

# ChIMERA PROJECT

**Innovative Cultural & Creative Clusters**  
in the MED area

# culture, creativity & innovation

## The Project

Co-financed by the Interreg Med programme, CHIMERA is a unique, innovative European project designed to drive innovation in the Cultural and Creative Industries sector (CCIs) at European level through the development of international clusters.

CHIMERA aims to drive innovation in Cultural and Creative Industries at European level through the development of transnational clusters, European networks and territorial synergies between companies, research centres, public authorities and civil society.

CHIMERA brings together a balanced partnership of public authorities, clusters, business agencies, chambers of commerce, innovation centres and universities in France, Greece, Italy, Portugal, Spain and Slovenia.



## Project for the future

Do you want to discover more about our aims and project ?

[WATCH & MATCH !\[\]\(1b528d31677da3f213f0576712b16881\_img.jpg\)](#)

[MEET OUR AMBITION !\[\]\(0f28048ee5f439559f16ca4d39043c34\_img.jpg\)](#)

CHIMERA partners strive to stimulate direct links and synergies among CCI actors at international & local level and design strategies to develop innovative clusters or networks in the CCI sector.

This transnational cooperation aims to boost CCIs' current status as a valuable asset for the Mediterranean region and create sustainable growth for all participating countries.

## Project Goals



### To Improve

capacity for innovation within the cultural and creative industries, with the help of both public and private actors.

### To Build Up

and consolidate an international network of innovative CCI clusters/ecosystems supporting innovation and cross-border cooperation in the CCI sector.

### To Outline

test and implement efficient innovation ecosystem/cluster models in the CCI sector.

## Project Action Plan



### Sharing

local analysis & best practices.

### Developing

- local strategies & transferring tested models.
- regional action plans, innovative clusters business plans and cross-border schemes.

### Setting Up

international tailored services for CCIs clusters: training programmes, international trade & brokerage events, financial opportunities & schemes, cooperation & networking

### Implementing

Regional Innovation Strategies for selected cultural and creative industry subsectors: audio-visual, image production, design, digital design and digitalization

## Key Numbers

**2.3**  
MILLION EUROS  
of total budget

**10**  
PARTNERS

**6**  
COUNTRIES

## Creative and Cultural Industries.

Creative and Cultural Industries (CCIs), design, arts, advertising, image production, etc. represent 3.3% of the EU-27's GDP and a total of 3% of all jobs in the European Union.

CCIs are where arts, business and technology come together, typically in the shape of highly innovative SMEs.

It is a sector of strategic importance in terms of development and employment, but its potential is hampered by poor local intelligence, a lack of innovation and market barriers, not to mention insufficient tailored support services to stimulate innovation, cross-border cooperation and the cross-fertilization of ideas.



## Partners

### ITALY

- 1 Friuli Venezia Giulia Autonomous Region
- 2 The Basilicata Region
- 3 The Creative Apulia Cluster

### GREECE

- 8 Region of Sterea Ellada

### SLOVENIA

- 4 Technology Park Ljubljana Ltd

### FRANCE

- 9 French Riviera Chamber of Commerce & Industry
- 10 University Nice Sophia Antipolis

### SPAIN

- 5 Local Company of Initiatives and Activities of Malaga S.A
- 6 Chamber of Commerce, Industry and Services of Terrassa

### PORTUGAL

- 7 University of Algarve





## What we have achieved

“ The CHIMERA project favoured the creation of new business models to ensure that creativity and culture remained one of the key drivers in **Smart Specialization Strategies.** ”

ChIMERA establishes and consolidates international networks of CCLs with a view to boosting innovation and cross-border cooperation.

To achieve this, ChIMERA shares local best practices and develops international schemes and services for CCI clusters and relevant stakeholders.

ChIMERA organizes a range of activities. These include training programmes, international trade and brokerage events, financial opportunities and schemes, cooperation and networking and the implementation of regional policies designed to favour the development of an innovative and creative environment

“ ChIMERA encouraged the development of sustainable regional and European growth **by improving quadruple helix actors' capacity for innovation.** ”

# study Phase

The University of Algarve (Portugal) developed a methodology to undertake a comprehensive analysis of best practices in CCI sector innovative cluster models at international level. Partners carried out studies and consulted with working groups to examine local specificities and international best practices. This methodology aims to create and test new tools to promote innovation at Regional Ecosystem level in Creative and Cultural Industries in a replicable model.

