



European Union  
European Regional  
Development Fund

## Newsletter 2

ECOC-SME project focuses on the European Capital of Culture (ECOC) programme and its under-utilised potentials to support and strengthen local SMEs through cross-border cooperation and interregional exchanges.

### European Capital of Culture in times of COVID-19

COVID-19 and the social restrictions that follow forced us to operate and communicate through the new lens of digitalisation. Its impacts on economy and culture also raised new challenges of finding new means of connectivity, financial structure, and reorganisation of cultural infrastructures and programmes.

During the last few months, our project has brought these topics into discussion through regional exchange across various online platforms.



### ECOC-SME project goes online



#### Open Seminar

Community and digitalisation have been vital to the survival and revival of cultural and economic activities. Read the stories of Matera, Rijeka and Timisoara.

[Learn more](#)



#### Interregional Project Workshop

How our project partners – past, present and future ECoCs – processed, adapted to, and reinvented themselves to the “new normal”.

[Learn more](#)



#### Interreg Europe Webinar

ECOC-SME project shared our five tips for a successful online conference at Interreg Europe's webinar "Project meetings online".

[Learn more](#)

*Virtual meetings are no longer just a temporary solution to face-to-face interactions in a social-distancing world, but also an essential component in the post-pandemic months to come.*

### Latest news

Kaunas: a sustainable model of community integration [>>>](#)

Romania launched National Plan for economic recovery [>>>](#)

Community, the driver of cultural & economic revival [>>>](#)

ECOC Legacy: Initiatives, Resources & Good Practices [>>>](#)

Pandemic resilience as a criterion for ECoC 2026 [>>>](#)

Transforming Tourism after the Pandemic [>>>](#)

Timisoara 2021 potentially postponed to 2023 [>>>](#)

Timisoara: Communicating ECoC Potentials to SMEs [>>>](#)

Digitalisation: an alternative to culture? [>>>](#)

ECoC in times of Corona: Rijeka 2020 [>>>](#)

**Actions for inducing SME growth and innovation via the ECoC event and legacy**

ECoC-SME

<https://www.interregeurope.eu/ecoc-sme/>



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