

## 5<sup>th</sup> Study Visit in Western Greece – April 11-12, 2019



REGION OF WESTERN GREECE  
Full of contrast!



**Thematic axe:** Boosting CCI's contribution to regional development

**Sub-theme:** Support the internationalization of SMEs through new business models.

**CREADIS3**  
Interreg Europe



### General Introduction:

The Region of Western Greece includes three regional units (NUTS3): Aitoloakarnania (EL631), Achaia (EL632) and Helia (EL633). Consists of 19 municipalities and the number of inhabitants is 679.796 according to the 2011 census (the 6,28% of the population of Greece), with a population density of 60 inhabitants/km<sup>2</sup>. The surface covers 11.350 km<sup>2</sup> (the 8,6% of the surface of Greece).



In the strategic priorities of RIS3 are including the Cultural Creative Industries (CCIs) as “smart specialization districts”. With appropriate adjustments, they can be the driving force of Western Greece's economy, constituting actions with great implementation opportunities that enable the development of specialized activities.

Restructuring and modernization of these dynamic economic activities of the Region of Western Greece (RWG), as well as the transformation of creativity through the exploitation of innovation and knowledge, can bring greater added value, posing a significant challenge to the achievement of the objective of smart specialization in RWG. Strengthening entrepreneurship by developing new creative standards in the cultural industries by Small and Medium-sized Enterprises (SMEs), enhancing their outward-looking entrepreneurship and internationalization, and supporting the systematic promotion of the Culture and Creativity Sector is one of the priority axes of the Region of Western Greece.

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*Project Partner paired: Emilia-Romagna Region (PP4)*

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## The 5<sup>th</sup> Study Visit of the CREADIS3 project:

It will take place in Western Greece (Hellas). The 2-days programme of the Study Visit is focused on the topic: [CULTURE AND INNOVATION IN CCI<sub>s</sub> ECOSYSTEMS: MOBILISING LOCAL RESOURCES](#)

It will be combined with the start of the *6th Technology Transfer Exhibition - Patras Innovation Quest (Patras IQ)* in Patras. This international exhibition ([https://www.patrasiq.gr/index\\_en.php](https://www.patrasiq.gr/index_en.php)) will be held on 12-14 of April 2019 and co-organized by the Ministry of Education, Research & Religious Affairs, the Ministry of Economy and Development, the University of Patras, the Chamber of Commerce of Achaia, the Region of Western Greece, the Hellenic Open University and the Technological Educational Institute of Western Greece. Its main objective is to create a critical competitive advantage both in the research community and in the productive sector through a continuous effort to solve problems and apply innovative ideas for the development of new and optimization of existing products and services, that aspire to take part in the national and global markets.

Moreover, PATRAS IQ is one of the CREADIS3 Project's Good Practices, that has been distinguished by Interreg Europe Policy Learning Experts (<https://www.interregeurope.eu/policylearning/good-practices/item/905/patras-innovation-quest-patras-iq/>).

During the 1<sup>st</sup> day, we'll move to Ancient Olympia, the Olympic Games' birthplace and at the *International Olympic Academy* venue (<http://ioa.org.gr/>), will be held the CREADIS3 Project's operations. Between others, the project partners' stakeholders will have the potentiality to interact with each other and exchange their experiences, according to their specializations. The two, paired, project partners: Emilia-Romagna Region (PP4) and the Regional Development Fund of the Region of Western Greece (PP6), are going to lead 2 workshops in the following subthemes: a) Support international territorial attractiveness to increase investment in the creative potential of the region and retain talents/creative entrepreneurs and b) Support the internationalization of SMEs through new business models.



Ancient Olympia



Patras

During the 2<sup>nd</sup> day, the participants will have the opportunity to visit some main organizations of CCI's sectors and Innovation HUB, in the Patras area. As this will be the "opening" day of the 6th Technology Transfer Exhibition - Patras Innovation Quest (Patras IQ), the consortium is going to play a role as being a part of it! An interactivity session will take place during the afternoon, in the thematic axe: [CREATIVE ECOSYSTEMS IN EUROPE. INSIGHTS AND REFLECTIONS](#)

After concluding the CREADIS3 operations, the participants will have the opportunity browsing the exhibition.

