



The 1st Stakeholder Meeting of SMART-HUBs took place on Thursday, February 26, 2026, from 11:00 to 13:00 (CET) at Creative@Hubs – Hub of Patras (former Agricultural School of Patras)

1. Purpose Presentation of the SMART-HUBs project framework and documentation of field insights/observations to support the next design steps.

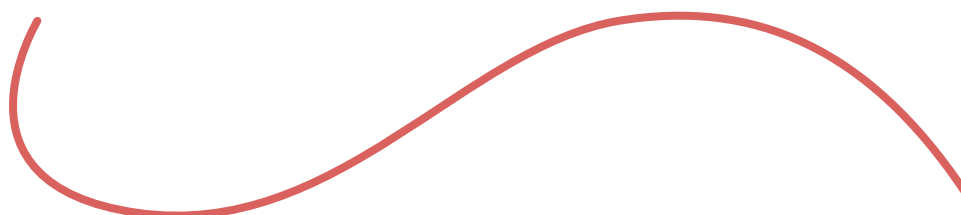
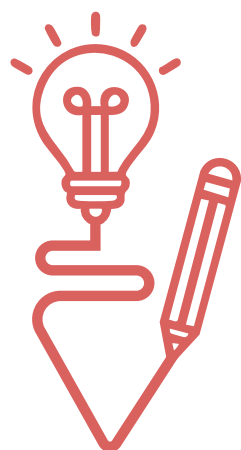
2. Participation Two representatives of interested stakeholders, members of the project team of Regional Development Fund of Region of Western Greece (RDF RWG), and representatives of LEVER Development Consultants S.A. (methodological support to RDF RWG, support for the implementation of deliverable D3.2).

3. Introductory remarks • Welcome address by Mr. Tzomakas, Director of RDF RWG (reference to the purpose of the Labs and the importance of feedback). • Brief introduction to the project by Ms. Maria Xiga, Project Manager. • Presentation of the Co-creation / Co-design Labs framework by Mr. Panos Remoundos (WP3/D3.2).

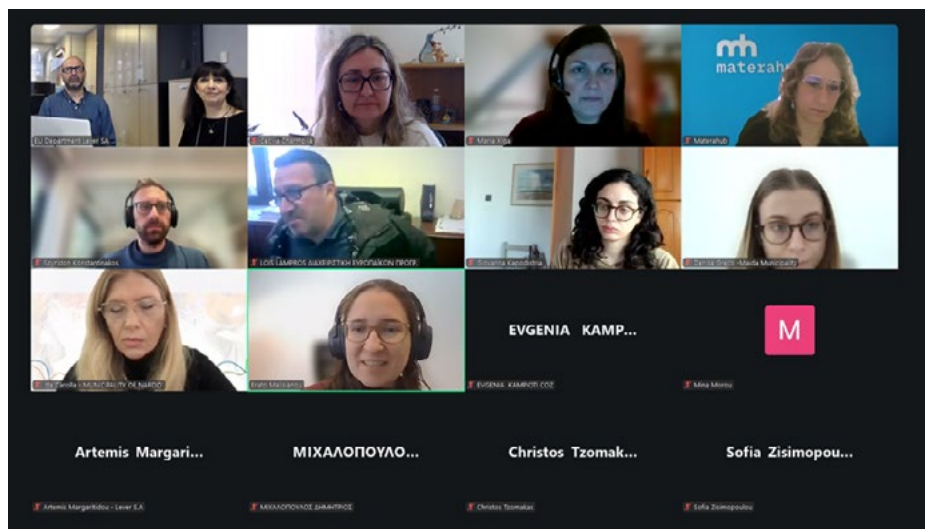
4. Key points recorded • It was emphasized that partners are expected to conduct a needs assessment and justify their intervention choices. • Gaps in equipment and design tools/software were recorded, with needs differing across sectors. • It was highlighted that the project will include equipment procurement and training provision, which needs to be targeted in order to be effective. • The need to clarify what is foreseen under each work package was noted, with refer-

ence to a review of WP4 and WP5 and the tender announced in December 2025. • Linking training activities with tourism was mentioned as a potential direction. • Exploratory questions were raised regarding: – the existence of schools/educational pathways with relevant subjects in the Region of Western Greece, and – the existence of businesses that could absorb related profiles (e.g., students/technicians). • Referring to indicative good practices during stakeholder meetings was noted as a useful approach to support dialogue. • It was mentioned that relevant reference material will be shared: TPT and the EU Strategy for Tourism. • Regarding the next Labs, it was noted that partners will be asked to clarify the sectors they will involve, the digital tools they will include, and the skills that enhance access to the labour market, taking into account the dynamics and prospects of each sector.