## Results Achieved :

- ▶ Involvement of the CCI's stakeholders.
- ▶ 9 Regional analysis of latest developments in the cultural creative sector relating to innovation-promoting initiatives.
- ▶ 9 Frontrunner Analysis
- ▶ 9 Regional Strategic Action Plans
- ▶ 1 International conference and investment forum of CCIS in Slovenia.



## University of Algarve

PORTUGAL

"It was a chance to develop a replicable methodology to understand and stimulate the Creative and Cultural Industries Regional Cluster"



ITALY

## Creative Apulia, Cluster Association

"The regional workshop provided the opportunity to host the cluster manager of Cluster Audiovisual de Cataluña and Aster – development agency of Emilia Romagna Region and Incredible. Together, we identified and analysed our knowledge and skills gaps in areas such as communication, networking, cross-border cooperation, governance, money, training, access to credit and innovation."



ITALY

## Friuli Venezia Giulia Autonomous Region

"The exchange of experience with an important audio-visual cluster such as Screen Brussels helped CCI key players to better focus and implement future activities. The end result of the process was to outline a regional strategy for the development of a CCI cluster with the audio-visual sector at its heart."



PEGGY MISIRACA-TEYCHENE

Head of Department Business Sectors, Sector Development, Ecosystems/Business Park - French Riviera Chamber of Commerce & Industry

The French Riviera Chamber of Commerce and Industry is involved in the film and creative industry



FRANCE

## Chamber of Commerce & Industry French Riviera Nice Cote d'Azur

"This study phase was an opportunity to organize a high-quality regional workshop to draw up our Audio-visual strategy and start actively working with stakeholders.

A total of 99 participants attended the meeting. They discussed the local industry ecosystem, shared views about innovative cluster best practices and built relationships."



SPAIN

## Chamber of Commerce of Terrassa

"We selected the most relevant stakeholders in the Creative Sector - clusters, educational institutions, innovation and research bodies, businesses and relevant public agencies - to form the Regional Working Group that established the scope of the SWOT analysis of CCIs and the current state-of-the-art."

2017 SLOVENIA EVENT

# Focus on the international conference and investment forum of CCIS



Technology Park Ljubljana Ltd hosted the International conference and investment forum of CCIs in Ljubljana, Slovenia. There were more than 200 participants at the two day event and nine start-ups had an opportunity to present their projects to international investors and establish new relationships and opportunities for international cooperation.



ITALY

## The Creative Apulia Cluster Association

"The Creative Apulia Cluster Association was pleased to be able to bring a keynote speaker with expertise in investing in culture and helping start-ups go the distance. The Invitalia Cofidi and Cultura Crea programmes really allowed things to be taken to the next level, enabling businesses to make a direct pitch for funding to investors."



# Pilot Action 01



## Establishing innovative CCIs clusters.

2 transnational training courses were organized in Terrassa (Spain) and Matera (Italy) for 32 cluster managers. The training courses are aimed at cluster managers/enablers with a view to sharing know-how on how to build links between business and R&D, coordinating services within cluster networks on an operational level and generally strengthening cross-border networks.

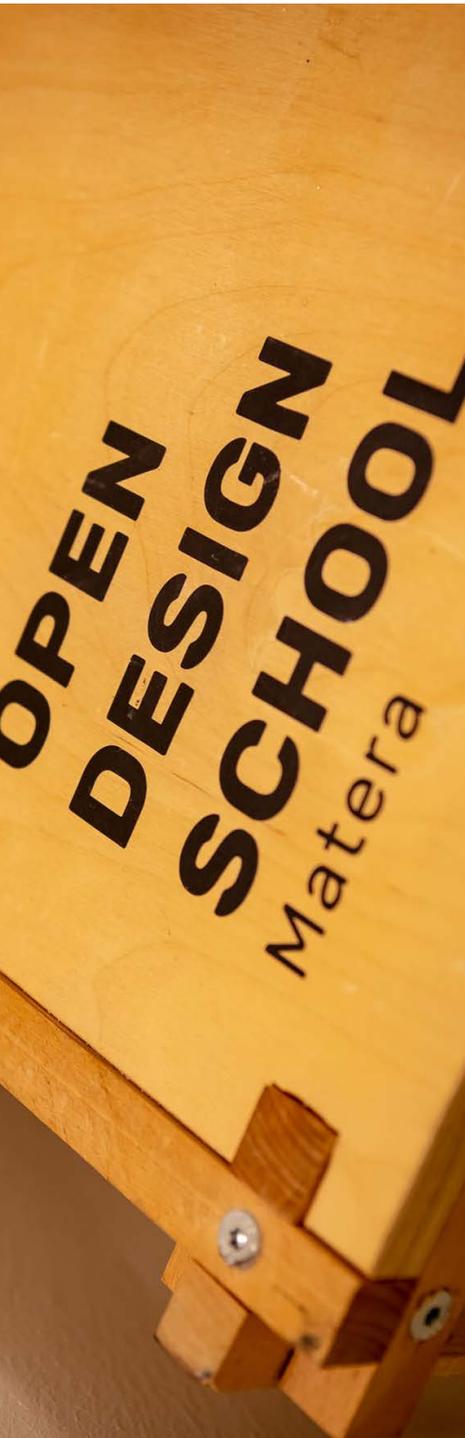
**9 regional clusters business plans were elaborated.**



