

Total Budget: 1.485.410,16 €

Duration: 24 months (27/5/2025 - 27/5/2027)

Programme: Cross-Border Cooperation Programme:
INTERREG VI-A "Greece - Italy 2021-2027"

Priority Axis 3: Enhanced cooperation for a more
social and inclusive GR-IT area

Intervention field: Specific support for youth employment
and socio-economic integration of young people

Specific Objective RSO4.2: Education and training infrastructure

Partnership (CCI Hubs)

1. (Lead partner) REGIONAL DEVELOPMENT FUND OF
REGION OF WESTERN GREECE (GR)
2. CHAMBER OF AETOLOAKARNANIA (GR)
3. ZAKYNTHOS CHAMBER OF COMMERCE (GR)
4. MUNICIPALITY OF NARDO (IT)
5. MATERAHUB CULTURAL AND CREATIVE INDUSTRIES
CONSORTIUM SCARL (IT)
6. MUNICIPALITY OF MAIDA (IT)



<https://www.greece-italy.eu/>

www.facebook.com/profile.php?id=61580525370637
www.linkedin.com/showcase/smart-hubs-interreg-gr-it/
www.youtube.com/@Smart-HUBs
www.instagram.com/smart_hubs_interreg/

REGIONAL DEVELOPMENT FUND
OF REGION OF WESTERN GREECE
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Interreg



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the European Union

SMART-HUBs

Greece - Italy



A more social Europe

SMART-HUBs

Enhancing employment access developing NEET' skills and capabilities to sustain the economic-SMART transition of socio-cultural-tourist destinations by CCI's HUBs contaminations.



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Background

The cross-border GR-IT areas face significant social challenges such as a high number of NEETs (Not in Education, Employment, or Training), unequal access to education/employment and high unemployment level, which highlight the need for improved social policies to bridge the gap between education and labor market.

Furthermore, the digital divide hampers the knowledge spread and the labor access and the weak business-green-digital skills hinder the digital resilient transformation of related societies.

Against this, project areas present a rich cultural-creative heritage, whose full potential as generator of sustainable tourism remains underused as shown by the unprecedented Covid-19 pandemic that was a hard hit for this sector mainly for its weak green-digital maturity. In this framework, SMART-HUBs is significant for Programme areas as it aims at enhancing NEETs' employment access developing new entrepreneurial-green-digital skills in cultural-tourism.

The project idea arose from PBs ambition to foster cluster-to-cluster cooperation for good practices exchange, capitalizing on their previous projects results, as CREATIVE@HUBs, ADRION CCIs Cluster and CCIs Basilicata Cluster.

Project Aim:

SMART-HUBs aims to address regional disparities, empower youth, making opportunities more accessible to a wider audience. The project promotes the dissemination of digital technologies in cultural assets - tangible cultural heritage (libraries, museums and buildings), local traditions, creative theatrical and entertainment performances - supporting the digital and social transition of the participating regions.

Project outputs

- A cross-border analysis of common educational and professional needs, to be presented through a jointly developed video.
- Six innovative facilities that will allow for the improvement of the management, conservation and enjoyment of identified cultural assets, where creative, educational and professional training paths will be tested.
- A joint innovative e-learning platform for the cultural-tourism sector, which will provide cultural educational services to enhance the unique potential of the cultural identities of the regions.
- An integrated Skills Empowerment Programme with the participation of public and private actors and six creative cultural events that will attract visitors through the combined virtual and physical experience.
- Two Training Programmes to be implemented by CCIs knowledge HUBs for the development of improved digital services in tourist destinations, for the benefit of NEETs.

Expected results

The creation of new professional, entrepreneurial, green and digital skills for NEET groups that will increase their opportunities to access the labor market in the sectors of tourism and cultural and creative industries in the Greece-Italy program areas.