

PRESS RELEASE

Corfu, May 27, 2019

CIAK – 2nd Scene, Take 4, Action!
Infoday in Corfu
4 June 2019, Region of Ionian Islands
(Region of Corfu – Boardroom, Sp. Samara 13, Corfu)

The Region of Ionian Islands, Project Partner of CIAK Project (“Common Initiatives to AcKnowledge and valorize tourism potential of the programme area through cinema”), will organize an Info Day in Corfu on Tuesday 4 June 2019, at 12:00 at the Boardroom of Region of Corfu (Sp. Samara 13, Corfu), in order to present the Project, its future activities (Greece-Italy Memory Call, an international training seminar for editing and script processing) and the next steps for its smooth implementation.

CIAK Project, which total budget is estimated approximately at 900.000,00 €, by Interreg V-A Greece-Italy Programme 2014-2020, aims to promote the territory of the involved regions (Regions of Ionian Islands, Western Greece and Epirus in Greece and Puglia Region in Italy), through initiatives linked to the cinema and audio-visual sector. The valorization of the natural and cultural heritage through short movies, documentaries, fiction, animations about the common story of Italy and Greece will improve the touristic attractiveness of the area by supporting a cross-border community composed of the creative industry operators.

CIAK Project is expected to provide long-lasting results as it paves the way for the development of specific transnational policies to promote creative industries, which take the lead in promoting “economic recovery” from the most advanced countries. The main benefit of transnational cooperation is related to the use of a wider range of musical and cultural resources than those available in a country. The ultimate goal of the project is to reach the critical mass needed to attract the big international players investing in the film industry.

www.greece-italy.eu



Interreg V-A Greece-Italy Programme is an European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.

Project partners



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