



CREATIVE@HUBS

Holistic networking of creative industries via hubs

Project Duration:



36 months

(from 1-7-2019 to 19-8-2022)

Project budget:



€ 10 million,

(ERDF contribution: € 8.5 million
and national contribution: € 1.5 million)

Financing programme:

Cross-Border Cooperation Program INTERREG VA Greece-Italy 2014 – 2020

The CREATIVE@HUBS is part of

the Priority Axis 1. Innovation & Competitiveness

the Thematic Priority 1b. Promoting business investment in R&I, developing links and synergies between enterprises, research and development centers and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, eco innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialization, and supporting technological and applied research, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular in key enabling technologies and diffusion of general purpose technologies.

and the Specific Objective SO1.1 Delivering innovation support services and developing clusters across borders to foster competitiveness.



Project Beneficiaries



Lead Beneficiary (LB)

Region of Western Greece – Regional Development Fund of RWG



HELLENIC REPUBLIC
REGION OF EPIRUS

Project Beneficiary 2 (PB2)

Region of Epirus



Project Beneficiary 3 (PB3)

Region of Ionian Islands



REGIONE PUGLIA

Project Beneficiary 4 (PB4)

Puglia Region - Agriculture, Rural and Environmental Department

<https://greece-italy.eu/rlb-funded-projects/creativehubs/>

Region of Western Greece

Chamber of Aetoloakarnania

The Chamber of Aetoloakarnania, which participates through a programmatic agreement with the Region of Western Greece in the European project CREATIVE@HUBS, in the context of 24 seminars and consulting workshops in creative businesses or creative media or and / or professionals organized 8 Cultural Industry Workshops. All the workshops were organized by the Chamber of Aetoloakarnania and the project team of CREATIVE@HUBS in collaboration with various institutes and cultural bodies.

1st workshop

"Historical events as a source of inspiration in art and the added value of cultural industry"

Date and Location: 03.07.2021, Chrysogelos building in Messolonghi at 18.30)

It was the forerunner of the event for the 200 years of the Greek Revolution on the subject of exhibitions by Eugene Delacroix and the digital exhibition by the National Library of France. It focused on the enormous influence of the events of the Greek Revolution. The keynote speakers were Mr. Dimitrios Draganas (philologist-historian) and Mr. George Apostolakos (qualified tour guide, head of the program "Aetolian Philoxenia"). The workshop was organized in collaboration with the Development Directorate of the Prefecture of Aetoloakarnania (Department of Culture / Tourism / Sports & Employment).

<https://greece-italy.eu/interreg-creativehubs-1st-workshop-in-aitoloakarnania-for-creative-businesses/>



2nd workshop

"Documentary, from the idea to creation"

Date and Location: 09.07.2021, Chrysogelos building in Messolonghi at 20.30

Its main topic was the transitional stages from the idea to the realization of a historical documentary. During this workshop, a historical documentary was shown focusing on the events that preceded the Exodus (two sieges) culminating in the voluntary and heroic Exodus of the Messolonghi, which shocked, moved and mobilized a large number of people from outside in turn in the struggle for freedom. The keynote speakers of this event were Mr. Eleftherios Dakalakis (director-producer / owner of the production company Polis Production) and Mr. Christos Vlachogiannis (music teacher-composer). The workshop was organized in collaboration with the Polis Production & Philo-Artistic Association of Messolonghi.

<https://greece-italy.eu/interreg-creativehubs-2nd-workshop-in-aetoloakarnania-for-creative-businesses/>



Region of Western Greece

3rd workshop

"Art in the light of the stars"



Date and Location: 06.09.2021,
Courtyard of Agios Nikolaos Tourlidias (Messolonghi) at 20:00

The workshop's theme was about the art of astrophotography through astronomical observation. The keynote speakers of the workshop were Mr. Konstantinos Bakolitsas (Vice President of the Astronomical and Astrophysical Society of Western Greece) and Mr. Georgios Dekas (astrophotographer / secretary of the Astronomical and Astrophysical Society of Western Greece). At the end of the speeches, a telescope demonstration followed and the attendees took the opportunity to use it to observe how the various objects in the vast universe are captured and how the various astrophotography techniques are implemented in practice. The workshop was organized in collaboration with the Astronomical and Astrophysical Society of Western Greece.