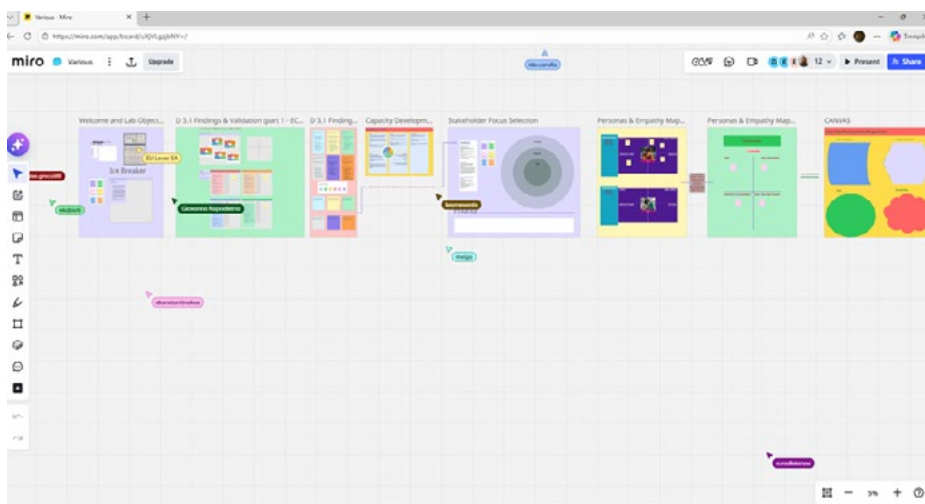
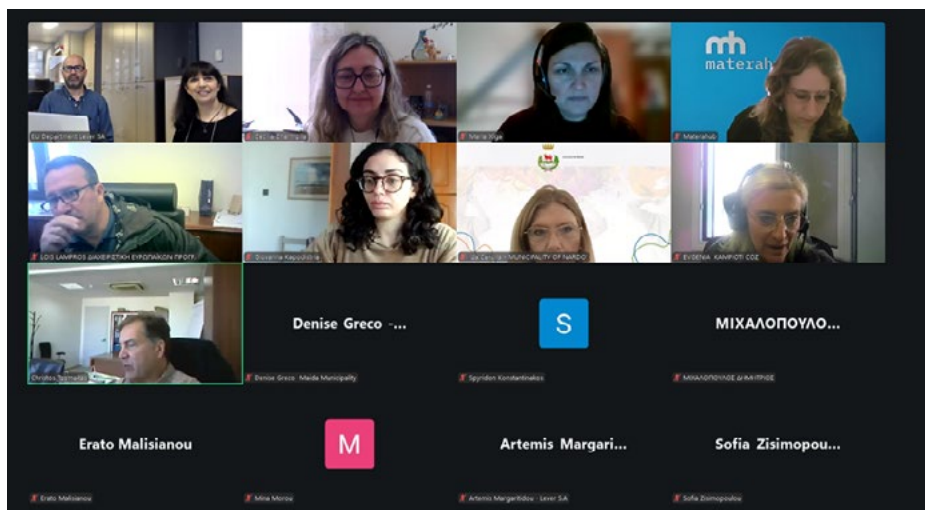
5. Notes for the next Labs • The need for the upcoming workshops to have a clearer structure and guidance was recorded, with the aim of producing concrete results. • It was noted that strengthening communication/information towards stakeholders could contribute to higher participation.



Cross-Border Co-Design Workshop – Lab 1: From Needs to Action



Lab 1: "From Needs to Action Co-creating the SMART-HUBs Capacity Development Programme" was implemented as a collaborative co-design workshop involving all partners, with topic "Validation of Project Needs and Initial Co-Design of the SMART-HUBs Capacity Development Programme using co-working practices and the CANVAS approach". It was focused on validating needs, shaping user personas, and co-creating the initial SMART-HUBs Blueprint and it took place online via Zoom on Monday, March 02, 2026, from 09:00 to 12:00 CET.



The board outlines SMART-HUBs' strategy for engaging NEETs with CCLs via partnership, training, digital tools, and cross-border cooperation, addressing skills gaps and ecosystem fragmentation. It includes SWOT analysis, stakeholder mapping and inspiring cultural event examples.

