

# ECoC-SME

Interreg Europe



European Union  
European Regional  
Development Fund

**ECoC-SME - highlights from five local and regional action plans  
Municipality of Timișoara Action Plan for inducing SME growth  
and innovation via the ECoC event  
and legacy**



**Project Manager, Municipality of Timișoara**

Lavinia Simion,

[lavinia.simion@primariatm.ro](mailto:lavinia.simion@primariatm.ro)

ECoC-SME Open Seminar Kaunas | June 10



**The Action plan was developed in the frame of the ECoC-SME project through an interactive process of interregional and participatory learning and co-creation.**

**Municipality of Timișoara organized four Local Learning Labs with two-three rounds each on different topics with a focus on the European Capital of Culture (ECoC) program as an opportunity still underused by cities and regions for the development of local, existing and future, SMEs.**

***More than 30 stakeholders with 140 representatives were engaged in the 9 lab rounds organized.***



**The Action Plan contributes to the improvement of the policy instrument addressed by :**

- **initiating new actions for existing measures under Strategic Objective 1**
- **adding a new measure in order to be able to stimulate cross-sectoral partnerships in the ECoC 2023 context, thus focusing its efforts on a more vibrant CCI sector .**

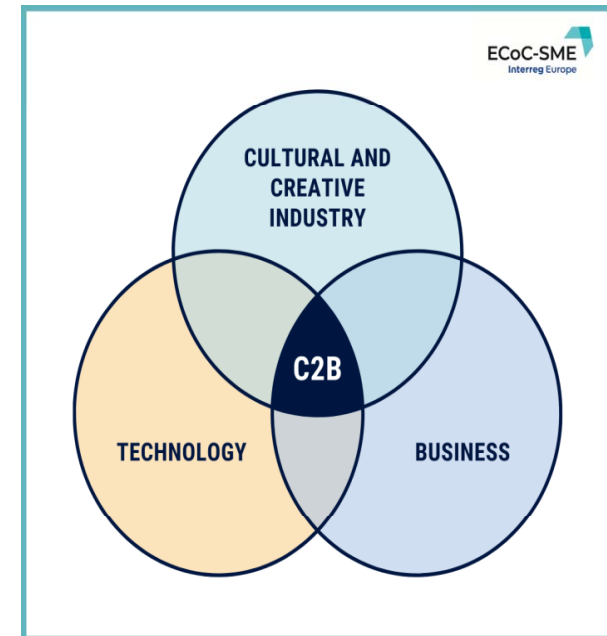


- new, proactive, and innovative perspective
- aiming at increasing the capacity of the prospective entrepreneurs to act and stimulating cross-sectoral partnerships in the ECoC context
- interconnected, complementary actions with the purpose of improving the policy instrument addressed



## Action 1 – Cultural 2 Business Hackthon

- an event that brings together representatives of the CCI, IT&C and business sectors for developing cultural approaches to new business initiatives.
- inspired by the Cultural Launch Game, the good practice identified from our partner from Leeuwarden





## **Action 2- Creative Talks & Matchmaking Fair**

- an event offering learning and networking experiences
- a hybrid concept where conference meets exhibition to maximise the impact and interaction with the local community.

**Capitalizing on opportunities offered by the ECoC program to develop existing and future entrepreneurial initiatives through cross-sectoral partnerships between cultural and creative sector, education, youth and business.**



1

### **Inspiring talks**

Developed to kickstart curiosity, share concepts & ideas, promote development.

2

### **Showcase: Matchmaking fair**

Showcasing your products & services to a wide audience.

3

### **Network: Matchmaking fair**

Network & Connect. Expand your connection within the industry & cross-sectoral.

4

### **Follow-up**

Join the local platforms: [Creativa.Community](#) and [TMStartups.com](#)



### Action 3- Oxygen for Creatives Platform

- intended to enable the cultural entrepreneurial spirit and the arts and cultural organizations to be more entrepreneurial so that they contribute to the ECoC 2023 legacy years, so they can shape a better community
- offers solutions to various problems and challenges in the CCI sector
- brings people and funding resources
- greenhouse for start-ups
- contact point for entrepreneurially thinking and acting people
- for cultural and creative industry





# ECoC-SME

Interreg Europe



European Union  
European Regional  
Development Fund

## Thank you!

[lavinia.simion@primariatm.ro](mailto:lavinia.simion@primariatm.ro)

[www.interregeurope.eu/ecoc-sme/](http://www.interregeurope.eu/ecoc-sme/)

[www.facebook.com/ECoCSME/](https://www.facebook.com/ECoCSME/)

Questions welcome



*Project smedia*