<https://greece-italy.eu/interreg-creativehubs-workshop-in-aetoloakarnania-for-creative-businesses/>

4th workshop

"Culture Festivals, models of good practice development of the cultural industry and regional economies"

Date and Location: 02.10.2021, Conference room of the CoAet at 11.00

The main theme focused on the positive impact of networking different groups in the cultural industry, the transfer of knowledge & experience, the development of new techniques, the adoption of new paths, and especially the creation of new emerging units or cultural industry groups. The keynote speakers of the workshop were Mr. Alexis Kostalas (Artistic narrator & presenter of cultural events, columnist) and Mrs. Chrysa Tasolambrou (Artistic Director and Chairman of the Organizing Committee of the Agrinio Choral Festival). The workshop was organized in collaboration with the International Festival of Agrinio Choirs & the Spiritual Cultural Association "Agia Skepi".

<https://greece-italy.eu/interreg-creativehubs-4th-workshop-seminar-in-aetoloakarnania-for-creative-businesses/>



**Region
of Western Greece**

5th workshop

"The cultural industry in Aetolian Land"

Date and Location: 03.10.2021,
Chrysogelos Building in Messolonghi

During that workshop the cultural identity of the Aetolian Land was described, looking back at the remarkable ancient Byzantine monuments of the wider region and to the artists, the locals who lived and created in the wider region of Aetolian Land. Special mention was made by the exhibition sector of the cultural industry in the Aetolian land, of the materials and tools which used, of the various techniques born and developed by local artists.

From this workshop emerged the homonymous exhibition, which will be open at least until the end of October 2021

<https://greece-italy.eu/interreg-creativehubs-5th-workshop-seminar-in-aetoloakarnania-for-creative-businesses/>

<https://greece-italy.eu/interreg-creativehubs-exhibition-on-the-cultural-industry-in-aetolian-land/>



6th workshop

"Portrait Rally - Learn to sketch and create portraits in 20 minutes"

Date and Location: 11.10.2021, Chrysogelos Building in Messolonghi at 18.00

That workshop focused on the transmission of knowledge related to the free portraiture and objects, gave the participants the opportunity to create different portraits through a fun game of colors, shapes and shapes, cultivating in each one his personal aesthetic look. Present at the event were 2 renowned artists: Mrs. Katharina Langer and Mr. Jens Ole Remmers. The workshop was organized in collaboration with the International Group of Artists from Hamburg "Waav Kollektiv".

<https://greece-italy.eu/interreg-creativehubs-6th-workshop-seminar-in-aetoloakarnania-for-creative-businesses/>



Region of Western Greece

7th workshop

"Speech - Rhythm - Melody"

Date and Location: 14.10.2021, Chrysogelos Building in Messolonghi at 18.00

It was a workshop full of sounds and improvisations, in which 2 renowned artists Mr. Mounir Brinsi and Mr. Christos Farmakis. Also, at the seminar participated Kostas – Decipher Vrettos, Stefanos - Filippos Diamantopoulos. The workshop was organized in collaboration with the International Group of Artists from Hamburg "Waav Kollektiv".

<https://greece-italy.eu/interreg-creative-7-8-workshops-seminars-in-aetoloakarnania/>



8th workshop

"Techniques & Style of Writing a Youth Novel / Presentation of the youth novel by Fotini Mylona-Raidi "Outside the Golden Frame""

Date and Location: 16.10.2021, Chrysogelos Building in Messolonghi at 19.00

During that workshop was highlighted the role of emotions and the influence on thought that leads to the stages of conceiving, writing and publishing a Youth novel. The keynoter speakers were Mrs. Chrysoula Spyrelli (PhD. of Literature) and Mrs. Irini Raidi (Psychologist), who extensively developed the subject. At the end of the presentations, a theatrical event followed by students who performed scenes and excerpts of the book with absolute success, conveying to the audience a youthful pure spontaneity that is the quintessence of the youth novel.

<https://greece-italy.eu/interreg-creative-7-8-workshops-seminars-in-aetoloakarnania/>



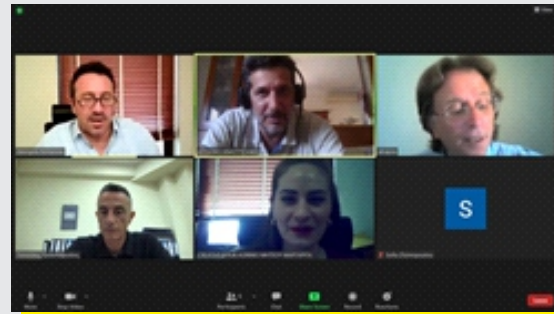
**Region
 of Western Greece**

Business meetings

Also, from the beginning of the program until today have been held a total of 15 business meetings in Agrinio and Messolonghi either live or via video conference, with cells of the cultural industry such as institutions, associations, professionals, organizations, etc. This strategy was followed with the aim of developing synergies and maturing targeted seminars-workshops. The successful outcome of the business meetings led to the organization of three of the 24 seminars-workshops that aim to transfer experiences, knowledge, techniques, strategies, innovative practices and models in order to develop the cultural industry of the region. In addition, the business meetings that took place have already resulted in the planning of the next six seminars-workshops that took place in October, while at the same time workshops continue aimed at developing synergies and disseminating the work of CREATIVE@HUBS.



