



CREATIVITY

CULTURAL & CREATIVE INDUSTRIES FOR A SOUTH ADRIATIC IDENTITY

SMART

CREATIVITY – Cultural & Creative Industries for a South Adriatic identity is a project funded by the European Union under the Interreg IPA South Adriatic Programme 2021-2027.



Duration

start date - end date

01.07.2023-31.12.2027

Main Goal

CREATIVITY revitalizes South Adriatic tourism through cultural site restoration, empowering entrepreneurs, and fostering sustainable cross-border growth via green and digital transitions.



Total budget

4.799.931,63 €



EU funding

3.983.822,97 €

Project Partners

- **Lead partner** Ministry of Culture and Media (**Montenegro**)
- **Partner** - Puglia Region (**Italy**)
- **Partner** - Ministry of Tourism and Environment (**Albania**)
- **Partner** - Molise Region (**Italy**)
- **Partner** - National Tourism Organization (**Montenegro**)



Project main activities -Expected outputs/results

Creativity project revitalizes tourism between Italy, Albania, and Montenegro by transforming cultural sites into creative hubs and promoting entrepreneurship in the tourism sector. It trains young people and women to start creative businesses, strengthening cooperation between the involved countries, improving tourism promotion tools, and creating an international network for sustainable growth in the South Adriatic.

The involved culture sites are:

- Spanjola Fortress in Herceg Novi, Montenegro
- Museum of Foggia in Puglia Region, Italy
- Palazzo Bonanni in Molise Region, Italy
- Talent Garden in Korca, Albania

Contacts

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