Cluster  
Training in  
Terrassa,  
Spain



Study  
visit of the  
Audio-visual  
Park of  
Catalunya,  
Spain



# Focus per Partners



Thanks to their participation in the CCI clusters training, the regional stakeholders were able to prepare the business plan for the upcoming CCI and audio-visual cluster. The regional government of the Friuli Venezia Giulia Autonomous Region **included a €450,000 in the 2019 budget for the establishment of a CCI cluster across a wide geographical area.**

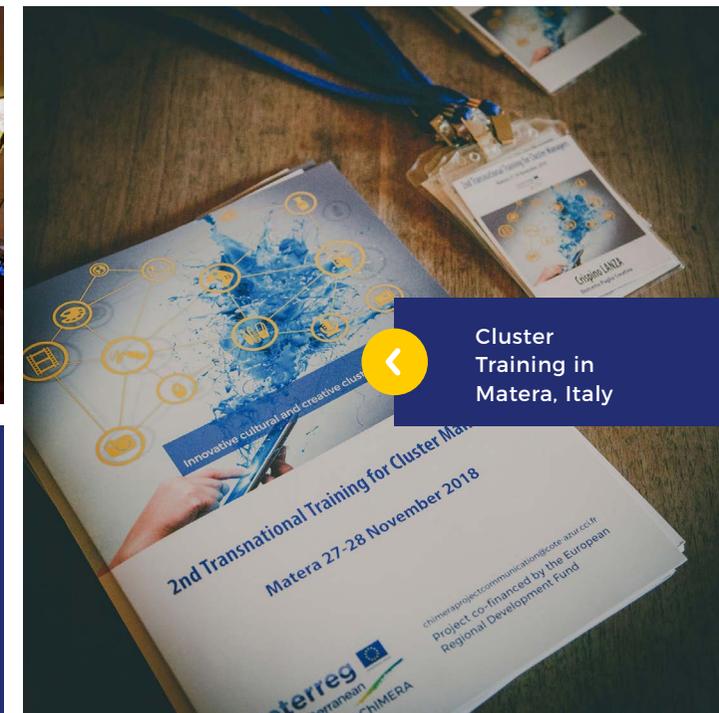
Friuli Venezia Giulia Autonomous Region, Italy

It was a great opportunity for our centre of creativity's managers to acquire knowledge, learn about best practices **and begin to create a cross-border network of CCI cluster managers.**

Technology Park Ljubjana Ltd. Slovenia

The cluster training programme was an opportunity to get stakeholders really involved in the process of developing the CCI innovative network and also **enabled participants to learn lessons from people based in different countries.**

French Riviera Nice Côte d'Azur Chamber of Commerce and Industry France



Cluster Training in Matera, Italy



# Exchange Programme for young entrepreneurs :

“ A support service for new companies, helping them to meet other companies, tech parks and industry actors so as to add value to their business. ”



MORE INFORMATION >

## University of Algarve Portugal

“Within our Division of Entrepreneurship and Technology Transfer (CRIA) we developed a collaboration protocol with the Erasmus for Young Entrepreneurs Program to help new entrepreneurs and companies develop their business abroad and support them in their business development in general.”

