

Clusters Meet Culture

NEWSLETTER

may 2014



editorial

On focus

Starting something new

Our CMC sustainability by PPC *A Sibiu and Pécs Approach*

Starting something new always implies expecting changes from ourselves and others.

Changes in tourism behaviors is opening new windows of opportunity for using cultural heritage as a business opportunity.

Who are the initiators of the process and how can this process be facilitated?

There is no correct public or private business cluster actor to start the PCC process, but it is crucial to approach the phasing and engagement with commitment and pragmatism.

All stakeholders, be them public institutions, private organizations or local government, need to have an unambiguous role in identifying, selecting and implementing project idea proposals.

In reality, these processes are based upon existing fertile grounds: the presence of business associated regionally or locally in a formal or less formal way, existence of cultural heritage needed to be conserved or promoted, existing institutional and governmental framework set up in the field of cultural heritage conservation" (Albin Keuc - CMC Project – Public-Private cooperation scheme between culture, tourism and industry in South-East Europe).

To increase awareness and knowledge about PPC processes opportunities providing also relevant examples as shown in the articles proposed through the CMC newsletter, is the first step towards such forms of cooperation.



Today we are more and more aware that a restricted existence in a very private space is no longer feasible.

Resources are shorter, financial reserves less secure, still our ambitions and creative intelligence help us improve and reshape our lives and environment during almost any passing minute.

Social responsibility in companies and administration have a larger potential on regional level than in rather limited areas. Sibiu and Pécs,

former European Capitals of Culture, similar in size and civic attitude have made a step forward in matters of social responsibility and successful public private partnerships.

In this month's issue we are going to present you two types of partnerships that are showing that business, local governance, sound tradition and green education are perfectly intermingling in the spirit of our CMC project.

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Our CMC sustainability by PPC - A Sibiu and Pécs Approach

Self-Starter 2014, Pécs-Baranya

Between 2013 May and 2014 May, the CICC Association, the Chamber of Commerce and Industry of Pécs-Baranya and the Baranya County Government Offices Labour Centre implemented a the Self-Starter program, which was published in the CMC program's WP4 handbook as a best practice of the establishing an useful PPP (HU1).

The program was closed successfully, 15 creative industry entrepreneurs launched their business; while still maintain close connection with the CICC Association, the Chamber of Commerce and Industry of Pécs-Baranya.

Based on the success stories, we actively worked to achieve the continuation of the program in 2014. The program outlines has been accepted by the public partner.

The program is expected to be initiated in July 2014, providing an opportunity for 20 entrepreneur -candidates to reach their dreams in the creative industry.

The preparations of the new program have already started with ongoing discussions among the public and private partners. The Self-Starter program was evaluated as exemplary pilot on the CMC Informational meeting on Advantages and Opportunities Offered by PPPs, held on 14.05.2014.

Transilvania Peasants' Market Sibiu

During the last 20 months, more than 250,000 customers, i.e. about 3.000 citizens from Sibiu per each Saturday have become constant week-end shoppers at Transilvania Peasants' Market Sibiu.

Moreover, tourists visiting Sibiu feel attracted by this genuine market place.

This shows that PPCs belong to the best tools for promoting integrated tourism and knowledge.

The initiative of Sibiu County Council is a relevant example of creating and maintaining a Saturday event in the core of Sibiu, attracting inhabitants, tourists, hobby and professional cooks.

In 2012, 50 de producers of Sibiu county came

together upon the Sibiu County Council initiative and provided infrastructure. In fact, the supply and demand happily merged together, consumers' interest has increased and local entrepreneurial spirit has grown. Today, more than 300 local certified producers are steadily promoting local taste and brand.

The recent launch of CMC WP Practical Handbook Development of public-private cooperation scheme between culture, tourism and industry in South-East Europe is a strong reference and

project document we can rely upon.

These successful stories are developed into the same timeframe as our CMC-Clusters Meet Culture project.

Private Public Co-operations, based on common sharing of interests, values and tools are showing that quality of our lives and sustainable development are closely related and tomorrow we will join a cleaner and better day.



MRA

Maribor Development Agency



innovation, transfer of know-how and technologies, as well as co-operation in EU programmes.

Relevance of the proposed ERDF PP8 in this project (thematic competence):

Maribor Development Agency is responsible for the coordination of regional development activities in the Podravje region.

Beside the preparation of regional development plan and annual action programmes it has experience in development of regional tourism development strategies, development of tourism products and PR activities.

The agency was indirectly involved in project proposed activities while preparing the tourism development strategy and during the implementation of the action plan.

For the successful implementation of project activities regional experts and other regional institutions would be involved in the implementation of project activities.

MARIBOR DEVELOPMENT AGENCY is a non-profit professional institution serving the Podravje (Maribor) region as a regional development agency.

Its efficient operating is powered by the network of internal and external experts for regional, sustainable, SME, tourism and human resources development, as well as business internationalisation.

Since 1993 Maribor Development Agency is acting as an organizer and co-ordinator of the regional strategy for economic development with following priority fields of activities:

1. elaborating and implementing the Regional Development Programme of Podravje region,
2. promoting a regional approach to tackling the problems of Podravje region,
3. attracting new industrial and

commercial development into the region,

4. promoting sustainable, tourism and rural development,
5. co-ordinating Local Employment Pact
6. co-ordinating bilateral Slovenian - Austrian development network EU-REGIA (co-ordination office for NE Slovenia)
7. acting as a co-ordinator of territorial co-operation projects (cross-border co-operation with Austria and Croatia) as well as interregional and trans-national co-operation projects,
8. working in close co-operation with municipalities and professional bodies concerned with the future of the region.

Maribor Development Agency is acting as a member of the Enterprise Europe Network.

The network is providing assistance to companies in the fields of internationalisation,

Description of previous participation to other relevant EU funded projects:

Maribor Development Agency has designed, participated in and implemented more than 40 projects supported by the European Commission and national partners.

It has comprehensive background knowledge in respect to regional development plans, creation of regional economic information system, regional strategy of tourism development, border tourism and agriculture development, international cooperation and development of business clusters and networks.

The know-how and experience gained is exchanged through a fruitful co-operation with the Chambers of Commerce, Chamber of Crafts, University of Maribor, technology parks / centres and other economic subjects.