

## **ChIMERA**

### **Innovative cultural and creative clusters in MED area**

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

#### **D. 3.4.3. Transnational event - Report**

##### **WP 3. Studying**

#### **Act. 3.4. Capacity building of innovation key actors for the cultural creative industries**

Authors/Responsible partner : PP06

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# INTERNATIONAL CONFERENCE AND INVESTMENT FORUM OF CREATIVE AND CULTURAL INDUSTRIES

4 - 5. 10. 2017 | Museum of Architecture and Design – MAO  
Fužine Castle, Pot na Fužine 2, 1000 Ljubljana



# CHIMERA PROJECT

## Innovative Cultural & Creative Clusters in the Mediterranean Area

### INTERNATIONAL CONFERENCE AND INVESTMENT FORUM OF CREATIVE AND CULTURAL INDUSTRIES

#### INTERNATIONAL EVENT – 1<sup>ST</sup> DAY

Wednesday, 4<sup>th</sup> October 2017

Museum of Architecture and Design - Fužine Castle, Pot na Fužine 2, Ljubljana

- |               |  |
|---------------|--|
| 9:00 – 9:30   | Welcome coffee and registration  |
| 9:30 – 10:00  | Welcome speeches   |
| 10:00 – 11:00 | <b>Presentation of CCI projects in Slovenia:</b><br>CHIMERA, CRE:HUB, Center for creativity and design   |
| 11:00 – 13:00 | <b>Fostering Social and Creative Innovation</b><br>TALIA - partners speaker  |
| 13:00 – 14:30 | Lunch break & networking   |
| 14:30 – 15:45 | <b>Keynote speech:</b><br><b>Crowdfunding and interactions between private and public financial instruments</b><br><b>Public and private instruments supporting breakthrough of CCIs</b><br><br><i>Kleitia Zeqo – IDEA Consult</i>   |
| 15:15 – 16:45 | <b>Roundtable and discussion</b><br><br><b>Innovative private and public financial instruments</b><br><b>&amp; How to maximize the impact of public funding in CCS</b><br><br><ol style="list-style-type: none"><li>1. SVRK - Government Office for Development and European Cohesion Policy</li><li>2. Fabrizio Spadotto - Regione Autonoma Friuli Venezia Giulia</li><li>3. Vito Pinto - Sviluppo Basilicata</li><li>4. Eduard Gil - Audiovisual Cluster of Catalonia</li><li>5. Aleš Pustovrh - ABC Accelerator</li></ol> |
| 16:45 – 17:00 | Coffee break   |

# CHIMERA PROJECT

## Innovative Cultural & Creative Clusters in the Mediterranean Area

17:00 – 18:30

**Innovative and Creative Ecosystem in Slovenia:**

1. **New models of working:** *Luka Piškorič - Poligon*
2. **Creativity in public sector:** *Sasa Kerkos - Design Biotop*
3. **Support environment:** *Marjana Majerič - Startup initiative Slovenia*
4. **Design and Innovations:** *Barbara Rovere - InnoRenew coE*
5. **Need for creativity and innovation in companies:**  
*Monika Zajc - EPPS - Pošta Slovenije*

18:30 – 22:00

*Dinner & social event*

## INTERNATIONAL EVENT – 2<sup>ND</sup> DAY

**Thursday, 5<sup>th</sup> October 2017**

Museum of Architecture and Design - Fužine Castle, Pot na Fužine 2, Ljubljana

8:30 – 9:00

*Welcome coffee and registration*

9:00 – 10:30

**CCS innovative practices and policies in EU followed by a roundtable**

1. *Nesta - UK CCS*
2. *Kleitia Zego – IDEA Consult*
3. *Aquiles Marreiros – CCDR - Algarve*
4. *Giordano Julie – CCI Nice Cote d'Azur*
5. *Gaetano Grasso - Apulian Living Labs*
6. *Anja Zorko - MAO CZK - Center for creative and cultural industries of Slovenia*

11:30 – 11:45

*Coffee break*

11:45 – 13:15

**From CCS Idea to the successful product launch followed by a roundtable**

1. *Luís Caracinha - LCPA Creative Agencies*
2. *Josep Vera - Tothora*
3. *People ooo - design and development studio*
4. *Matjaz Rebel - Artrebel9*
5. *Rok Zavrtnik - Založba Sanje*
6. *Adastra - movie company*

13.15 – 14:30

*Lunch break & networking*

14:30 – 16:00

**Investors Forum: pitching of CCS companies to a panel of key investors**

16:00 – 16:15

*Coffee break*

16:15 – 16:30

**Winners announcement**

16:30

*Drinks & farewell*

# CHIMERA PROJECT



Project co-financed by the European  
Regional Development Fund

**Innovative Cultural & Creative Clusters in the Mediterranean Area**



# Presentation

ChIMERA

Innovative Cultural & Creative  
Clusters in the Mediterranean

Ljubljana, October 5th 2017



ADAstra.FILMS

[www.adastra-films.com](http://www.adastra-films.com)



# THE FILM COMPANY & AGENCY BASED IN CANNES...

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# ACTIVITIES



**Film Production**



**Film Team Building**



**VR Films and Apps**



**Corporate Films**



**Film Sales**



# ADASTRA FILMS : DATES & FIGURES

- **2008** : creation of Adastra Films by David Guiraud (23) and Sébastien Aubert (24)
- **2011** : *Deux Inconnus* (short film) is one of the most successful short films of the year (Sundance, Clermont, Oscars qualified...)
- **2012** : **France Televisions** becomes our main short films buyer
- **2013** : Production of *Brides* (Georgian-French feature film) -> Audience award at **Berlinale**
- **2015** : Trip to Silicon Valley. Adastra jumps into VR. Signature with Provence Tourism Office and SBM (Monaco Hotel Group)
- **2016** : Partnership with the VR app company RaVR based in the Silicon Valley
- **2016** : Production of *The Strange Ones* (American-French feature film) later awarded at the leading festival **SXSW**
- **2017** : Beginning of the project CANNES 360

**7-people  
team**

**2  
feature  
films**

**16  
short  
films**

**+70  
corporate  
clients**

**+300  
international  
prizes**

# SOME OF OUR CLIENTS

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**amadeus**

COMITÉ RÉGIONAL DU **TOURISME**  
**CÔTE D'AZUR**

**ThalesAlenia**  
A Thales / Finmeccanica Company  
*Space*

  
PALAIS DES FESTIVALS ET DES CONGRÈS  
Cannes

**THALES**

  
PORT DE PLAISANCE  
**SAINT-TROPEZ**



Provence-Alpes-Côte d'Azur  
**TOURISME**



**MONTE-CARLO**  
SOCIÉTÉ DES BAINS DE MER

[www.adastra-films.com](http://www.adastra-films.com)



# A LOCAL, NATIONAL & INTERNATIONAL RECOGNITION

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Chris Radcliff receiving Grand Jury Prize at Champs-Élysées Film Festival for « *The Strange Ones* ».

