



Launch Web Conference

Thursday, 29 April 2021

10:15 a.m. - 12:30 p.m. CEST



This project is co-funded by
the European Union

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



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

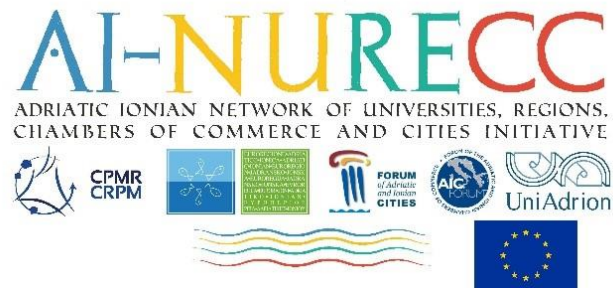


The AI-NURECC Initiative



The AI-NURECC Initiative has been coordinated by the [CPMR](#) with the support of four key partners of the area:

- **Adriatic Ionian Euroregion ([AIE](#))**
- **Forum of Adriatic and Ionian Cities ([FAIC](#))**
- **Forum of the Adriatic and Ionian Chambers of Commerce ([Forum AIC](#))**
- **Association of Universities of the Adriatic-Ionian area ([UniAdrion](#))**



The AI-NURECC Initiative



AI-NURECC Initiative's objective:

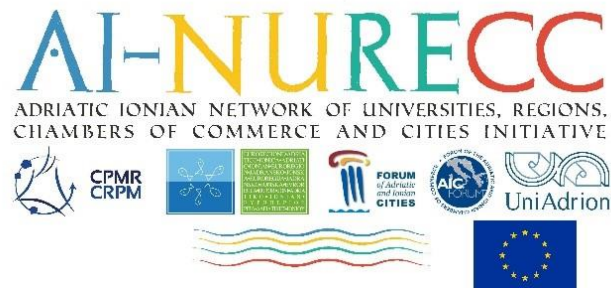
- support the appropriation of the European Union Strategy for the Adriatic and Ionian Region (EUSAIR) by regional and local stakeholders, ensuring deep and broad territorial coverage
- set up a joint political and technical agenda to boost synergies
- support and stimulate the exchange of inputs and data
- capitalise on existing EU knowledge and best practices



The AI-NURECC Initiative

AI-NURECC Initiative's actions on:

- Youth
- Creative and Cultural Industries
- Tourism and Cultural Heritage
- Skills Development & Training
- Observatory on Multilevel Governance



Cultural & Creative Regional Ecosystems (CCRE-S3) (AI-NURECC deliverable)



Partnership led by



REGION
OF WESTERN
GREECE
full of contrast!



Regione Toscana

*Leading Partner from
the Adriatic-Ionian region*

and supported by

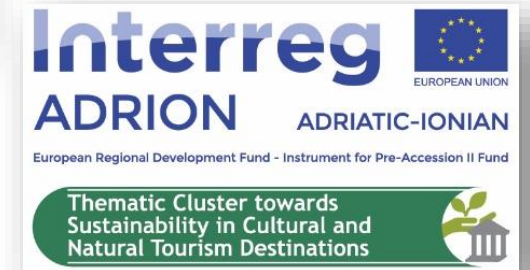


**CPMR
CRPM**

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](#)

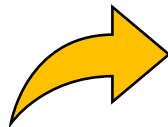
- [Chemicals](#)

- [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 economy¹.

¹. "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)



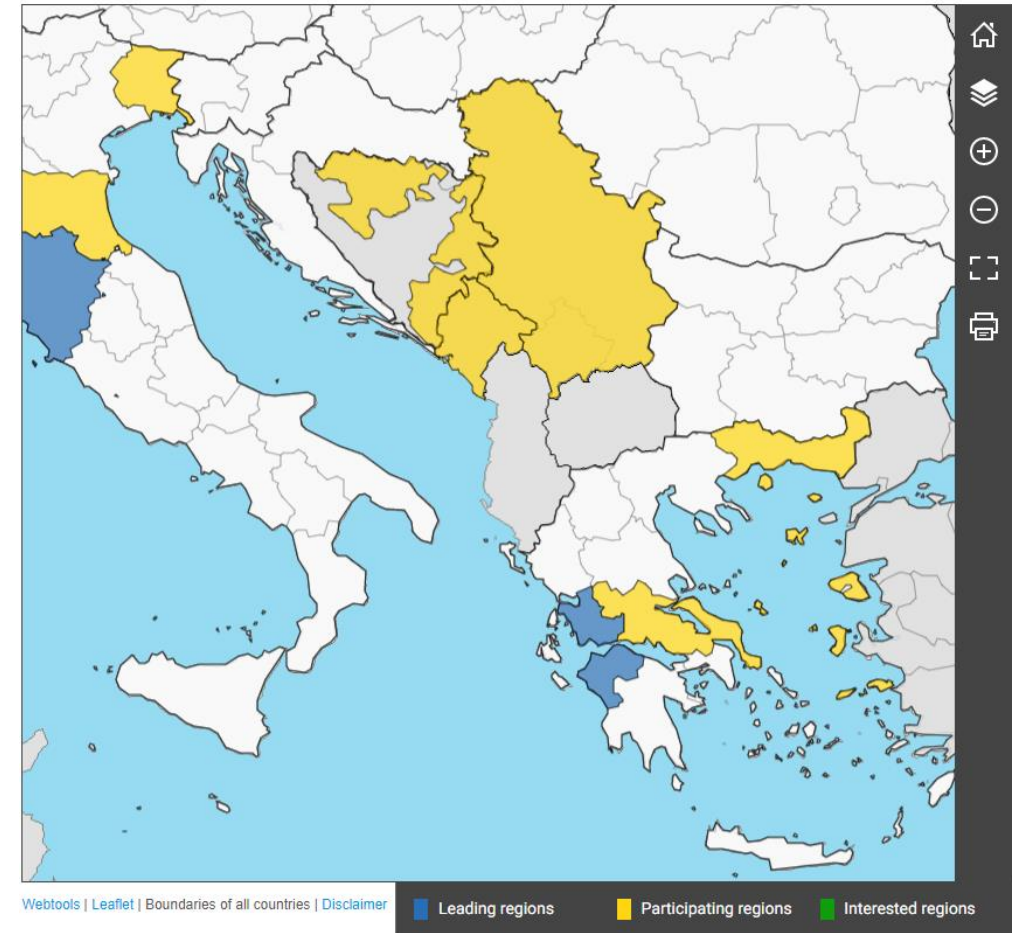
Our partners from the Adriatic-Ionian region:

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)



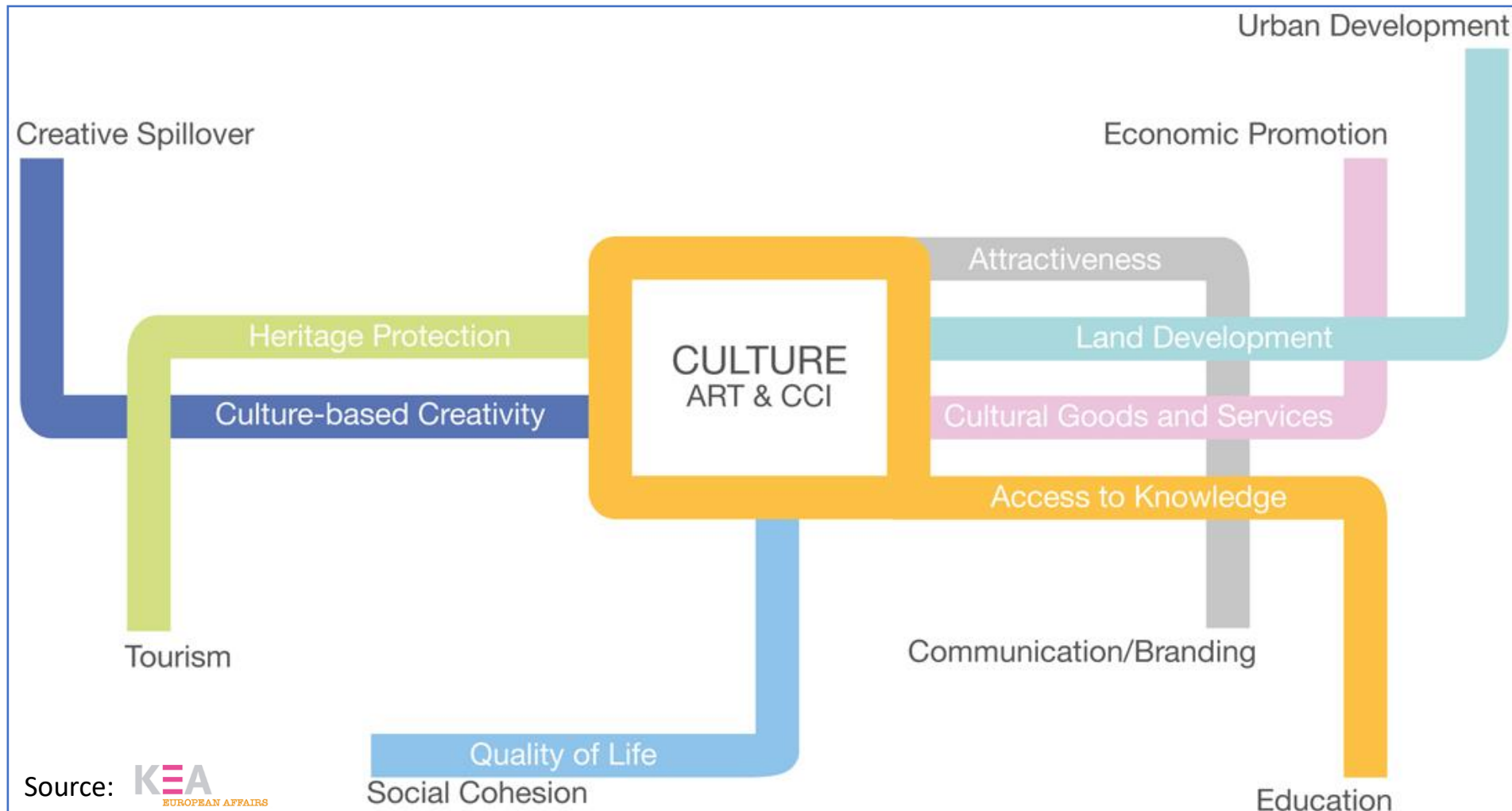
Aim: Stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents, through public-private investments

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**

Stay tuned!

@AI_NURECC 

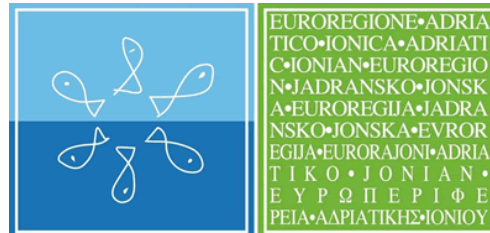


AI-NURECC PLUS will kick off soon and will be running until September 2023

➤ High priority to **youth**, social inclusion, education, gender equality

Focuses on:

- Sustainable Tourism
- Cultural and Creative Industries
- Circular Economy
- with respective Fora of Adriatic-Ionian Youth Organisations organised by





CPMR BALKAN & BLACK
SEA COMMISSION

Thank you for your attention!

Stavros Kalognomos

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AI-NURECC PLUS Coordinator

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@BBSC_CPMR**