## Thursday - 11 April, 2019 (1<sup>st</sup> Day)

Location: Ancient Olympia

08:00	Departure for Ancient Olympia. Meeting place of departure: Hotel "Patras Palace"	
10:00	Arrival at Ancient Olympia - "International Olympic Academy" ( <a href="http://ioa.org.gr/">http://ioa.org.gr/</a> ) (member of GRECT - Educational and Cultural Tourism Routes in Greece) <a href="http://www.grect.com/">http://www.grect.com/</a>	
10:15 – 10:30	Welcome coffee & Registration of attendants	
10:30 – 11:15	Steering Committee Meeting (only for Creadis3 Partners)	<b>Stakeholders' meeting *</b> (only for Creadis3 Stakeholders)
11:15 – 12:15	Internal session for Action Plans' development (only for Creadis3 Partners)	Thematic session: <b>Exploring the cultural and artistic potential in CCI ecosystems. Implications for internationalization.</b>
12:15 – 12:25	Stakeholders' meeting conclusions ( <i>will participate both, Creadis3 Partners &amp; Stakeholders</i> )	
12:25 – 12:45	Presentation by the "International Olympic Academy" organization representative. (The ancient Greek spirit of the Olympic games)	
12:45 – 13:00	Presentation by the "Olympia International Film Festival for children and young people" GP Mr. Pantelis Panteloglou, Deputy Art Director of OIFF.	
13:00 – 14:00	Lunch	
14:00 – 16:00	Guided tour at the Museum and the Archaeological site of Ancient Olympia	
16:00 – 16:20	The "Annual World Cultural Heritage Youth Symposium" and presentation of actions. ( <a href="https://olympiayouthsymposium.com/">https://olympiayouthsymposium.com/</a> ) Mr. Vasilis Papalyberis, Head of the Organizing Committee. President of the Hellenic Cultural and Educational Club for UNESCO.	
16:20 – 17:20	<b>At this session, will participate both, Creadis3 Partners &amp; Stakeholders. **</b>	
	Lead by <i>Emilia Romagna Region Workshop</i> , in: " <u>Creative economy and local branding</u> ". <b>Subtheme:</b> <i>Support international territorial attractiveness to increase investment in the creative potential of the region and retain talents/creative entrepreneurs.</i>	Lead by <i>Regional Development Fund on behalf of Region of Western Greece, Workshop</i> in: " <u>Social and economic aspects of creative sector. New business models</u> " <b>Subtheme:</b> <i>Support the internationalisation of SMEs through new business models.</i>
17:20 – 17:30	<b>Workshops' Conclusions</b>	
17:30	Departure for Patras	
20:30	Meeting place: Hotel "Patras Palace" and walk to the city centre for the Dinner	

## Friday - 12 April, 2019 (2nd Day)

Location: Patras

08:30	Departure from the Hotel "Patras Palace"
08:45 - 10:15	<b>Patras Science Park</b> ( <a href="https://www.psp.org.gr/">https://www.psp.org.gr/</a> ) "Introduction in the innovation ecosystem of Western Greece. Presentation of hubs & SMEs"
(08:50 - 09:00)	Patras Science Park Activities. Prof.V. Anastasopoulos, president PSP
(09:00 - 09:15)	Clean Tech Energy Hub, Mr. Trachylis Dimitrios, Business Developer Manager
(09:15 - 09:30)	Blue innovation Hub, Mr. Mixalis Prevenios, Business Developer Manager
(09:30 - 10:15)	Tour to Patras Science Park Ecosystem
10:30 – 11:30	<b>Archaeological Museum of Patras</b> ( <a href="http://www.ampatron.gr/">http://www.ampatron.gr/</a> ) The published GP in the Interreg Europe Policy Learning Platform: <i>Building a new relationship with the children's audience. "Building" the visitors of the future.</i> Presentation of actions and guided tour.
11:30 – 11:45	<i>Coffee Break</i>
12:15– 13:15	<b>Patras Carnival</b> ( <a href="https://www.carnivalpatras.gr/carnival-workshop/">https://www.carnivalpatras.gr/carnival-workshop/</a> ) The submitted GP: <i>Patras Carnival is a space of carnival &amp; artistic creativity with pioneer &amp; innovative character.</i> Presentation of actions and guided tour.
13:15	Return to Patras
13:45 – 14:45	Walk to the city centre for Greek Lunch time
14:45 – 15:30	<b>Apollon Theater – Patras Municipal Theater</b> Presentation of actions and guided tour.
15:30	Departure by bus, to PATRAS I.Q. venue
16:00 – 18:00	<b>6<sup>th</sup> Technology Transfer Exhibition - Patras Innovation Quest (Patras IQ) ***</b> <b>Session in Patras IQ: "CREATIVE ECOSYSTEMS IN EUROPE. INSIGHTS AND REFLECTIONS".</b>
18:00 – 19:00	6th Technology Transfer Exhibition - Patras Innovation Quest (Patras IQ) "Discover the Exhibitors" (free time of the participants)
19:00	Return to the Patras city centre
	<i>free time</i>
20:30	Meeting place: Hotel "Patras Palace" and departure for the Dinner

