



# The Conference of Peripheral Maritime Regions (CPMR)



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

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

**6** Geographical  
Commissions

 **200**  
million  
people | **Since**  
**1973**



**+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

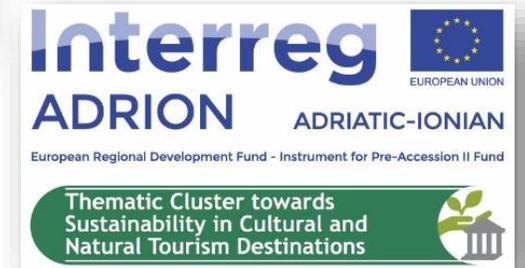


CPMR  
CRPM

# 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](#)

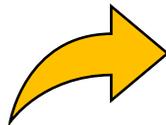
- [Chemicals](#)

- **[Cultural and Creative Regional Ecosystems](#)**

- [Cybersecurity](#)

- [Digitalisation and Safety for Tourism](#)

- [Efficient and](#)



## Cultural and Creative Regional Ecosystems

### Description

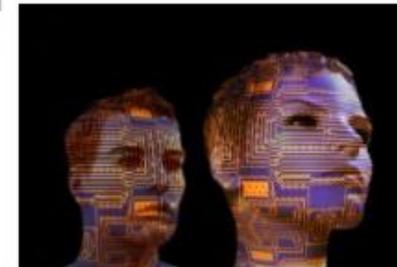
The richness of Cultural Heritage and the vibrancy of **Cultural and Creative Industries (CCIs)** in Europe have had an increasing impact in both economic and social terms, across the EU as well as in national contexts. CCIs contribute to the economy with 5.3% of the total European GVA (Gross Value Added)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

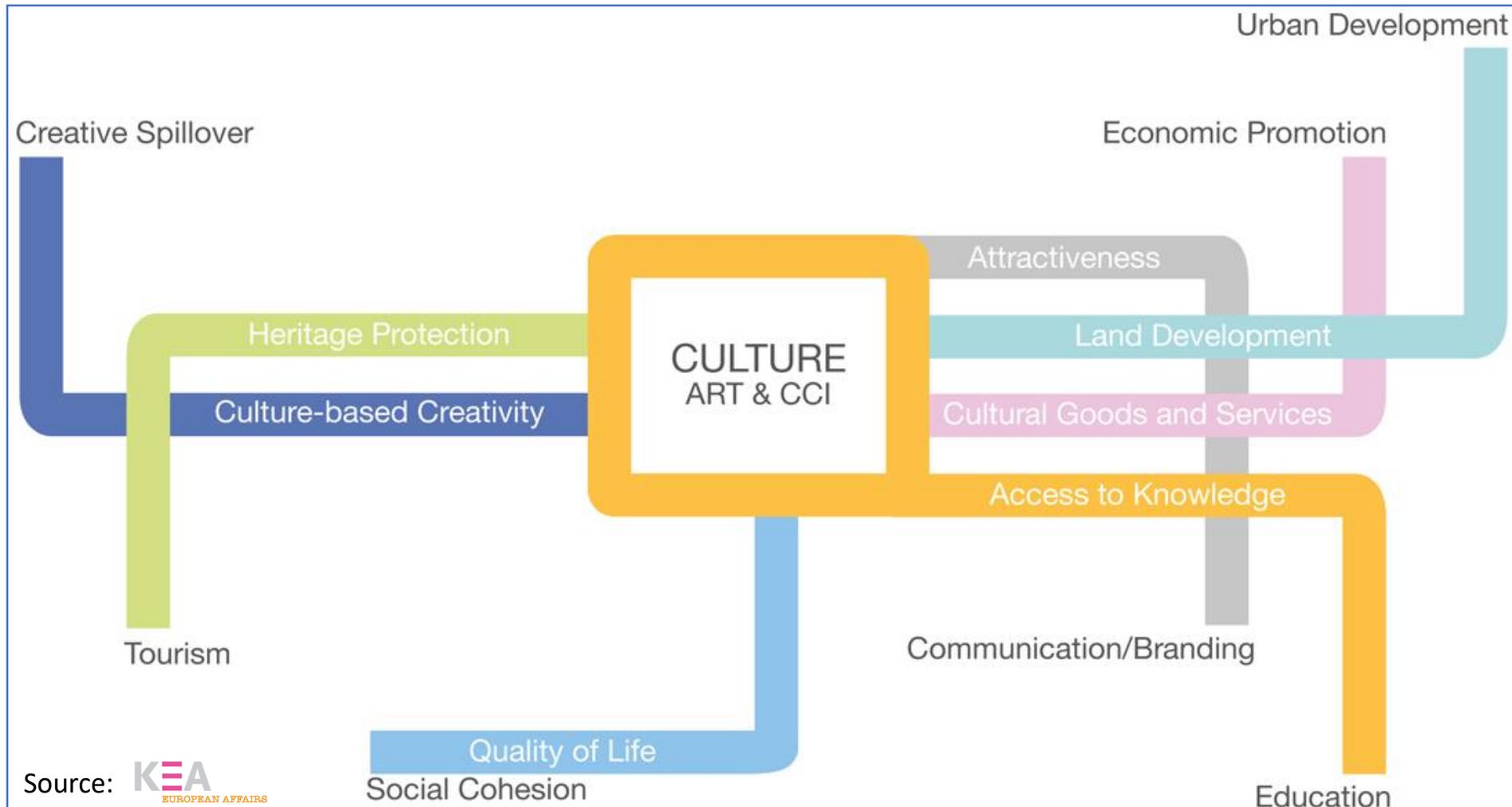


**Aim:** Stimulate new insights and opportunities related to cultural and creative experiences for local communities and residents, through public-private investments

## **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**

# Stay tuned!

@AI\_NURECC 

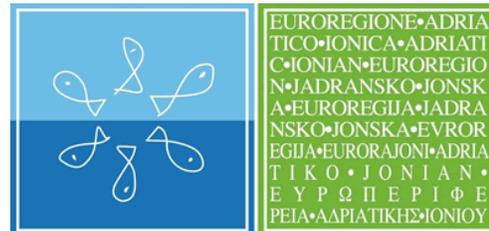


AI-NURECC PLUS will kick off soon and will be running until September 2023

➤ 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!***

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