# Pilot Action

## 02

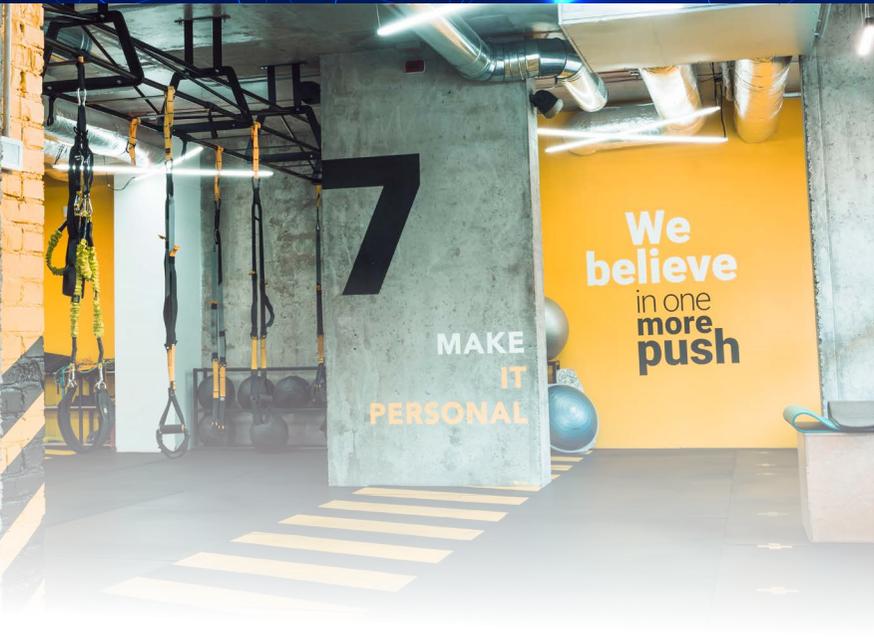
### Action for transnational cooperation and innovation for **CCIs clusters / innovative ecosystems.**

Pilot action 2 focused on promoting transnational cooperation, helping boost companies' ability to compete in the global market by developing their potential for innovation. Partners brought in relevant actors from their region to get involved in the following key actions :

**Organization of 2 international brokerage/ matchmaking events in Terrassa, Spain and in Apulia, Italy.**

**Boosting entrepreneurial mobility in the CHIMERA cross-border network.**

These actions generated business and aided networking among CCI stakeholders, leading to concrete cooperation and presenting models of service/product innovation to industry.



## > action Phase

Italy's Basilicata Region gave the partners their methodology for the Pilot/Action phase. This phase's aim was to support innovation and promote cross-border cooperation in specific subsectors relevant to the CCI field by implementing innovative cluster models. The end goal was to create a consolidated international network of these innovative clusters.

The objective has been achieved through the development and implementation of 4 pilot actions following the courses of action outlined in the Strategic Action Plans and the international operational plan.

## Key Facts & Figures <

2

Matchmaking Event

Locations

Terrassa, Spain  
Bari, Italy

Organizers

The Chamber of Commerce of Terrassa & the Creative Apulia, Cluster Association

7

Countries Masterclass

18

Speakers

135

Companies

255

B2B Speed Meetings

### Different sectors represented

Audio-visual, music, heritage, design, architecture, video games, radios, publishers of 3D animation and virtual reality solutions, augmented reality companies...

## ➤ Focus on **Spain**

Innovative Cultural and Creative Matchmaking in Terrassa, Spain, organized by The Chamber of Commerce of Terrassa.



# Focus on Italy



Innovative Cultural and Creative Matchmaking in Apulia, Italy organized by the Creative Apulia Cluster Association.



# Interviews from Italy



Vincenzo Bellini  
Puglia Creativa's President



Ana Solange Leal  
Inova+'s Project Manager



Bernd Fesel  
Managing Director ECBN  
(European Creative Business Network)



Alberto Pezzi  
Director Unit Cluster ACCIO  
Catalunya Government



Michele Melazzini  
Product Designer



Roberto Gómez de la Iglesia  
Director of Conexiones Improbables



Paolo Montemurro  
Director Consorzio Matera Hub  
Progetto Break in the Desk



Donato Macario  
Expert in Innovation Processes



Paolo d'Addabbo  
Expert of ARTI (Agency for Technology  
and Innovation of Apulia Region)

# Pilot Action 03

## Financial Tools.

This pilot action consists in paving the way for the implementation of new financial initiatives involving private investors and how to access public funds.

Each region organized a workshop involving regional policy makers and financial institutions.



### Creative Apulia, Cluster Association (Italy)

"We set up a Regional Workshop for interested policy makers and national and regional financial institutions to encourage debate about new financial tools for CCIs. The signature of a memorandum of understanding between the Apulia Region and Cassa Depositi e Prestiti, the latter acting as an intermediary of the guarantee fund set up by Creative Europe, is in the pipeline."