- **Trophy of Creativity 2016** for the best service (360° videos) of French Riviera by UPE06
- **Best Young Producer 2014** by France Televisions
- Sébastien Aubert among the « **Top 100 Managers** that will transform France » by Economic Magazine *Le Journal des Entreprises* in 2016
- S. Aubert part of the “**Future leaders in production**” by American Film Magazine *Screen International* during Cannes Film Festival 2015
- Elected « **Entrepreneurial Collaboration**» of the Year **2012 by the European Union** in the frame of the « Entrepreneurship Erasmus Program » - with Thierry Baujard (Peacefulfish)

# CASE STUDY : THE DANAIDES' BARREL





# FINANCED BY...

...FRAGRANCE COMPANIES

happyscents



...AND PUBLIC INSTITUTIONS



60% tax rebate

# CASE STUDY : THE STRANGE ONES

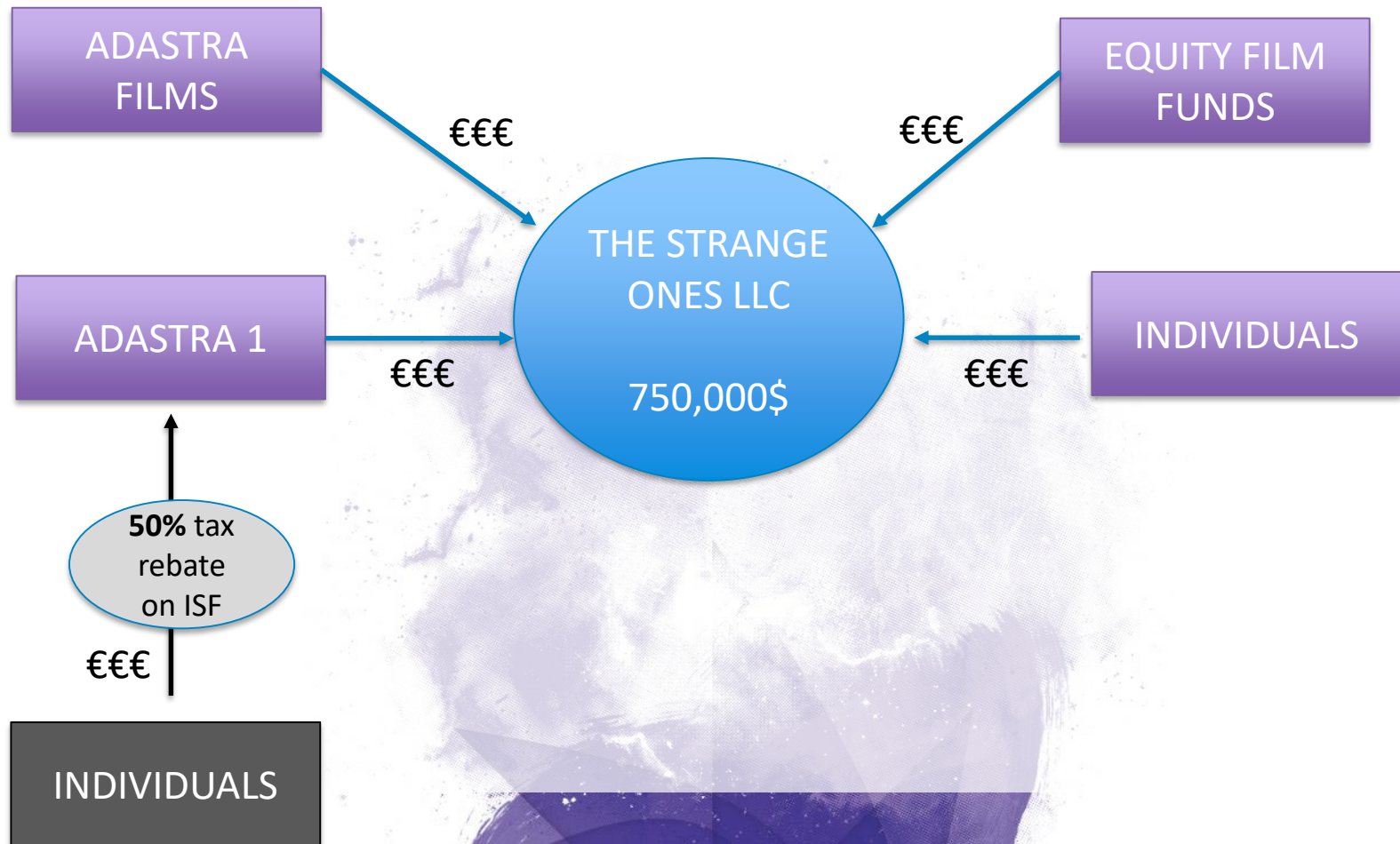
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Watch the teaser

