



## Project BG05M2OP001-1.002-0008-C01 "Intelligent Solutions Center for Creative and Recreational Industries" (INCREA)

Project BG05M2OP001-1.002-0008-C01 "Intelligent Solutions Center for Creative and Recreational Industries" (INCREA) is a joint initiative of 8 research organizations aimed at building a modern scientific complex to support the development of one of the most promising to increase the competitiveness of the Bulgarian economy areas - the creative and recreational industries.

The project is a joint cooperation of:

1. Higher School of Management - Varna;
2. Technical University - Varna;
3. "Angel Kanchev" Rousse University - Rousse;
4. National Art Academy - Sofia;
5. Institute of Ethnology and Folklore Studies with Ethnographic Museum, Bulgarian Academy of Sciences - Sofia;
6. Institute of Biodiversity and Ecosystem Research, Bulgarian Academy of Sciences - Sofia;
7. Institute for the Study of Societies and Knowledge, Bulgarian Academy of Sciences - Sofia;
8. "Fridtjof Nansen" Institute of Oceanology, Bulgarian Academy of Sciences - Varna

And associated partners:

1. Technical University - Gabrovo;
2. "Academic Emil Djakov" Institute of Electronics, Bulgarian Academy of Sciences - Sofia;
3. International College Ltd. - Dobrich

so to provide for implementation of interdisciplinary industrial research and experimental development with a focus on:

- cultural and creative industries, cultural heritage, design, festivals, music, stage and visual arts, publishing;
- computer and mobile applications and educational, marketing and / or entertainment games;
- Alternative (rural, ecological, cultural and festival) and extreme tourism;
- Production of goods and equipment with direct application in these spheres.

Through the pooling of scientific organizations exploring diverse aspects of creative and recreational industries (resources, consumers, consumer behavior and markets as a potential for development, business and operations organization, technology provision and sustainable development solutions in all aspects - economic, social and cultural) and localized in different regions of the country, the project offers an innovative approach to overcome market segmentation and the centralized manifestation of science, encouraging innovation capacity of the business.

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Проект BG05M2OP001-1.002-0008-C 01

*"Център за интелигентни решения в креативните и рекреативните индустрии (ИНКРЕА)", финансиран от  
Оперативна програма „Наука и образование за интелигентен растеж“ 2014-2020, съфинансирана от  
Европейския съюз чрез Европейските структурни и инвестиционни фондове.*



The overall objective of the project is to develop research and innovation capacities for creative and recreational industries through interdisciplinary market-oriented research and networking so to create value-added scientific products for the economy in active partnership with business and co-operation.

Project activities include:

- Creation of a modern research infrastructure of decentralized resources - 1 central unit and 7 research branches in different geographic areas;
- Carrying out interdisciplinary market-oriented research;
- Attracting leading researchers and top specialists;
- Introducing innovation, new learning and educational methods
- Development of strategic partnerships with leading technology research organizations and with Bulgarian companies;
- Dissemination of research results, transfer of knowledge and provision of business specialized services.

The project will provide a set of results including:

- Established advanced research infrastructure of decentralized resources - a single ecosystem in the field of R&D and innovation, bringing together a critical mass of high-level scientists and technologists in a clearly defined organizational structure;
- Implementation of 34 research projects, seeking applied solutions for improving the competitiveness of the business;
- Pooling and upgrading the potential and resources of 8 scientific organizations;
- Creating an open bank of scientists and involving them in research activities;
- Pro-active co-operation with the business and incl. joint scientific projects.

The expected effects of the project are related to providing benefits for entrepreneurship, developing new / improved products and processes, enhancing the intensity of knowledge transfer as well as creating prerequisites for new research, development of human and social capital.

**Coordinator for IBER-BAS:** Assoc. Prof. Dessislava Dimitrova

**Execution period:** 30.03.2018 - 30.12.2023

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Проект BG05M20P001-1.002-0008-C 01

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