### Technology Park Ljubljana Ltd. (Slovenia)

"We helped regional stakeholders to formulate Centre for Creativity platforms to help them to raise funding and to establish links between the creative sector and entrepreneurs."



### French Riviera Nice Côte d'Azur Chamber of Commerce and Industry (France)

"Our meeting focused on key financial issues for CCIs. There was a consensus amongst the 100+ participants that the funding model is now focused on the private sector, specifically in the shape of sponsorship, philanthropy and crowdfunding."

# Pilot Action 04

## Living Labs

In each region, Living Labs (LLs) have been launched to develop innovative projects. At regional level, LLs involve CCI Clusters, end users (public bodies, socio-cultural organizations, schools etc.), tech parks and universities in a collaborative approach to the design testing of ideas, products and technologies to support the development of creative-digital-inclusive communities.

### Friuli Venezia Giulia Autonomous Region (Italy)

"Our living lab developed and co-designed services for the future cultural and creative cluster in the Friuli Venezia Giulia Autonomous Region."

### Technology Park Ljubljana Ltd. (France)

"We organized a creative workshop and start-up school called the "Park of Creative Mobility" complete with a brainstorming lab and open debate. Then we developed a learning tools prototype for CCIs."

### The Creative Apulia Cluster Association (Italy)

"We launched the development of the prototype for an innovative communication platform - a tool for the cluster of cultural and creative industries in Apulia. It will be a multi-stakeholder platform offering a forum for more than 150 private businesses and public bodies."



A promotional graphic for the Creative Park Living Lab. It features a green background with the text "CREATIVE PARK" in large white letters and "LIVING LAB" in smaller grey letters below it. A white play button icon is centered over the text. To the right, there is a small photograph of a person on a bicycle. Below the main text, the dates "14. 9. - 21. 9. 2018" are displayed. At the bottom, there are logos for TP LJ81, Interreg Mediterranean CHIMERA, the Municipality of Ljubljana, and the European Week of Mobility (16-22 September).



# FILM IT YOUR WAY



French Riviera Nice Côte d'Azur  
**Chamber of Commerce & Industry (France)**

## Chamber of Commerce Industry and Services **of Terrassa (Spain)**

"Our living lab enabled us to develop an interactive newsletter for CCIIs with an Artificial Intelligence search tool."

**146**  
**People**

who were involved in our living lab with a sense of real passion and dedication.

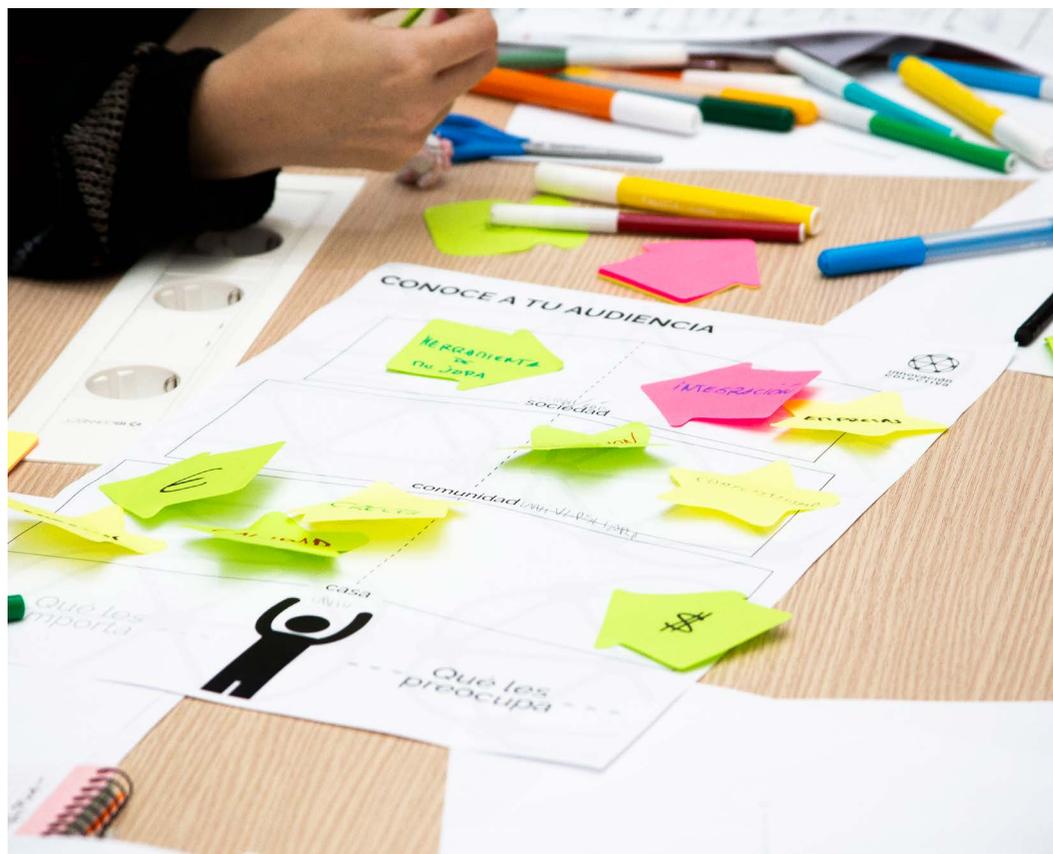
In concrete terms, **there were 2 outcomes:**

