



**CPMR BALKAN & BLACK  
SEA COMMISSION**

## **5<sup>th</sup> EUSAIR Forum**

***“Cultural and Creative Regional Ecosystems (CCRE-S3)” thematic area***

**Special session:**

**Post-Covid recovery of the Cultural and Creative Industries  
in the Adriatic-Ionian Region**

**29 January 2021 – Belgrade, Serbia**

# The Conference of Peripheral Maritime Regions (CPMR)



 **150**  
Member  
Regions  
**24 countries**

**5** Policy areas  
Cohesion | Transport | Maritime  
Climate and Energy | Migration

 **200**  
million  
people

Since  
**1973**

**6** Geographical  
Commissions



**+40** Permanent  
Staff



BRUSSELS  
RENNES  
BARCELONA

General Secretariat



Regular partner & interlocutor



Commission  
Parliament  
Council

**+20**

Ongoing  
European &  
Cooperation  
Projects



# CPMR in the Adriatic-Ionian region



The CPMR is present in the Adriatic-Ionian region through its **Balkan & Black Sea, Intermediterranean and Islands Commissions.**

**Adriatic-Ionian:** Coordinating the Adriatic-Ionian Network of Universities, Regions, Chambers of Commerce and Cities (**AI-NURECC**) Initiative



# Cultural & Creative Regional Ecosystems (CCRE-S3)



## Partnership led by



REGION  
OF WESTERN  
GREECE  
*full of contrast!*



Regione Toscana

*Leading Partner from  
the Adriatic-Ionian region*

## and supported by

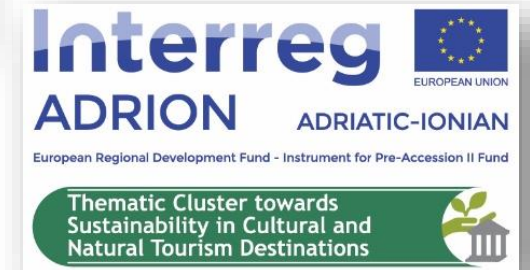


CPMR  
CRPM

# INTERREG Projects Ecosystem



**Region of Western Greece** as main policymaker and institutional actor along with other stakeholders such as Municipalities, Chambers and Universities, implements projects related to the Creative and Cultural Industries (CCI).





# EUSAIR wide initiatives and feedback



**Regional and local stakeholders  
participating in AI-NURECC events**



**TSG4  
Recommendations**





## Thematic Platforms

### Thematic Platforms

Thematic Platforms Map

Agri-Food

Energy

Industrial Modernisation

- How does it work

- Thematic Areas

- ADMA Energy

- Advanced materials for batteries

- Artificial Intelligence and Human Machine Interface

- Bio-economy

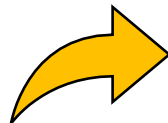
- Chemicals

- Cultural and Creative Regional Ecosystems**

- Cybersecurity

- Digitalisation and Safety for Tourism

- Efficient and



## Cultural and Creative Regional Ecosystems

### Description

The richness of Cultural Heritage and the vibrancy of **Cultural and Creative Industries (CCIs)** in Europe have had an increasing impact in both economic and social terms, across the EU as well as in national contexts. CCIs contribute to the economy with 5.3% of the total European GVA (Gross Value Added) and employs more than 12 million people in the EU, which is 7.5% of all persons employed in the total economy<sup>1</sup>.

<sup>1</sup>. "Boosting the competitiveness of cultural and creative industries for growth and jobs" (EASME/COSME/2015/003) Final Report. Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Union, 2016; p. 1.

From a humanistic point of view, Culture promotes active citizenship, shared values, social inclusion and intercultural dialogue within Europe and across the globe. For all of these reasons, the UN has declared a Human Right the participation in cultural life.

This growth potential is expected to be even more importantly boosted by **New Technologies (NT)**:

- CCI have been increasingly recognised as **catalysers of NT enabling innovation**. Design is increasingly considered as a strategic tool for user-driven or user-centred innovation.
- CCI are in a strategic position to **trigger spill-over effects in other industries**. Culture and creativity have a direct impact on sectors such as Tourism and are integrated at all stages of the value chain of other sectors such as Food, Fashion and High-End industries.
- CCI have the power to **improve lives, transform communities and local/regional economies, and generate growth and skilled jobs**. The combination of Arts, Markets and Technology also owns the potential to be more widely used in low-tech companies and the service sector related to wellbeing and quality of life (e.g. Habitat, Education).

