

# Creative Industries and Tourism:

WHERE **INSPIRATION**

AND **SUSTAINABILITY** MEET



# CULTURAL AND CREATIVE INDUSTRIES: THE DECISIVE FACTOR FOR DEVELOPMENT

It is an indisputable fact that the Adriatic-Ionian Region is the cradle of European cultural heritage, brimming with lively cultural and artistic life. Despite these enviable factors, however, the capabilities of regional tourism remain largely unutilized. Unexpressed. The tourism of this culturally and naturally plentiful area is still based on plurality, seasonality—summer highs and winter lows—and concentrated flows to

central locations. Such a foundation is undoubtedly harmful. It threatens the region’s sustainable development while also hindering its creative potential. Or put differently: the creative potential of its people. The CCI4Tourism project presented in this booklet has been founded on the idea that if the aim is to improve the structure of tourism, precisely that creative potential of the people must be unlocked and stimulated.

Cultural and creative industries (CCI) have an important role in boosting economic growth, creating employment, and innovations, but their exceptional role has not been sufficiently recognized or appreciated in the Adriatic-Ionian Region. Their economic impact is often overlooked, which is the consequence of a lack of key competences in the weaknesses of the local ecosystems. To this end, the CCI4Tourism project has set

a clear and ambitious goal: to transform creative industries into key actors of the tourism sector and the decisive factor for the economic growth of the Adriatic-Ionian Region.

The partners of the CCI4Tourism project understand that the set goal cannot be reached by treading well-worn paths. This requires **unconventional strategies of tourism management**, which are based on:

- >> **Locating CCI companies and mobilizing talents;**
- >> **Strengthening entrepreneurial skills;**
- >> **Hybridization between cultural, creative, and tourist companies, leading to new products being created.**

The principal result of the CCI4Tourism project is strengthening the entrepreneurial mindset of the cultural-creative sector. Only this can lead to substantial changes in the development of regional tourism and sustainable strategies, placing the region’s cultural heritage centre stage.

Other **expected project goals** include:

- a)** A transnational strategy for strengthening the skills and competences of cultural and creative creators;
- b)** Establishing a Creative Network Hub;
- c)** A transnational action plan for offering “cultural tourism 4.0” across the entire Adriatic-Ionian Region. The transnational approach of the CCI4Tourism project is crucial for realizing the strategies set for the growth of the tourist sector.



## Leading partner of the CCI4Tourism project:

Tecnopolis Science and Technology Park, Italy

## Project partners:

KEPA Business and Cultural Development Centre, Greece

City Development Agency Banja Luka, Bosnia and Herzegovina

Development Agency Sora, Slovenia

European Affairs Fund of AP Vojvodina, Serbia

Friuli Innovazione Research and Technology Transfer Centre, Italy

IRI CENTAR d.o.o., Croatia

RDA Green Karst Ltd., Slovenia

Zadar Country Rural Development Agency, Croatia



### SLOVENIA

- ▶ DEVELOPMENT AGENCY SORA
- ▶ RDA GREEN KARST LTD.

### CROATIA

- ▶ ZADAR COUNTRY RURAL DEVELOPMENT AGENCY
- ▶ IRI CENTAR D.O.O.

### BOSNIA AND HERZEGOVINA

CITY DEVELOPMENT AGENCY BANJA LUKA

### SERBIA

EUROPEAN AFFAIRS FUND OF AP VOJVODINA

### ITALY

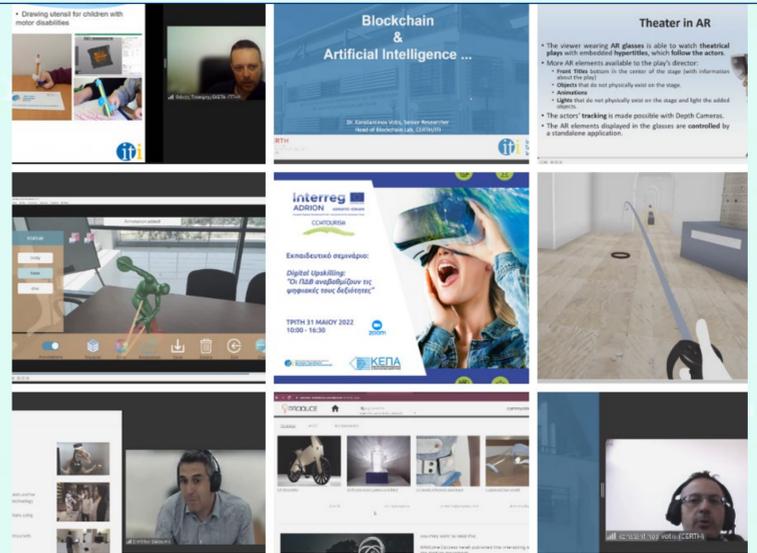
- ▶ FRIULI INNOVAZIONE RESEARCH AND TECHNOLOGY TRANSFER CENTRE
- ▶ TECNOPOLIS SCIENCE AND TECHNOLOGY PARK

### GREECE

KEPA BUSINESS AND CULTURAL DEVELOPMENT CENTRE



# CONCRETE STEPS: MOBILIZING AND EMPOWERING THE STAKEHOLDERS OF CULTURAL AND CREATIVE INDUSTRIES



# CCI Capacity Building

One of the key tasks of the CCI4Tourism project was to empower and strengthen the entrepreneurial skills and knowledge of the stakeholders of cultural and creative industries in order to develop sustainable tourism models in the Adriatic-Ionian Region that are based on both cultural heritage and digitalization. To this end, the project team developed a range of methodologies and tools for training trailblazing organizations, small and medium-sized companies, start-ups, sole proprietors, and informal groups aiming to set up a company in the cultural and creative sector.