# FINANCED BY...

100% PRIVATE EQUITY



# CASE STUDY : CANNES 360

EN | FR

## CANNES

VR



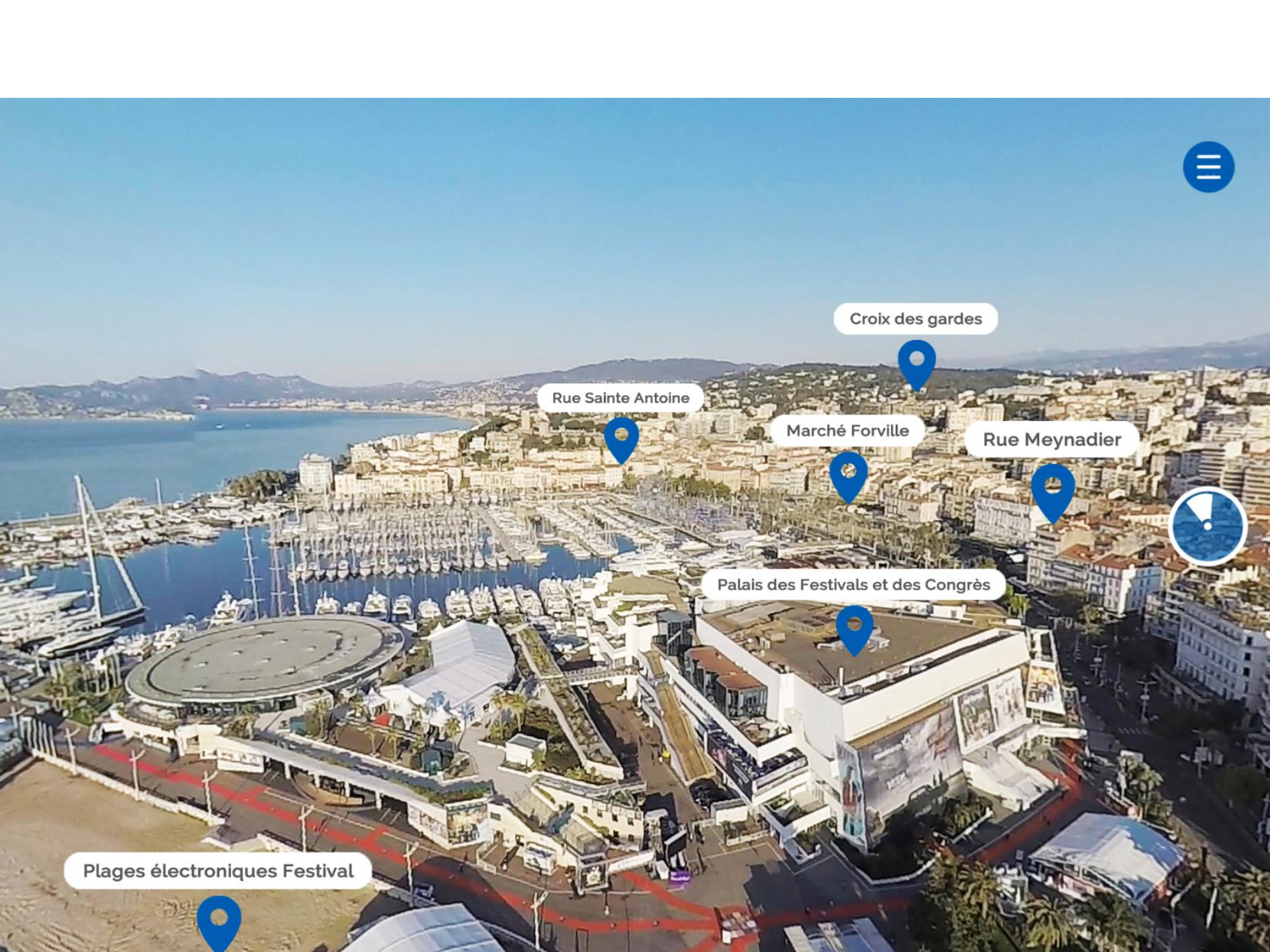
Mobile



Veillez choisir le mode d'utilisation **360**. Un masque type **Cardboard** est **nécessaire pour le mode VR**

Pour une meilleure experience, téléchargez l'application sur le store **Oculus pour votre GearVR**





Croix des gardes

Rue Sainte Antoine

Marché Forville

Rue Meynadier

Palais des Festivals et des Congrès

Plages électroniques Festival





00:34 / 00:50

Rue Meynadier





WILL BE AVAILABLE ON ALL STORES

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Google play



oculus

# A MIX OF PRIVATE-PUBLIC FINANCING

**THE APP IS  
FINANCED  
BY...**



**360° VIDEOS OF  
PRIVATE OPERATORS  
(HOTELS, BEACHES,  
CASINO) ARE  
FINANCED BY...**



**360° VIDEOS OF  
CANNES (AND  
PALAIS) ARE  
FINANCED BY...**



## NEXT STEPS

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**CANNES will be the first 360° city...**





## NEXT STEPS

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**Which city will be next ?**



Thanks for your  
attention



ADAstra.FILMS

[www.adastra-films.com](http://www.adastra-films.com)



# From idea to successful product launch



## Art rebel 9

We help our partners discover, build and realize promising business opportunities to reach and inspire a new generation of consumers.

# History

- Established 1991
- Computer graphics & Postproduction
  - Computer games spin off (ARXEL TRIBE)
    - First Slovenian game company
    - Sold in 2001
  - Production company spin off
    - Commercials (Kinomotel)
    - Film (Pakt media)







# Implementation of good practices



- Company upgraded to 2.0 in 2014
  - Divided into two departments
    - Integrated post&production
    - Experiences & Communication

# Integrated post&production

- (Traditionally) passive
- We are subcontractors



# Experiences & Communication



- Active
  - Our own initiative
    - Creative proposals
    - Business proposals
    - Project funding proposals
- Search for potential partners
- Building partnerships

# CASE: Project PLANICA VR ski jumps



# CASE: Project PLANICA VR ski jumps



- Our idea
  - (Slovenians like ski jumps)
  - So, How does it feel to fly like Peter Prevc?
  - Let's share this feeling with the rest of the world
- Our implementation
  - VR application for Oculus Rift
  - Tournament mode
  - Portable & Connectable
- Our investment
  - Building first prototype
  - Producing promotional films
  - Many hours spent on meetings :-)

# CASE: Project PLANICA VR ski jumps



- Search for partners
  - Advertising agency PRISTOP
  - TRIGLAV insurance company (Slovenes adore ski jumps!)
- Present at
  - Planica ski jump events (2015-2017)
  - Expo Milano (2015)
  - Touring Slovenia
  - Rental for events
- Award winning product
  - Digital Communication awards 2015 (Berlin)
  - European Excellence Awards 2015
  - DIGGIT 2015
  - SOF 2015 ...

# CASE: Project PLANICA VR ski jumps



- More than 52.000€ free media imprint
- 650.000m virtual meters

# Projects in development

- 8 projects active
- CASE: VR Dragon





# CASE: VR Dragon



- Challenge:
  - Attract more young visitors to Ljubljana Castle (Millennials need special approach)
    - Local
    - Tourists

# CASE: VR Dragon

- Our Idea
  - Flying a dragon through space and time
  - Learning by fun
  - Connecting Europe



# No. 1 TOURIST ATTRACTION



The VR simulator will give visitors to Ljubljana Castle an epic flight experience on the dragon's back, as the life-like dragon model will move just like a dragon would when flying. The flight on the dragon will magically reveal the history of Ljubljana to visitors<sup>14</sup>







# CASE: VR Dragon - IMPLEMENTATION



- VR headset + SIMULATOR = Virtual flight on the dragon's neck
  - Through space
    - Ljubljana
    - In search for partners (with similar dragon legends)
      - To build a network
      - To exchange visitors
      - To connect





# CASE: VR Dragon - IMPLEMENTATION



- VR headset + SIMULATOR = Virtual flight on the dragon's neck
  - Through time
    - History
    - Now
    - Near future & Future
  - Single or multiplayer
    - (Combinations, Tournaments, Adventures, Explorations)

## THE MIDDLE AGES



The flight on the dragon's back has just begun, because on the VR simulator the visitor could turn and fly over medieval Ljubljana and watch knights guarding Ljubljana Castle. Or fly all the way to the ancestral workshop of our ancestors who constructed the world's oldest ever discovered wheel with an axle, as long as 5150 years ago.

The VR simulator can provide as many experiences as we can imagine.



