



**CPMR** **BALKAN & BLACK  
SEA COMMISSION**

## **Regional Stakeholders Webinar: “Cultural Tourism and Digital Transformation in the BSEC Region and Beyond: Lessons learned in the context of Covid-19 Pandemic”**

**10 November 2021 - Organised by ICBSS and Ministry of Foreign Affairs-Republic of Armenia**

# 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 wider Black Sea region



The CPMR is present through its **Balkan and Black Sea Commission**.

**Cultural & Creative Regional Ecosystems ([CCRE-S3](#))** started as a deliverable of the Adriatic-Ionian Network of Universities, Regions, Chambers of Commerce and Cities ([AI-NURECC](#)) Initiative

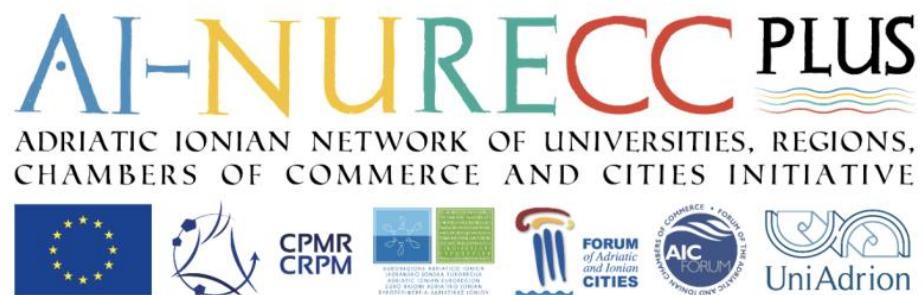


# AI-NURECC PLUS



The **Adriatic Ionian Network of Universities, Regions, Chambers of Commerce and Cities Initiative PLUS** ([AI-NURECC PLUS](#)) is a preparatory action financed by DG REGIO that will capitalise on the results of the [AI-NURECC Initiative](#), ended in December 2019.

AI-NURECC PLUS focuses on the following fields: **Sustainable Tourism, Cultural and Creative Industries, and Circular Economy**. Special attention is paid to Youth.



## Relevant events in BSEC area

- February 2022: Serbia
- May 2022: Albania
- June 2022: North Macedonia



# Cultural & Creative Regional Ecosystems (CCRE-S3)



## Partnership led by



REGION  
OF WESTERN  
GREECE  
*full of contrast!*



Regione Toscana

*Leading Partner responsible for the  
coordination of  
the wider Black Sea region*

## and supported by



CPMR  
CRPM



# 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

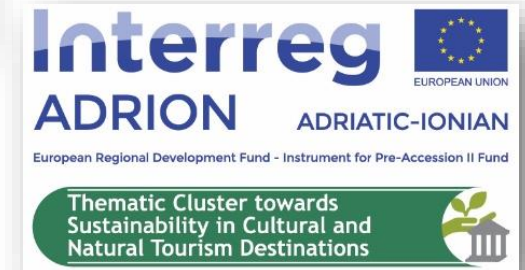
- Access to advanced technologies for SME'S & micro-firms
- New social tensions: tourist flows vs local communities

+ **COVID-19 impact!**

# 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).





## Smart Specialisation Platform

[Home](#) [S3 Platform](#) [Concept](#) [Cooperation](#) [Thematics](#) [Territories](#) [Tools](#) [Knowledge](#)

[European Commission](#) > [Smart Specialisation Platform](#) > [Cooperation](#) > [Inter-territorial Cooperation](#) > [S3 Thematic Platforms](#) > [Industrial Modernisation](#) >

[S3 Industrial Modernisation partnerships](#) > [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 sector.

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[Contact details of the Conference of Peripheral Maritime Regions \(CPMR\)](#)

[Contact details of JRC](#)

[Past events](#)

[Related documents](#)

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### Cultural and Creative Regional Ecosystems

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 (1).

(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):



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



# Cultural & Creative Regional Ecosystems (CCRE-S3)



The poster features a central image of a smartphone displaying a castle on a hill. The background is white with green and orange accents. The text is arranged in a clear, hierarchical manner, with the main title in a large green box and the date and time in a red box. Logos of participating organizations are at the bottom.