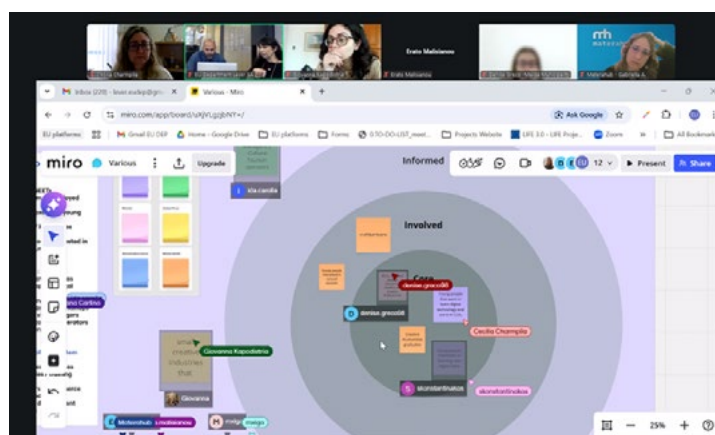
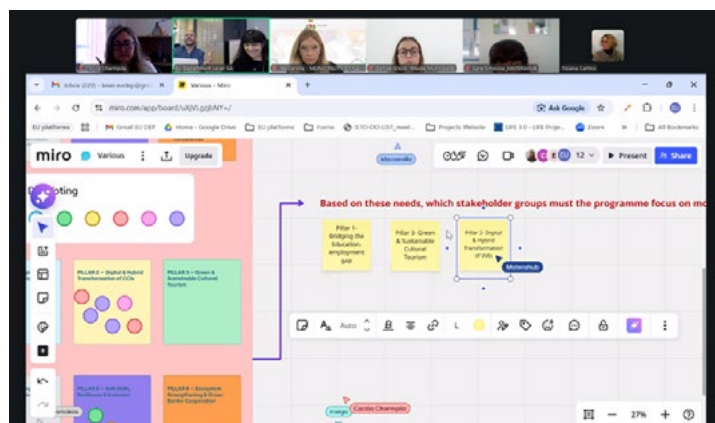
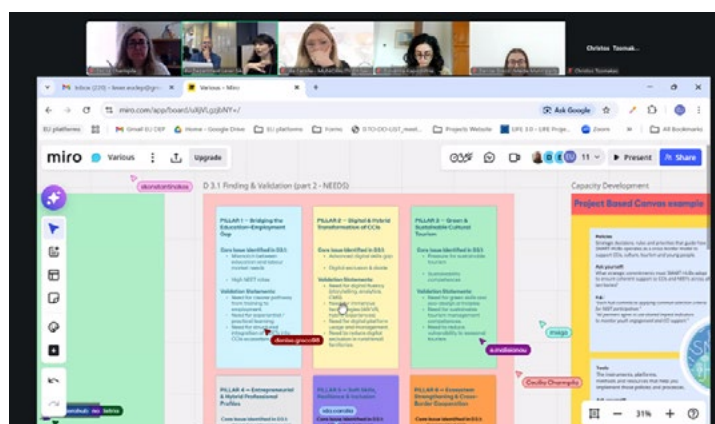
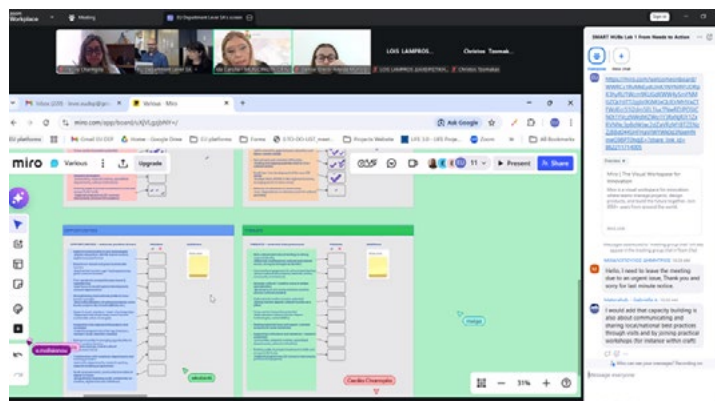


1. Purpose of the Meeting

The workshop was held as the first cross-border Co-Design Laboratory under Deliverable D3.2 of the SMART-HUBs project. Its primary aim was to move from the mapping of needs and challenges — as documented in Deliverable D3.1 — to the joint co-design of the Capacity Development Programme. The session brought together all six project partners in an online collaborative environment, structured around a Human Centred Co-Design methodology and supported by the shared digital board platform Miro.