1250



# CASE: VR Dragon



- Currently we are Investing in
  - Creative concept
  - Test groups
  - Business plan
  - Promotional material
  - VR app prototype
  - 6 DOF simulator prototype
  - Partner search
- In search of Innovative private or public financial instruments

# CASE: VR Dragon – Project teaser









# Results?

- INTEGRATED SOLUTIONS, THAT HELP BUILD THE REPUTATION OF OUR BUSINESS PARTNERS





# Impact?

- We help the visionaries (leaders & brands) to realize their visions with which they fascinate and build their reputation.
- We expand horizons



# Future developments

- Adopting content to be able to follow the furious (and beautifull) development of new media technologies.
- Upgrade our products to B2C level



# And

- Reinvent
- Be innovative
- Be LOUD



# Thankyou







# IDEA CONSULT

*“We believe that knowledge  
and innovation are driving  
forces behind sustainable  
societal progress”*



But knowledge is fragmented or locked in academic circles

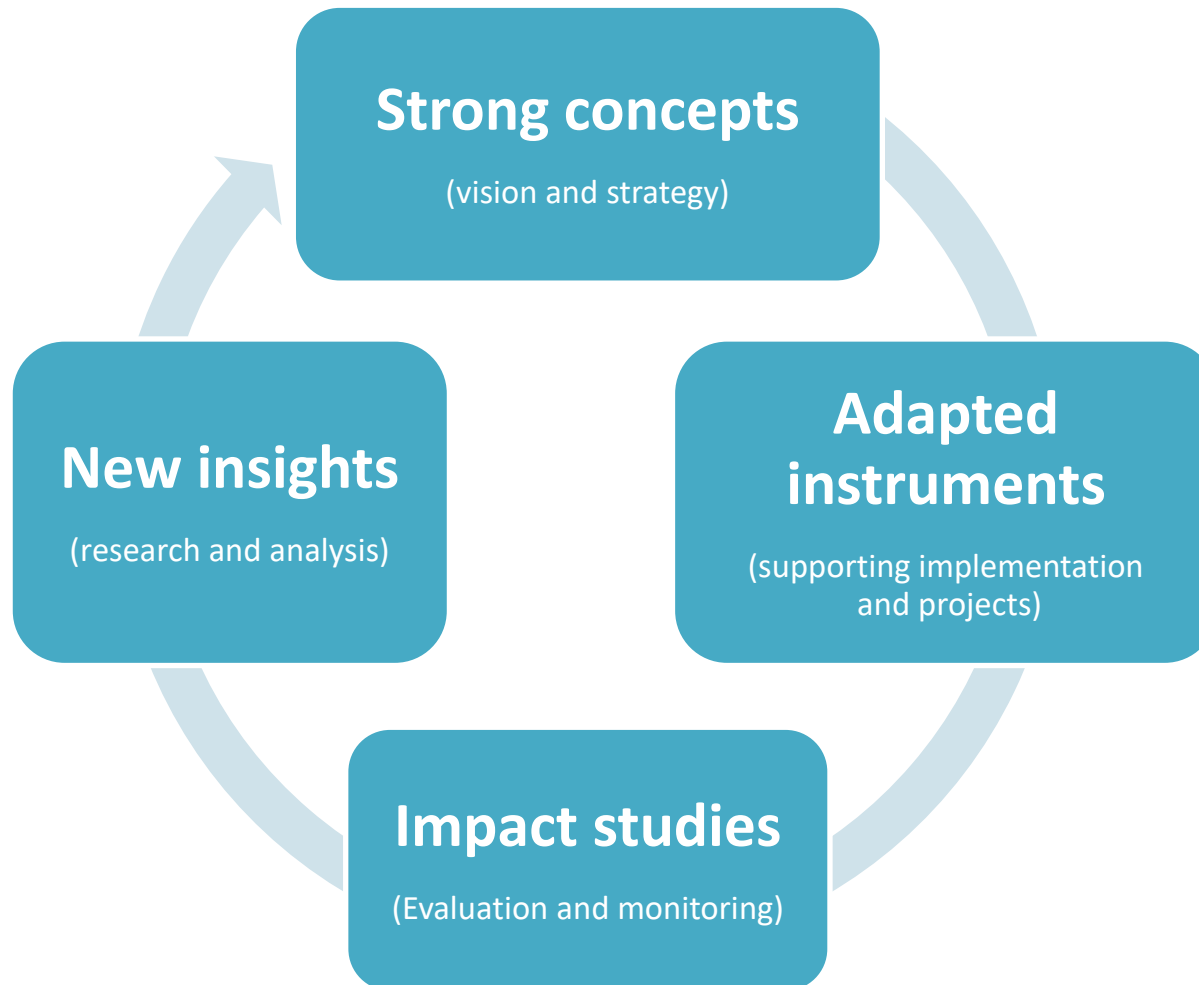
Knowledge



Society



# INDEPENDENT AND SOLID ADVICE IN ALL PHASES OF THE POLICY CYCLE



## Strong concepts

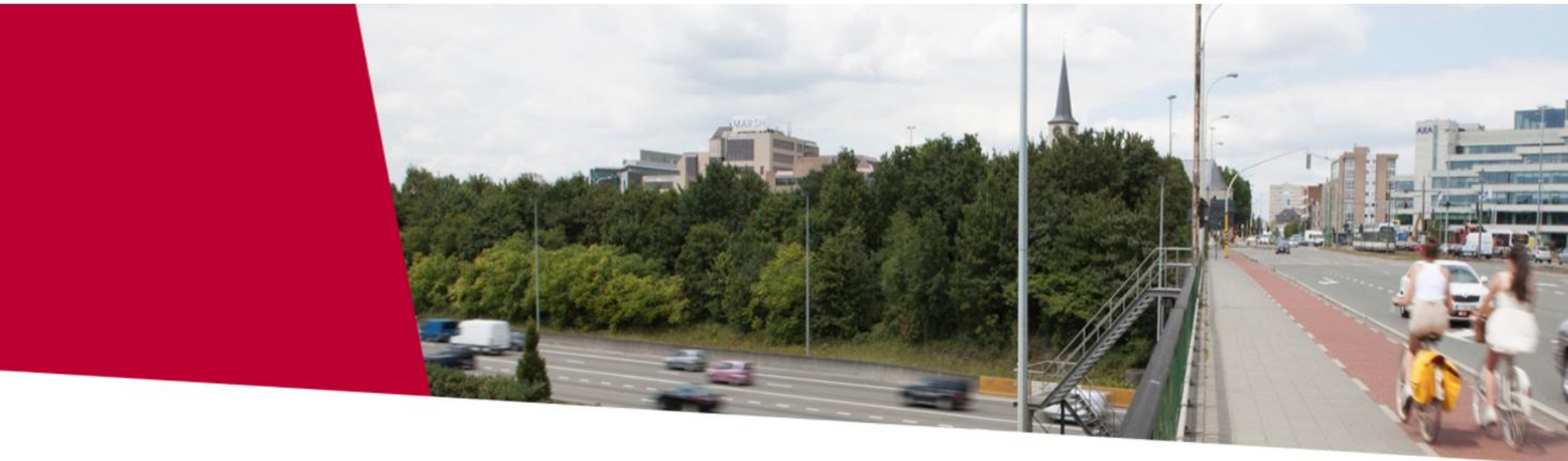
(vision and strategy)



## City of Antwerp

IDEA Consult developed the concept & monitoring system of Cultuurloket, the cultural centre for the city of Antwerp.