**REGIONS & CITIES**

**Online Workshop**

**18<sup>th</sup> EUROPEAN WEEK of REGIONS and CITIES**  
05-09 OCTOBER 2020 | 12-16 OCTOBER 2020 | 19-22 OCTOBER 2020

**Cultural & Creative Regional Ecosystems**

**14 October 2020 | 16:30-18:00 (CEST)**

**CPMR CRPM**

**GOBIERNO DE ARAGON**

**RIJEKA 2020.eu**  
Port of University  
A EUROPEAN CAPITAL OF CULTURE

**Regione Toscana**

**REGION OF WESTERN GREECE**  
*full of contrast!*

**European Commission**

# 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**
- **CCIs are in a strategic position to trigger spillover 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.**

# Cultural & Creative Regional Ecosystems (CCRE-S3)



## PLACE-BASED

Specific local  
conditions  
make R&I  
ecosystems flourish

## ECOSYSTEM

Multi-actor and  
cross-sector  
collaboration for  
increased impact

## GOVERNANCE

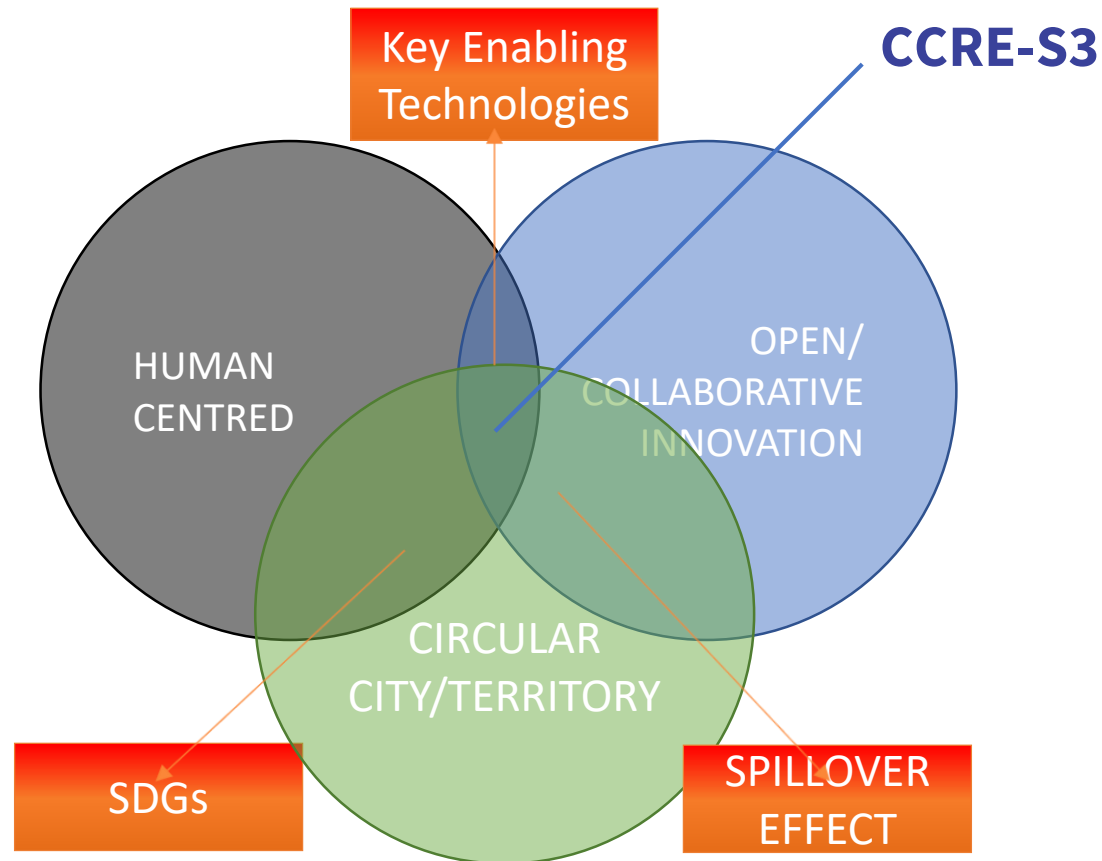
Coordination and  
complementarities  
between EU,  
national, and  
regional agendas  
and funding

