



CRE:HUB

Interreg Europe



European Union
European Regional
Development Fund

CRE:HUB project

Overview of policies to be implemented in the
framework of the regional APs

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CRE:HUB at a glance

CRE:HUB brings together eight regions that consider Cultural and Creative Industries (CCI) a strategic sector of development and want to create new enterprises and to support the existing ones working in this field.

Why is needed?

- CCIs have difficulties in access to credit and lack resources to enhance their competitiveness on the global market, build effective partnerships, extend their activity to other countries.
- CCIs represent an innovative branch of business and have the potential to increase regional competitiveness and job creation capacity.



Road to AP



Regional analysis

Stakeholder group involvement

Study visits and peer reviews

Action Plans

AP implementation



Policy areas addressed

Type of addressed policies

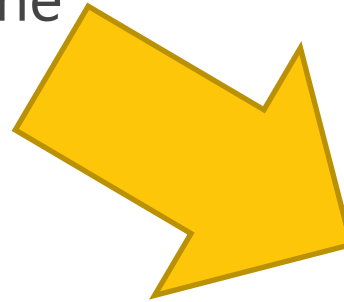
- territorial (regional in all cases)
- thematic (2 economic development, 1 CCI)

Areas of intervention

- further development of financial instruments (diversification, new instruments)
- increase SME capacities (coworking, incubation)
- better governance (synergies of EU and regional initiatives, cooperation platform, webspace)
- clustering
- capacity building for youths
- monitoring of implemented initiatives/projects

Actions

- formal and informal network development
- incubation and mentoring
- joint project development
- scholarship
- voucher/financial scheme
- SME service provision
- thematic event



Impacts

- CCI embeddedness
 - better finance
- growing efficiency of networking
 - growing competitiveness
 - job creation
- acceleration of regional economies

Added value of interregional cooperation

- Learning from international environment (both PP and stakeholder level)
- Peer review values (involvement of foreign experts to local processes)
- Acceleration of CCI as a strategic field
- Common understanding
- Cooperation of different interest groups (BSO, authorities, private companies)
- Policy oriented approach of IE supports participatory planning

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Thank you for your attention!