-> concept note "A long-term vision for additional funding and entrepreneurship in the Flemish cultural sector" by Minister of Culture



Cultuurloket

# European Commission



## Survey on access to finance for cultural and creative sectors

*Evaluate the financial gap of different cultural and creative sectors to support the impact assessment of the creative Europe programme*

## Adapted instruments

(supporting implementation and projects)



CULTURAL &  
CREATIVE  
SECTORS'  
GUARANTEE  
FACILITY

Improving access to finance for cultural & creative initiatives



Creative  
Europe





- Evaluation of **financial landscape** of CCS in Flanders region
- Exploratory study on **giving to culture**
- Set-up a new cultural agency to **support CCS on entrepreneurship and finance**
- Identified **new instruments** to replace CultuurInvest –  
> CultuurBank

# Multidisciplinary Methodology

## New insights

(research and analysis)



Stakeholder engagement in different phases of the project !



The baseline "Thinking Ahead" reflects IDEA's unique value proposition:

- ▶ **Connected professionals**  
(involved in society, access to knowledge sources and networks)
- ▶ **Evidence based advice**  
(applied scientific research, based on validated methods)
- ▶ **Future oriented and sustainable solutions**





# DEDICATED PROFESSIONALS

- ▶ IDEA Consult was founded in 1998 and is located in Brussels.
- ▶ A multidisciplinary team of 40 professionals, who are involved in the current societal challenges.
- ▶ We are connected with a pool of excellent experts  
“The choice to be a network organisation, allows us to propose for each different question, a tailor-made expert team”

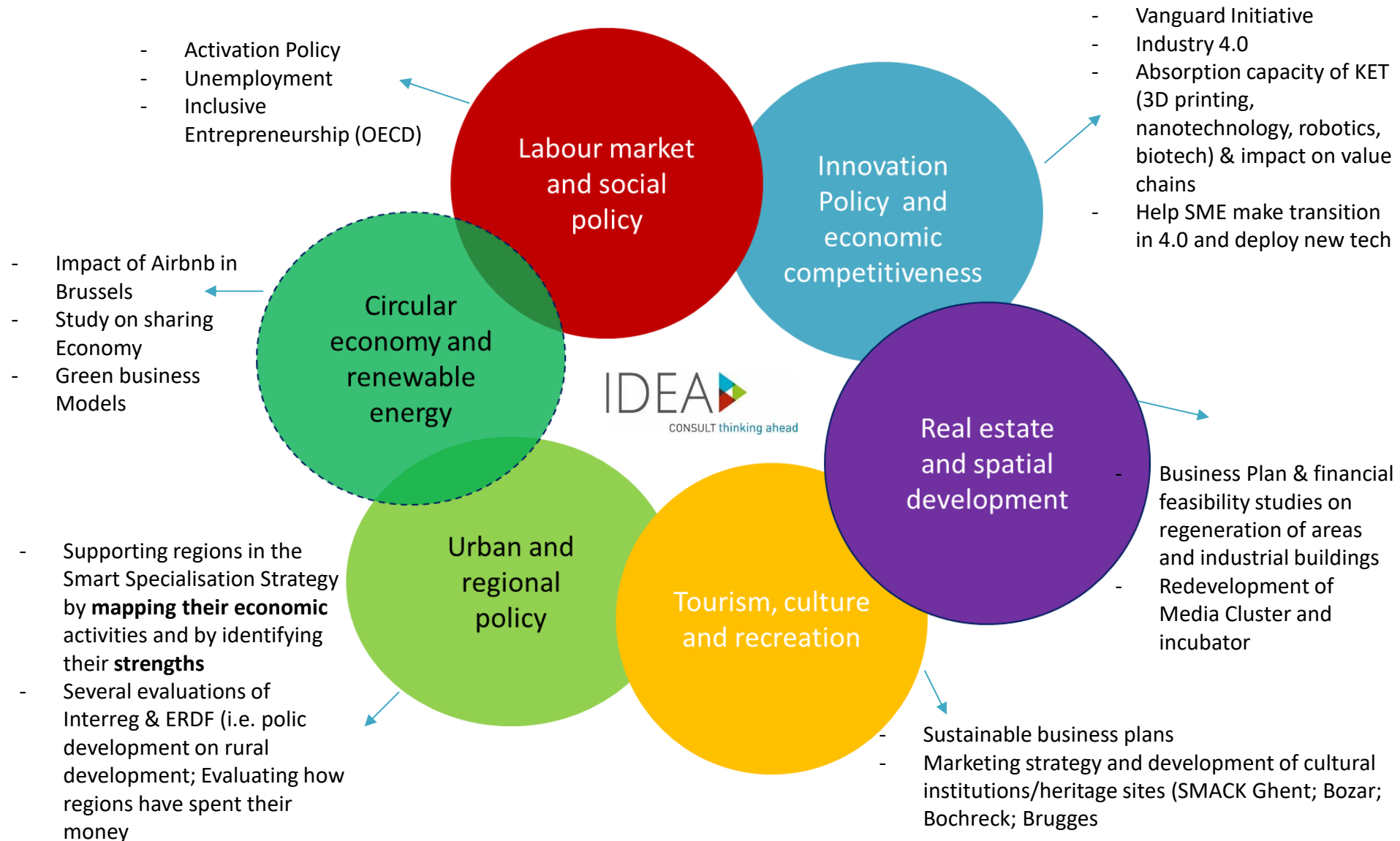


We work in a network model with clients and partners to co-produce new solutions and concepts



# 1 COMPANY, 6 AREAS OF EXPERTISE

THIS EXPERTISE IS DEPLOYED ON A MULTIDISCIPLINARY BASIS





# WE CONTRIBUTE IN A UNIQUE WAY TO THREE SOCIETAL TRANSITIONS



## Socio-economic transformation

(smart, sustainable, inclusive)



## New governance models

(coproduction with citizens and private actors, other financing models, multilevel governance)



## Vitalising regions and places

(multi-use of space and buildings, smart specialisation)

# INCREASED IMPORTANCE ON CREATIVITY



# IDEA



CONSULT thinking ahead

## Thinking ahead means Unleashing the power of arts and culture

Vibrant arts and cultural sectors reinforce **diversity** and **creativity** in society and economy through their unique ability to bring people together and to encourage reflective, **out-of-the-box** thinking.

However, in an age of **diminishing public support** and **digitisation**, the arts and cultural sectors are challenged to find suitable **funding** and develop new **business models**.



# ONGOING CCS QUESTIONS



How can we fine-tune our **policy framework** in order to favour **dynamic and agile** arts and cultural sectors in a rapidly changing environment?



How can policy **support** arts and culture in obtaining **better access** to available public and private **funding**?



What **mechanisms** can we use to better **leverage public investments** in arts and culture with private funding?



How can policy stimulate new **skills development** to support stronger cultural entrepreneurship in arts and culture?



What are the right policies to enhance the **sustainability** of the sector, taking into account the **high diversity** and thus highly different **needs** of the sector?