## Specific Details in Methodology

*	<p><b>Stakeholders' meeting</b> (only for Creadis3 Stakeholders)</p> <p>Thematic session: <a href="#">Exploring the cultural and artistic potential in CCI ecosystems. Implications for internationalization.</a></p>
<p>Stakeholders will be distributed to <b>3 focus groups</b> depending on their expertise and the areas of interest selected in the provided questionnaire.</p> <p><b>FOCUS GROUPS (Coordinators, respectively):</b></p> <ol style="list-style-type: none"> <li>1. Entrepreneurship, SMEs &amp; Internationalization (Prof. Athanasios Kalogeresis, Aristotle University of Thessaloniki).</li> <li>2. Research and Technology (Mr. Konstantinos Papanikolaou, Chairman of Comitech SA, External Expert)</li> <li>3. Creativity, Culture &amp; Economy (Prof. Vasilios Avdikos, Regional Development Institute - Panteion University of Athens)</li> </ol> <p>Representatives from each focus group, will present the conclusions of the meetings, to the attendants.</p>	

**	<p style="text-align: center;"><a href="#"><u>At this session, will participate both, Creadis3 Partners &amp; Stakeholders.</u></a></p> <ol style="list-style-type: none"> <li>1. <b>Workshop</b>, in: <i>“Creative economy and local branding”</i> (Lead by Emilia Romagna Region)  <a href="#"><u>Subtheme: Support international territorial attractiveness to increase investment in the creative potential of the region and retain talents/creative entrepreneurs.</u></a></li> <li>2. <b>Workshop</b> in: <i>“Social and economic aspects of creative sector. New business models”</i> (Lead by Regional Development Fund on behalf of Region of Western Greece)  <a href="#"><u>Subtheme: Support the internationalisation of SMEs through new business models.</u></a></li> <li>3. <b>Workshops' Conclusions</b>        Representatives from each workshop, will present the conclusions of the activities, to the attendants.</li> </ol>
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<b>***</b>	<p><b><u>6<sup>th</sup> Technology Transfer Exhibition - Patras Innovation Quest (Patras IQ)</u></b></p> <p><b><u>Session in Patras IQ: "CREATIVE ECOSYSTEMS IN EUROPE. INSIGHTS AND REFLECTIONS".</u></b></p> <p><b><u>(Interpretation services available: Greek&lt;&gt;English)</u></b></p>
	<ul style="list-style-type: none"> <li>- Welcoming by Mr. <b>Apostolos Katsifaras</b>, Regional Governor of the Region of Western Greece &amp; Prof. <b>Demosthenes Polyzos</b>, Vice Rector of Research and Development, President of the Organization Committee of Patras IQ.</li> <li>- <b>Press Conference</b></li> </ul>
	<p style="text-align: center;"><b>Mr. Christos Tzomakas, Director of the Regional Development Fund of the Region of Western Greece, will coordinate the session.</b></p> <ol style="list-style-type: none"> <li><b>1. Mr. Spyros Papaspyrou</b>, Region of Western Greece – Directory of Development Planning. "The creative ecosystem in Western Greece".</li> <li><b>2. Mr. Ruben Otero</b>, Director of eSERVICES AREA, ICT Division, Tecnalia Research &amp; Innovation &amp; <b>Mr. Mikel Zorrilla</b>, Head of Digital Media, Vicomtech. "KSI Berritzaile: Technology Transfer to the CCI's sectors. The BASQUE experience".</li> <li><b>3. Prof. Flaviano Celaschi</b>, President of the Emilia-Romagna regional cluster on Cultural and Creative Industries &amp; <b>Mrs. Elena Vai</b>, Creative Director Bologna Design Week. "The creative ecosystem in Emilia-Romagna Region"</li> <li><b>4. Mr. Theodoros Tsoumpelis</b>, Achaia Chamber of Commerce - General Secretary. "PATRAS IQ brief history, evolution and innovation ecosystem".</li> <li><b>5. Prof. Vasilis Avdikos</b>, Regional Development Institute - Panteion University of Athens. "Creativity and collaborative spaces; recent transformations and policy implications"</li> <li><b>6. Mr. Andreas Tsiliras</b>, Cultural Manager, Co-founder of Mosaic // Culture &amp; Creativity "Creative points in Western Greece. Evolution and prospects".</li> </ol> <p>Discussion and Interactivity.</p>