SMARTCULTURE SWOT ANALYSIS

STRENGTHS

- Vast and rich cultural and creative content (physical and virtual

- Experienced and talented professionals (ICT & CCI)

- Good educational centres and training programmes
- Existing innovative flagship Digital Cultural Heritage projects
- Important public support and funding of projects
- Good technological platforms, universities and research centres
- Specialised and organised clusters and platforms

WEAKNESSES

- Size of companies: 85% are SMEs or micro-SMEs

- Limited cooperation between sectors for innovating

- Lack of financial means and difficulty to attract private investment

- Incomplete training/limited technological and entrepreneurial competences
- Reliance on public funding
- Difficulty in fiding new business models

- Locally embedded companies (not enough internationalised)

OPPORTUNITIES

- Dynamic ecosystem of talents
- Awareness of benefits to create synergies between sectors
- High demand for innovation
- Attractiveness of new forms of content distribution
- Fast evolution of digital technology and wide range of possibilities

- H2020 funding and new calls for papers focusing on Digital Cultural Heritage

THREATS

- Global competition and other emerging regions gaining market share

- Insufficient improvement of the economic situation

- Insufficient coordination and knowledge transfer across quadruple helix

- Still underestimation of the economic contribution of Digital Cultural Heritage in the economy

- Shortage in R&D funding