The project partners' efforts have produced a so-called *capacity building* program that is run at both the national and transnational level. **The programs has been shaped based on these central project questions:**

- >> How to attract stakeholders in cultural and creative industries to the project?
- >> How to ensure they recognize tourism's creative potential and its added value?
- >> How to produce significant improvements to their entrepreneurial competencies and skills and how to synchronize these with the needs of the tourism sector?
- >> How to implement the digital transformation of cultural and creative industries' services and how to align them with the needs of the tourism sector?



**The answers to these questions are encompassed in a range of diverse activities with the common aim of establishing a living community of organizations and creative individuals.** The activities and methodologies can be thusly categorized:

- >> Incubation-acceleration program with so-called *creative hubs*
- >> Awareness raising events regarding the role creative industries play in enhancing the tourism offer;
- >> networking (especially within creative hubs);
- >> exchanges and study visits;
- >> coaching/training for entrepreneurs and creatives;
- >> mentorships for entrepreneurs and creatives;
- >> diverse workshops on design and ideation;
- >> workshops on digital strategy;
- >> development of new services, products, and ideas.

*Despite the limitations due to the pandemic between 2020 and 2022, the capacity building program activities were carried out by all the project partners. The two-year period saw over 40 workshops, meetings, mentorship events, and training sessions.*



# BEST CREATIVE IDEAS IN TOURISM

**PUGLIA e-bike  
ADVENTURE**



**LET'S CREATE  
FOR THE  
FUTURE**



**BLAWALK**



**ACCESSIBLE  
GREECE**



**COUNTESS  
GRETA**



**SLOVENIA  
PHOTO  
TOURS**



**ON  
DIFFERENT  
PATHS IN  
NOVI SAD**



**EANIMALS**



**ARABICA  
GANG –  
FIND YOUR  
FLAVOUR**





# Tecnopolis, Science and Technology Park (TNO)

Author: DAVIDE MONTELEONE

## PUGLIA E-BIKE ADVENTURE

**Puglia e-bike adventure enables users to rent e-mtbs (high end pedal-assisted mountain bikes) to explore the most beautiful places and thematic routes in the region.** The adventure promises different experiences –of places, events, ancient crafts and historical figures – and also operates as a sort of dispersed outdoor museum.

At the heart of the project is Davide Monteleone, who was the initiator of the protection and promotion of this unique part of Puglia. Davide want to promote the idea of slow tourism,

which centres around a respectful approach to nature and its biodiversity while also being socially responsible and inclusive. The e-bike adventure project contributes to the development of rural tourism, an important factor in balancing the otherwise condensed tourist flow throughout the tourist season. The project concept includes different types of experiences: cycling tourism for those enthusiasts who prefer to travel longer distances and visit different places over a few days; cycle hiking for those who want to include cycling excursions among their activities while on vacation; sport cycle

*The project website features a constantly expanding number of cycling routes. The longest route is 118 km and the shortest is 11 km.*

tourism for those who are interested in a more diverse and challenging terrain; and cycling tours for people who are primarily interested in the cultural, social, architectural and artistic features of the places they visit.

*The project team plans on expanding the offer even further to include:*

- “EXPERIENTIAL CYCLING”**  
collaborating with hotels to organize adventure trips for their guests
- “RENTAL FORMULA”**  
a few selected hotels can “host” e-mtbs that offer their own rental services
- “DANGEROUS ROUTES”**  
combining the beauty of the places and the deliciousness of the products.
- “TRAVELING THEATRE”**  
3 theatre spots set up at various locations (fortified farmhouse, church and olive grove with hay sheaves), accessed by the audience with e-mtbs
- “PICNIC UNDER THE OLIVE TREES”**  
afternoon excursion with a recreational stop for children



# Zadar County Rural Development Agency (AGRRA)

Author: FOSCA BY KLARA IVANOVIĆ

## LET'S CREATE FOR THE FUTURE

The *Creating for the Future* project combines traditional painting techniques with modern technologies to create new conceptual solutions in interior design and fashion. It also provides graphic designers with the opportunity to improve economic and tourism activities. The project team used digitalization to reinterpret traditional painting techniques. Combining the traditional with the contemporary has proven to be the right way to emphasize the special features of indigenous

areas, while tourism as a branch of the economy has shown to be ideally suited for the implementation of such projects. The concept can be implemented in any hotel or restaurant anywhere in the world. The added value of the tourism offer is expressed in the characteristic visual identity, also providing the experience of the culture and customs of the local community. The newly formed elements can adorn a bottle of olive oil or soap and there

are endless other possibilities. The production of these elements is also more sustainable: digitally displayed products in the planning stage help simplify and shorten the production process.

