



The SMART-HUBs Infoday was successfully completed in Nardò

With great success The Municipality of Nardò hosted the SMART-HUBs project Info Day on October 16, 2025, at the Acquaviva d'Aragona Castle. The event was attended by Giulia Puglia, Councillor for Culture; Nicoletta Natalizio, Chief of Mayor Cabinet; and Luigi Siciliano, Head of Strategic Planning and Territorial Development.

During the meeting, the project's objectives and ongoing activities were presented, offering participants a concrete overview of the planned actions and development prospects.

The Info Day marked the beginning of an ambitious and stimulating journey for the Municipality of Nardò and the entire local community. Through the synergy of digital innovation, cultural heritage enhancement, and youth training—with particular attention to NEETs, young people aged 15 to 29 who are not studying, working, or in training—the project aims to generate a **significant impact on the territory**, strengthening ties between



Greece and Italy and promoting a new vision of **sustainable and inclusive development**. With this initiative, the Municipality of Nardò reaffirms its commitment to culture, innovation, and social inclusion.

In addition to the Municipality of Nardò, the SMART-HUBs project involves the Regional Development Fund of the Region of Western Greece (Lead Partner), the Aetolokarnania Chamber, the Zakynthos Chamber of Commerce, the Materahub Consortium – Cultural and Creative Industries, and the Municipality of Maida. The project spans a total duration of 24 months, is co-financed by the European Union, and has a total budget of €1,485,410.16.

The SMART-HUBs project aspires to create a dynamic ecosystem that will foster sustainable regional development, offer new opportunities for young people, and strengthen cooperation between institutions in **Greece and Italy**.



Culture, Youth and International Cooperation: The Comprehensive Institute Library of Maida hosted the SMART-HUBs Info-Day on November 19, 2025

The first activities of the project **SMART-HUBs** already have results. Carried out by the partner Municipality of Maida, they are referred to the SWOT analysis conducted in the cultural and creative sector at the local level, as well as the educational and professional needs identified in this sector, in light of the analyzed trends of the labor market in Calabria region.

The results have been presented on 19 November 2025, in the **SMART-HUBs Info-Day** held at the Library of the Comprehensive Institute in Municipality of Maida, for the first-time partner in a project funded under the **Interreg VI-A Greece-Italy 2021-2027 programme**.

The event was managed as speaker and moderator by the Mayor Mr. Salvatore Paone, involving also as speakers the Deputy Mayor Mr. Fruci Antonio, the Councillor for tourism Mr. Francesco Costabile, the expert Mr. Claudio Ciliberto and other experts. The event highlighted the administration's renewed commitment to ensuring a virtuous and timely implementation of the project activities with tangible benefits for the local community.



The Info-Day provided citizens with insights into activities already carried out and those underway, giving to the participants a comprehensive overview of the social challenges, objectives, activities, and expected outcomes of the SMART-HUBs project, which is combining digital innovation, cultural heritage enhancement and youth training and placement. Special focus was placed on NEETs (young people aged 15-29 not engaged in education, training, or work), who will benefit from educational and training paths aimed at developing skills for employment in the cultural, creative, and tourism sectors.

The event was actively attended by also other administrators, presidents of associations and companies operating in the key fields of the projects, and citizens.

WP3 PROGRESS & UPDATE

Work Package 3 is steadily moving forward, building on the outcomes of D3.1 and preparing the ground for the co-design phase of the project.

The completion of **Deliverable 3.1 – Data collection, analysis and mapping of training and professional needs in the creative and cultural tourism field of project areas** included:

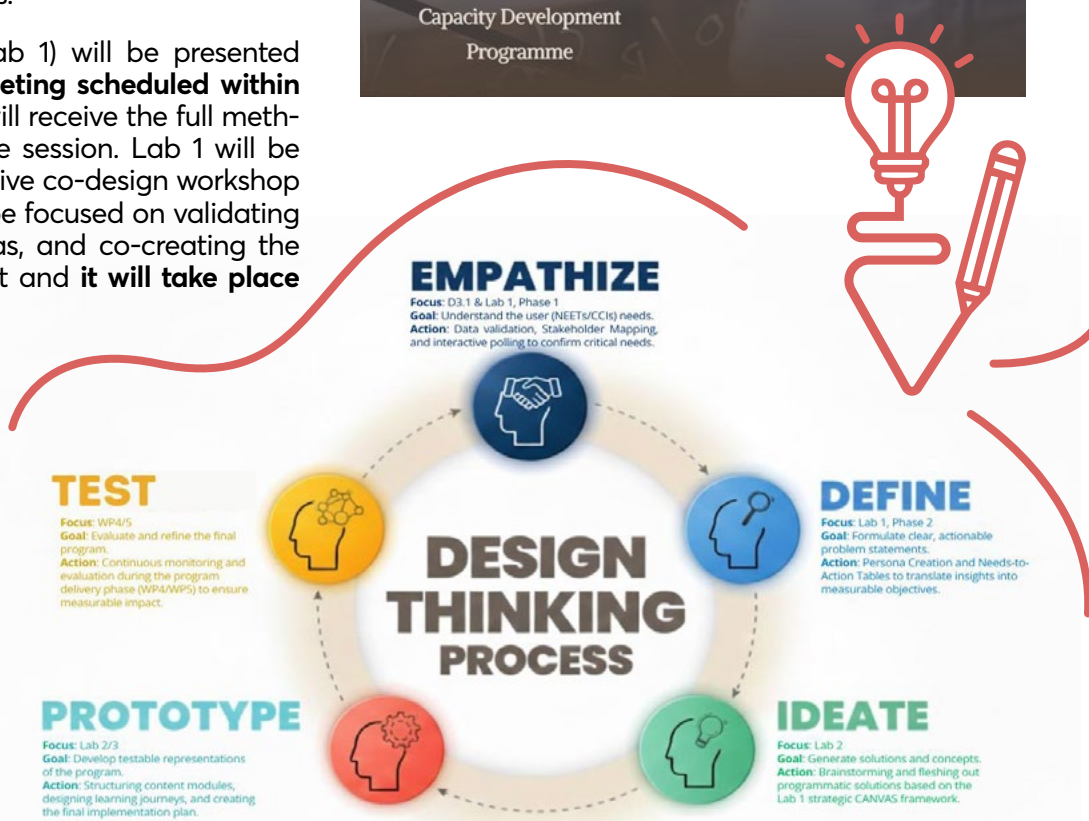
- A detailed assessment of the current situation and gaps in the participating regions
- Identification and mapping of key stakeholders
- Collection and analysis of data on the needs of NEETs and CCIs

The findings of D3.1 now serve as the foundation for the next phase of WP3. All partners now have a shared understanding of the skills gaps, training priorities, and local ecosystem characteristics across the project areas.

As part of Deliverable 3.2, the consortium is now preparing the implementation of the **Co-Design Laboratories**, where partners and stakeholders will collaboratively define the Capacity Building and Educational Programmes of SMART-HUBs.

The first Co-Design Lab (Lab 1) will be presented during the **Coordination Meeting scheduled within December**, where partners will receive the full methodology and structure of the session. Lab 1 will be implemented as a collaborative co-design workshop involving all partners. It will be focused on validating needs, shaping user personas, and co-creating the initial SMART-HUBs Blueprint and **it will take place in January 2026**.

These activities will ensure a solid methodological foundation for the capacity-building actions that will follow throughout the project. The outcomes of **Lab 1** will form the basis for **Lab 2**, which will define the detailed Educational Programme, and **Lab 3**, which will focus on developing new project initiatives.





Press releases

The following press releases have been issued so far:

Press releases from the official site of the project about the Info Day in Nardò and Maida:

<https://www.greece-italy.eu/culture-youth-and-international-cooperation-the-municipality-of-nardo-hosts-the-smart-hubs-info-day/>

<https://www.greece-italy.eu/culture-youth-and-international-cooperation-the-comprehensive-institute-library-of-maida-hosted-the-smart-hubs-info-day-on-november-19-2025/>

Press release from the official social media of Interreg VI-A Greece-Italy 2021-2027:

[Interreg VI-A Greece-Italy 2021-2027 \(@interreggreeceitaly\) - Instagram - Kick-off meeting and Opening Conference](#)

[Interreg VI-A Greece-Italy 2021-2027 \(@interreggreeceitaly\) -- Instagram - Info Day in Nardo](#)

[Interreg VI-A Greece-Italy 2021-2027 \(@interreggree\[1\]ceitaly\) -- Instagram - Info Day in Maida==](#)

Links to the information that PB3 uploaded at the official social media of the project for the Info Day in Nardò and for the Info Day in Maida:

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:7392455201539944449/>
<https://www.linkedin.com/showcase/smart-hubs-interreg-gr-it/>