# SURVEY ON ACCESS TO FINANCE FOR CULTURAL AND CREATIVE SECTORS (2013)



## **Survey on access to finance for cultural and creative sectors**

*Evaluate the financial gap of different cultural and creative sectors to support the impact assessment of the creative Europe programme*

Looked at:

- Financial needs &
- Financial gap
- CCS use of debt finance
- Leveraging the effect of the CCS guarantee facility
- Report & policy recommendations
- Creative European Guarantee Facility





# CROWDFUNDING: RESHAPING THE CROWD'S ENGAGEMENT IN CULTURE (2017)



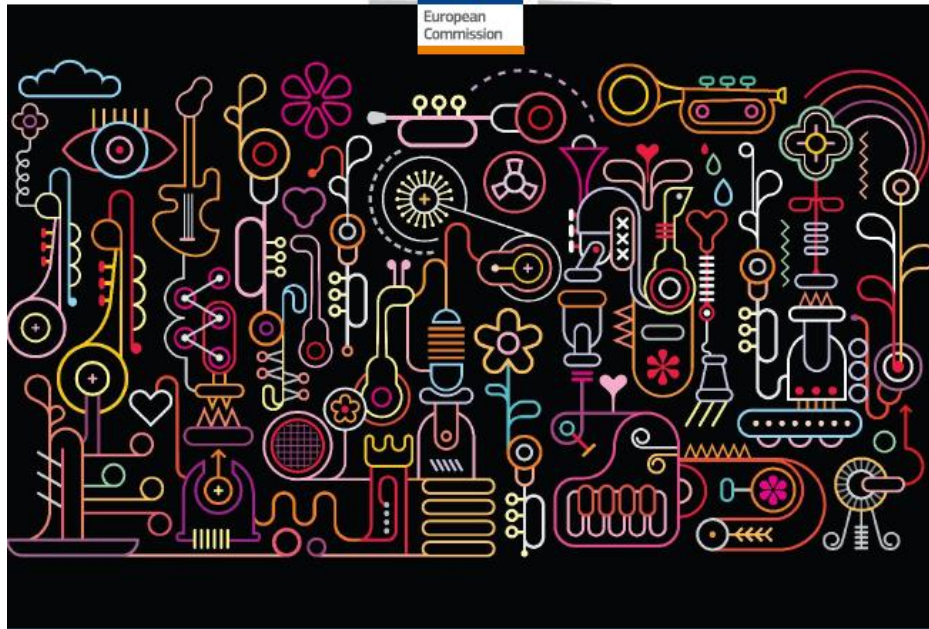
Looked at:

- CF as access2finance tool
- Use of CF models by CCS (donation, rewards, equity & peer2peer lending)
- Country differences
- Sector differences
- Amounts raised & Success rate
- Platform mapping
- Case studies
- Information hub ->>  
[www.crowdfunding4culture.eu](http://www.crowdfunding4culture.eu)
- Report & policy recommendations

**Crowdfunding**

*Reshaping the crowd's engagement in culture*

# ECONOMY OF CULTURE IN THE DIGITAL AGE (2017)



## Mapping the Creative Value Chains

*A study on the economy of  
culture in the digital age*

Looked at:

- 9 sectors
- Impact of digitalisation on the creative value chain
- Changes in industrial organisation and market dynamics
- Role of online intermediaries that challenge the traditional structures (e.g. Google, Amazon, Apple, etc.)
- Opportunities and challenges of CCS in the digital context
- Remuneration and rights management
- Report & policy recommendations

# IMPACT STUDY ON THE ROLE OF PUBLIC BROADCASTING- VRT (2017)



Looked at:

- Importance of VRT in the whole ecosystem
- Re-development of media cluster
- Analysis and needs
- Evaluated and benchmarked
- Spillover effects
- Advocated for the need for a media incubation and business centre at the premises of VRT



# IDEA's CCS SUPPORT



## **Facilitating your partnership with stakeholders**

IDEA connects you to stakeholders in arts and culture to reinforce the ecosystem in your region



## **Sector analysis**

We help you to identify the needs and challenges of arts and culture professionals, in co-creation with them and the stakeholders



## **Policy evaluation and optimisation**

We evaluate your current portfolio of policy measures with the aim of optimising your policy mix to match the needs of the arts and cultural sectors



## **Policy inspiration**

We inspire you with good policy practices that stimulate entrepreneurship and open up the access to finance for arts and culture





# IDEA's CCS SUPPORT



## **Supporting you in:**



## **Policy design and implementation**

We assist you in  
designing and  
implementing new  
policy instruments



## **Cross-regional collaboration for EU funding**

We provide support  
in setting up cross-  
regional networks  
with the aim of  
accessing EU  
funding



## **Thinking ahead**

We bring you the  
most recent  
developments in  
EU policy that are  
important for the  
future of arts and  
culture in your  
region



## CONTACT

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02 282 17 10

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working with people





people



people



people



people



from CCS  
idea to a  
successful  
product  
lunnch



people







**branding**



**branding**

**design**



**branding**

**design**

**dope shit**













On the 10th of June 2013, Edward Snowden exposed previously unknown practices of the US National Security Agency and other ██████████ al ██████████ – specially British GCHQ. It revealed that, after 9/11 events, ~~president~~ Bush authorised the ██████████ to conduct a range of ~~surveillance~~ activities without warrants inside and outside of the States, that are known as "The Program". These documents became a standing ground of my research. Why is this ██████████ ant? The ██████████'s advanced technology is capable of intercepting, analysing and memorising all unencrypted online ~~communication~~ coming in and out of the United States. These are to us better knows as tweets, ██████████ book chats, emails and search queries. According to Snowden's documents, UK is no exception. GCHQ's ~~surveillance~~ program "Tempora" gives it the ██████████'s biggest ~~internet~~ access", a scope that even the ~~NSA~~ doesn't measure up to (Hopkins, 2013). As it turns out – the UK, is in fact the most digitally controlled environment in the ██████████. Meaning all our online ~~communication~~ is intercepted and can potentially be misinterpreted or used against us. It was an interesting starting point of my research. I started exploring a connection between language, ~~data~~ and ██████████ and I wanted to make this act more transparent. Show people what actually they are sharing with the ~~world~~.

First project I did was called Edentity, it was an installation that asked users to login into their ██████████ book account through an on-sight computer that was connected to a printer.

I wrote a custom ██████████ book app, that once people logged into, would prompt a printer to automatically start printing a booklet with their private ~~information~~. From photos and likes to places they have ~~visited~~, extracts of their private chats to deeply ~~secure~~

Seen Strikethrough

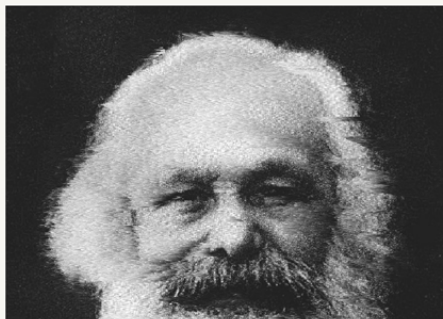
informatio → ~~information~~

Seen Underlined

Guantanam → ~~Guantanamo~~

Seen Blackout

presiden → ██████████



ARC, AK47, ASIS, ASPIC, Atlas, BAR, BOSS, Baddes,  
 Bay, Blowing, Bob, Buds, Bunny, CCSO, CCSS,  
 CIA, Chechova, Collado, Communication,  
 Cornflower, Cowboy, Croatian, DEA, DISHEIRE,  
 DRA, DREC, Daisy, Dead, ETA, Electron,  
 Explosives, Exxon, FBI, Face, Fax, Fodex, Firefly,  
 Flachbands, Fox, Girls, Clock, Golf,  
 Guantanamo, Gulf, HALO, HAMAS, HPT, Harvard,  
 Hitwords, IRM, ID, IDEA, IS, ISIS, ISS, Illuminati,  
 Indigo, Information, Jasmine, Jihadis, Joe, KLM,

