



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


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


Mission Empowering NEETs in Greece & Italy with **digital, green, managerial and cultural creative skills**, using **6 SMARTHUBs** that combine training, technology and cultural innovation.

6 Regions 2 Countries 24 Months

THE 6 SMARTHUBs



Beneficiaries

- 300 NEETs trained across 6 territories
- 100+ stakeholders engaged in co-design
- Public authorities, CCIs, tourism actors, educators, cultural institutions



INNOVATION HIGHLIGHTS

- Emotional learning technologies (AR/VR)
- On-the-job training in cultural sites
- Digital preservation & 3D cultural archiving
- Green & sustainable tourism skills
- Crossborder co-design of training content



Capacity Building Ecosystem

- 6 Focus Groups with public & private stakeholders
- 1 Joint Capacity Building Programme
- 2 Educational & Training Programmes (green, digital, managerial skills)

Creative Community Engagement

- 6 Cultural Events (theatre, booktrailers, digital storytelling)
- Crossborder knowledge exchange & best practices

STRATEGIC ADDED VALUE

SMARTHUBs bridges the gap between **education and labour market**, reduces the **digital divide**, strengthens **youth employability**, and creates a **replicable model** for culturalcreative innovation in the GR-IT area.

SMART
HUBs