

Partnership

Our partnership consists of municipalities, enterprises, business support organisations, creatives and academia from eight countries in the Danube Region: Slovenia, Austria, Germany, Serbia, Slovakia, Bulgaria, Romania and Moldova.



Associated Strategic Partners



Plovdiv Regional Administration



City of Novi Sad



Municipality of Kamnik



Košice Self-governing Region



City of Linz

Project profile

Duration

01/07/2020 - 31/12/2022

Budget

Overall: 2,249,073.5 €

ERDF contribution: 1,700,767.97 €

IPA contribution: 125,944.5 €

ENI contribution: 85,000 €

Interreg DTP call number /
Priority / Specific objective Call
3 / Innovative and socially
responsible Danube region /
Improve framework conditions
for innovation

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CINEMA

Creative Industries for New Urban Economies in the Danube Region

OUR CHALLENGES & MISSION

The CINEMA project aims to foster urban regeneration by collaborating with creative industries. The revitalisation of urban areas and city centres is a key challenge for social cohesion and competitiveness in the Danube Region. Many city centres suffer from desertion as a result of industrial transformation, changing consumer habits, suburbanisation, etc. At the same time, the creative industries are a cradle of innovation and an underestimated economic asset in each region.



We respect the following principles:

- Positive contribution to sustainable development (environment), local values, culture and tradition
- Equal opportunities and non-discrimination,
- Equality between men and women.

Revitalisation of empty floor spaces for creativ industries

We support the development of creative spaces in abandoned areas and buildings. The creative industries provide great potential for transforming empty spaces into quality spaces. This will help to improve the identity of towns and to raise the quality of life for the citizens.

Revitalisation of retail and small businesses

Together with local creative industries, we aim to prevent further loss of service infrastructure within city centres. Strengthened retail and business will increase purchasing power and economic prospects. The key is a cooperation between creatives, retailers, local authorities and citizens. We encourage all these partners to embrace co-creation and to identify a common vision.

Establishment of support centres for creative industries

We want to provide an ecosystem for creative start-ups. They need to learn, explore and connect with other industries in order to become a powerful and innovative force in the local economy. We support new economic activities and creative infrastructure in order to improve innovation capacity.

Pilot Locations



All tools and services will be developed, tested and realized in pilot locations throughout the participating regions. The results are going to serve as a blueprint for all further urban development activities together with the Creative Industries in the Danube Region. The pilot locations vary from abandoned industry compounds to medieval inner city centres and have at least one thing in common: the possibility to serve as a best practice example for a collaborative process.