2. Main Points Discussed

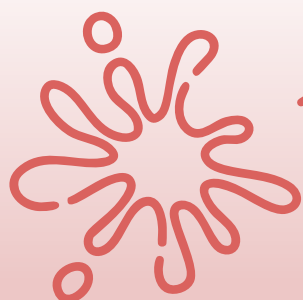
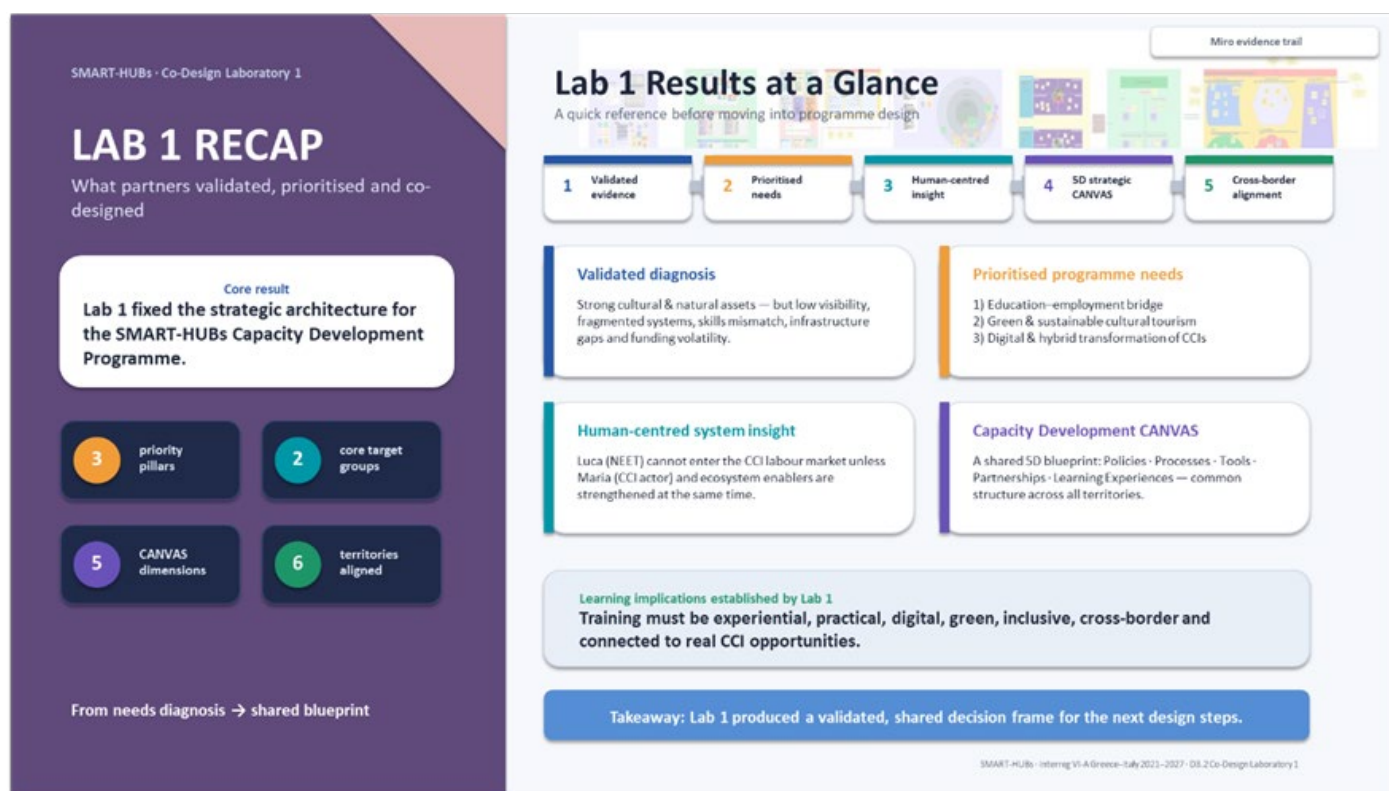
The workshop opened with a presentation of the Lab 1 framework and methodology, establishing the overall logic of the co-design process and the intended outputs of the session. Partners were guided through a series of structured collaborative exercises, progressing from the validation of existing findings to the joint production of strategic outputs. The first substantive exercise focused on the validation of the consolidated SWOT analysis developed on the basis of Deliverable D3.1. Partners confirmed and refined the identified strengths, weaknesses, opportunities and threats across the project territories, providing a common strategic baseline for the codesign process. Building on the validated SWOT, the session moved to the prioritisation of needs and the mapping of stakeholder groups. Partners collectively ranked the key training and professional needs of the Cultural and Creative Industries sector in their respective areas and identified the primary target groups to be addressed by the Capacity Development Programme. This exercise produced a shared and prioritised view of the challenges and gaps that the programme is expected to address. The workshop also included a persona development exercise, through which partners collaboratively defined two representative profiles of the programme's target beneficiaries. The personas served as a practical tool to ground the co-design process in the real needs, motivations and barriers of the intended participants, informing the subsequent design of the programme's content and



delivery approach. All outputs produced during the session - the validated SWOT, the prioritised needs, the stakeholder mapping and the personas - were consolidated into the project-based Strategic CANVAS of the Capacity Development Programme. The CANVAS provided an integrated and structured overview of the strategic framework, bringing together all analytical inputs into a single reference document that will guide the design of the educational and training interventions across the project areas. It was also clarified during the session that the project foresees the development of an e-learning platform, in line with the approved project description.

