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## CALL FOR INTEREST

### FOR THE SELECTION OF 30 ORGANIZATIONS TO BE INVOLVED IN THE RURAL CREATIVITY FAIR AND IN THE NETWORKING AND CONTAMINATION PATH OF "CREATIVE@HUBS" PROJECT

#### INTRODUCTION:

#### THE CREATIVE@HUBS PROJECT

The cultural and natural heritage of western **Greece** and **Apulia** is an asset capable of stimulating economic growth and improving the quality of life.

The '**Creative Industries (CI)**' are a very dynamic sector and include all companies that have creativity as their core business. **CREATIVE@HUBS** leverages the intellectual and social process of this sector to develop new ideas, processes and clusters in the following thematic and geographical areas:

- Theatre, cinema, art, herbs, carnival and technology;
- Tourism, culture, and the creative economy;
- Agri-food production for the valorisation and marketing of agricultural, fish, typical and traditional products.

#### THE ACTIVITIES OF THE CREATIVE@HUBS PROJECT

- **Fiera della Creatività Rurale (Rural Creativity Fair):** it will take place from 09 to 17 September 2023 at Pavilion 19 of Fiera del Levante during the *Campionaria*. The subjects that will submit an application in response to this Expression of Interest and will be selected, will have at their disposal, completely free of charge for the entire duration of the Rural Creativity Fair, an exhibition space of about 16 square metres;
- **Rural Creativity Hackathon:** it will take place from 10 a.m. to 5 p.m. on 10 September 2023 at the Fiera del Levante Conference Centre. A thematic hackathon on rural creativity to foster contamination between the Agro-Food sector and the Cultural and Creative Industries. Participants will be divided into teams and each one will have to choose a challenge among those that will be illustrated at the beginning of the day by the facilitators and thematic experts to design innovative product and/or service ideas expressing Rural Creativity. A challenge open to all those who share a passion for the values of the territory, its traditions and iconic products, innovation and creativity.

<https://greece-italy.eu/rlb-funded-projects/creativehubs/>

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## Articles

### 1. Expression of Interest: 'Call For Interest'

Nuova Fiera del Levante srl, on behalf of the Chamber of Commerce of Industry and Handicrafts of Bari together with CIHEAM Bari, implementing subjects of the Apulia Region, partner of the project CREATIVE@HUBS "Holistic networking of creative industries via hubs", funded by the Interreg V-A Greece-Italy Cooperation Programme 2014-2020, promotes this Expression of Interest for the selection of 30 subjects to be involved in the Fair of Rural Creativity and in the networking and contamination path promoted within the project "CREATIVE@HUBS". This Expression of Interest, intends to offer to the selected Apulian and Greek subjects the opportunity to participate in the Rural Creativity Fair that will take place at the Fiera del Levante, on the occasion of the *CAMPIONARIA* from 09 to 17 September 2023 and in the Networking, Contamination, Capacity Buildings etc. activities that will be carried out in the framework of the "CREATIVE@HUBS" project.

### 2. Who Can Participate

They are invited to participate:

1. Italian and Greek companies
2. Italian and Greek non-profit organisations

in possession of the following requirements:

- a) **In the case of companies:** to be duly registered at one of the Chambers of Commerce operating in the Region of Apulia and/or having the head office (or one of the) operating ones in Apulia or in one of the Greek partner regions of the CREATIVE@HUBS Project: Region of Western Greece, Region of Epirus, Region of the Ionian Islands;
- b) **In the case of non-profit organisations:** be regularly established (in possession of the association's articles of association duly registered at the competent body) and be based in the Region of Apulia or in one of the Greek partner regions of the CREATIVE@HUBS Project: Region of Western Greece, Region of Epirus, Region of the Ionian Islands;
- c) to not being in any of the conditions of exclusion referred to in Article 94 of Italian Legislative Decree 36/23;
- d) to don't have already participated as exhibitors in the Fair of Creative Rurality held in April 2023 at Expolevante;
- e) operating in one of the project's fields of interest:
  - **Agrifood sector:** crop production, livestock farming, agri-food production, fishing and aquaculture, catering and gastronomy, food processing and preparation, distribution, beverage industry, accommodation facilities, specialised agrifood services, etc;
  - **CCI sector - Cultural and Creative Industries:** advertising, marketing, graphics, architecture, visual arts, crafts, media, audiovisual products, broadcasting, fashion, music production and publishing, composition, writing, publishing, printing, gaming, etc.

