



REGION
OF WESTERN
GREECE

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Interreg
Greece-Italy
CIAK

European Regional Development Fund



EUROPEAN UNION



CIAK

Common Initiatives to AcKnowledge
and valorize tourism potential
of the programme area
through cinema



Info Day

30th January 2019

**Headquarters of Region of Western Greece
Patras**

Project partners



APULIA
FILM
COMMISSION
PUGLIA, SCENES TO EXPLORE



HELLENIC REPUBLIC
REGION of EPIRUS



REGION OF
IONIAN ISLANDS



REGION
OF WESTERN
GREECE

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Associated partner



REGIONE PUGLIA

CIAK PROJECT

CIAK “Common Initiatives to Acknowledge and valorize tourism potential of the programme area through cinema” is funded by the Interreg V-A Greece-Italy Programme 2014- 2020. The project, financed under Priority Axis 2 – Integrated Environmental Management- with a budget of about 900.000,00 €, aims to promote the valorisation of Apulia and Greek regions through initiatives linked to the audio-visual sector, providing an opportunity to raise awareness and improve the attractiveness of these territories and their historical and scenic beauty as a catalyst for tourism development.

Apulia Film Commission Foundation is the lead beneficiary of this project in cooperation with four Greek partners -the **Region of Epirus**, the **Region of Ionian Islands**, the **Region of**



Western Greece and the **Ionian University-Research Committee**. Associated partner is the **Puglia Region Department for Economy of Culture, Tourism and Valorization of Territory**.

OBJECTIVE

The main overall objective is to foster the valorisation of the involved areas, by exploiting the well-known impact of images, focusing cooperation in implementing initiatives linked to audio-visual sector, providing an opportunity to raise awareness and then disseminate the image of these territories and their historical and scenic beauty to become a growth asset.

OUTPUTS

CIAK will implement a comprehensive programme of cross-border activities between the participating institutions to exchange good practices regarding the use of screen sector as a catalyst for tourism development. Among the activities:

- A screenwriting international seminar articulated in 3 workshops, lasting 3 weeks, alternately in stable position and itinerant that allows 15 screenwriters coming from all over the world to develop an original screenplay set in the involved regions;
- The production of 10 short movies about the memory of the common story of Greece and Italy with young directors from involved regions;
- Support to several Festivals in the project area focused on cinema to promote the distribution of Greek and Italian movies in each country.

Project duration 16.04.2018 – 15.04.2020 (24 months)

Total budget € 888.796,70

ERDF funding € 755.477,20 (EU co-financing)

Programme website: www.greece-italy.eu

Further Information: dap@pde.gov.gr

PHOTOS FROM MOVIE SHOOTING IN WESTERN GREECE

Alima filming Mesologgi © 2017 stamos.abatis MedINA ABS_2017_004_D_0417





Paradeisos by Panagiotis Fafoutis Photo credits Nickos Psathoyiannakis

