

Interreg Greece-Italy

European Regional Development Fund



EUROPEAN UNION



SPARC

Creativity Hubs for Sustainable Development through the Valorization of Cultural Heritage Assets



REGION
OF WESTERN
GREECE
full of contrast!



Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

Project Overview

Project Duration: 31/05/2018 to 31/12/2020

Priority Axis: 2. Integrated Environmental Management

Specific Objective: 2.1 Valorisation of cultural heritage and natural resources as a territorial asset of the Programme Area

Total Project Budget: 2.416.335,00 €

LB: Municipality of Patras, 976.560,00€

PB2: Region of Western Greece, 214.757,00€

PB3: Chamber of Achaia, 218.940,00€

PB4: Public Apulian Theatre Consortium, 760.385,00€

PB5: Puglia Region – Department Economy of Culture, Tourism and Territory, 245.693,00€

OB6: Public Benefit Corporation of the Municipality of Patras – Patras Carnival



Objectives

The overall objective of project SPARC consists in contributing to the valorization of Natural & Cultural Heritage of the regions involved by means of the realization of Creative Hubs for the provision of services and the creation of an Eco-system of clusters of local economic stakeholders, working together for developing cross-sectoral innovative products, in order to increase the attractiveness of the territories involved, so to become a world-class high value tourist destination. Therefore, boosting the level of fruition of the Natural & Cultural assets in a Sustainable Tourism perspective.

Results

- The increasing of the attractiveness of the territories involved through a concerted effort of stakeholders from different economic sectors as CCI, Typical Products of Agro Food and Handcraft and Tourism.
- Boosting the cross-fertilization strategies among the involved sectors, in order to produce a stable and structured result in terms of innovation and smart growth for the valorization of Cultural & Natural Heritage.
- Enhancing the diversification of the Sustainable Tourism in the involved regions, generating tourism services and products of high added value.



Outputs

- A Context Analysis in both the Countries to better identify the best services to be given by the Hubs
- Two Cross Border Scientific Committee to involve the CCI, Cultural and Natural Heritage Management, Local Production (Agro Food and Handcraft) and Tourist Operators, in the creating of Clusters among them.
- 18 Technical and Managerial Workshops



Outputs

-Exchange Programme to strengthen the bonds of Cross Border exchange of good practices.



Outputs

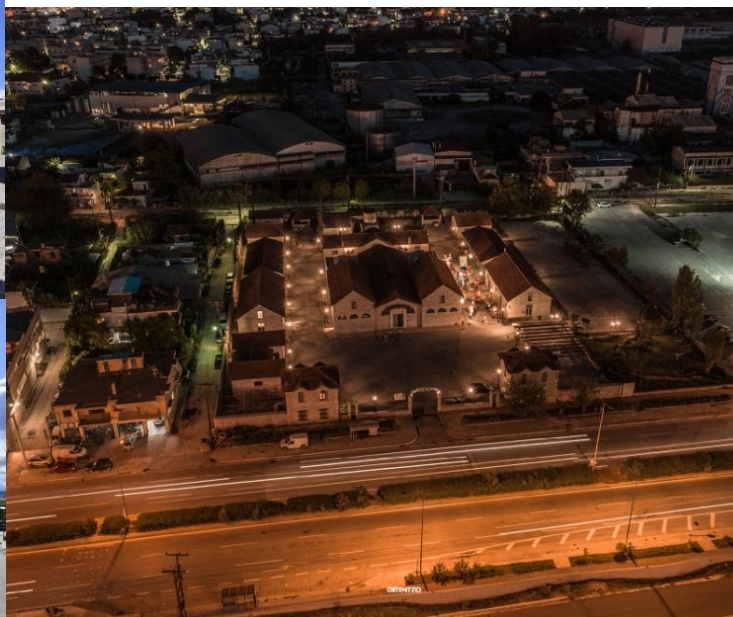
- Digital Archives & Cross Fertilization activities with Film Industries
- 2 Summer Carnival Festivals & Cross Fertilization with the Network of Theater



Outputs



Outputs



Future of SPARC

Hub for the promotion of Cultural Heritage of the Municipality of Patras

Open Call from Regional Operational Program of Western Greece 2014-2020 for the operation of the Hub
till 31-12-2023

Budget: 750.000,00 €

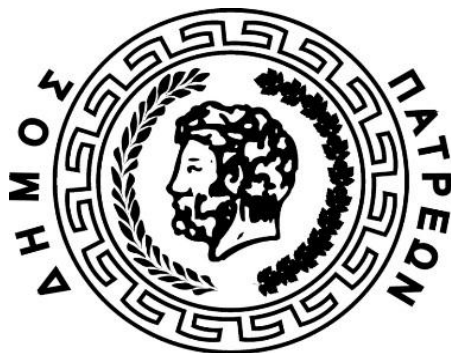
Action 1: Supply of system for a modern laboratory for the manufacture of decorative elements

Action 2: Staff for the operation of the Hub

- 1 Manager
- 1 Children instructor
- 1 Architect
- 1 3D Printing-scanning expert
- 2 Guards
- 1 Cleaning person
- 1 General technician
- 2 Carnival technician



Thank you



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