

Project CMC – Clusters meet culture

Synthesis of the implementation of:

WP5 – Creation of a new professional figure aimed at creating opportunity to enlarge tourism from cities to surrounding productive areas: the "shopping trainer"

Time frame: 1. 3. 2013 – 28. 2. 2014

Sibiu 8. – 9. 4. 2014

General objectives

- The main function of the “Shopping – CMC trainer” should be **networking of industrial clusters with culture and tourism**
- **Training of another professional position:** "The Territorial Product Manager" according to WP6
- **Creation of new curricula on “CMC approach”** as an important output; some PPs could register this new training through their Ministry of education in order it could be formally recognized at national level
- **“CMC approach” gives a value added** to industrial/handicrafts products by linking them with culture through an integrated promotion of the territory
- The new "CMC approach" links business and culture by utilization of Private-Public Partnership (PPP) methodology

Activity 5.1-Creation of a permanent network of a new professional figure aimed at enlarge tourism from cities to surrounding productive areas: the "Shopping trainer"

- **Brainstorming and definition of shopping trainer figure and his role** - precise shopping trainer figure and role is not well defined in the AF – questions raised in relation to another professional profile/figure in WP6
- **Principal opinion was elaborated** and given to PPs at Maribor meeting in April 2013 for discussion
- **Decision taken on regard:** Shopping trainer in WP5 (further called "CMC trainer") and professional profile/figure mentioned in WP6 are two different figures (further called "Territorial product manager")
- **Training for CMC trainers organized in two steps:** In first step 2 persons from each partner (project staff) will attend the "CMC trainer" training and train in a second step 4 other "CMC trainer" persons on their territory

Activity 5.2-Organization of training courses for shopping trainer and elaboration of training material

- **Veneto region prepared the general training curricula** for the CMC training and selected lecturers for the transnational training meeting
- **Transnational training event** (1st step) organized by Unioncamere Veneto and realized by CUOA (University) held in Vicenza on 27 - 29 November 2013
- Training in Vicenza **attended by 24 CMC trainers**, of which 12 are PPs' staff members and 12 came from stakeholders – **external trainers**

Activity 5.3-Transferring know how and competences to shopping trainers

- **Tailoring curricula to national/regional needs** – 3 regions reported having it (BA, Pecs, Sibiu), Rimini reported no and there is no information from Maribor

- **Transferring know how and competences to shopping trainers** – 2nd step of CMC trainers (+4 external trainers):
carried out in
 - Bratislava – Prešov : trained 7 other CMC trainers (of which 5 external)
 - Pecs: trained 15 other CMC trainers (of which 6 external)
 - Rimini trained 9 other CMC trainers (of which 7 external)
 - Sibiu trained 9 other CMC trainers (of which 4 external)
 - Maribor trained 10 other CMC trainers (of which 8 external)
 - **Summary trained 74 CMC trainers including Vicenza**

- **Formal recognition of curricula:** So far, one information about intention to ask formal recognition of the CMC training to the Ministry of education – project partners from Pecs

Indicators of WP5

5.2.1 (O.14) No. 6 training courses for CMC trainers organized fulfilled – Vicenza report plus 5 other regions

5.2.2 (O.15) No.60 participants involved in training and formed as Shopping Trainer – fulfilled, so far 64 participants

5.3.1 (O.04) No. 6 final report of the trainings produced – fulfilled by 5 regions (Maribor will submit later)

5.3.2 (R.18) No. 60 members of clusters with increased capacity and knowledge – will be reached together with WP6 events

Thank you for your attention