5/8/2021 - Creative@Hub Agrinio
 Business meeting with the President
 of the cultural association "Agia Skepi"



4/8/2021 - Creative@Hub Agrinio
 Business meeting with "ATRAPOS" Mountain
 Alternative Tourism and Aetolian Development



3/8/2021 - Creative@Hub Agrinio
 Business meeting with
 the Interim President of the Association
 of the Network of Cultural Associations
 of the Kallikratikos Municipality of Agrinio



27/7/2021 - Creative@Hub Messolonghi
 Business meeting with the Ephorate
 of Antiquities of Aetolia and Lefkada



14/6/2021 - Creative@Hub Messolonghi
 Business meeting with "Polis Production"
 and the "Philo-artistic Association
 of Messolonghi"





**International Festival of Creative Industry
in the Region of Western Greece**

Date and Location: Monday 29th November 2021, "Ksystri Theme Park" in Pyrgos – Helia at 10:00 a.m.

A pilot event of the Region of Western Greece - Regional Development Fund, for the implementation of the actions of the Creative@Hubs project at the 3 Regional Unities of Aetoloakarnania, Achaia and Helia, focusing on the creation of cooperating spaces - hubs related to creative SMEs in the field of the cultural industry.

The main goal is to establish an International Festival of meeting the representatives of the creative industry and creative SMEs, whose main activity is the "ability to create".

The above action is organized in the framework of the "International Film Festival of Ancient Olympia for children and youth".

Link here to watch the event: https://www.youtube.com/channel/UCDn8mXhH5NoGyir8cN48_eQ

*In English
and Greek*

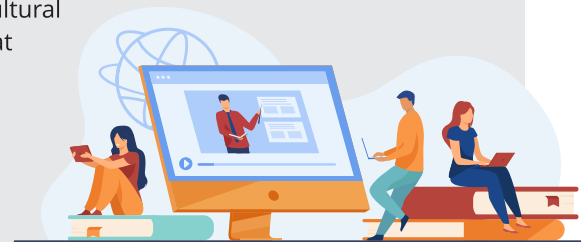
Region of Western Greece

Chamber of Achaia

The Chamber of Achaia, which participates through a programmatic agreement with the Region of Western Greece in the European project CREATIVE@HUBS, in the context of it undertook to implement the preparation of educational material for webinars with defined targeting (thematic units) and compatibility, in the field of Cultural and Creative Industry for use through a specialized e-learning platform (e-platform) developed by the project. The project team of CoA, proceeded through a Contractor, in the preparation and development of the educational material aiming at the following 3 thematic units (with indicative reference to subsections):

- Intellectual Property Rights (IPR) and contracts (in the Cultural & Creative Industry sector) such as: Copyright, Reproduction Rights (Copyright) etc.
- Project management in the arts and culture - Arts Project Management, such as: Cultural management tools (Financial management of cultural projects-resources-methods of financing cultural projects (e.g. crowdfunding, identifying business opportunities, drafting funding proposals) etc.
- Soft Skills Development (in the field of Cultural & Creative Industry) such as: self-management, self-presentation fidelity, flexibility / adaptability, strategy, innovation, third-party inspiration, design, vision, experiential learning, collaboration with others, networking, etc.

The general purpose of the interactive material was to introduce learners to a range of creative concepts, techniques and strategies that can help with real cultural enterprise issues. The advantage of the interactive material lies in the fact that each interested party, through a simple and free registration in the specially designed platform of the project, can have notes, presentation slides, webinar-video with narration and self-assessment questionnaires, without commitment and time limit. It may be desirable to go back and repeat his study and self-assessment.



CTI "DIOPHANTUS"

CTI "DIOPHANTUS", which participates through a programmatic agreement with the Region of Western Greece in the European project CREATIVE@HUBS, has undertaken the design and implementation of e-tools. The deliverable "Definition of functional and technical specifications for the implementation of the project ICT tools" has already been submitted, while a number of contacts have been made with the other partners participating in the project in order to better support them in the field of ICT tools (electronic tools).

