



CP MR BALKAN & BLACK SEA COMMISSION

Adriatic-Ionian Region (EUSAIR) S3 Network A push for strengthened internationalisation

*First EUSAIR Smart Specialisation Strategies
Governance representatives meeting*

*Exchange of experiences and best practices, looking for common grounds
24 September 2020 – Izola (SI)*

Cultural & Creative Regional Ecosystems (CCRE-S3)




- Partnership led by:

-  REGION OF WESTERN GREECE
full of contrast! (Leading Partner from the Adriatic-Ionian region)

-  **GOBIERNO DE ARAGON**

-  **Regione Toscana**

- and supported by the  **CPMR CRPM**

Cultural & Creative Regional Ecosystems (CCRE-S3)



Industrial Modernisation



Thematic Areas

<https://s3platform.jrc.ec.europa.eu/thematic-areas>

Cultural & Creative Regional Ecosystems (CCRE-S3)



Cultural and Creative Regional Ecosystems

Cultural and Creative Regional Ecosystems

The CCRE-S3 partnership aims to stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents by involving several groups of professions that use, apply and implement new technologies within the Cultural and Creative Industries

<https://s3platform.jrc.ec.europa.eu/cultural-creative-regional-ecosystems>

Cultural & Creative Regional Ecosystems (CCRE-S3)



Key elements of Smart Specialisation Strategies



- A place-based approach
- Making choices for investment
- Setting priorities through an inclusive process of stakeholders' involvement centered on “entrepreneurial discovery”
- A broad view of innovation (technological, practice-based and social innovation)
- Providing incentives to private Research & Innovation investments

Cultural & Creative Regional Ecosystems (CCRE-S3)



Room for a new thematic area? With **DG REGIO, GROW, and JRC's guidelines**

Conclusions for a more innovative approach

- CULTURE as an integrated part of the tourist experience
- CO-CREATION and involvement of the local stakeholders
- Balance between sustainability and physical and virtual visitor's experience
- Building capacities in Tourism and Creative SMEs
- S3: mobilising 'creative industries'

+ feedback from regional and local stakeholders participating in AI-NURECC events and **EUSAIR TSG4 recommendations**

Weaknesses and threats

- Access to advanced technologies for SME'S & micro-firms
- New social tensions: tourist flows vs local communities

+ COVID-19 impact!

Cultural & Creative Regional Ecosystems (CCRE-S3)



Aim: Stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents, through public-private investments

4 CCIs-related groups of professions:

- ✓ **Creative entrepreneurs**
 - ✓ **Cultural heritage professionals**
 - ✓ **Cultural & Creative intermediaries and managers**
 - ✓ **Publisher professionals and professionals of the audio-visual sector**
- **The above groups include Blue Growth-related professionals such as: marine biologists, maritime historians and archaeologists, MSP planners, fishermen, traditional shipbuilders etc.**

Cultural & Creative Regional Ecosystems (CCRE-S3)



On which advanced technologies could CCRE-S3 focus?

- Digital Technologies
- ICT supporting the development and engagement of cultural audience
- Photonics
- Other Key Enabling Technologies (KETs)



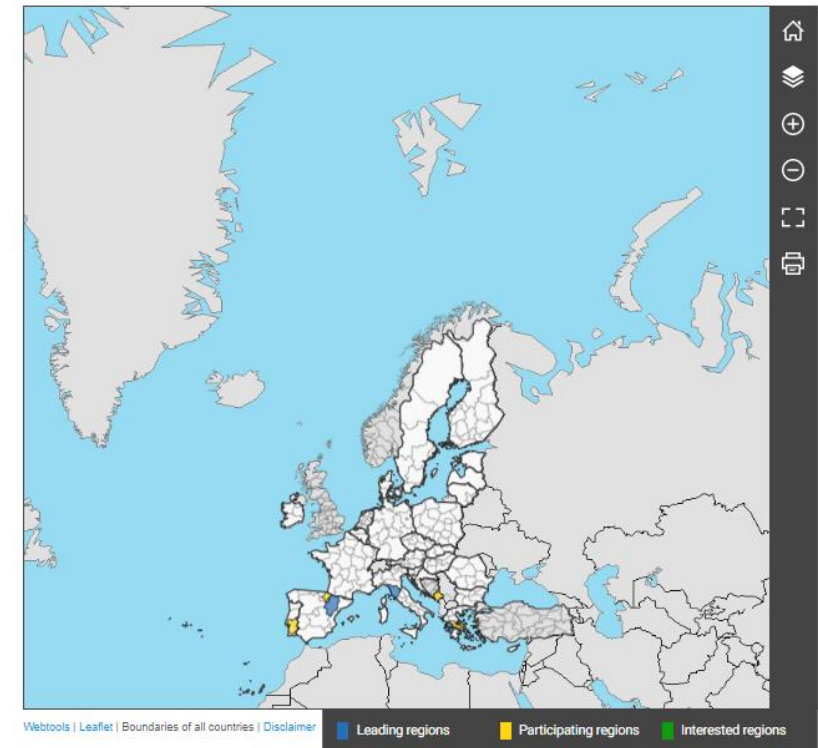
Cultural & Creative Regional Ecosystems (CCRE-S3)



Our Adriatic-Ionian partners, so far, are from:

- Bosnia and Herzegovina: Development Agency of the Republic of Srpska
- Greece:
 - Central Greece
 - East Macedonia and Thrace
 - North Aegean
- Montenegro: Chamber of Economy
- Serbia: Chamber of Commerce and Industry

List of regions involved



Cultural & Creative Regional Ecosystems (CCRE-S3)



Interested in CCRE-S3? - Register until 27 September for our **ONLINE WORKSHOP** to learn more

https://europa.eu/regions-and-cities/programme/sessions/1309_en

The banner features a central image of a smartphone displaying a castle on a hill. Text elements include: 'REGIONS & CITIES' logo, '18th EUROPEAN WEEK of REGIONS and CITIES' with dates (09-09 OCTOBER 2020, 12-16 OCTOBER 2020, 19-22 OCTOBER 2020), 'Online Workshop', 'Cultural & Creative Regional Ecosystems', '14 October 2020 | 16:30-18:00 (CEST)', and a 'REGISTER NOW' button with a hand cursor. Logos at the bottom include CPMR CRPM, GOBIERNO DE ARAGON, RIJEKA 2020.eu, Regione Toscana, REGION OF WESTERN GREECE, and the European Commission.



CPMR BALKAN & BLACK
SEA COMMISSION

Thank you for your attention!

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