 @NSAwriter

Bugs Bunny hopes  
 cyberpunk steakout



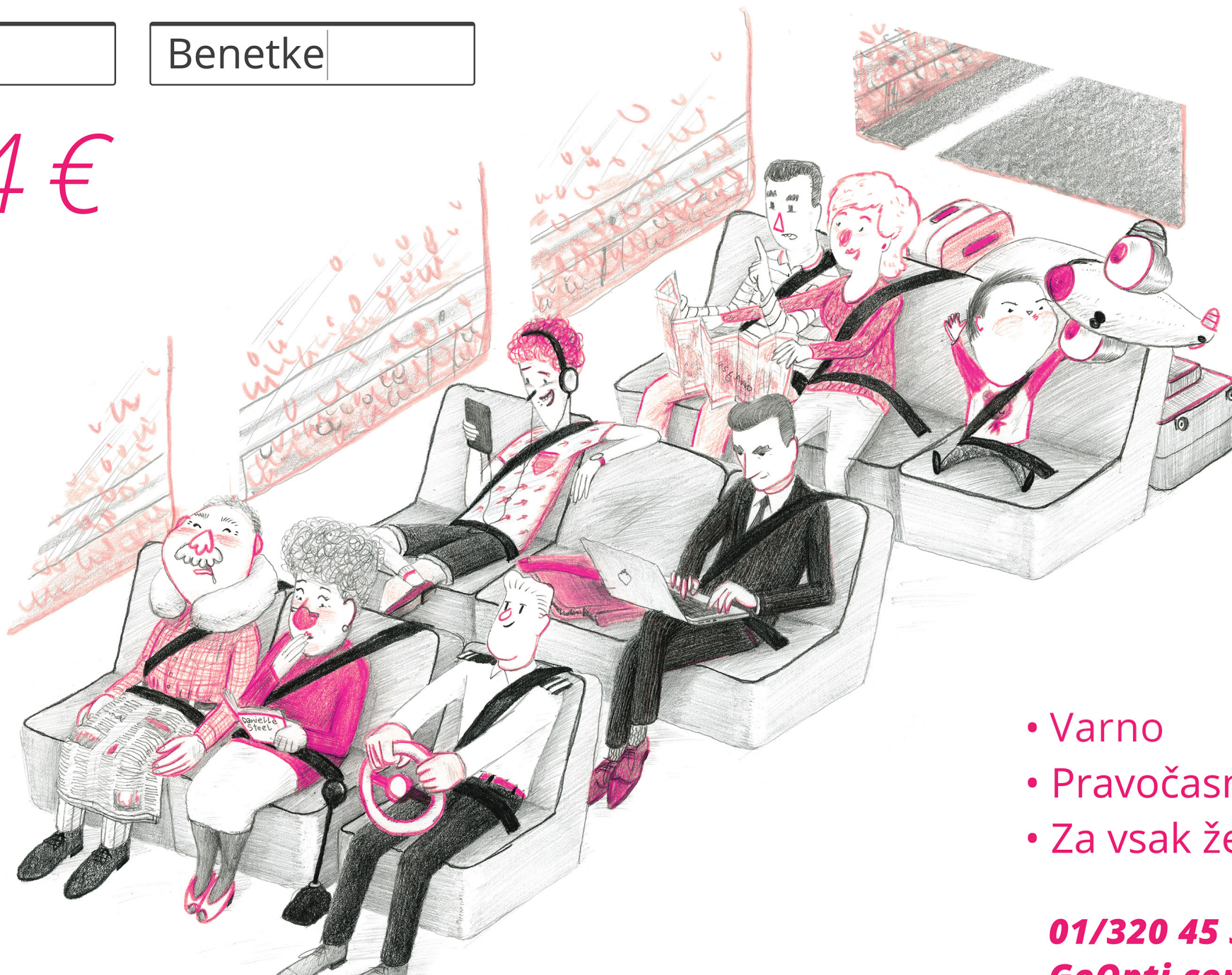




Ljubljana

Benetke

od 14 €



- Varno
- Pravočasno
- Za vsak žep

**01/320 45 30**

**GoOpti.com**



OBJEKT JE POD  
VIDEO NADZOROM



DELOVNI ČAS

PON-SOBOTA  
9.00 - 20.00

NEDELJE IN PRAZNIKI  
ZAPRTO

