

„CREATIVE@CBC“

Cross-border networking of creative industry



The project is co-financed by ERDF and IPA II funds of the European Union.

Regional context

- Countries/regions which have experienced challenges of the economic transition, in combination with the consequences of conflicts in the 90's.
- Local economies concentrated on the traditional processing industries – wood and furniture, metal processing, „stuck“ in the low add value business models.
- Growth nor the local labor market in general does not have desired dynamic in generating new jobs for high qualified persons.
- Concept of SME development baseline concept (94% in the category of micro and small businesses).





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- 7,7 million jobs (E&Y Research 2015.)
- 3 % of GDP (E&Y Research 2015.)
- Sector with the highest growth within the last decade
- 99% of products in the market contain relevant „portion“ of creative industry products and services
- Recognized as a mean to create add value to product or service
- Intensively used for the development of new business models (e.g. sharing/collaborative economy...)
- Application of new technologies (VR, AI, 3D, IT technologies, multimedia, design, etc.)
- Dominant youth participation
- Freelancing/Outsourcing



General scope of the project

- "Reveal" the creative industry and make it more visible and accessible for local stakeholders and beneficiaries.
- Introduce some of the new skills practiced within the creative sector.
- Create supportive environments consisted of physical infrastructure and new technology devices (CNC, 3D modelling, Rapid-prototyping technology, Maker-spaces, multimedia, gaming, etc.)
- Establish cross-border network involving supporting organization, businesses and individuals of the creative sector.





Unlocking the Digital World: Gaming Digital Marketing Multimedia

112 persons





- Attractive skills introduced
- New sectors and potential revealed
- Raised awareness of the local actors – especially policy makers
- Recognized areas for intervention in the follow-up phase – locally and on the cross-border level



THANK YOU !



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