



UNIVERSIDADE DO ALGARVE
DIVISÃO DE EMPREENDEDORISMO
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University of Algarve
Division of Entrepreneurship and Technology Transfer (CRIIA)
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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MED AREA

INTERNATIONAL CONFERENCE

**Culture and Creativity: paving the way
to the future EU Policies**

*Centro Congressi Molo IV
26th September, 2019*

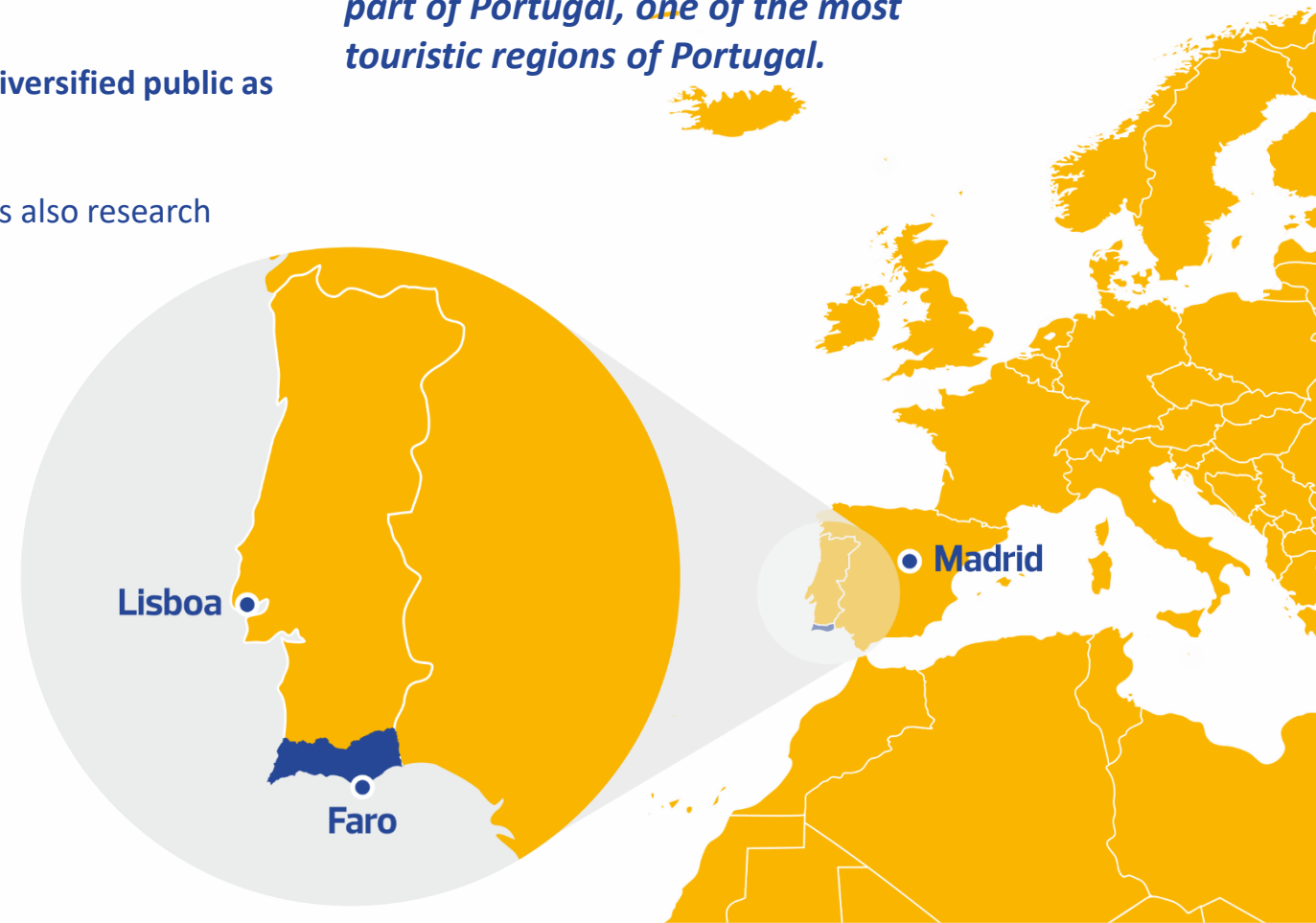
**The contributions of ChIMERA project in the Cultural
and Creative Regional Industries of Algarve**

CULTURAL AND CREATIVE INDUSTRIES

Algarve Background

- Good weather, safety and the international airport can **attract or potentiate the stabilization of CCI**s and the creative class in the region;
- Existence of a multicultural resident population, promoting a **diversified public as also creative and cultural demand**;
- Regional training offer (formal and non-formal) consolidated, as also research opportunities, **increasing the knowledge production**;
- Existence of **cultural agents, facilities and equipment**;
- Higher capacity to **promote the region at international level**.

The Algarve is located in the southern part of Portugal, one of the most touristic regions of Portugal.



CULTURAL AND CREATIVE INDUSTRIES

Algarve Background

WHAT'S
HAPPENING?



- High dependence of tourism sector - **Seasonality** challenge and **low dimension of internal market**;
- **Centralization of financial support** addressed to few cultural activities (e.g.: theatre, cinema, music, etc.), as **also high dependence on the municipalities funding**;
- **Insufficient interaction** between cultural and creative agents;
- **Lack of intersectoral/multidisciplinary collaboration** (link between CCI and other sectors), restraining the development of creative and innovative projects;
- **Modest presence of CCI in the WEB**, which compromise new and better business opportunities;
- **Shortage of management and marketing skills** of the cultural agents and enterprises.

CULTURAL AND CREATIVE INDUSTRIES

ChIMERA – Contributions for a Cultural and Creative Regional Ecosystem

- State of Art regarding the Cultural and Creative Regional Industries – **Awareness of the real challenges;**
- Development of **new public services for these specific entrepreneurs and enterprises** (Collaboration Protocol with NCP for Erasmus for Entrepreneurs; 2020 Ideias Contest – CCI Award; Collaborative workshops – Skills);
- Development of **new financing schemes, more suited to the sector's profile and needs;**
- Development of the **Algarve Creative Hub and his Web Platform Design.**



Thank you!

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