

## INTERREG IVC - Innovation & Environment Regions og Europe Sharing Solutions



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## e-CREATE

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### Project Details

**Title :** Cultural Routes Entrepreneurship and Technologies Enhancement

**Priority :** Innovation and the knowledge economy

**Theme :** Entrepreneurship and SMEs

### Type of intervention

**Type of intervention :** Regional Initiative Project

**Mini-programme :** no

**Duration :** 01-01-2012 - 31-12-2014

**Website :**

### Budget

**Total budget :** EUR 1 999 979

**ERDF contribution :** EUR 1 382 070

**Norwegian contribution :** EUR 118 042

### Lead partner

Ministry of Regional Development and Transport Saxony - Anhalt  
Turmschanzenstraße 10  
39114, Magdeburg  
DEUTSCHLAND

- **Click for contact details :**
  - **Contact Person :** Mr Frank Thäger
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Use form below to contact Mr Frank Thäger

Last name *	<input type="text" value="Your name"/>
First name *	<input type="text" value="Your first name"/>
Email *	<input type="text" value="Your email"/>
Your message *	<input type="text" value="Your message"/>

\* Obligatory fields

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## Project summary

The idea of the e-CREATE project was born among European regions who are partly members of the Transromanica and CrossCulTour transnational project network. Together, the partners have identified shortcomings in public policies that on the one hand use significant resources to promote cultural, natural and historic tourism routes but fail on the other hand to enhance the competitiveness of SME tourism promoters along those routes. All partners share the understanding that public policies and instruments need a strong focus on the development of e-skills among tourism related SME in order to enable them to make good use of modern ICT and web-based customer relation tools. Knowing that the anticipated launch of post-2013 structural funds (The EU's Structural Funds are administered by the Commission to finance Community structural aid. They comprise the Guidance Section of the EAGGF for agriculture, ...) programmes presents a unique opportunity to launch new programmes, e-CREATE key objective is to enhance capacities of competent policy-makers in that respect. Good practices from partner- and other European regions will be capitalised for that purpose. Main activities of e-CREATE henceforth include an assessment and publication of good practices, the realisation of Interregional Capacity Building Workshops and the formulation of Policy Recommendations. Furthermore, the elaboration of Implementation Plans for the participating regions, as well as a Demonstration Project on concrete ICT-applications to promote tourism development will spur the uptake of anticipated new programmes and to mobilise private investments will play an important role. Across all project phases, stakeholders and key actors in rural development and along cultural routes will be involved in the interregional exchange and capacity building process. e-CREATE expected impacts will be to improve knowledge of public policy-makers as well as to increase awareness among tourism related SME. The operation (any project or action carried out by the final beneficiaries of INTERREG IVC) furthermore will result (Direct and indirect medium/long term effect of the project activities (e.g. number of regional policy changes, number of integrated energy plans ready for implementation, ...)) in politically endorsement of implementation plans for the partner regions, improved access to good practices, and the mobilisation of private investments. e-CREATE is implemented by an interregional partnership led by the Ministry of Regional Development and Transport, Saxony-Anhalt (DE). Partners include local and regional public authorities (or institutions acting as public equivalent bodies on their behalf) from 9 EU member states as well as 1 partner from Norway, all of which are responsible for drafting and implementing policies and instruments to promote e-skills in rural tourism development. The partnership is completed by the Transromanica European registered association that leads the project communication and provides a platform for the long-term maintenance of the interregional collaboration between the partner regions.

## Project achievements

### Partnership

Institution, Town	Country	Region	Contact details
Ministry of Regional Development and Transport Saxony - Anhalt, Magdeburg	DEUTSCHLAND	Sachsen-Anhalt	0049 391 567 3501, frank.thaeger[at]mlv.sachsen-anhalt
Ústí Region, Usti nad Labem	CESKA REPUBLIKA	Severozapad	00420 475 657 614, kuznirukova.j[at]kr-ustecky.cz
Niverlan, Nevers cedex	FRANCE	Bourgogne	0033 386 618 250, jd.malot[at]niverlan.fr
Province of Modena, Modena	ITALIA	Emilia-Romagna	0039 059 209 297, calzolari.i[at]provincia.modena.it
South Transdanubian Regional Development Agency Public Nonprofit Ltd., Pécs	MAGYARORSZAG	Del-Dunantul	0036 72 513761, pamer.zoltan[at]deldunantul.eu
TRANSROMANICA Association, Magdeburg	DEUTSCHLAND	Sachsen-Anhalt	0039 391 73 84 350, j.koch[at]transromanica.com
Region of Lombardia - Department			0039 02 6765 2612,

for Cultural Affairs, Milan	ITALIA	Lombardia	marilena_baggio[at] regione.lombardia.it
VALSOUSA - Association of Municipalities of Sousa Valley, Lousada	PORTUGAL	Norte	00351 255 810 706, rosario.machado[at]valsousa.pt
MARR - Malopolska Regional Development Agency, Krakow	POLSKA	Malopolskie	0048 12 617 66 78, krystian.cieslak[at]marr.pl
Upper Silesian Agency for Enterprises Restructuring Co., Katowice	POLSKA	Slaskie	0048 32 730 49-06/ -01, rozwoj [at]gapp.pl
Sor-Trondelag County Authority, Trondheim	Norway		0047 995 29 304, eistein.guldseth [at]stfk.no
Donegal County Enterprise Board, Letterkenny	IRELAND	Border, Midland and Western	00353 74 91 60735, MTunney[at] donegalenterprise.ie
Castilla and Leon Regional Authority, Valladolid	ESPAÑA	Castilla y León	0034 983 110 197, bargonju[at] jcyl.es

## Location

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