

CHEBEC

HACKING THE MEDITERRANEAN ECONOMY THROUGH THE CREATIVE AND CULTURAL SECTOR

LAUNCH OF 9 PILOT ACTIONS, INVOLVING UP TO 90 BENEFICIARIES IN THE CULTURAL AND CREATIVE SECTOR AND HELP THEM BOOST THEIR INTERNATIONALIZATION CAPACITIES.

Cultural and Creative Industries aiming at internationalizing their markets mainly deal with two elements: globalization and digitalisation.

These two aspects are strictly linked and can affect the business models envisaged by creative organizations. Hence, startups, associations and professionals operating in this sector need to be aware of the competencies and resources needed to access foreign markets.

Today's global society is characterized by a rapid digital transformation and cutting-edge technological devices that can lead to greater possibilities. a diversified audience and new networking opportunities but also greater competitiveness and risks without a long term strategy. According to the European Startup Monitor, internationalization is directly related to growth: data from 2015 show that 87,7% of Europe-based startups operating also beyond national borders are healthy organisations that are motivated to keep expanding their business.

Chebec pilot actions - that will take place in 9 regions within the Mediterranean area - **intend to enhance the entrepreneurial skills of CCI professionals and companies and develop tools to help them boost their internationalization capacities.**

Chebec partners have each launched a call for proposals to select up to 90 beneficiaries (8 per partner on average) that will take part and test a set of initiatives designed according to the needs and characteristics of the CCIs sector, which shows different dynamics compared to more traditional industries. The activities developed by the partnership are aimed at creating a new support scheme for the Cultural and Creative sector that can later be transferred to other realities.

The path that the selected creative talents and artists will start in the next few weeks consists of actions developed both at a local and international level.

First, they will attend **trainings, experiment consultancy services** and **set up an internationalization strategy** for their business idea with the support of highly specialized operators.

The topics addressed can range from business planning, to fundraising, to sales and negotiations, to intellectual property and much more.

Then, a smaller group of beneficiaries - selected according to their strategic motivations for accessing those specific markets - will participate in **3 mobility actions** that will take place in Seville, Marseille and Bologna where they will have the chance to present their products and services, network with several stakeholders and establish new contacts with potential clients and partners.

Besides the pilot actions, which represent the core element of the Chebec project, **the partnership has been developing other tools to support the internationalisation of CCIs:** a methodology aiming to monitor and collect qualitative and quantitative data on these initiatives; an online guide to support organizations in identifying opportunities and targets in foreign markets; a webtool evaluating the internationalization readiness of CCIs companies and professionals, conceived to highlight their strengths and weaknesses.

WHERE / WHO	STARTING PERIOD	BENEFICIARIES	MAIN FOCUS
BOLOGNA / COBO	January 2019	8 (associations, startups)	music, fashion, videogame
ROMA / LAZIO REGION	March 2019	6-10 (SMEs, startups and freelancers)	cultural heritage, visual arts; applied arts and design
MARSEILLE / AMI	February 2019	10 (SME's, startups, associations, freelance)	Performing arts, music, multimedias, visual arts
LYON / ARTY FARTY	February 2019	6-10 (freelancers, small creative companies and startups)	Performing art, cultural heritage, visual arts, design, architecture, music and new medias.
BARCELONA / BARCELONA ACTIVA	January 2019	10 (artists, collectives, cooperatives, associations, cultural agents or cultural micro-companies)	Artistic, cultural and creative sector (circus, theatre, dance & music)
VALENCIA / UVEG	December 2018	14 (SME's, startups, associations, freelance)	Organizations in the field of film, design, ceramics and performing arts (music, theater)
SEVILLA / CCSEV	January 2019	5 to 6 companies or professionals	Companies in the field of CCI
EVORA / CIMAC	January 2019	10 companies or professionals	Performing arts (music, puppetry), sculpture, film, fashion, craftwork
SARAJEVO / SERDA	February 2019	3 companies or professionals	Organizations in the field of CCI, «ready for internationalization»

CHEBEC, WHAT IS IT ?

Chebec - *Hacking the Mediterranean economy through the Creative and Cultural Sector* - is a **30 month project that gathers 10 full and 5 associate partners from France, Italy, Malta, Portugal, Spain and Bosnia and Herzegovina**. Chebec tackles CCI main challenge in the Mediterranean: support CCIs access to new markets while keeping their own identity, with the final aim to favor MED clusters attractiveness for creative people.

THE PARTNERSHIP

Partner organizations, which are from European regions located in the mediterranean area and Bosnia-Herzegovina, have a good track record in EU projects and CCIs:

- **ASTER** S. Cons. p. a - Lead Partner, Italy
- **AMI** - France
- **Municipality of Bologna (COBO)** - Italy
- **Intermunicipal Community of Central Alentejo (CIMAC)** - Portugal
- **University of Valencia (UVEG - ECONCULT)** - Spain
- **Lazio Region** - Italy
- **Sarajevo Economic Regional Development Agency (SERDA)** - Bosnia-Herzegovina
- **Official Chamber of Commerce, Industry and Shipping of Seville (CCSEV)** - Spain
- **Barcelona Activa** - Spain
- **Arty Farty** - France

LINKS

WEBSITE : <https://chebec.interreg-med.eu/>

FACEBOOK : <https://www.facebook.com/chebecinterreg/>

TWITTER: https://twitter.com/Chebec_MED

