

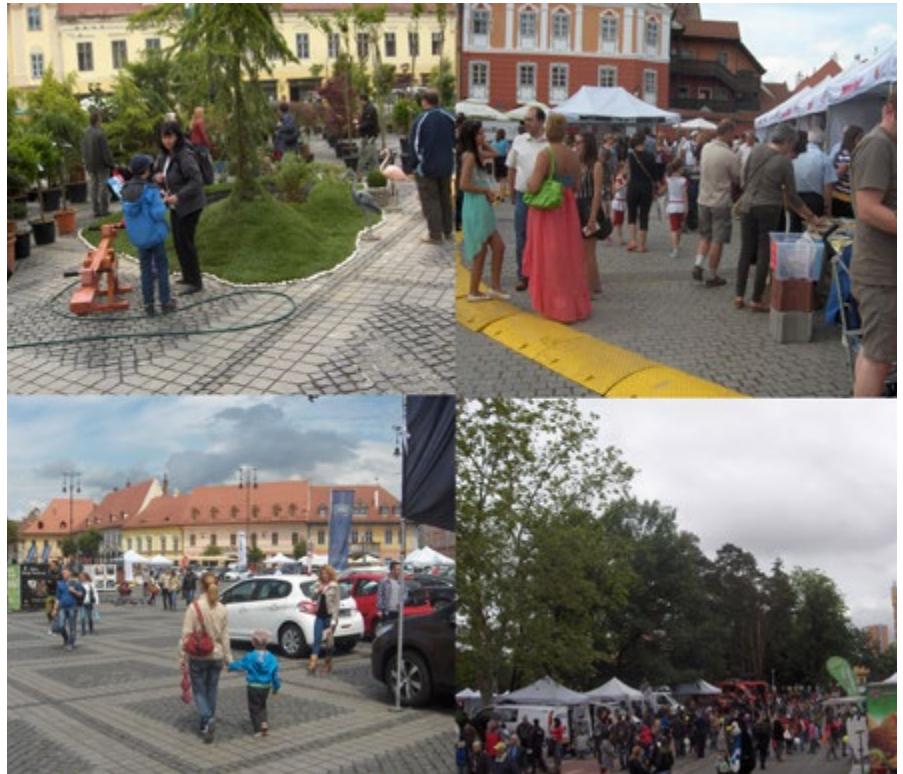
Early summer partnerships

Early summer brings news and fresh infusions of inspiration and creative work. Urban spaces become part of our daily life and the al fresco spirit brings the most diverse cultural, educational and commercial events into the open stage.

The seven years that have passed since Sibiu was the European Capital of Culture are still vibrant. The historic heritage, pedestrian areas, green isles of relaxation and performing arts and crafts in the old city have become attractions both for tourists and companies. Successful PPPs involving Sibiu Local Council and Sibiu Chamber of Commerce, Industry and Agriculture have become more active and evident.

Sibiu GARDENS festival is a non-profit event enhancing the role of CSR, highlighting the role of public spaces, gardens and landscape design in the context of sustainable development. The event attracts and mobilizes both citizens and tourists to participate in activities that are related to landscape design, parks, gardens. A real garden is designed in the public space and all elements are linked in harmony and stylish impact.

Green Sibiu needs smart vehicles, so the SmartoMOBIL Edition of this year presents the latest car models, drive tests and surprises for car fans. The aim of this event, with a strong CSR component is to encourage and stimulate the renewal of the automobile fleet by supporting car dealers of intelligent automobiles, using advanced technologies, both safe for traffic and environment. Last but not least, SmART Park Sibiu is a non-profit event aimed to children, education units, companies, NGOs, administration. SmART Park is a non-formal education project for kids and parents in order to stimulate creativity, imagination, spontaneity and to facilitate connections among institutions, schools, companies, parents. So please join us in SMART PARTNERSHIPS, with CMC flavor and spirit!



Focus on next calls for proposals *cosme programme*

The calls for proposals for the programming period 2014-2020 will include a number of initiatives to foster new tourism routes for promoting local excellences. In detail the specific objectives of the calls for proposals will be the following:

- Supporting European Commission in the definition of a common tourism strategy;
- Promoting tourism in marginal areas for the creation of new job opportunities;
- Facilitating the exchange of best practices and creation of Private Public Partnerships;
- Improving the quality of European tourism offer and involvement of SMEs in the public sector strategies;
- Enhancing the management skills and competences in the public and private sector.