*Number of users of this idea is unpredictable given that there is a very wide range of potential users.*

*The future of this project is bright considering that the application of this project is a combination of traditional painting with new technologies, the project is applicable in various fields of activity and is a very interesting segment of the project that can contribute to the personalization of the area where the project is applied.*



YouTube PRESENTATION VIDEO BY KLARA IVANOVIĆ

# Friuli Innovazione, Research and Technology Transfer Centre (FINN)

Authors: LORENZO COLAVIZZA, ARIELLA COLAVIZZA, CLAUDIO PASQUALIN, LORIS PAGOTTO, DANIELE CANCIANI

## BLAWALK

Blawalk is a digital tourism tool: the online platform connects lovers of hikes, excursions and travels who want to share their passion and explore the natural environment of Friuli-Venezia Giulia. It allows both enthusiasts and professionals to share their knowledge and skills, while smaller tourism businesses can use it to promote their offer.

The Blawalk platform allows users to form small groups to discover the area together and cultivate more sustainable relationships. Blawalk supports the local economy and providers, such as alpine refuges, taverns, farms, local sports shops and museums. The platform is available in Italian.



# Business and Cultural Development Centre (KEPA)

Authors: KONSTANTINOS LALIOTIS, NIKOLAOS LEIVADARAS

## ACCESSIBLE GREECE

The mission of the Greek-wide **Greece Accessible Tourism & Accessible Tourism** project is to collect all the necessary information about the accessibility of tourist points and urban infrastructure. The goal is to support and enhance tourism carried out by socially vulnerable groups, such as citizens and visitors with disabilities, people with reduced mobility and people with reduced vision.

The UN Convention on the rights of people with disabilities explicitly

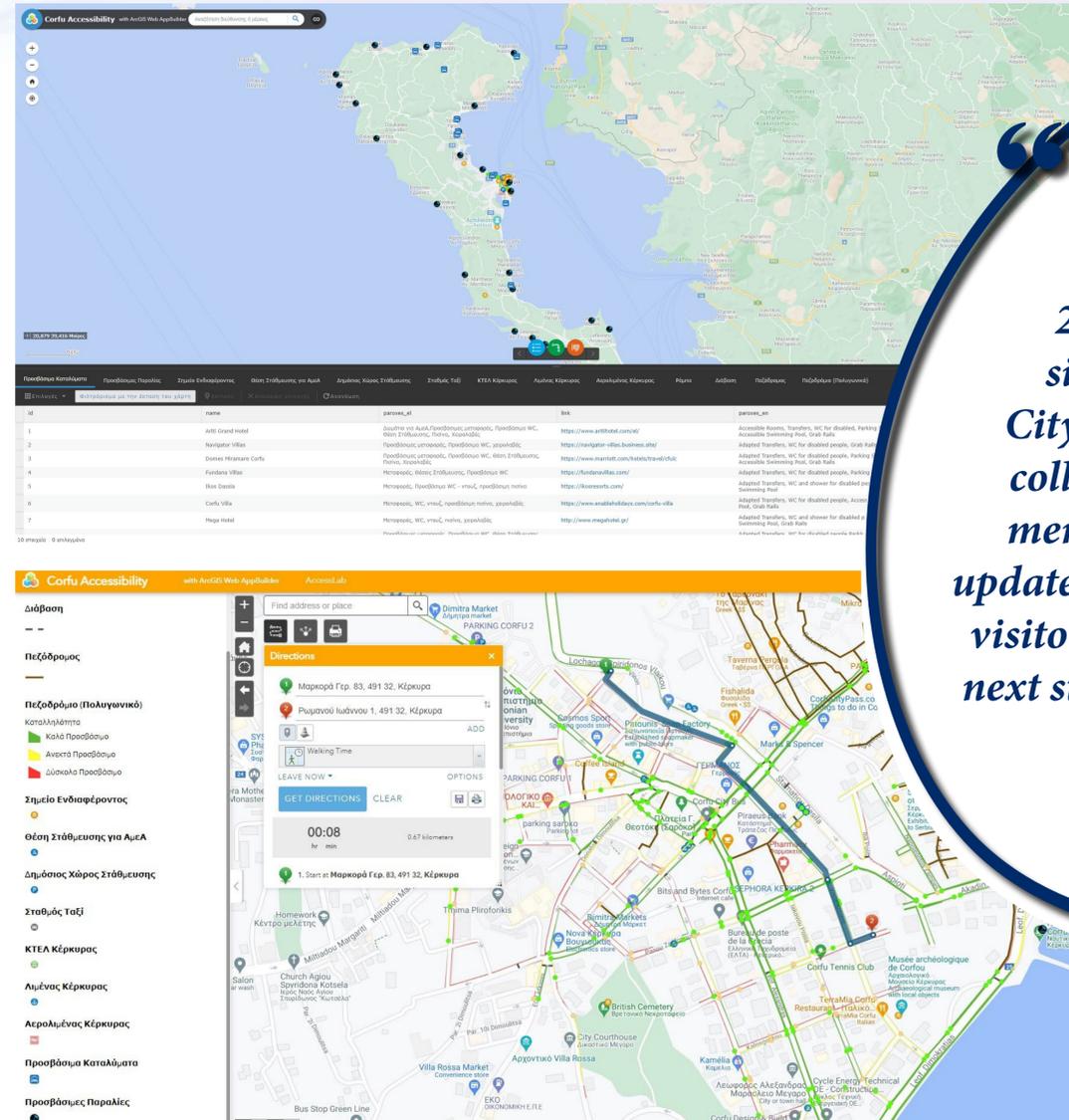
states that access to tourism us a right guaranteed by the coordinated state. In addition, data from the European Disability Forum reveals there are about 50 million people with some form of disability in Europe. Taking into account that the population over the age of 65 is rapidly increasing as well as the fact that people with disabilities rarely travel alone (they travel with drivers, companions, family and friends), this number can be considered to be at least three times higher.