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**Retailers in public areas are strictly excluded.**

**It is specified that the absence of even one of the above requirements (with the exception of (a) and (b), which are alternatives) will automatically result in the exclusion of the application.**

### **3. Application Submission**

It will be possible to apply from **15:00 on 1 August 2023** and no later than **23:59 on 8 August 2023**.

The application consists of all the following annexes:

1. Declaration of requirements under the CREATIVE@HUBS project (Annex 1 - fac simile attached) duly filled-in, stamped and signed by the Legal Representative;
2. Application for admission to Nuova Fiera del Levante (Annex 2). The application must be duly completed online via the link made available by Nuova Fiera del Levante, printed, stamped and signed by the Legal Representative;
3. Photocopy of the valid identity document of the Legal Representative (Annex 3);
4. For non-profit organisations, deed of incorporation duly registered with the Internal Revenue Service (Annex 4);
5. *(if applicable)* Documentation proving previous participation in CREATIVE@HUBS project activities (Annex 5).

The application, as specified above, must be sent by the deadline to the e-mail address: [areacommerciale@nuovafieradellevante.it](mailto:areacommerciale@nuovafieradellevante.it) and state in Subject: **CREATIVE@HUBS\_CANDIDATURA FIERA 2023.**

**Any other means of submission is excluded, under penalty of ineligibility.**

**Incomplete applications will be rejected.**

**Applications received before or after the deadlines indicated in this article will not be considered valid.**

Nuova Fiera del Levante srl accepts no liability for applications that are incorrect, inaccurate, incomplete, damaged, lost, delayed, misdirected, or for applications that are submitted or received incorrectly, illegible, damaged, lost, delayed, misdirected. Furthermore, Nuova Fiera del Levante srl shall not be held responsible for participation applications that, for whatever reason, are not received, or for electronic or other communications that are delayed, or for other technical problems relating to the sending and uploading of content within this initiative.

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Application documents are available on the website [www.fieradellevante.it](http://www.fieradellevante.it) .

#### 4. Selection procedure

This is an **open call procedure**, therefore applications received will be examined in chronological order until the maximum number of 30 participants is reached.

In order to define the list of 30 eligible applicants, on 9 August 2023, applications received by the deadline specified in Article 3 will be examined, **in chronological order**, with reference to

- compliance with the eligibility criteria set out in Article 2;
- sector;
- rewards for previous participation in CREATIVE@HUBS project activities.

#### **Sector:**

In order to promote the participation of the Cultural and Creative Industry sector in project activities, the following composition is desired:

- N.10 participants from the Agri-Food sector
- No. 20 participants from the Cultural and Creative Industries sector

In the event that, at the time of the evaluation of the applications received, fewer than 20 (twenty) applications have been submitted by subjects from the CCI sector, the remaining available slots will be awarded to subjects from the Agri-Food sector.

Similarly, in the event that fewer than 10 (ten) applications have been submitted by entities from the Agri-food sector at the time of the evaluation of the applications received, the remaining available slots will be awarded to entities from the CCI sector.

#### **Reward for previous participation in CREATIVE@HUBS project activities:**

Pre-emption will be given to those who have already participated in the CREATIVE@HUBS Project activities organised by the Chamber of Commerce of Bari and/or the Apulia Region and/or the other implementing bodies: CIHEAM Bari, UNISALENTO, UNIFG, UNIBA and/or the other Project Partners (Region of Western Greece, Region of Epirus, Region of the Ionian Islands).

It is specified that participation in the CREATIVE@HUBS Project activities must be duly documented. To this end, the following must be attached, by way of example but not limited to:

- Certificates of Participation;
- Declaration of participation in the CREATIVE@HUBS project activities duly signed by a representative of the implementing entity;





It is specified that this bonus cannot be applied to those who have already participated as exhibitors in the Creative Rurality Fair at EXPOLEVANTE 2023. In fact, in accordance with the provisions of art. 2, in such a case applications will be automatically excluded.