3. Outcomes and Follow-up

The workshop resulted in a set of validated and jointly produced strategic outputs, including the confirmed SWOT analysis, the prioritised needs and stakeholder mapping, the co-developed personas, and the first version of the project-based Strategic CANVAS. These outputs were captured in the final Miro board and will be further analysed and systematised, leading to the production of individual analytical deliverables and the final integrated CANVAS. The final CANVAS will serve as the strategic blueprint for the design and implementation of Labs 2 and 3.



2nd Project Meeting in Agrinio

The meeting, organized by the **Chamber of Aetoloakarnania** at the Chamber's Conference Hall, brought together representatives from **all the project partners** from Greece and Italy. With everyone's active and constructive contributions, this meeting has been **a dynamic step toward the project's achievements**.

Special thanks to the **Project Officer** from the Programme's Joint Secretariat (JS), whose presence provided **valuable guidance**, ensuring the smooth project implementation and setting the stage for the upcoming activities.

Key discussions included:

- Project achievements so far
- Updates on ongoing activities
- Implementation strategy and next steps
- Planning of actions and project milestones

The project is entering a **critical phase** and we are all excited to move forward.

Stay tuned as we continue working towards **Enhancing employment access developing NEET' skills and capabilities to sustain the economic-SMART transition of socio-cultural-tourist destinations by CCIs' HUBs contaminations**.



First Focus group in Matera

A community-based smart-hub in the Province of Matera: Innovation, Craftsmanship and the Digital Future

On May 6th, **Matera's Officina Creativa Hub** brought together artisans, innovators and experts to launch a **new community-based hub** in the framework of **SMART-HUBs** project.

International expert **Paula Meier** joined local artisans **Vinelli** and **Colacicco**, alongside organizations such as **Matera Tech** and **Syskrack Lab** (coordinated by Materahub), to map the area's digital needs. The focus was on **digital fabrication**: analyzing equipment and governance models to integrate technology into traditional craft excellence. The goal is to build a **horizontal network** capable of elevating manual work, turning the province into an ecosystem where innovation and culture drive sustainable economic development and create new professional opportunities for the next generation.

This initiative strongly aligns with **SMART-HUBs'** mission, which **boosts employment** and **skills for NEETs** while supporting the **"smart transition"** of socio-cultural tourist destinations through Cultural and Creative Industries (CCIs).

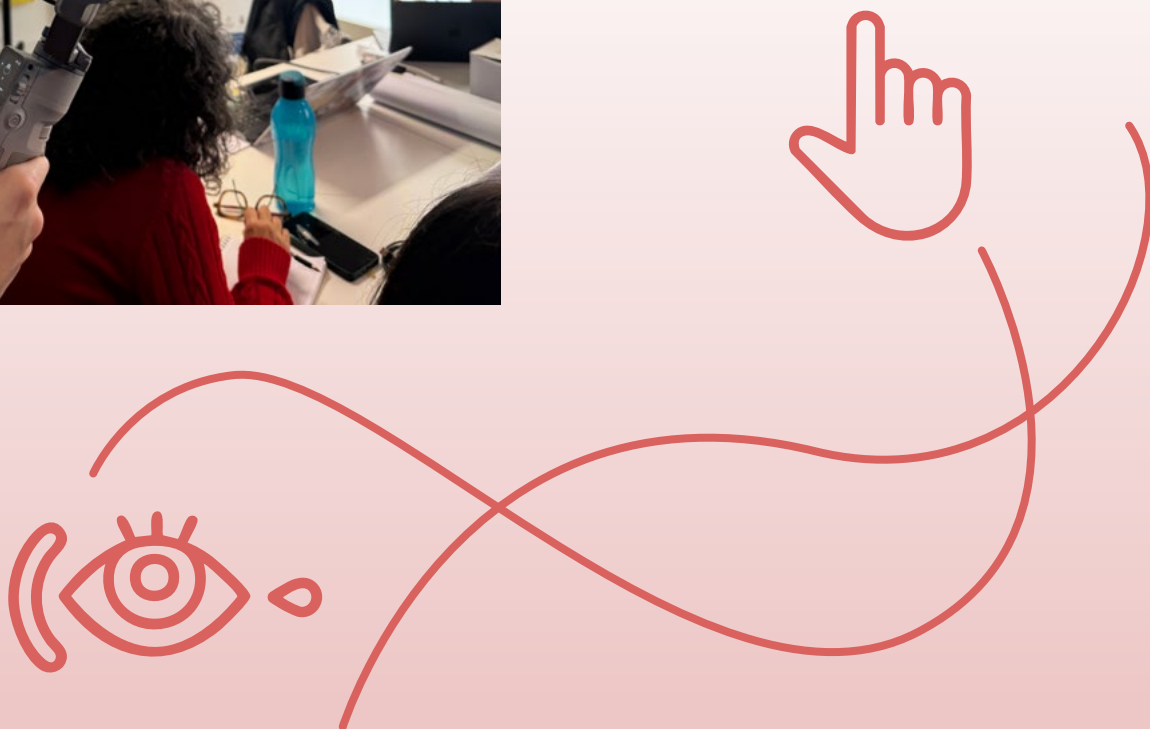
The [@smart_hubs_interreg](#) project is building a community to bridge the gap between tradition and tech.