The project team expects that the project will contribute significantly to serving European strategies for both infrastructure development and providing service delivery in line with the principles of e-government.

**Over 1000 visitors per tourist season**

»The GREAT – Greece Accessible Tourism & Accessible Tourism platform has documented over 200 accommodations, beaches and cultural sites on the islands Syros and Corfu and the City of Chania. The platform is being created in collaboration with people with disabilities and members of the organization and is constantly updated. We estimate Greece is visited by over 1000 visitors with disabilities each tourist season. Our next steps are to finish the platform and pinpoint the first users.«

Konstantinos Laliotis



# RDA Green Karst

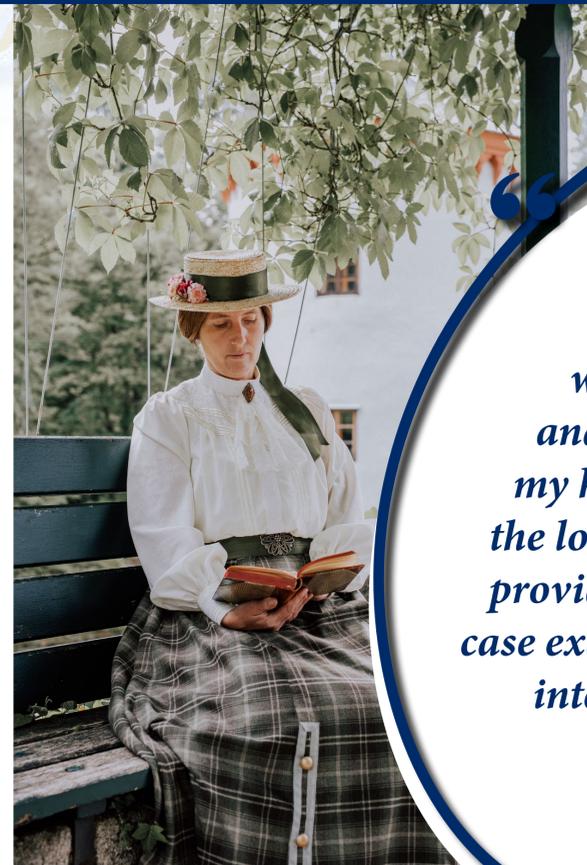
Author: JANJA URBIHA-KOZARKA

120 visitors a year

## COUNTESS GRETA

**Countess Greta in the park of Snežnik Castle is a brand-new, but historically-inspired tourist experience.** It is a hit with visitors seeking their patch of a green oasis wrapped in a shadow of the past. This guided walk with Countess Greta to the otherwise hidden castle park reveals the true stories of the last noble family who lived there in an accessible and unique way. The countess is portrayed by experienced local guide Janja Urbiha who lives in the village of Kozarišče near the castle. As an enthusiast

ethnologist, she has been telling tales of the Snežnik Castle for many years, which prompted her to bring the character of Countess Greta to life!



*»The Tea Party with Countess Greta project has been my greatest business challenge into which I poured all my years of knowledge and experience. This is my way of presenting my hometown to visitors – through stories and the local cuisine. I strive to inspire other tourism providers with my project and have it be a good case example at the national level so that it can be integrated into the cultural tourist offer.«*

Janja Urbiha-Kozarka



# European Affairs Fund of AP Vojvodina (FEP)

Author: ASSOCIATION CRVENA LINIJA

## ON DIFFERENT PATHS IN NOVI SAD

40 visitors a month

The *On Different Paths of Novi Sad* presents the city to visitors and inhabitants from a different perspective. They will be introducing private collections, so-called private museums, such as the retro garage in Grbavica and the Rabbit Museum in Petrovaradin, and will organize city walks to present street art and its authors. The city also features the popular Nylon Market, which will be presented in an interactive and educational way as an outdoor museum with all the antiques it has to offer. The

tourists and locals have also not been introduced properly to the Museum of Matches.

The project offers adventures for people seeking new knowledge and experiences. The project's originality and innovation are reflected in the obscurity of the selected locations, which has been confirmed by talking to the locals and visitors. The project team will connect the potential locations, owners and exhibitors to be part of organized visits, and they will utilize

social media to promote the events and as a registration tool for joining organized tours of the different paths of Novi Sad.



