

Offline Project Idea Form

Project idea name	<i>Creative industries: improve capacities of creative and cultural sector to promote sustainable development</i>
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Which of the priorities and the specific objectives fits your project idea best? (for more information please see www.interreg-central.eu section CENTRAL DOCUMENTS)	<i>Specific objective 3.2: To improve capacities for the sustainable use of cultural heritage and resources</i>
What is the aim of the project idea? (What are the issues, problems, opportunities you want to address?)	<p><i>The project proposal aims at improving capacities of public and private operators of cultural and creative sector (CCS) in order to increase its economic relevance especially through transnational cooperation. Central Europe has a great richness in terms of cultural resources; these represent not only important factors for the attractiveness of Central Europe's territory, but can also be considered as key elements for relaunching the economy of many Central Europe territories. Improving capacities of CCS operators is essential for a long-lasting valorisation strategy of cultural resources and can represent a powerful engine for economic growth.</i></p> <p><i>The project idea starts from the fact that the cultural and creative sector (CCS) has, in many Central Europe countries, a social and economic impact far below its potential, despite its economic potential importance. This depends mainly from three issues:</i></p> <p><i>1. lack of skills and competences of CCS operator; 2. lack of funds and difficulties to access to financial resources by CCS operators; 3. lack of policies and coordinated strategies next to inadequate interaction among CCS operators and local/regional authorities and policy makers and among CCS operations at international level.. It is believed that these challenges could be successfully faced through a transnational cooperation approach.</i></p>
What are the planned activities and expected results?	<p><i>The most important goal is to develop and disseminate an environment conducive to creative industries. Expected results: 1. increased entrepreneurial skills and competence of CCS operators; 2. positive condition to attract investment (including increased awareness of financial operators over economic value of CCS) 3. integrated policies, coordinated strategies supporting authorities, policy makers and CCS operators; 4. transnational marketing and networking among CCS operators. Planned activities: mapping CCS; develop governance models to pinpoint successful</i></p>

	<i>factors guaranteeing creation of conducive environment for CC industries; governance models should also find out innovative management models to test; coordinated strategies supporting local/regional authorities and policy makers to steer the CCS sector ; ICT tools to increase visibility and networking of CC operators; training seminars addressed to CC operators, policy makers, financial operators.</i>
Partners involved at this stage	<i>TSM (IT); Hub Trentino (IT); ZRC SAZU (Slovenia); Regional Creative Economy Centre (SLO); Zadar County Development Agency (HR); Pannon Business Network Association (HU);</i>
Type of partner I am looking for (country, governance level, activity sector, expertise etc.)	<i>Regional authorities; development agencies, public bodies active in cultural sector, incubators centres, hubs in Poland and Germany</i>
Is your project a follow-up project? If so, of which and describe the link between the projects.	<i>No</i>

Please send the completed form to info@interreg-central.eu.

You can also post your project idea directly on the www.interreg-central.eu website, from the user profile. To register as a user please follow this link <http://www.central2013.eu/index.php?id=885>