- ▶ An ecosystem networking session with business meetings and elevator pitches to build relationships and generate business between actors in the audio-visual sector. The local policymaker wants to re-run this event every year.
- ▶ A collaborative video to promote the audio-visual industry to a range of sectors.



## Local Company of Initiatives and Activities of Malaga S.A (Spain)

"The testing phase has been very challenging but has resulted in the forging of links between different clusters and different ecosystems across the partnership."





Follow us on the  
Transnational  
Community :



## The University of Algarve (Portugal)

“Our living Lab designed an “Algarve Creative Hub”, a web platform that will manage and connect the various resources and stakeholders within the CCI sector.

An international virtual community, Living Lab, has been established in the shape of a LinkedIn Group in order to actively share information about the development of innovative projects within the network.”

## Region of Sterea Ellada (Greece)

“It was important for us to interact with European stakeholders and clusters to give us the opportunity to build our strategy.”

# › conclusion

ChIMERA is an innovative European project specifically designed to overcome barriers to the development of CCIs by stimulating innovation, cross-border cooperation and the exchanging of ideas.

The project has helped drive innovation in the CCI sector at European level through the development of international clusters, European networks and territorial synergies.

Partners from Italy, France, Portugal, Spain, Slovenia, Greece and Albania established networks and co-operation between actors in the CCI sector at both international and local level. In addition, they drew up strategies to set up innovative clusters. This cooperation boosted the value of CCIs as an asset for the Mediterranean region and created sustainable growth for all participating countries.

## › Our main Results

### ChIMERA increased

the capacity for innovation of key public and private actors in the cultural creative industry sector.

### ChIMERA developed

functioning innovative CCI clusters and networks.

### ChIMERA developed

tried and tested activities and tools suitable for a wide range of countries, which were offered to networks and clusters members.

## Our main Achievements



32

cluster managers trained



9

local strategic action plans



1

international operational plan



9

living labs and innovation projects



135

companies supported



4

international events



1

methodological tool for CCIs sector



9

cluster business plans

## › Partners Focus

# Italy



### The Friuli Venezia Giulia Autonomous Region **Lead Partner**



The Friuli Venezia Giulia Autonomous Region is one of 20 Italian regions. It's located in the north-east of Italy on the border with Slovenia and Austria. The Regional Department for Culture and Sport, a CHIMERA lead partner, is responsible for the protection and promotion of the region's cultural heritage, as well as the promotion of cultural activities. Its participation in the CHIMERA project is aimed at boosting the growth of regional Creative and Cultural Industries by supporting them in their specific fields of action.

For the first time, thanks to CHIMERA project, a regional round-table discussion for the cultural and creative sector was held in the region.

The CHIMERA project has enabled the Friuli Venezia Giulia Autonomous Region to understand the vast potential of this sector that's just waiting to be developed. As a result, the Government has decided to create a local cluster for culture and creativity.

OUR WEBSITE



### The Basilica Region



#### REGIONE BASILICATA

The Basilicata Region is one of 20 Italian Regions. It's located in southern Italy. The Managing Authority for the ERDF operational programme (and CHIMERA partner), supports economic sectors with high development potential in the region, such as the Creative and Cultural sector which is seen as a catalyst for the regional economy as whole. The Managing Authority works in partnership with Sviluppo Basilicata s.p.a, a state-owned enterprise linked to the Basilicata Region which specializes in business orientation, marketing and building corporate culture. It also manages a business incubator for cultural and creative industries in the town of Matera.