» We want to collaborate with at least two institutions: the Tourism Organization of the City of Novi Sad and the Tourism Organization of Vojvodina. We also want to attract city museums to participate. We are currently planning collaborations with 4-7 artists/exhibitors. We would also like to increase the scope of the tours, shape a comprehensive visual identity, create a website and focus on promotion.«

Association Crvena linija



# Development Agency Sora (RAS)

Author: KATJA JEMEC

## SLOVENIA PHOTO TOURS

**Fototure Slovenia photo tours are guided trips to the most photogenic points of the Julian Alps. The heart and soul of the operation is professional photographer Katja Jemec.** In her work, she follows the principle that a good photo narrator must first know the content they are photographing. Besides the technical aspects of photographing, the participants of the photo tour explore the natural and cultural heritage, traditional architecture and Slovenian landscape through the camera lens.

The visitors gain new knowledge while creating lasting memories. The project focuses on discovering the unknown and using photography as a tool to discover and better understand Slovenia and its people. The photo tours are held during the summer tourist season with some contents extending off-season and are organized as day trips or longer photography excursions.



# City Development Agency Banja Luka (CIDEA)

Author: SAPHIRA LABS

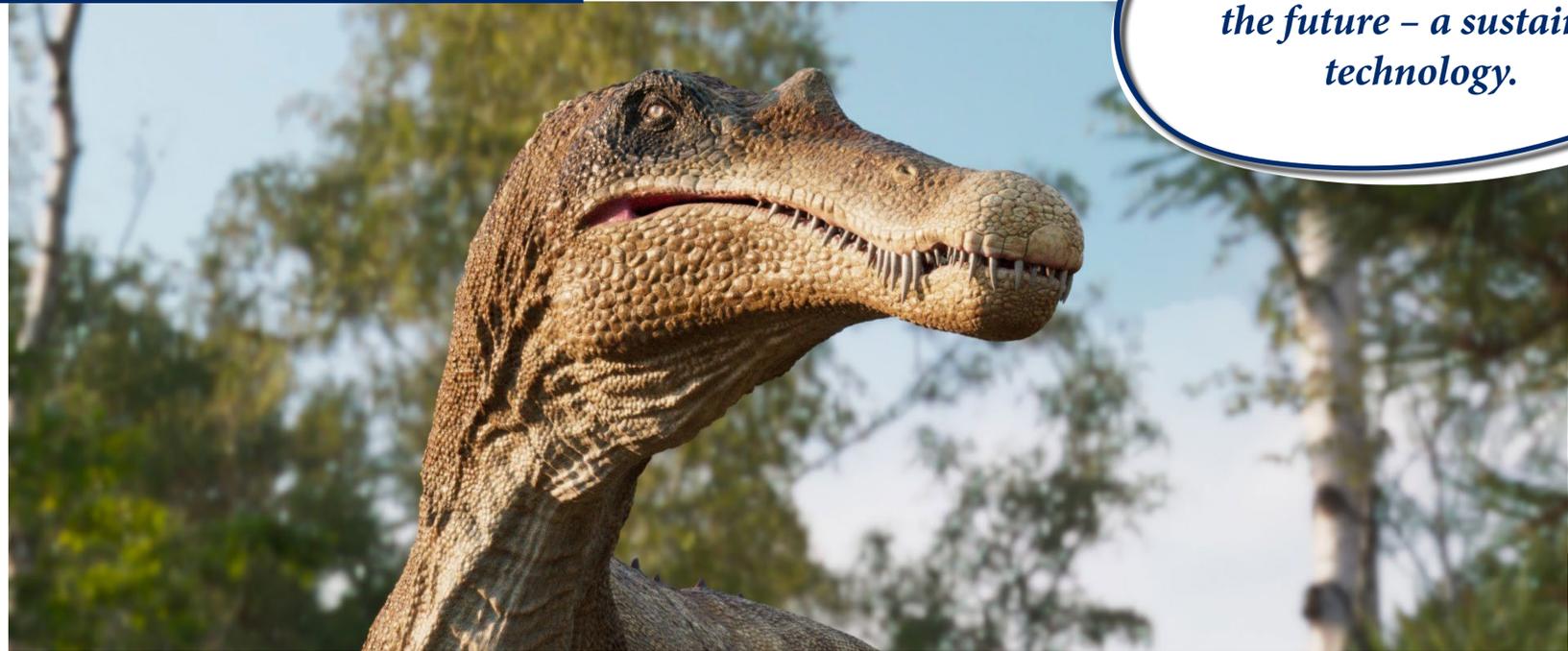
## EANIMALS

Saphira Labs offers premium educational contents using Virtual Reality (VR). VR is used as an educational tool to excite people about science and contribute to the protection of endangered species.

The average human attention span is 8 seconds and analyses show it is dropping further. VR is one of the possible solutions to this, as time seems to stop in virtual reality: the 8-second rule no longer applies and the learning experience is enhanced by emotional responses and memory. This led Saphira Labs to develop a

simple application based on combining knowledge with emotional responses. **Eanimals** is a zoo placed in the virtual realm. The project aim is to educate people about endangered and extinct animal species, so it is crucial that the animals and their habitats are hyper-realistic and accurate. Using VR goggles, visitors can not only experience extinct or endangered animals, but also explore their habitats.

