

# ChIMERA PLUS

process and methodology for the growth of regional CCI subsectors  
promoting the sustainable urban development.

**The role of CCIs in urban  
sustainability transition:  
innov-action**

**Tuesday, 22<sup>nd</sup> February 2022**

H 5.00 pm – 6.30 pm / ZOOM



[www.chimera.interreg-med.eu](http://www.chimera.interreg-med.eu)

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## **IENA CRUZ – FAVARA FARM CULTURAL PARK, PIGMENT WORKROOM**

### **1) Vision & decision-making**

How did the idea come about? What was the vision behind it?

What was the source of inspiration?

And what are the difficulties encountered along the way?

### **2) Key components**

What were the key factors for the implementation of the vision?

### **3) Impacts & results**

What results and evidences have been achieved thanks to the intervention?

how the project contributed to the achievement of urban sustainability,

what was the added value of the involvement of the creativity



## HIGHLIGHTS

- Culture, heritage and the creative industries can **raise awareness and change perceptions** of places in ways that improvements to infrastructure or the built environment alone will not do.
- Cultural and creative revitalization **is not just an end result, but a process** that continues evolving over time.
- The cities have a great opportunity to **address strategic action plans** and the **funds of next generation EU** to integrate cultural and creative development within wider urban sustainability efforts.
- The CCIs are able to make a contribution social, economic and environmental across dimensions as they are a **key element of contemporary socio-economic development.**