Thanks to the project, a regional working group focused on the creative and cultural industries has been established and the 'Basilicata Creativa' cluster has emerged as a result. The cluster's establishment could be considered to be the best possible outcome as the Chimera's target group is now formally represented in the region.

OUR WEBSITE



### The Creative Apulia Cluster Association



Puglia Creativa is a Cluster Association recognized by the Apulia Region in 2012. It represents more than 130 cultural and creative enterprises in fields such as the performing arts, as well as cultural industries, creative industries and heritage-focused firms based in Apulia. Its network includes universities, public and private institutions, trade associations and regional trade unions. It aims to give a single voice to the fragmented world of regional CCIs, supporting them through future challenges and playing a role in facilitating interaction between the policy-makers and CCIs.

For the Creative Apulia Cluster Association, the project has been an opportunity to extend cooperation to an international level, to create new market opportunities and develop innovation projects. The strong relationships forged among partners has created business opportunities, enabled the exchange of ideas and facilitated networking for the target groups and, above all, for micro-businesses and SMEs.

OUR WEBSITE



# Spain

## Promalaga Local Company of Initiatives & Activities of Malaga S.A.

Promalaga is an agency of Malaga City (Spain), the main function of which is the development and the promotion of economic and social activities contributing to the growth of the city of Malaga and its surrounding area. The agency offers long-term support to Creative and Cultural sector companies that deliver high added-value products and services, a key factor for growth and sustainability in the whole regional economy. Promalaga manages a network of 12 business incubators and accelerators across the city, as well as managing the Spanish digital content hub, a fast-growing new sector in Malaga.

OUR WEBSITE



## Chamber of Commerce and Industry of Terrassa

Terrassa is located 30 Km from Barcelona, in the city's industrial hinterland. The Chamber of Commerce and Industry is one of the most important chambers of Catalonia in terms of population and economic importance. Its aims are to represent the interests of the Terrassa area's business community, to promote development in Terrassa's economy and provide business support services. In relation to ChIMERA, the Chamber of Commerce of Terrassa has an associated partner, the Audio-visual Parc of Catalonia (PAC), in which may be found an Audio-visual Cluster and Cinema film studios. Lastly, in Terrassa there are many higher education institutions linked to the creative sector. The good work they do contributes to the development and sustainability of the local CCI sector.

OUR WEBSITE



Though ChIMERA, a partnership with the University and Foundation at the local level has been a very good incentive to integrate all the project knowledge into the Malaga Strategic Plan. As such, Chimera is already part of our present and our future.

**"Thanks to Chimera, we have helped empower the cultural sector in the Mediterranean region and connect business ecosystems to help companies grow and create more jobs."**



Cambre de Comerç de Terrassa

Thanks to the Chimera project, the Audio-visual Cluster of Catalonia and the Audio-visual Parc of Catalonia have devised new business plans that will enhance their future in the Creative Industries sector in Catalonia. ChIMERA was an opportunity to learn and exchange views with participants from other countries and expand opportunities for cooperation within our Creative Industries and clusters

# Slovenia

## The Technology Park Ljubljana

The Technology Park in Ljubljana is the largest technology park in south-eastern Europe. TPLJ provides business talents and companies with comprehensive business support. TPLJ's activities focus on 4 key areas: Smart, Health, Creative and Green. The TPLJ community brings together 300 companies. TPLJ acts as an innovation hub, supporting talents through specialist support services, coaching and access to funding as well as acting as a bridge between SMEs and big companies.

It co-creates and implements internationally-recognized, customized and highly-efficient strategies, programmes and services to increase regional capacity for innovation, supporting member companies as it does so. The aim is to connect technology and knowledge-providers in a shared market, implement development projects and support their expansion on the international stage.

**"Through the Chimera project, we successfully tested pilot activities and also developed the necessary instruments and tools for the established Center for Creativity with a budget of € 11,500,000 (from national funds). Thanks to the project, strong relationships and new business opportunities among stakeholders in the creative and cultural sector have been created."**

OUR WEBSITE



# Greece Portugal

## The Region of Sterea Ellada



The region of Sterea Ellada in Central Greece is characterized by a rich tangible and intangible cultural heritage. The region hosts many monuments listed as UNESCO World Heritage Sites, including the archaeological site of Delphi and the Hosios Loukas monastery. Set against this backdrop, the region boasts in-depth experience and expertise in designing strategies, adopting practices and carrying out development activities aimed at protecting and enhancing local cultural heritage through the support of CCIs.