*VR technology is the technology of the future – a sustainable technology.*



# IRI Center (IRI)

Author: ANTONELA BOKAN

## ARABICA GANG – FIND YOUR FLAVOUR

**Arabica Gang is a mobile application dedicated to coffee lovers.** It allows users to discover specialized coffeeshops and the kind of coffee most suited to their palate. Along the way, they explore Croatian towns, their aromas and energy. The application also features a game that leads users to discover their favourite coffeeshop: once there, they order coffee, listen to a short story, answer a couple of questions and wait and see what happens next.

The project aim is to educate users about coffee and guide them to specialized coffeeshops that bring the quality of coffee, a beverage they drink every day, to the highest level.



# CCI4TOURISM CREATIVE HUB NETWORK

Creative hubs play a key role in supporting creative entrepreneurs and companies while also serving the local communities and connecting creatives in creative industries. This led the CCI4Tourism project to create a *network* of creative hubs that would reciprocally strengthen and develop the creative centres that make it up.

The creative hubs in the network are specific, range in various specialized capacities and offer a wide array of training, tutoring, and business services. The creative hub network enhances the capacities of the creative hubs; it is primarily intended for concluding creative partnerships, supporting sustainable development, and

cultural heritage protection. The network also creates an added economic value at the transnational level.

The CCI4Tourism creative hub network is one of the key results of the CCI4Tourism project, financed as part of the Interreg ADRIAN 2014-2020 programme.



*»Creative hubs play a vital role in supporting creative entrepreneurs and businesses. As ‘convenors of creatives’, hubs serve local communities and connect creative practitioners. This network exists to support the new business models co-created during CCI4T project for the valorization of cultural heritage and sustainable tourism; The network will help Creative hubs to create economical as well as social value for societies and communities on global scale. The project aims to support the integration of creative issues at governance level, to help creative entrepreneurs and resources in the field of innovative industries, by promoting innovation through local hubs.«*

Alessandra Dalena, CHN manager





# TECNOPOLIS CREATIVE HUB

The Tecnopolis Creative Hub is the central junction of a transnational network, hosting companies and informal groups of cultural professionals and creatives active in tourism.

The Tecnopolis Creative Hub is focused on creating and promoting innovative projects, especially those that implement new technologies, digital innovations, participative processes, and storytelling in new creative ways.

As an added bonus, the Tecnopolis Creative Hub is located in the Science and Technology Park, and inspiring and dynamic environment, full of MSPs, start-ups, companies, and research centres. The location itself is an opportunity to meet potential partners, future co-workers and technical experts – in short, for improving one’s competences.



*»As head of the local Tecnopolis hub, I want to foster and advance a healthy community by informing and including stakeholders and users in events and new initiatives. We organize workshops, training courses, and networking incentives to encourage collaboration and expert exchange between hub members – the aim is to ensure the further development of both the users and the hub itself.*

*Our creative centre is open to different associations, companies, teams, and experts seeking an inspiring environment, supporting services, a co-working space, a venue for meetings or events.«*

Alessandra Dalena,  
head of the Tecnopolis hub



# NOVI SAD CREATIVE HUB

The Novi Sad Creative Hub is located in the Science and Technology Park in Novi Sad and was founded in 2022.

The Novi Sad hub is a creative communal space where technology meets creativity. It is also a research space for collaborating with laboratories, design planning and testing, as well as a space for knowledge exchange. It provides a multipurpose space for training, education, and the promotion of ideas and research.

Users of the Novi Sad Creative Hub are sure to benefit from the stimulating and active environment at the Science and Technology Park, since numerous start-ups, companies, and research centres are located there; this kind of environment facilitates the exchange of ideas and experience not only among the hub members, but also with other park users.



*»The Creative Hub Novi Sad mission is to enrich the cultural and creative vibrancy of the community by helping creative talent to commercialize innovative products and services. Creative Hub NS will act as a catalyst, facilitator and leader in supporting the CCI representatives emphasizing collaboration across disciplines and the intersection of people and ideas.«*

Vladimir Todorović,  
Local Hub manager



# 3ANGLE HUB

3ANGLE hub is a place for meetings, connecting, and exchange between cultural and creative industries. 3ANGLE hub is a gathering place for independent entrepreneurs and micro managed service providers. It offers a broad range of services: start-up help and company development in the form of mentorship and workshops;

creating product prototypes; networking and events; research and development; business and financial consulting; digital consulting and content writing support; digital and video editing; acceleration programs for digital storytelling.

3ANGLE Hub was founded by IRI Center with the funds from

the CCI4Tourism project in 2021. The hub space is divided into the main area and three separate offices that can be used either for up to 13 work stations or as a joint studio for creating digital product prototypes and audio-video studios. The hub is located on the premises of a public high school in the city of Kaštel.