The **Cultural and Creative Regional Ecosystems (CCRE-S3)** aims to stimulate new insights and opportunities related to cultural and



# Cultural & Creative Regional Ecosystems (CCRE-S3)



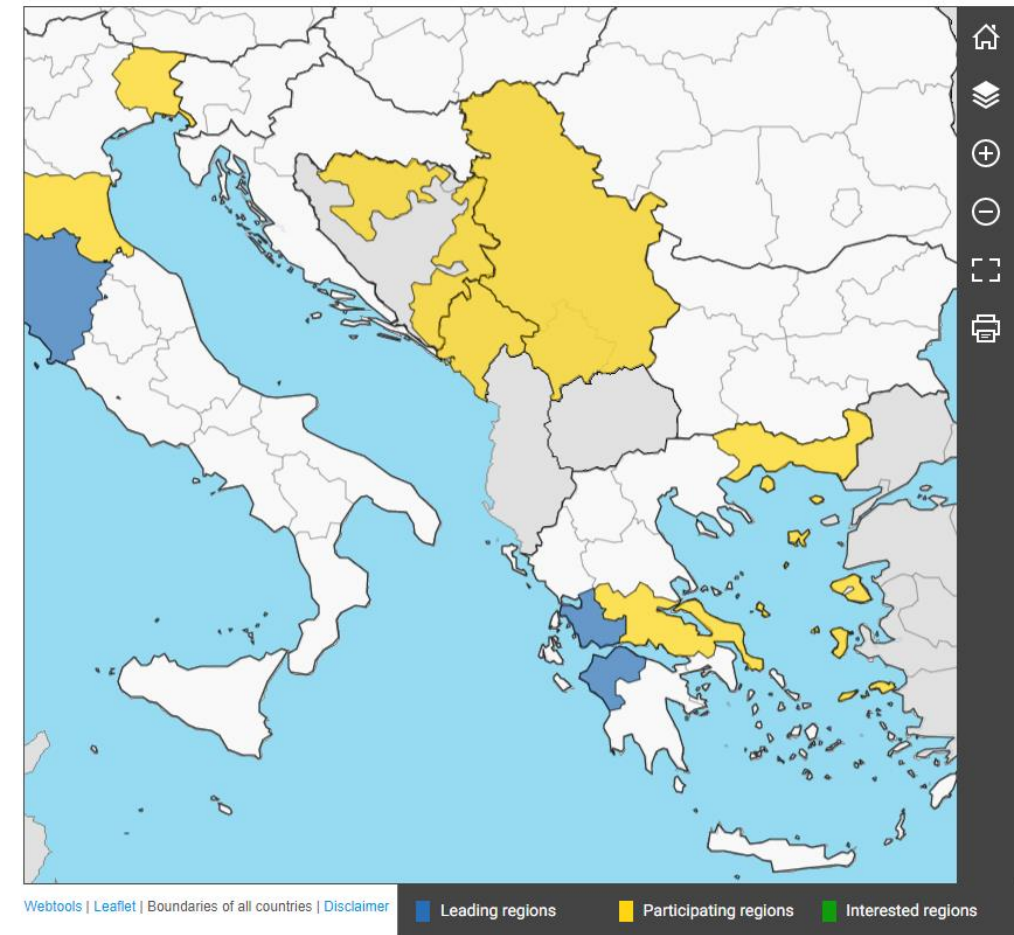
**Our partners from the Adriatic-Ionian region:**

**Leading Region: [Western Greece](#)**

**Participating Regions and countries:**

- **Bosnia and Herzegovina: Republic of Srpska**
- **Greece: Central Greece, Eastern Macedonia & Thrace, North Aegean**
- **Italy: Emilia-Romagna, Friuli Venezia Giulia**
- **Montenegro**
- **Serbia**

