

**PRESS RELEASE**

*Intesa Sanpaolo supports preservation of cultural heritage in the region*

**Call for ideas for start-ups in culture**

**Beograd, July 20, 2016** – Fondazione Marche, Chamber of Commerce of Ancona, Università Politecnica delle Marche, City of Ancona and Istao, with support from Intesa Sanpaolo, the parent group of Banca Intesa, have presented a public call for ideas for the second edition of “ECAPITAL Culture Adriatic Start Up School” for young people from the Adriatic – Ionian Macro Region aimed at enhancing cultural heritage of the region through development of innovative start-ups.


The project allows young people to use their skills and creativity to implement their business ideas in the cultural field and establish contacts with peers from other countries. The selected candidates will attend lectures, workshops, case studies and studios on business plan development and implementation, enhancement techniques for start-up projects, as well as planning and launching start-ups.

People up to 40 years of age from eight countries of the Adriatic – Ionian Macro Region: Serbia, Montenegro, Bosnia and Herzegovina, Albania, Croatia, Slovenia, Greece, and Italy are eligible to submit their ideas for setting up start-ups that contribute to the preservation of cultural heritage by September 15, 2016 by filling in an application form on the website <http://startupschool.ecapital.it/>.


The applicants will be required to present their business ideas, and they need to have at least a high school diploma and excellent knowledge of English. The names of the selected candidates will be announced by September 30, 2016, whereas lectures and workshops will be held in the Italian city of Ancona between October 17 and December 16, 2016.

“ECAPITAL Culture Adriatic Start Up School” was launched in 2015 with 25 young people from Serbia, Bosnia and Herzegovina, Croatia, Albania, Greece, and Italy attending the first edition.

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