**»Our mission is to be a place where cultural and creative industries connect and interact. The 3ANGLE hub is a modernly equipped digital media studio and education facility aimed at supporting creative concepts, freelance artists and innovative business models and startups. The services provided are: business and financial consultancy and digital storytelling. The HUB is organized as an activity cluster, having its members join in on specific projects and activities.«**

Ana Ban, Local Hub manager



# AGRRA CREATIVE HUB

The Agrra Creative Hub was founded in the city of Benkovac in 2021. The hub is designed as a creative and innovation centre, a communal workspace, a platform for knowledge exchange, and also serves as a product exhibition space. The hub measures 50 m2 and is divided into two sections: a work area and a space for meetings.

The Agrra Creative Hub offers: local and international workshop and seminar development, knowledge and experience exchange, training programs, mentorship, coworking, networking, a joint database for improved communication and informing, creative tourist content development, and the promotion of the creative community.



*»Creative Hub AGRRA is conceived as a creative and innovative center, a common workspace and a platform for knowledge sharing, this is a place which serves as an exhibition space for CCI s and their products. HUB space is consisted of 50 m2 which is divided in two spaces a working area and lounge are/meeting area. Creative Hub Agrra was established in the rural city Benkovac. Our Hub offers Identification of local needs, development of local workshops seminars, exchange of knowledge and experiences, examples of good practice, trainings, mentoring, coworking, networking, promotion, common database for better communication and information, development of creative tourist contents, specific professional trainings and workshops and overall promoting the creative community.«*

Branka Nakić, Local Hub manager



# CREATIVE HUB78

Creative Hub78 was founded in Banja Luka in 2021. It is conceptualized as a hub of creation and innovation, a communal working space, a platform for knowledge exchange and networking, as well as an office for people planning on launching a start-up.

The hub has two spaces each measuring 40m2, fully equipped with multimedia equipment. The hub's activities are multidisciplinary with a special focus on digital tourism and VR technology.



*»Our creative HUB 78 as a non-profit public space was created with a focus on connecting the creative - cultural industry, technology and young people. HUB aims to enable the creation and implementation of quality ideas, new business models and the development of innovative businesses that are ready for the future, with an emphasis on VR technologies and understand all the challenges and rapid changes facing the present.«*

Mario Milanović, Local Hub manager



# ŠKOFJA LOKA CREATIVE HUB

The Škofja Loka Creative hub works to connect creative communities operating predominantly in the fields of applied arts, crafts, (textile) design and photography, and is based on the intangible cultural heritage of the city and modern creation.

The hub brings together smaller creative spaces: Škofja Loka Arts & Crafts Center and the CreativNice Creative Center. The Škofja Loka hub organizes

programs for entrepreneurship training and consulting (CCI's helpdesk). It also supports creatives entering the market and helps them promote their products.

Both spaces have a show room where various events are organized (creative workshops and experiences, pop-up events, fairs, outdoor exhibitions, expert meetings, evening talks ...).



«Creative HUB in Škofja Loka focuses on connecting creative community working in crafts and design. The contemporary creativity is strongly based on intangible cultural heritage and interlinked with creative and sustainable tourism development. Within the hub smaller creative centres are connected – Arts and Crafts Centre of Škofja Loka, Contemporary textile hub Kreativnice and the Tourism board of Škofja Loka. The HUB offers support for the CCI companies, offers incubation and entrepreneurship training programs and mentorship. It is a space where creatives can present their work, connect and collaborate with others. Importantly, the HUB and its spaces are active part of local community and interact also on regional and national level.»

Kati Sekirnik, Local Hub manager



# KAMRRA CREATIVE HUB

The KamRRA Creative hub is located in Pivka on the premises of RDA Green Karst, a Slovenian regional institution shaping the tourism development of the Littoral-Inner Carniola Region.

KamRRA provides its users an inviting co-working space equipped with IT equipment, internet access, and support from the RDA Green Karst team.

The expert team members specialized in tourism provide users with the specific skills needed in sustainable tourism, developing innovative tourist products and services, support for MSP business models in tourism, etc. The KamRRA team has also established a broad network of institutional and individual contacts to support the professional development of kamRRA users.

The hub is specialized for two areas: (1) digitally improving the regional tourist potential and (2) exploring the potentials of the natural and cultural characteristics of the Green Karst destination for innovative services and products by including creative and cultural industries.



*»The KAMRRA Creative Hub has been set up in Pivka, in Primorsko-notranjska region, Slovenia. It is a small-scale space for meetings, small events, education activities and networking. So, it works as a multi-functional and flexible place for both virtual and physical inclusive creative contamination. KAMRRA offers its users a welcoming co-working space with all necessary equipment, including IT equipment and access to Internet. RDO expert staff in tourism support users in developing innovative tourist services and products, with specialized knowledge in sustainable tourism and support in business models of SMEs in tourism and creativity sector.«*

Boštjan Požar, Local Hub manager



# KEPA CREATIVE HUB

The KEPA Creative Hub is a kind of creative activator, whose goal is to close the gap in the development of creative and cultural industries in central North Macedonia. It is posed to especially contribute to local economic development and create an environment that fosters entrepreneurship, innovation, and creativity.

