. Transnational Strategy for the strengthening CCIs skills and competences;
2. setting up of a Creative Hubs network;
3. Transnational action plan for a "Cultural tourism 4.0" offer across the AI area.

Need Analysis CCI & tourism #postcovid19

UNITED FOR A NEW FUTURE
Online conference 26 June 2020

CREATIVES UNITE

Artists & Creatives Community Covid-19 Resource Platform
A platform by the cultural & creative sectors for the cultural & creative sectors

European Cultural Foundation

Who we are What we do What's going on?

Culture of Solidarity Fund

CULTURE OF SOLIDARITY

**Are you a cultural or creative worker?
How is the COVID-19 crisis affecting your work and life?**

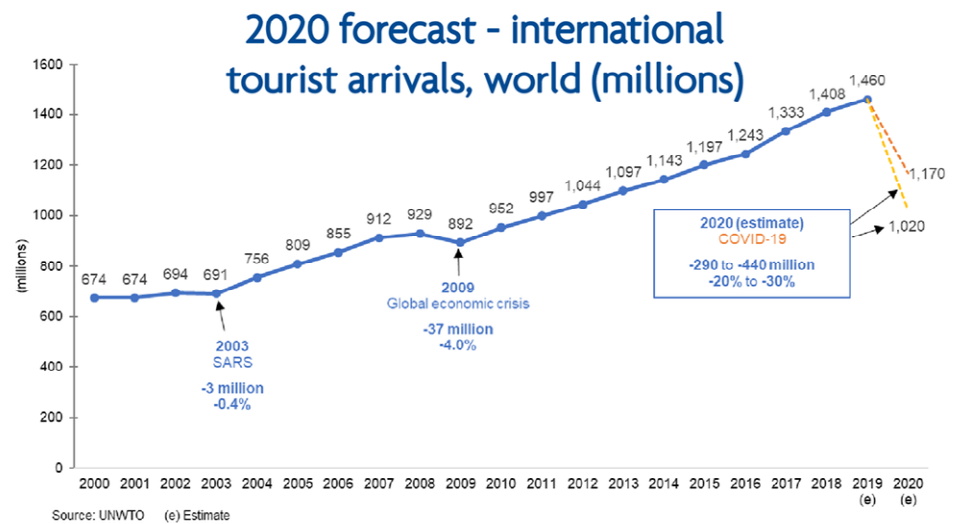
ACT NOW!
Fill out and share the survey.
Let's co-design effective policies!

MAKERSXCHANGE

UNWTO

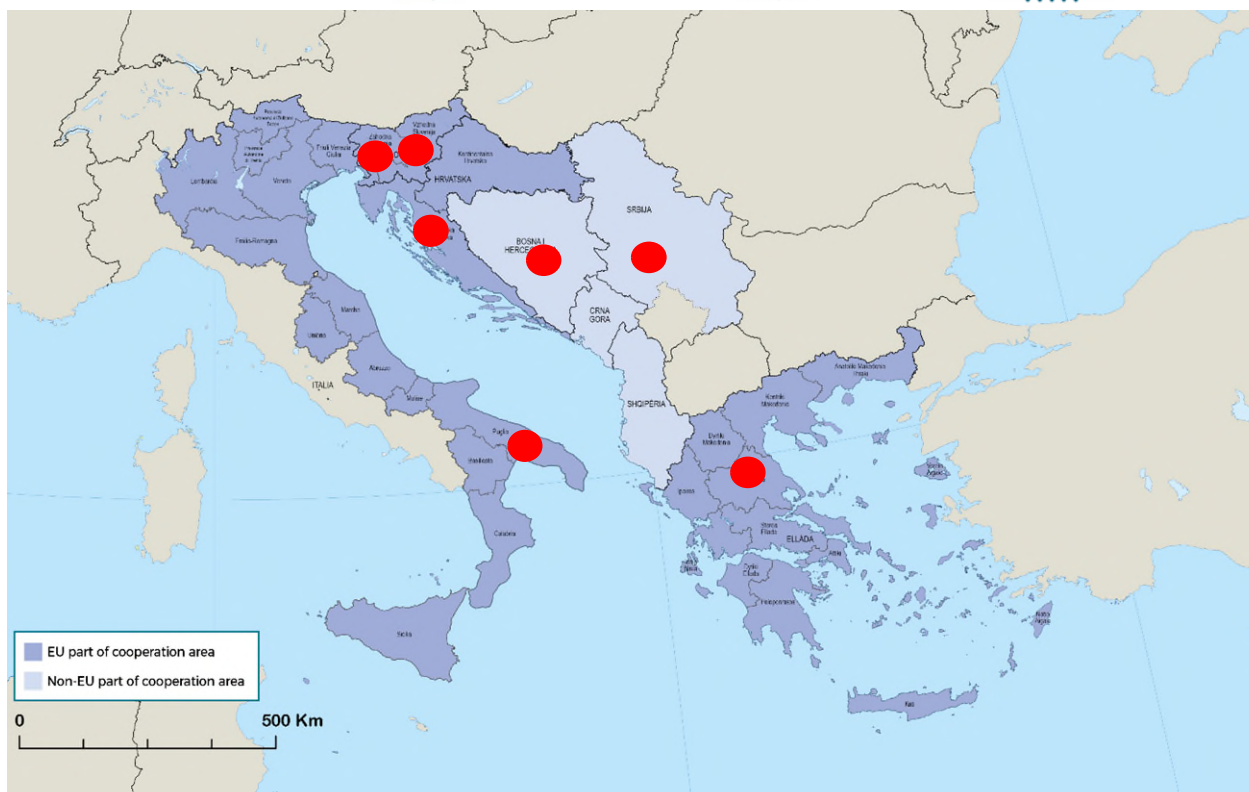
Healing SOLUTIONS | Tourism CHALLENGE

World Health Organization



WHO WE ARE

CCI4TOURISM has an homogenous partnership, mainly composed of development or innovation agencies, science parks and incubators.





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

workforce digital & Entrepreneurial Upskill

new sustainable impact models

#digital prototypes

#innovative sustainable routes



Promoting Creative Tourism through new Experiential and Sustainable routes



Emotional technologies for the cultural heritage valorisation within cross-

#emotional joint paths across cultural sites

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EUROPEAN UNION

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CCI4TOURISM