Facebook: <https://www.facebook.com/profile.php?id=61580525370637>

Instagram: https://www.instagram.com/smart_hubs_interreg/

General information on the project:

<https://www.patrasevents.gr/article/729795-patra-akros-endiaferousa-i-enarktiria-sindiaskepsi-tou-ergou-smart-hubs-simeia-kleidia>

<https://www.pde.gov.gr/gr/enimerosi/deltia-tupou/item/23705-oloklirothike-me-epityxia-i-enarktiria-syndiaskepsi-toy-ergoy-smarthubs-stin-patra.html>
<https://gnomip.gr/2025/10/06/oloklhrwthike-me-epityxia/>

<https://www.inewsgr.com/352/patra-akros-endiaferousa-i-enarktiria-syndiaskepsi-tou-ergou-smart-hubs---simeia-kleidia.htm>

Also press release at social media by RDF-RWG concerning the Info Day in Nardò:

<https://www.linkedin.com/feed/update/urn:li:activity:7397227025029230592/>

Press releases at social media by Chamber of Aetoloakarnania:

https://www.instagram.com/p/DPLqBlvjOMK/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

https://www.instagram.com/p/DPyBzg_jNqv/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

https://www.facebook.com/permalink.php?story_fbid=pfbid099SEL68gCPQKvBDr6skrtpm58M9Z-RQ72FZ4JvQNiT4jJ5MFosJhR9VUrbNXWD4X-El&id=100064560074960

https://www.facebook.com/permalink.php?story_fbid=pfbid0s1cWAYGdj5QsTa9afSEY7ukMRf-wdmkuJvSGAa77uCQatFp3gXyocodBaRYr2oVihl&id=100064560074960

<https://sinidisi.gr/epimelitirio-aitoloakarnanias-energi-symmetochi-stin-enarktiria-syndiaskepsi-toy-ergoy-smart-hubs/>

<https://www.epimetol.gr/interreg-vi-a-greece-italy-smart-hubs ->

<https://www.epimetol.gr/%ce%b5%cf%80%ce%b9%cf%84%cf%85%cf%87%ce%b7%ce%b-%ce%ad%ce%bd%ce%b7-%ce%ad%ce%bd%ce%b1%cf%81%ce%be%ce%b7-%cf%84%ce%bf%cf%85-%ce%b4%ce%b9%ce%b1%ce%ba%cf%81%ce%b1%cf%84%ce%b9%ce%ba%ce%bf%cf%8d-%ce%ad/>

Press releases at social media by Municipality of Nardò concerning the Info Day:

<https://www.facebook.com/comunenardo/posts/pfbid036puc6ohhvMJGz2zqccGmG8eYezRzgXvL-3CJJ6gf5PrEvFWMGLLZbPyCaXgoP1zinl>

https://www.instagram.com/p/DQT9imFDBn-B/?img_index=1

Press releases at social media by Municipality of Maida concerning the Info Day:

(1) Facebook





Coming next...

A Local Info Day will take place in **Matera** on **Friday, 28 November 2025** at the "**Fondazione Monacelle**".

You can find below the links to the social media posts announcing the SmartHubs info day happening in Matera.



The project partnership is expected to gather together by the **end of January 2026**.
The meeting will be organized by the **Chamber of Aetoloakarnania**.

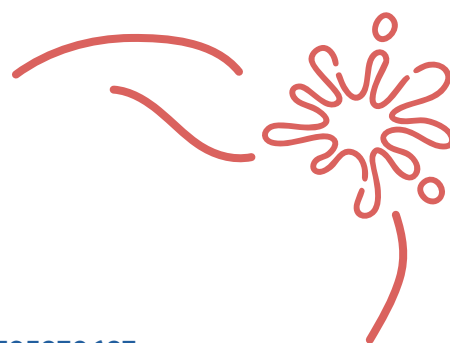
Stay tuned !



Project links

The official link of the project is

<https://www.greece-italy.eu/project/smart-hubs-enhancing-employment-access-developing-neet-skills-and-capabilities-to-sustain-the-economic-smart-transition-of-socio-cultural-tourist-destinations-by-ccis-hubs-contaminations/>



The social media of the project:

www.facebook.com/profile.php?id=61580525370637

www.linkedin.com/showcase/smart-hubs-interreg-gr-it/

<https://www.youtube.com/@Smart-HUBs>

www.instagram.com/smart_hubs_interreg/