At the end of the evaluation process, a list of those admitted (ranking list) will be drawn up and participants will be promptly notified of the results by e-mail.

**If fewer than 30 applications have been submitted** by the deadline specified in Article 3, the following procedure will be followed:

1. The applications received as described in Article 4 will be evaluated according to the timetable indicated;
2. The deadline for the submission of applications will be reopened in accordance with the procedures specified in Article 2, and an appropriate notice will be published on the Nuova Fiera del Levante website regarding the timetable for submitting and evaluating applications.

In the event that one or more of the selected parties sends notice of withdrawal, it will be possible to move up the ranking list.

## 5. Obligations of Participants

Submission of the application implies full acceptance of the terms of this expression of interest and the modalities of its implementation.

By submitting their application, successful applicants undertake to

1. Actively participate in all the CREATIVE@HUBS Project activities described in the introduction:
  - **Rural Creativity Fair**, where it will be possible to exhibit one's business or association in a 16 square metre stand, from 9 to 17 September 2023;
  - **Hackathon of Rural Creativity**, an event (on 10 September 2023) where participants will challenge each other in the creation of innovative business ideas contaminating the Agrifood and Cultural and Creative Industry sectors.
2. Send any formal notice of withdrawal (by e-mail to [areacommerciale@nuovafieradellevante.it](mailto:areacommerciale@nuovafieradellevante.it)) **no later than 12 noon on 20 August 2023**. If notice of withdrawal is not sent by the above deadline, a penalty of €1,000.00 will be applied (as an exception to the reference article of the regulations for exhibitors at the Nuova Fiera del Levante);
3. Participate in the Fair of Rurality from 09 to 17 September 2023, setting up and managing the assigned space in full compliance with the regulations included in the Application Form.

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4. Subscribe to the CREATIVE@HUBs Project Platform (<https://creativehubs.cti.gr/en/home>): a platform whose main objective is to establish greater synergy between businesses and public authorities in order to contribute to the capacity of regions to create new knowledge and generate innovation. It is specified that registration to the Platform and the services it offers are completely free of charge.
5. Provide, even after the application has been submitted, other data and information on the company that may be necessary to facilitate the effective organisation of the programme of project activities;
6. Make themselves available, at the end of the initiative, to provide all necessary information for the follow-up, the ex-post evaluation of the results achieved and the effectiveness of the initiative;
7. Accept the use of logos, images, videos etc. for the purpose of Project communication.

## 6. Confidentiality of information and exemption from liability

The submission of an application implies full acceptance of the terms of this expression of interest and of the modalities of its implementation. All documents submitted by potential beneficiaries for the purposes of participating in this expression of interest will be processed in full compliance with Italian laws on the protection of confidentiality of information and personal data. As such, they will not be disclosed or transferred to third parties.

By submitting their application to participate, interested parties explicitly and fully accept the "Information on the collection, storage and processing of personal data" provided by Nuova Fiera del Levante when submitting their application and expressly and fully consent to the use of their personal data by Nuova Fiera del Levante srl for the purposes set out in this expression of interest.

Personal data may also be processed by external parties formally appointed by Nuova Fiera del Levante, pursuant to Article 28 of the GDPR, as External Data Processors. External Data Processors for this event are to be considered:

- Chamber of Commerce of Industry and Handicraft of Bari
- Naps Lab

Persons belonging to the following categories are to be considered as other external data processors:

- companies providing management and maintenance services for computer/telematics systems;
- companies that provide telematic communication services and, in particular, electronic mail;
- companies that provide management and maintenance services for the Controller's databases;
- natural persons authorised by the Controller exclusively for purposes related to the processing of applications and the performance of activities.

## 7. Organisational secretariat

For any information on this expression of interest, please contact the Nuova Fiera del Levante S.r.l Commercial Area contact person at the following e-mail address: [areacommerciale@nuovafieradellelevante.it](mailto:areacommerciale@nuovafieradellelevante.it) by noon on 7 August 2023.

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