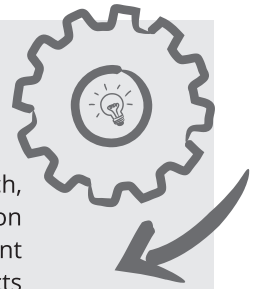
It is important that all partners use the tools to enable networking of activities and support the cross-border dimension of the project. For this reason, CTI DIOPHANTUS made efforts so that the design of the tools meets the specific needs of each partner but also to the specifications of the Technical Bulletin of the project.

Until now the implementation of the first version for all applications of the Platform has been completed, while the e-learning application for seminars and workshops as well as the application of Teleconferencing are already in pilot use. The remaining applications are expected to be delivered for use, according to the project implementation schedule.



Region of Epirus

The Region of Epirus announced on 09.04.2021 an electronic public open tender entitled "Research, analysis, development and utilization of local and traditional creative industries" for the implementation needs of the project CREATIVE@HUBS which is divided into two parts and concerns the total amount provided for the Region of Epirus by the approved Justification of the Budget. Soon the relevant contracts will have been signed by the involving parties.



Region of Ionian Islands

The Region of Ionian Islands in context of project CREATIVE@HUBS undertook the development and operation of a recording studio in the island of Zakynthos. Currently, a number of tenders have been completed, including the technical specifications regarding the set-up of the studio and the purchase of all the necessary recording equipment and musical instruments. Within the next few months, it is important for the Hub to be operational that the final re-construction of the 2 rooms (recording studio and live area) is assigned to a specialized technical company and that all other peripheral tenders related to the operation of the Hub, in order to be complete. This will allow all planned pilot activities to be undertaken within 2022.



Photorealistic approach of the new recording studio

Region of Puglia

The Region of Puglia in context of project CREATIVE@HUBS took over the creation of two pavilions dedicated to agri-food companies and their collaboration with creative companies in Puglia Region are progressing. The places of innovation and creativity have been identified within two important Apulian structures: the Bari Fair and the Foggia Fair.

The renovation works of the two exhibition halls are currently underway. Once they will be restored to a new function, they will be set up with all the necessary equipment to make them places for networking, not only on local level, but also oriented towards internationalization. Hub managers will be specifically trained to enhance a multidisciplinary environment hosting CCI- Creative Cultural Industries, agri-food innovation clusters, rural animation clusters, the way of research and private companies. The main objective is to stimulate connections, solutions, innovation and produce best practices.

The Puglia Region - Agriculture, Rural and Environmental Development Department approved the signing of Memoranda of Understanding with important regional research and training institutions. Region of Puglia's partners were:

- University of Foggia
- University of Bari
- University of Salento
- Mediterranean Agronomic Institute of Bari CIHEAM



Subsequently, the collaboration with the Apulian universities and CIHEAM Bari will lead in the coming months to a series of activities dedicated to companies in the Apulian agri-food sector. The main focus of these activities will be on human capital and on knowledge transfer and capacity building paths. Here are some of the planned initiatives of which we will give prompt news on the communication channels of the project and on the "Agriculture and Rural Development" portal. These activities will be:

- **"Creative Rurality" Living lab**

The permanent living lab will stimulate networking activities in order to develop a methodology of contamination and involvement of local actors in rural areas and creative and agri-food businesses. The objective is the development of discussion tables based on co-design between the agri-food industry and the creative industry as an option for local development policies and an international model for rural regeneration.

- **Seminars, workshops and participatory meetings of contamination**

Numerous meetings will be scheduled including seminars on the role of the creative and agri-food industry in connection with the rural economy in Puglia also with the participation of experts from other regions. Cross collaboration will be fundamental: brainstorming with representatives of the creative industry, to stimulate guided discussions aimed at developing useful actions to support the rural economy and to outline



Region of Western Greece – Regional Development Fund of RWG

<https://www.pde.gov.gr/gr/>
<https://www.ptapde.gr/>

Region of Epirus

<https://www.php.gov.gr/>

Region of Ionian Islands

<https://pin.gov.gr/home>

Puglia Region - Agriculture, Rural and Environmental Department

<https://www.regione.puglia.it/>




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Interreg V-A Greece-Italy Programme is a European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life.

Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.

<https://greece-italy.eu/rlb-funded-projects/creativehubs/>