

Project CMC – Clusters meet culture

SEE/D/0302/4.3/X

Rimini, 9-10 September, 2014

FINAL MEETING AND CONFERENCE



WP 6

Wide awareness programme for increasing know-how and skills on CMC opportunity with the help of ICT technology and start Private Public Partnerships

Brief conclusions on implemented activities

PP5 Chamber of Commerce, Industry and Agriculture Sibiu



6.1. Awareness rising on CMC- approach at local level among productive clusters cultural institutions (Municipalities, museums, tourism agencies etc.) in order to present PPP/ PPC opportunities by implementation of CMC approach

Information campaigns, workshops and seminars

LP Veneto – over 100 participants

Hungary - 65 participants

Slovakia – 55 participants

Romania – 69 participants

Slovenia



6.2 Training courses for professional profiles Territorial Product Manager (TPM)- promoter of marketing with CMC-approach – cooperation of the Tourism, Culture & Creative Industry stakeholders, with the support of Shopping trainer + trainer team

Italy 85 participants

Hungary 15 participants

Slovakia 55 participants

Romania 96 participants

Slovenia 12 participants



6.3. Practical action to Intercept "in city tourism flows" and inform them about the opportunity to enlarge their routes from the city to surrounding productive areas tanks to the help of the ICT technology and QR code devices

- <http://rimini.creativejourneys.eu>
- <http://veneto.creativejourneys.eu>
- <http://maribor.creativejourneys.eu>
- <http://pecs.creativejourneys.eu>
- <http://kosice.creativejourneys.eu>
- <http://sibiu.creativejourneys.eu>



6.4. Signing PPPs to test feasibility and effectiveness of the project approach:

PP5 and PP6 will prepare the signing of the new PPP/PPC on institutional level. They will use the results of the previous activities and WPs and their experience to merge a new PPP/PPC based upon CMC approach for sustainable development and regional cooperation.

The partner is Sibiu County Council.

