

# INURECC

IONIAN NETWORK OF UNIVERSITIES, REGIONS,  
ERS OF COMMERCE AND CITIES INITIATIVE



EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**



FONDAZIONE MARCHE

**ecapital**  
Cultura  
Adriatic Start-up Society



# PARTNERS

## Private and Public Partnership for a No-Profit Initiative



FONDAZIONE MARCHE



UNIVERSITÀ  
POLITECNICA  
DELLE MARCHE



FORUM



# PROJECT



**Intensive and free training course**

Two editions realized (2015 e 2016)

## **Objective**

To foster the creation of start-ups in the touristic and cultural field and to promote contamination and integration of young people from different Countries.

## **Territorial context**

The Macro region Adriatic-Ionic





# CAPITAL CULTURE

CAPITAL CULTURE -  
Adriatic Start-up School is a  
training path for future  
entrepreneurs aimed to the  
creation of Start-ups operating  
in the cultural tourism sector  
which contribute, through the  
enhancement of the cultural  
heritage, to the economic-  
cultural development of the  
Adriatic - Ionian Macro  
region.



results are intended to impact  
several areas:

training of young entrepreneurs  
in the cultural and tourism fields;

support of startups creation and  
development;

creation of professional  
works;

promotion of economic-cultural  
synergies within the Macro

region;





# Topics

Archaeological Sites



Architecture



Events

Food



Performance | Theatre

Movies



Museum

Music



Publishing

Theme Parks



# Edition - 2019

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**1° Call Opens: January 2019**

**School Date: April/May 2019**

**2<sup>nd</sup> Call Opens: June 2019**

**School Date: October/November 2019**

**30+30 Young Participants from:**  
Croatia, Bosnia - Herzegovina,  
Albania, Greece, Italy, Montenegro,  
Serbia, Slovenia

**Application Requirements:**  
Business Idea in Cultural Field  
Good Level of English Language

- Comfort Letter



**ecapital**  
Culture  
Adriatic Start-up School



# s looking for Partners



## **PARTNER'S RESEARCH for WORKING GROUPS WE ARE LOOKING FOR**

from government network, embassies, universities, chambers of commerce, cities,  
etc.

Private citizens with a great passion for Macro Region culture and start ups

### **TO CREATE A WORKING GROUP IN EACH COUNTRY**

1:

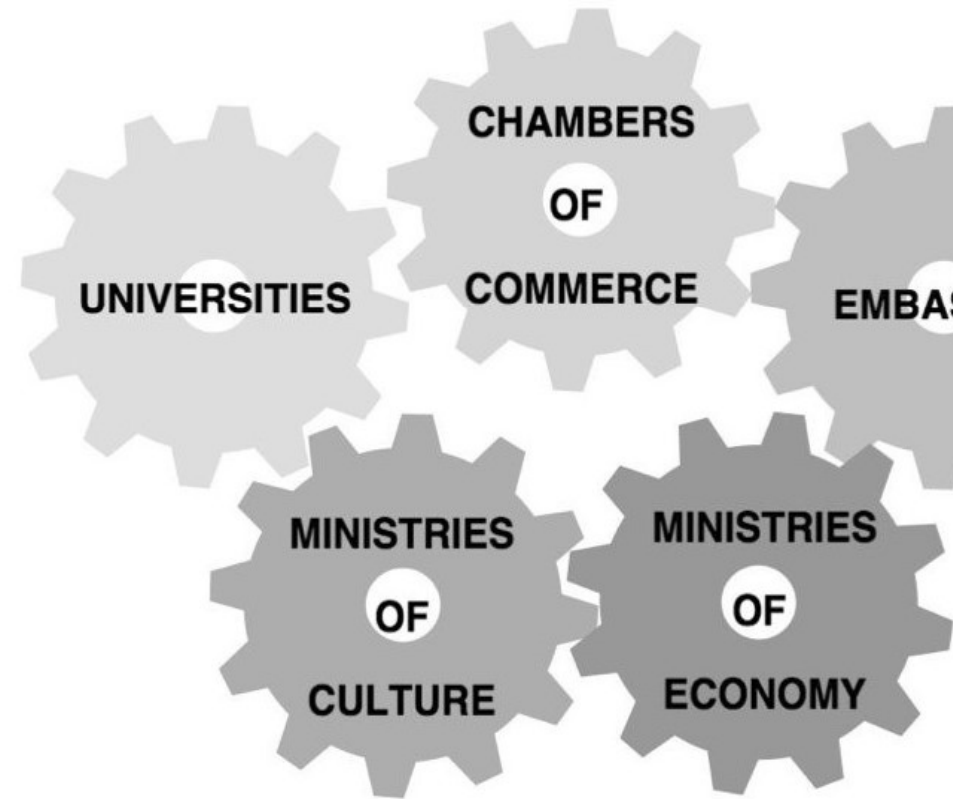
ation into the project's design

tion and dissemination

ment of candidates

t for young entrepreneurs in their countries

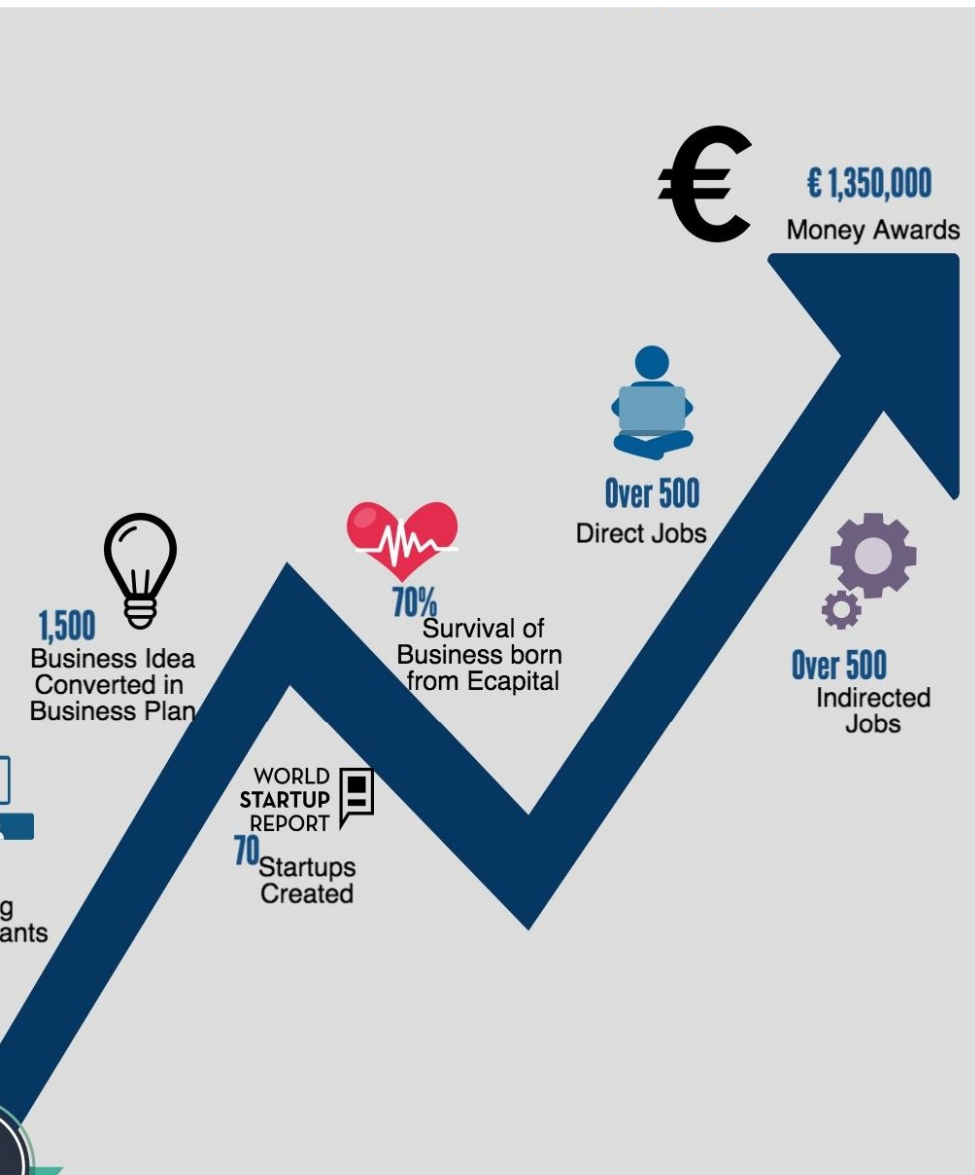
Key Partners



### **2. ORGANIZATION OF AN EVENT**

to present and promote the initiative in each Country





# 18 years success IN START UP CREAT



FONDAZIONE MARCHE

**THANKS FOR YOUR  
ATTENTION**



# CONTACTS

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