

PROJECT FICHE

Title of the project	ADRION Inno “Utilizing innovative potential and promotion of tourism and creative culture heritage in urban level”
Programme	INTERREG ADRION
Key action	Topic 1: Preserve, capitalize and innovate cultural and natural heritage
Duration of the project	30 months
Deadline	26 June 2018
Budget	Approximately 1.5 million

The Adrian region comprises a *diversity of cultural, language, ethnic, and religious identities*. Heterogeneity is also met in terms of the economic structure, size, and political orientation of the countries involved. It is thus, not merely a crossroads of geopolitical significance but also a crossroads of cultures, societies, and markets.

The project is addressing **the challenge to make Adrion region more innovative and competitive by maximizing the innovation potential of smaller and medium sized urban eco-systems in the fields of cultural and natural heritage.** A significantly better linkage of actors within urban innovation ecosystems is needed for better use of innovation potentials. The project focuses on maximizing innovation potentials of urban ecosystems through establishment of clusters in the partners regions as well as by development and implementation of new participatory methods and tools to engage end-users in innovative processes with the objective to have educated and motivated users- smart users

At the same time, the Region business community is characterized by several strategic weaknesses that, on a large scale, impede productivity and the growth of national wealth. There are too many operators with not enough ambition both in terms of product development as well as aspiration towards foreign markets. There is also room for improvement in the quality of management and efficiency. Another bottleneck is the lack of co-operation between operators in export markets which, considering the small volume of export is often essential for succeeding. In spite of the growing trend in recent years, co-operation between operators and research institutions is still not as close and substantive as it should be. As the Region economy is highly integrated with that of the European Union as well as the world, it is also directly influenced by the external business environment. Economic slowdown or potential downward changes among our primary trading partners is one of the major risks today. To some extent, these risks can be minimized with export-oriented measures in growth strategy but generally this kind of situation is considered a force majeure. The vicinity of rich markets, however, is a clear competitive advantage that must be made use of.

AIM AND OBJECTIVES

The aim of the **tourism growth strategy for promotion of tourism products and cultural diversification** (so called ‘toolbox’) is to do away with the identified bottlenecks and

create additional opportunities through actively contributing to an increase in the quality of human resources, the introduction of innovative business models, investing in development, enhancing multilateral co-operation, setting up a talent policy, fostering creative industries and through diverse development of the tourism business environment. Thematic challenges and ways for addressing them are dealt with separately in every section. Proposed solutions, activities and operations will be combined for fulfilling two important goals or for increasing employment that, in turn, increases productivity and creates high value added.

The **overall aims** of the current project are:

- (a) Enhanced cross-border contacts within the region including networking, forums and establishment of lasting partnerships
- (b) Enhanced knowledge and skills including exchange of experience and best practices
- (c) Smart-scale investments and pilot projects

Work Packages

Work Packages: WP1 ADRION Tourism Dialogue (MoU): Promote policies for rural development and more participative interpretation and governance models

WP2 Stimulating Joint Tourism Support Activities: increase the competitiveness through the exchange of practices for improving the collaboration between tourism and other relevant sectors;

WP3 Piloting Tourism Booster (clusters): Development actions for raising competencies/skills also related to creative industries to support cultural heritage preservation and sustainable tourism.

WP4 Regional Funding Platform (Crowdfunding): support the modernization of the natural and cultural heritage sector, awareness raising and engaging new audiences through digitalization

WP5 Quality Assurance, Communication, Dissemination and Exploitation

WP6 Project Management

MAIN ACTIVITIES	
Management and Coordination	Overall implementation management , 4 Steering committee meetings, 3 Committees (Steering, training, Dissemination) , MoU and agreements of cooperation
MoU of Local Authorities	Setting up common strategy for boosting local tourism businesses creation for tourism products and translational thematic itineraries (<i>4 Roundtables with local authorities + 1 Network for Boosting tourism entrepreneurship in urban area + at least 50 participants</i>). The MoU has the following broad objectives: <ul style="list-style-type: none"> • To help secure a broad but consistent approach to strategic planning and development issues across the selected region; • To enable a sharing of information and views and, where

	<p>appropriate, to facilitate joint working on strategic issues which affect more than one local authority area;</p> <ul style="list-style-type: none"> • To ensure that the local planning and development policies prepared by each local authority are, where appropriate, informed by the views of other local authorities within the selected region • To ensure that decisions on major planning applications which have effects across more than one local authority area are informed by the views of other local authorities within the selected region
Development of Toolbox of smart participatory methods for business tourism development	Creation of a ADRION strategy in the field of tourism and creative culture supported by debating procedure and local activities with Chambers and BSOs
SMEs Fair for Ideas!	Best practices exchange (brainstorming) forum organized in 5 countries where more than 200 SMEs and BSOs will participate
Branding Your Mark	Training Academies for SMEs aiming the education of new and existing entrepreneurs to maximize their existence in the foreign markets and presenting their products
URBAN SMEs boost Lab	Local face-to-face modules in BSOs and entrepreneurship promotion in cultural diversification
ADRION Capitals of cultural and tourism Innovation	Building the best "innovation ecosystem" connecting cities, public organizations, academia and business (competition and international award event)
Urban Innovation Pilots	Creation of local incubators/clusters for start-ups and growth SMEs in culture and tourism sector
Common ADRION crowdfunding Platform	Platform for boosting local investments with 12 month support
Dissemination Activities	Overall dissemination of the project using the traditional and innovative methods: social media tools, website, dissemination video, online open-access resources

Target groups

Target groups of the current project are: Public Authorities (central and local), Business incubators, BSOs, SMEs (incubated and potential) and general public.