How? Mapping the digital needs of local artisans to create new skills for NEETs and boost cultural tourism in the province of Matera.

From weaving to 3D printing, the project is designing a network where innovation elevates craftsmanship.

Together with [@materahub](#) and local makers, we're making the future of Basilicata smarter!







Press releases

The following press releases have been issued so far:

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Press releases from the official site of the project about the Focus Group in Matera on May 6th:

[SMART-HUBs launches a community-based hub in the province of Matera - Interreg VI-A Greece-Italy 2021-2027](#)

Press release from the official social media of Interreg VI-A Greece-Italy 2021-2027 about the Focus Group in Matera on May 6th:

https://www.instagram.com/p/DYms0XIDNJR/?img_index=1

Press releases at social media by RDF-RWG concerning the 2nd Project Meeting in Agrinio:

https://www.linkedin.com/feed/update/urn:li:activity:7451971165709062144/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAFTlttIBWkAQl6-hlcLkIZI_gkl2EBNwlc

https://www.facebook.com/permalink.php?story_fbid=pfbid0UboZceCm9VtCbRzUxx5JLPjGbx-wWNUvRSBnKbeh2Z8EYbQqf6JRSKyU8ztmEN-NWul&id=61588042431613

Press releases at social media by RDF-RWG concerning the official release of SMART-HUBs project video on YouTube:

https://www.facebook.com/permalink.php?story_fbid=pfbid02PGdRRfedW16EpBi9pZeUdZjQKhyn-qb1r5CwjgRVNKMdR8wtXsvsdQyYmrW6hnm-sal&id=61588042431613

https://www.linkedin.com/feed/update/urn:li:activity:7454411313801306113/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAFTlttIBWkAQl6-hlcLkIZI_gkl2EBNwlc

Press releases at social media by RDF-RWG concerning the promotional action for the 3rd e-newsletter:

https://www.linkedin.com/feed/update/urn:li:activity:7454411182049878016/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAFTlttIBWkAQl6-hlcLkIZI_gkl2EBNwlc

<https://www.facebook.com/photo/?fbid=122138973975017512&set=pcb.122138974647017512>

Press releases at social media by RDF-RWG concerning the promotional action for the 1st Infographics :

https://www.linkedin.com/feed/update/urn:li:activity:745197112349089792/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAFTlttIBWkAQl6-hlcLkIZI_gkl2EBNwlc

https://www.facebook.com/permalink.php?story_fbid=pfbid02tohSfUnL4t8NPPjkUuRaPnPnt-NgVKy9E5s9MEJ9HRdxxCXjdrbJUWiZfGC4dx-Mql&id=61588042431613

Press releases at social media by RDF-RWG concerning the 2nd stakeholder meeting in Patras:

[\[https://www.facebook.com/permalink.php?story_fbid=pfbid0bx4K6eoqr3sYdqV7CH5uAYp9g-LegeJ9vPLMxCWjqwSUSZZxVXqtAVeeFb9LUcy-pnl&id=61588042431613\]\(https://www.facebook.com/permalink.php?story_fbid=pfbid0bx4K6eoqr3sYdqV7CH5uAYp9g-LegeJ9vPLMxCWjqwSUSZZxVXqtAVeeFb9LUcy-pnl&id=61588042431613\)](https://www.linkedin.com/feed/update/urn:li:activity:7464580917525733376/<u>https://www.linkedin.com/feed/update/urn:li:activity:7464580917525733376/</u></p>
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Press releases at social media by RDF-RWG concerning the Info Day in Messolonghi:

https://www.linkedin.com/feed/update/urn:li:activity:7464642372463935488/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAFTlttIBWkAQl6-hlcLkIZI_gkl2EBNwlc

https://www.facebook.com/permalink.php?story_fbid=pfbid0DvBzuEevzdmGBtzaWqyLF4FYS-ic3gUnD5rqLrUA5pr2oAz5cPXUZ4xWu5oCvz-TFSI&id=61588042431613



Press releases

The following press releases have been issued so far:

Press releases at social media by Chamber of Aetoloakarnania:

[Επιτυχής διοργάνωση της 2ης Συνάντησης των Εταίρων του Έργου SMART-HUBs από το Επιμελητήριο Αιτωλοακαρνανίας - Επιμελητήριο Αιτωλοακαρνανίας](#)

- <https://www.epimetol.gr/category/nea-anakoinoseis-dimosiotita-toy-ergou-smart-hubs/>

- <https://www.youtube.com/watch?v=Z46FdZi2Knl>

<https://www.epimetol.gr/newsletter-11-03-2026/>

<https://www.epimetol.gr/newsletter-08-04-2026/>

- <https://www.facebook.com/rompolas.giorgio/posts/pfbid029jC4329v2T44RYaxTFGiDpt7Ycmd-DAFQWT1i8kQ9EqEDerrJk2djK5f666ni74Ryl>

- <https://www.facebook.com/rompolas.giorgio/posts/pfbid02erTFFtPr3ZXpiSYAfoA2XB-nU2gEctawKQ5Wn6GeNGjmaYxKGF5L6TFXVsTUys-thBl>

- https://www.facebook.com/permalink.php?story_fbid=pfbid02HpaPL61GA5Vg4K77upZ4r2VK-fKfPa8vdDqYRpCHWoVGoa73kfoKkp1GBsqBHB-dh4l&id=100064560074960

- https://www.facebook.com/permalink.php?story_fbid=pfbid02gFvYq5RicGexoMokXEr9f9w-F253UH68d9rb9BMkHPfchCacH8zK1Ta1NBhhg9Eg-bl&id=100064560074960

Press releases at social media by Zakynthos Chamber of Commerce:

<https://zantecci.org/smart-hubs/>

<https://zantecci.org/smart-hubs-news/>

- 2 project meeting in Agrinio <https://zantecci.org/smart-hubs-news-2nd-project-meeting-agrinio/>
- Kick off Meeting <https://zantecci.org/smart-hubs-news-kick-off-meeting/>
- Administrative materials <https://zantecci.org/smart-hubs-diagonismoi/>
- Project materials <https://zantecci.org/smart-hubs-project-materials/>

Press release at social media by Municipality of Nardò:

https://www.instagram.com/p/DV_BbHhCpio/?img_index=1

https://www.facebook.com/story.php?story_fbid=1357549089740186&id=100064553235461&mibextid=wwXlfr&rdid=L4sQWcxnQPFNW8T

<https://www.nardonews24.it/2026/03/17/smart-hubs-in-grecia-il-secondo-meeting-tecnico/>

<https://www.puglialive.net/smart-hubs-in-grecia-il-secondo-meeting-tecnico-il-progetto-unisce-innovazione-valorizzazione-del-patrimonio-culturale-e-formazione-giovanile/>

<https://www.lecceoggi.com/smart-hubs-in-grecia-il-secondo-meeting-tecnico/>

<https://www.comune.nardo.le.it/notizia/smart-hubs-individuato-lente-che-formera-i-giovani-neet/>

<https://www.facebook.com/comunenardo/posts/pfbid033oPskrnpi3oqA5RhCWSamhrUm5di1ri9p-JsxqagMsTEfKEGp4VmtBeR9RUEvTsDI>

<https://www.instagram.com/p/DYPKsltD8ey/>

Press release at social media by Municipality of Maida:

<https://www.facebook.com/share/p/18k9FWUcT5/>

<https://www.lametino.it/ultimora/progetto-smart-hubs-la-citta-di-maida-avvia-la-fase-operativa-affidati-i-servizi-di-alta-formazione.html>



Coming next...

2nd Stakeholders' Meeting is in progress!!!

The Regional Development Fund of the Region of Western Greece is organizing the 2nd Stakeholders' Meeting within the framework of the SMART-HUBs project, aiming to gather evidence-based input for the design of the project's local actions and programs in Western Greece.

Event Details:

Date: Tuesday, May 26, 2026

Time: 09:00 a.m. CET (Arrival)

Location: CREATIVE@HUBs - Hub of Patras (former Agricultural School of Patras)



Agenda and Key Discussion Points:

- SMART-HUBs: Programme support tools. Presentation of the digital tool and its application within the project.
- Co-Design Lab 1 – Strategic framework and priorities. From needs to the joint strategic framework for the project's training and capacity building programme.
- DigiContent – Presentation of Interreg Europe collaborative project. Good practices in XR and digital content in the cultural and creative sector.
- The cultural and creative sector as a space for youth learning and employment. Participatory activity with representatives of the local cultural and creative ecosystem.
- Co-Design Lab 2 – The next stage and the role of local stakeholders. Training programme, content, and opportunities for contribution by local stakeholders.

The conclusions of the meeting will be utilized to shape the next steps of the project and to specify local interventions in the Region of Western Greece.