The hub's target audience are particularly young and cultural creatives who want to realize their creative business idea. The hub also supports people who do not have access to training programs or even business support for various reasons and regularly organizes activities that enhance civil society initiatives. The hub

organizes training programs and workshops to develop skills that can help participants carry out creative projects, start a new company, or broaden their expertise. Alongside all of this, it encourages and enables networking.



*»KEPA's creative hub will be a networking physical place to attract "open innovation" and ideas to thrive. We will use our space and infrastructure for networking, organisational and business development within the cultural and creative industries sector and we'll make sure that the design of our Hub will assure a positive working environment, in order for start-ups, CCIs and entrepreneurs to work with positive energy. Our Hub will also provide access to funding opportunities and participation in pilot activities and will also offer exchange of experiences and connection with mentors of the market, as KEPA has a wide network and extensive knowledge for the design, management and provision of programs that address the real needs of SMEs, including startups.«*

Angeliki Barakli, Local Hub manager



# FRIULI INNOVAZIONE'S CREATIVE HUB

The Creative Hub is a widespread space designed to grow and shape creative ideas, generate new skills and integrate knowledge dedicated to cultural and creative businesses. It is also a specialized support center through research and prototyping that it will offer

to new companies, small and medium-sized enterprises (SMEs) and professionals (designers, architects, technologists, etc.) to develop their own ideas and products. Friuli Innovazione's Creative Hub is deployed within two locations: 1. Business incubator premises settled in the

Science and Technology Park of Udine's headquarters 2. the FAB.LAB "Friuli Venezia[1] Giulia" located in Maniago. The above-mentioned locations offer complementary services within CCI4T's established unique offer for the Creative industries with potentialities for sustainable tourism.



Claudia Barrachini, Local Hub manager



# CAST CREATIVE HUBS - CAST INITIATIVE

Creative hubs play a pivotal role in supporting creative entrepreneurs and companies by bringing together professionals and creatives in creative industries, which has an indirect impact on the local communities. This led to the CCI4Tourism project's decision to establish a network of creative hubs that has reciprocally strengthened and developed the capacities of the participating creative hubs.

The creative hubs in the network are specific, boast diverse specialized capabilities, and offer a wide range of training programs, tutoring, and business services.

The establishment of the creative hub network as part of the CCI4Tourism project falls under the project's broader initiative towards the Creative and Sustainable Tourism Initiative Network (CAST).

**CAST INITIATIVE** *Creative and sustainable tourism initiative*

Interreg ADRIAN ADRIATIC-IONIAN CCI4TOURISM

HOME NEWS AND EVENTS CREATIVE HUBS ABOUT **LIBRARY** CONTACT

FROM OUR LIBRARY

## BEST PRACTICES

PILOT ACTION PROJECTS: DIGITALIZATION OF PLANTS AT

PILOT ACTION PROJECTS: SOUVENIRS COLLECTION HOUSES

PILOT ACTION PROJECTS: THE WOLF'S JOURNEY FROM THE

PILOT ACTION PROJECTS: ŠKOFJA LOKA TUNING FORKS

The CAST network's main priority tasks include forging creative partnerships, supporting sustainable practices and new business models in the tourism sector, and cultural heritage protection. The CAST Network will produce results in the form of sustainable creative and tourism products as well as added economic value at the transnational level.

The CCI4TOURISM Creative Hub Network is one of the main goals of the CCI4Tourism project, financed as part of the Interreg ADRIAN 2014–2020 programme.

<http://cast-initiative.eu/>

**CAST INITIATIVE** *Creative and sustainable tourism initiative*

Interreg ADRIAN ADRIATIC-IONIAN CCI4TOURISM

HOME NEWS AND EVENTS CREATIVE HUBS ABOUT LIBRARY CONTACT

## MAP OF HUBS

The mission of CAST initiative is supporting the inter-linkage between CCIs and Tourism industry to develop and deliver creative and sustainable tourism products and implement positive sustainable practices in both sectors. By this, creative and sustainable tourism products are becoming the regional growth generators and relevant promoters of sustainable practices. You can explore local creative hubs that connect both industries and supports synergies between them.

# TRANSNATIONAL STRATEGY AND ACTION PLAN OF THE CCI4TOURISM PROJECT

In light of the current trends in cultural tourism, the goal of the CCI4Tourism Transnational strategy is to strengthen knowledge and competences in the field of cultural creative industries, while the goal of the CCI4Tourism Transnational

Action Plan is to provide the tools and concrete recommendations to policy-makers, economic entities, and key stakeholders to make cultural and creative industries the driving force in a renewed cultural tourism offer.



The Transnational Action Plan for Offering “Cultural Tourism 4.0” was created based on an effective methodology where the project partners followed several development guidelines from referential sectors as well as the European Union’s vision on the development of a cultural tourism

industry. The final proposal of the Transnational Action Plan therefore encompasses five actions ranging from marketing to contents aspects of cultural tourism while also tackling digitalization issues, which has had the greatest impact on the tourism offer:

1. Development of a regional accelerator of cultural creative industries in the Adrion Region.
2. Training entrepreneurs in creative industries on how to increase the economic value of their offer.
3. Allocating vouchers to corporative schemes that include

4. Digitalization of cultural heritage and its accessibility to the wider public.
5. From inspiring awards to experiencing the unexplored.





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