**"We got involved in the ChIMERA project to foster the creation of innovative cultural products boasting their own distinct character and dynamic, centring on the rich cultural heritage of the Region of Sterea Ellada. After three years' involvement in the project, the Region achieved the goal of delivering synergies between regional producers, professionals and businesses. ChIMERA contributed to the creation of new clusters between public and private institutions in our region."**

[OUR WEBSITE](#)

## The University of Algarve



The University of Algarve (UAlg) is a public higher education institution located in the southern region of Portugal, the area of the country most visited by tourists. UAlg has more than 7,000 students and its main fields of teaching and research are Marine studies, Health, Food and Well-Being, Arts and Heritage and Tourism. The department of Entrepreneurship and Technology Transfer of the University of Algarve (CRIA), a ChIMERA partner, exists to support the development of advanced business ideas and inventions, which are first developed at the university before being implemented in the marketplace.

The University of Algarve had a major role in creating the 'Methodology for the Development of Creative and Cultural Regional Industries' and supporting the partnership in the analysis of the regional innovation ecosystem for the cultural creative sector. Thanks to ChIMERA, UAlg has strengthened its relationships with regional public authorities and made an even bigger contribution to designing public policy responses and funding schemes for regional creative and cultural industries

## The French Riviera Chamber of Commerce & Industry, Nice

The French Riviera Nice Côte d'Azur Chamber of Commerce and Industry is a regionally-focused chamber that manages the major infrastructure and initiatives needed to boost the economic development of the Côte d'Azur and to promote it as a good place to do business. It is located on the French Riviera, a region characterized by a young and international population, a highly-skilled and talented workforce, excellent infrastructure and a globally-recognized, thriving IT cluster. The Chamber is looking to a strong local Audio Visual Ecosystem to develop a clear and attractive image of the

French Riviera and to respond to the needs of businesses, freelancers, civil society and public authorities by boosting cooperation between these groups.

**"Thanks to ChIMERA, we have been able to build relationships between the different actors of the audio-visual sector and create a real network or "cluster" of stakeholders. We have jointly created the regional action plan for the sector and set up innovative services for our region as a response to local needs."**

[OUR WEBSITE](#)

[RESULTS IN VIDEO](#)

## University of Nice Sophia Antipolis, Nice

The University of Nice Sophia Antipolis (UNS) is a multi-disciplinary university located in Nice and its surrounding suburbs. It is connected to other universities in the Côte d'Azur region. It has a student population of over 25,000 and a staff of over 2,700, including more than 1,600 teachers, research professors and tutors. UNS is in the process of setting up a new teaching campus in Cannes for audio-visual and creative production studies. It's aiming to add value to its teaching programmes by creating an interconnected network of cultural and creative industries working in the PACA region.

[OUR WEBSITE](#)

# France

# Stakeholders

## Testimonies

**Lucia Lazzaro,**  
Puglia, Italy

"ChIMERA has been the right place for many creatives to adopt a fresh perspective on and assign a deeper meaning to the contribution of CCIs in wider society, enabling them to assume a more proactive role."



**Anja Zorko, MAO**  
Ljubljana, Slovenia

"The chimera project has greatly contributed to the development of new tools and services for the Center of Creativity. It has also helped us to promote and raise the public profile of the Center in Slovenia."



**Bruno Boto,**  
BOTODACRUZ,  
Creative Studio,  
Algarve, Portugal

"I consider these initiatives to be of great benefit to entrepreneurs and actors in the cultural and creative sectors, both in terms of sharing good practices, in the establishment of cross-border relationships and in the development of potential business opportunities and partnerships. For me, it was also important to know about the challenges - and the solutions to these challenges - that exist in different markets, which can often be applied to our own context."



**Stephanie GAC,**  
Commission du Film  
Côte d'Azur-French  
Riviera, France

"The ChIMERA project was a chance to work on strategic issues and solutions to promote well balanced growth in our sector."



**Eduard Gil, Audiovisual**  
Cluster of Catalonia,  
Terrassa, Spain

"The ChIMERA project has allowed us to begin a very fruitful working relationship with Puglia Creativa. This partnership is set to be a long term one. Thank you ChIMERA!"



**Massimiliano Fedriga,**  
President of  
Friuli Venezia Giulia  
Autonomous Region

"The project ChIMERA was decisive for the creation of new synergies at regional level between the public and private sectors of the cultural and creative industry. The meeting of the main actors involved was an excellent starting point for the creation of the future regional cluster."



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