Type of action that will be funded:

- Open SMEs factory to wide public and create industrial tourism routes based on the industrial heritage;
- Promotion of innovative touristic products linked to local heritage and excellences;
- New food and wine based itineraries;
- Fashion and design touristic products and industrial touristic routes linked to raw materials.

In order to promote and foster the CMC approach, even after the conclusion of project, the COSME programme would be an opportunity to carry on and improve the CMC project results through the submission of new project proposals. In this way the CMC partnership can replicate and propose new cultural routes and products.

Stakeholder's point of view

**the player, an interview with
Francesco Pareti**

Interview to Francesco Pareti - Head of Eurosportello del Veneto

Can you explain an efficient strategy for project sustainability?

Eurosportello Veneto has a long experience in drafting the sustainability strategies of EU projects, mainly thanks to its links with the stakeholders of the Region, among which the Veneto Region, the Chambers of Commerce, Municipalities and many others. The collaboration with these organizations supports the building up of all those activities which are crucial for the sustainability of EU projects.

How is Eurosportello Veneto going to foster the economic and political sustainability of the CMC project?

Our commitment is strongly connected to a wider strategy of cooperation with the above mentioned entities. Considering the importance of Tourism in the Veneto Region, especially in view of the next EXPO 2015, we plan to promote and support the participation of SMEs and stakeholder in the next calls for proposals in the field of tourism, culture, and routes. Moreover, we want to promote the inclusion of CMC approach in the next regional operative programmes from the ERDF funds.

How will the CMC approach be included in these operational programmes?

In cooperation with all the partners of the CMC project, we have drafted a Memorandum of Understanding to be signed by the local and Regional Representatives of each project Country. This document is strategically important because it represents a formal commitment to support the CMC approach on a political level and to stimulate concrete actions in the field of tourism and culture.

Besides the regional programmes do you foresee a wider European strategy for the sustainability?

Indeed the best way to carry on the CMC approach on wider European level is to participate in new calls for proposals of DG Enterprise. The work programme 2014/2020 foreseen many actions for enhancing tourism sector will be financed.

**the player, an interview with
Teobaldo Giovanni Rossi**

Interview to Teobaldo Giovanni Rossi - President of Istrian-Venetian Chamber of Commerce

The Chamber of Commerce Istrian – Venetian is a no-profit association with the purpose to support and to give all information, about investment opportunity and funding, to Venetian and Croatian (Istrian and Primorsko-Goranska Region).

The main objective of the Chamber of Commerce Ister - CCIV Veneta is to promote the development of trade between the Region of Istria and Primorsko-Goranska and the Veneto Region, as well as collaboration among investors of the regions mentioned above, by providing information and assistance to the processes of internationalization and export.

How strong is tourism in the regions covered by your entity and what development potentials can you see?

Our commitment in the tourism sector is strong, especially because of the possibly offered by Istrian coast and seaside. For that reason the Chamber promotes the policies of the European Community in this direction, analyzing calls and actively participating in the fields of competence.

Could the CMC project results be helpful for your registered companies?

Indeed, the CMC Handbook has detailed in deep the importance of PPP in the field of tourism/industry, that could be really useful for our work especially because we are looking for new ways to exploit our common cultural heritage through new touristic and cultural routes.

partner's corner

UNIONCAMERE VENETO


 Unioncamere
Veneto

Unioncamere del Veneto – UCV represents all the seven Chambers of Commerce of the Veneto and hosts Eurosportello Veneto (www.eurosportelloveneto.it) – an information and assistance office providing services and helping its business community to work better in the European market. Eurosportello is part of the Enterprise Europe Network, established by the Directorate-General for Enterprise of the European Commission with the aim of providing small and medium enterprises with integrated support services, and furthermore of

improving and strengthening the services formerly offered by the two networks supporting the SMEs and innovation. Unioncamere del Veneto has a strong and long experience of about 20 years in managing large EU-funded project in many different sectors, thus playing a strategic role due to its practice in project management, its networks and communication channels for carrying out the necessary dissemination activities and for assuring a good project development, also through its Representative office in Bruxelles.