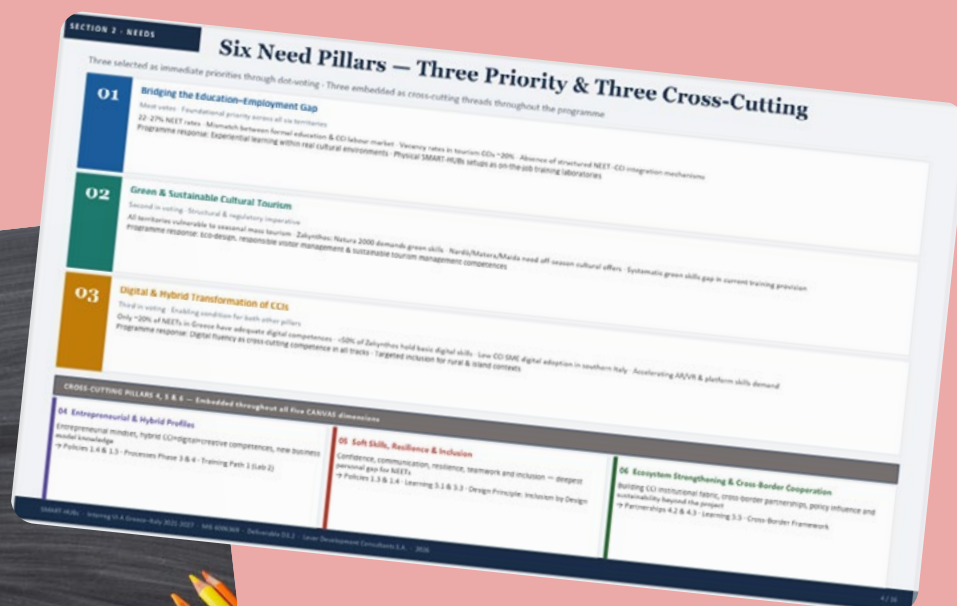


Coming next...

2nd Co-Design Lab is underway!!!

Immediately after the **2nd Stakeholders' Meeting**, the **2nd Co-Design Lab** will take place on Wednesday, **May 27, 2026, online, from 10:00 a.m. to 01:00 p.m. (CET)** for all the project partners to participate.

The 3 LABs activities ensure a solid methodological foundation for the capacity-building actions that will follow throughout the project. The outcomes of Lab 1 formed the basis for **Lab 2**, which will define the detailed Educational Programme, and **Lab 3**, which will focus on developing new project initiatives.



Lab 2
From Blueprint
to Programme

THINK TOGETHER
DESIGN TOGETHER
GROW TOGETHER

Co-creating the
SMART-HUBs
Educational & Training
Architecture





Coming next...

The fourth Info Day is being prepared!!!

A Local Info Day will take place in
Agrinio on **Wednesday, 27th of May
2026**, in the afternoon.

Interreg Co-funded by
the European Union **SMART-HUBs**

Greece - Italy

SMART-HUBs

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

Info-Day

Date: 27/5/2026

Decentralized office of the Regional Union of Municipalities of Western
Greece, Mavrokordatou 5, Messolonghi, 30200, Aetoloakarnania
1st Floor
<https://maps.app.goo.gl/Vnb8KNEzG3yK5jgC6>

Interreg Co-funded by
the European Union **SMART-HUBs**

Greece - Italy

**THE CHAMBER OF AETOLOAKARNANIA
CORDIALLY INVITES YOU TO THE
INFO-DAY
organized for the project
SMART-HUBs**

on Wednesday, 27 May 2026, at 18:30
at the Decentralized Office of the Regional Union of Municipalities of Western Greece
5 Mavrokordatou str., Messolonghi, 30200, Aetoloakarnania

The SMART-HUBs project is an innovative cross-border initiative between Greece and Italy, designed to empower youth by
developing skills that will facilitate their employment in the cultural and tourism sectors.
The Info-Day, organized by the Chamber of Aetoloakarnania, as a partner of SMART-HUBs, aims to inform the public about the
project, its activities, objectives, and expected results from its implementation.
Your presence will be a great honor.

The President
of the Chamber of Aetoloakarnania
Panagiotis A. Tsichritzis

Stay
tuned !





Project links

The official link of the project is

[SMART-HUBs - Enhancing employment access developing NEET' skills and capabilities to sustain the economic-SMART transition of socio-cultural-tourist destinations by CCI's HUBs contaminations - Interreg VI-A Greece-Italy 2021-2027](#)



The social media of the project:

www.facebook.com/profile.php?id=61580525370637

www.linkedin.com/showcase/smart-hubs-interreg-gr-it/

<https://www.youtube.com/@Smart-HUBs>

www.instagram.com/smart_hubs_interreg/