# Cultural & Creative Regional Ecosystems (CCRE-S3)



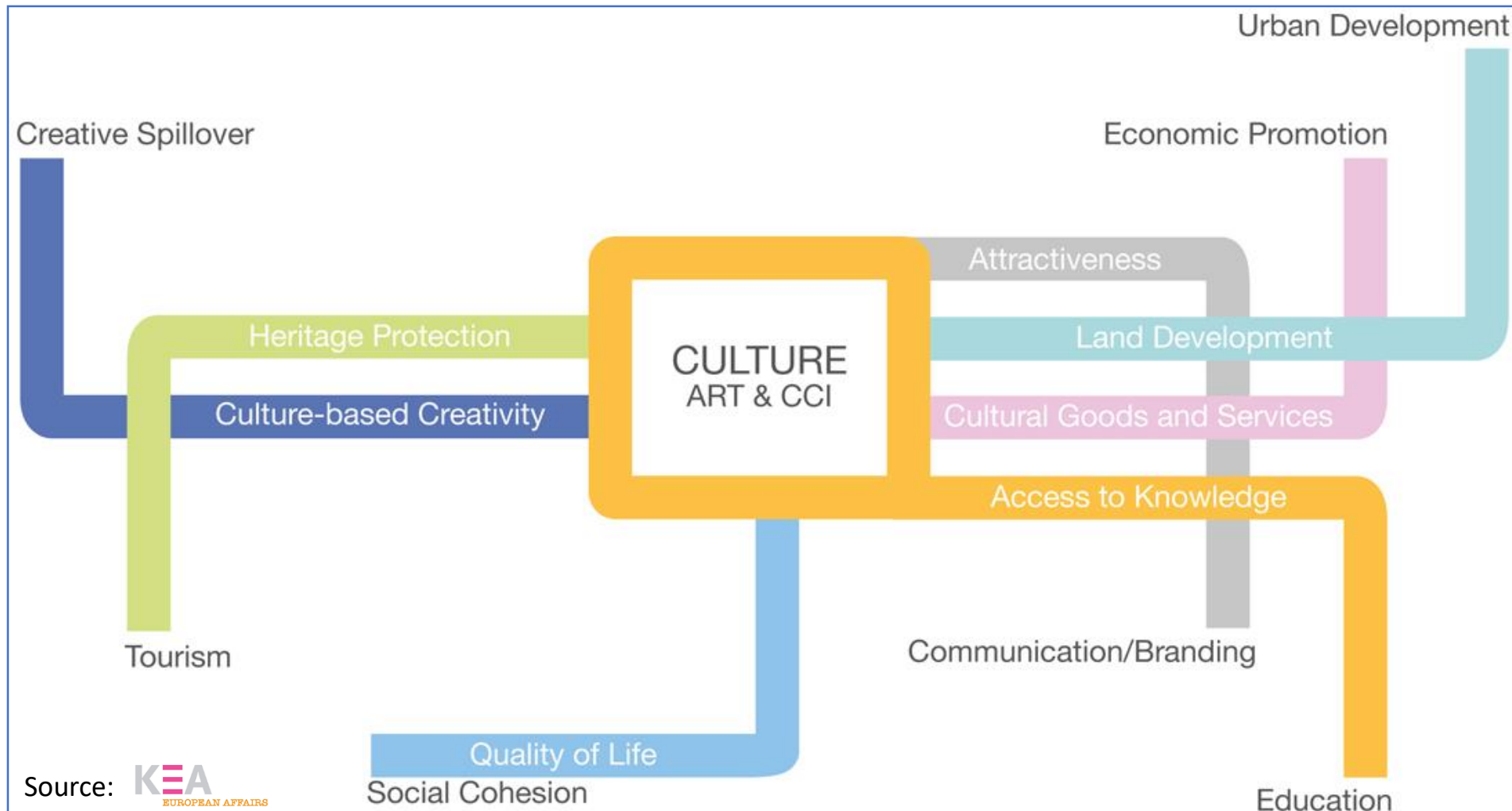
## A THREEFOLD APPROACH

to identify synergies, investments and collaborative projects





# 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**

# Cultural & Creative Regional Ecosystems (CCRE-S3)



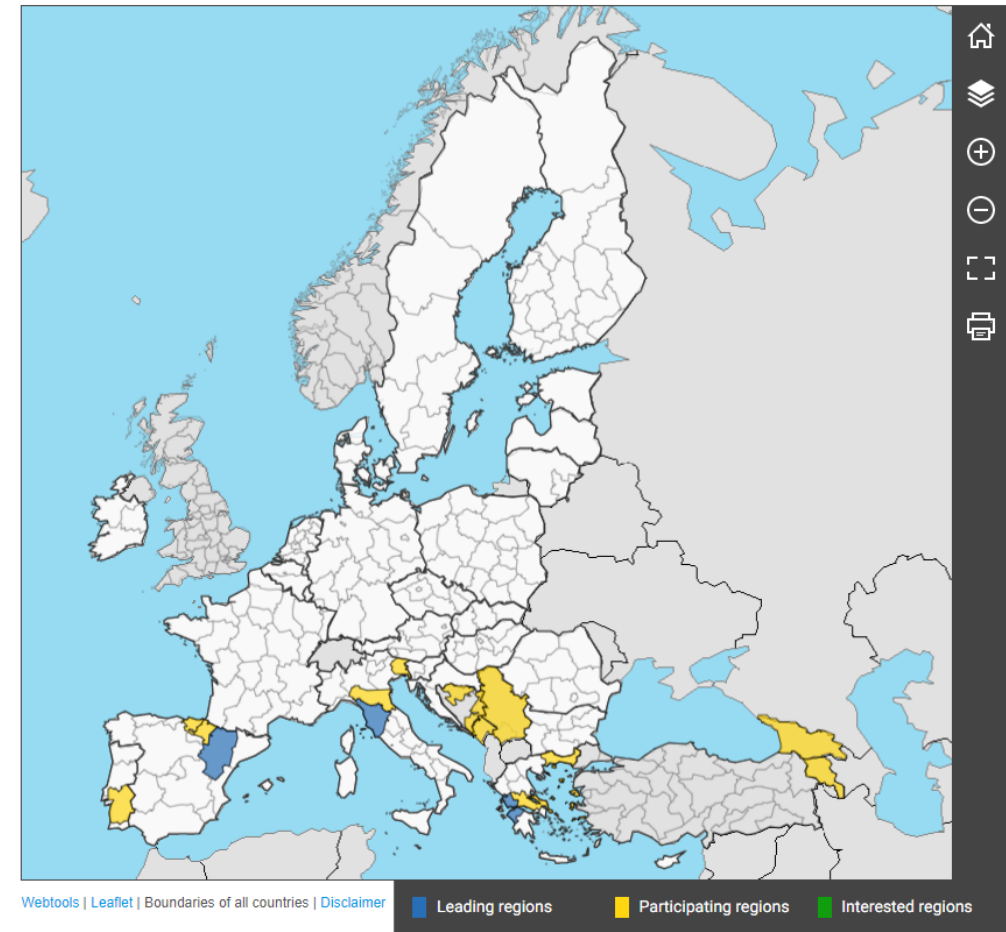
**Our partners so far:**

**Leading Region responsible for the coordination of the Adriatic-Ionian, Balkan and Black Sea regions: [Western Greece](#)**

**Participating Regions and countries from the wider Black Sea region:**

- **Armenia**
- **Georgia**
- **Greek Regions: Attica, Central Greece, Eastern Macedonia & Thrace, North Aegean**
- **Serbia**

List of regions involved





**CPMR BALKAN & BLACK  
SEA COMMISSION**

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

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