List of regions involved





# Cultural & Creative Regional Ecosystems (CCRE-S3)



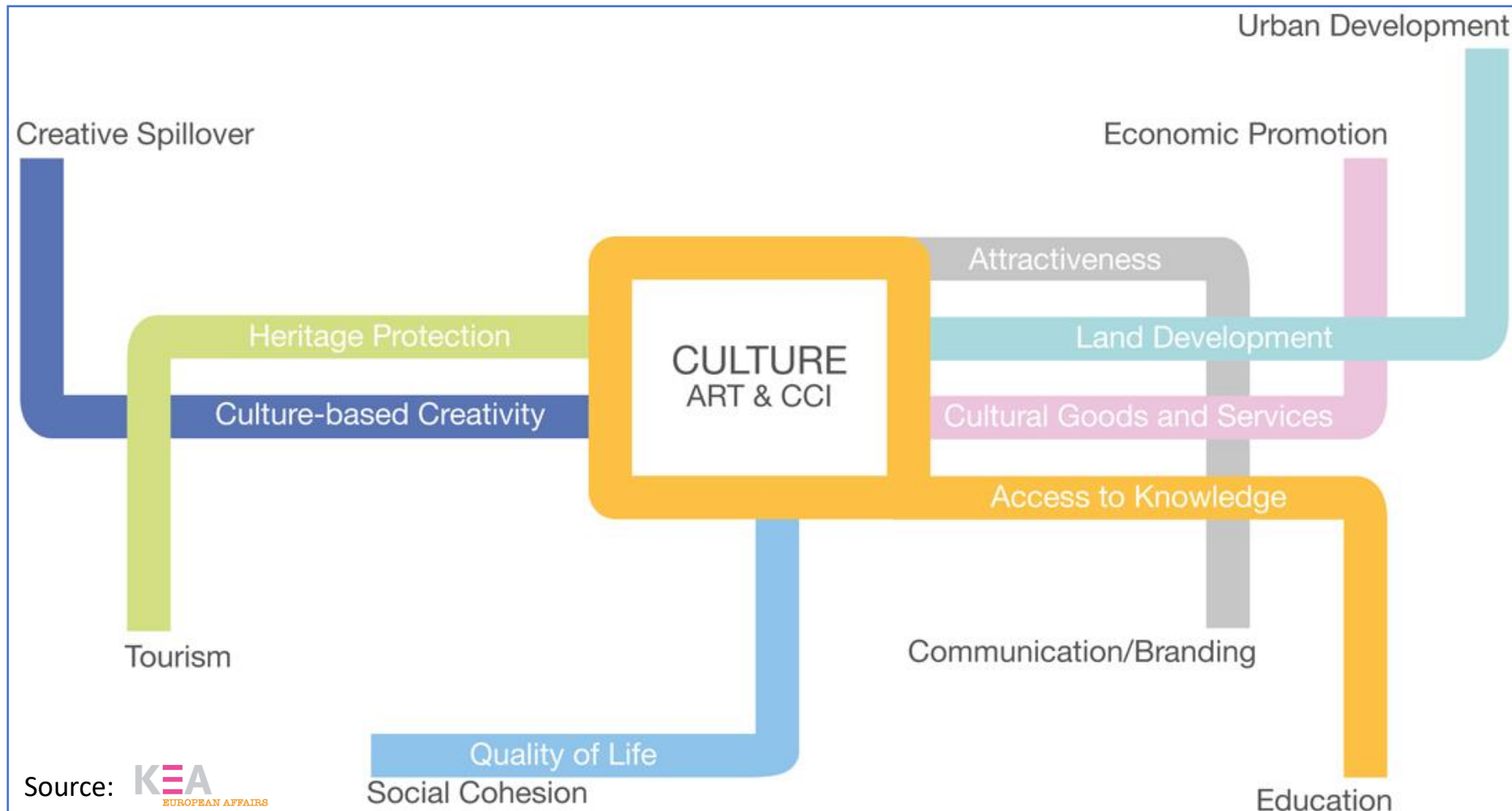
**Aim:** Stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents, through public-private investments

## **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.**

# The transversal dimension of culture, art and CCI and their impact on territorial development for regions



# The New European Bauhaus



- It's a platform for **experimentation and connection**, fostering **collaboration** across thinkers and doers who want to design our future ways of living together.
- It's a bridge between the world of **science** and **technology** and the world of **art and culture**.
- It's an invitation to change perspective and to look at our **green** and **digital challenges** as opportunities to transform our lives for the better.
- It's a fresh approach to finding **innovative solutions** to complex societal problems together through **co-creation**.

**A MORE  
BEAUTIFUL  
AND HUMANE  
WORLD**



**Cultural and Creative  
Regional Ecosystems**

**NECESSARY  
CAN BE  
BEAUTIFUL**

**GOOD  
DESIGN  
IMPROVES  
LIVES**



CPMR BALKAN & BLACK  
SEA COMMISSION

***Thank you for your attention!***

***Stavros Kalognomos - BBSC Executive Secretary***

***[stavros.kalognomos@crpm.org](mailto:stavros.kalognomos@crpm.org)***

***Konstantinos Tzamaloukas - Region of Western Greece***

***[ktzam@ilia.pde.gov.gr](mailto:ktzam@ilia.pde.gov.gr)***