VAL SKUPINA D.O.O.  
MUČERJEVA 1  
1000 LJUBLJANA



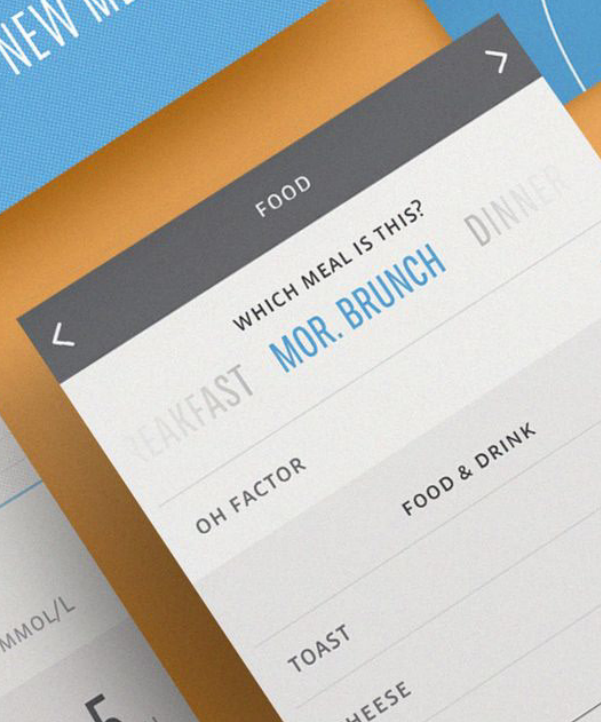
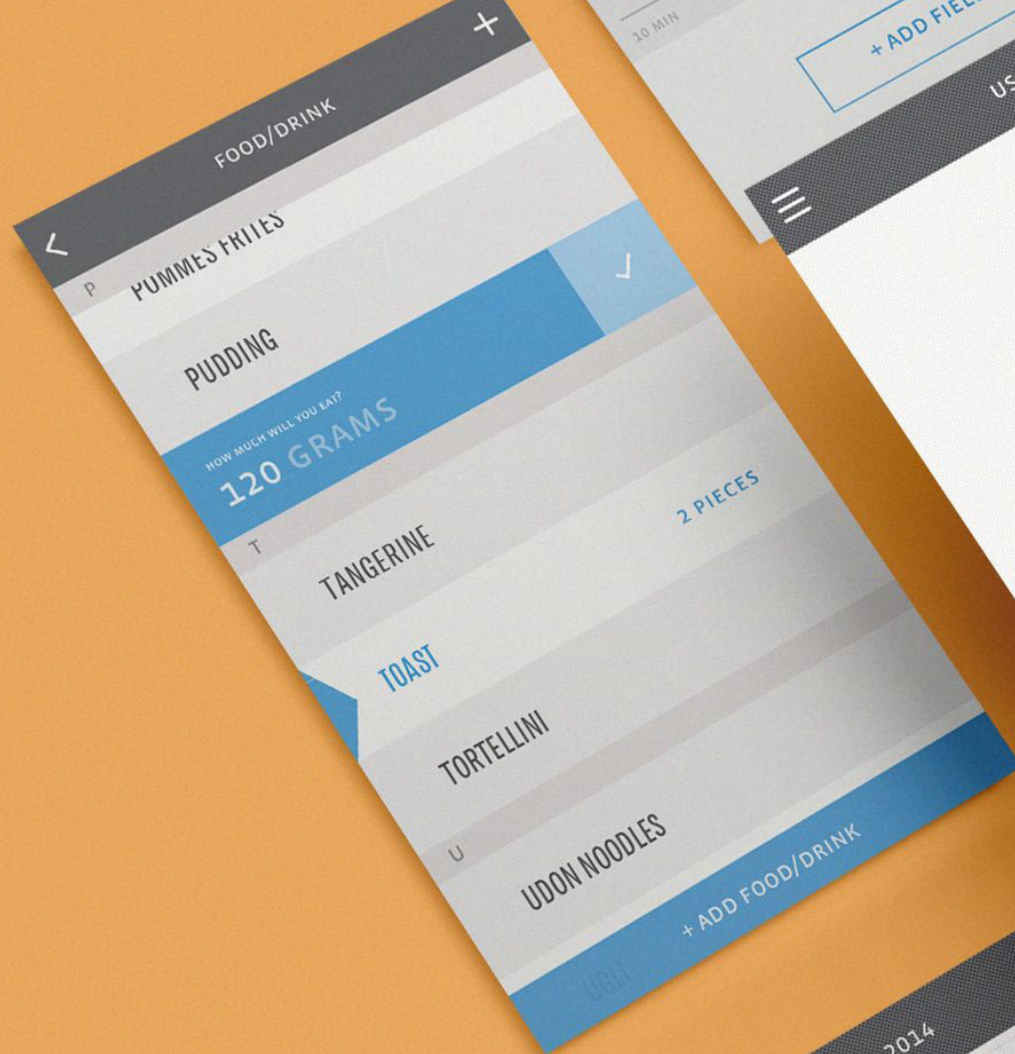














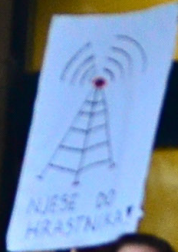
**SVOBODA**



**GOVORA**

RE:  
CLAIM  
YOUR

PA PIZDA, NO



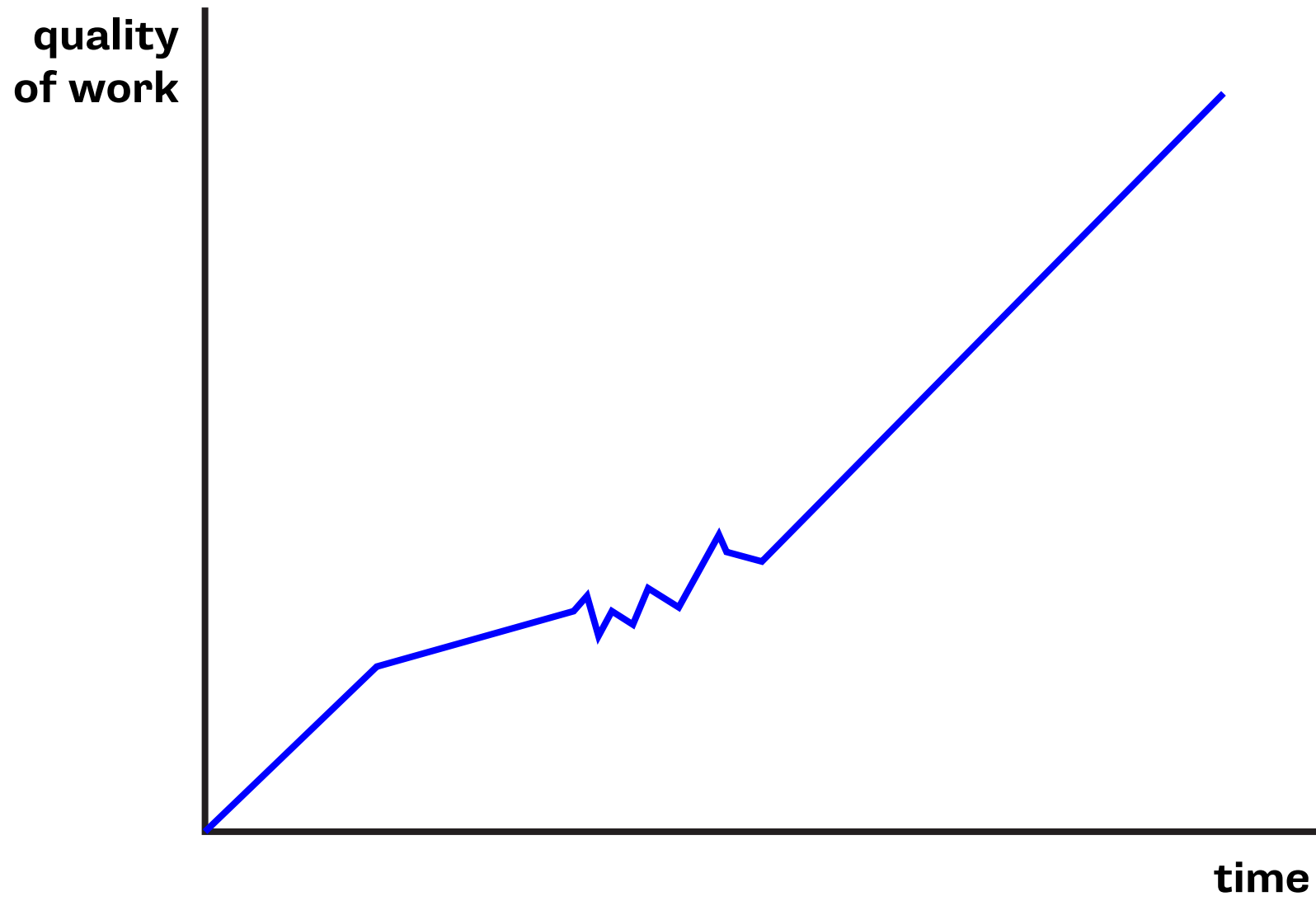
Revolucija

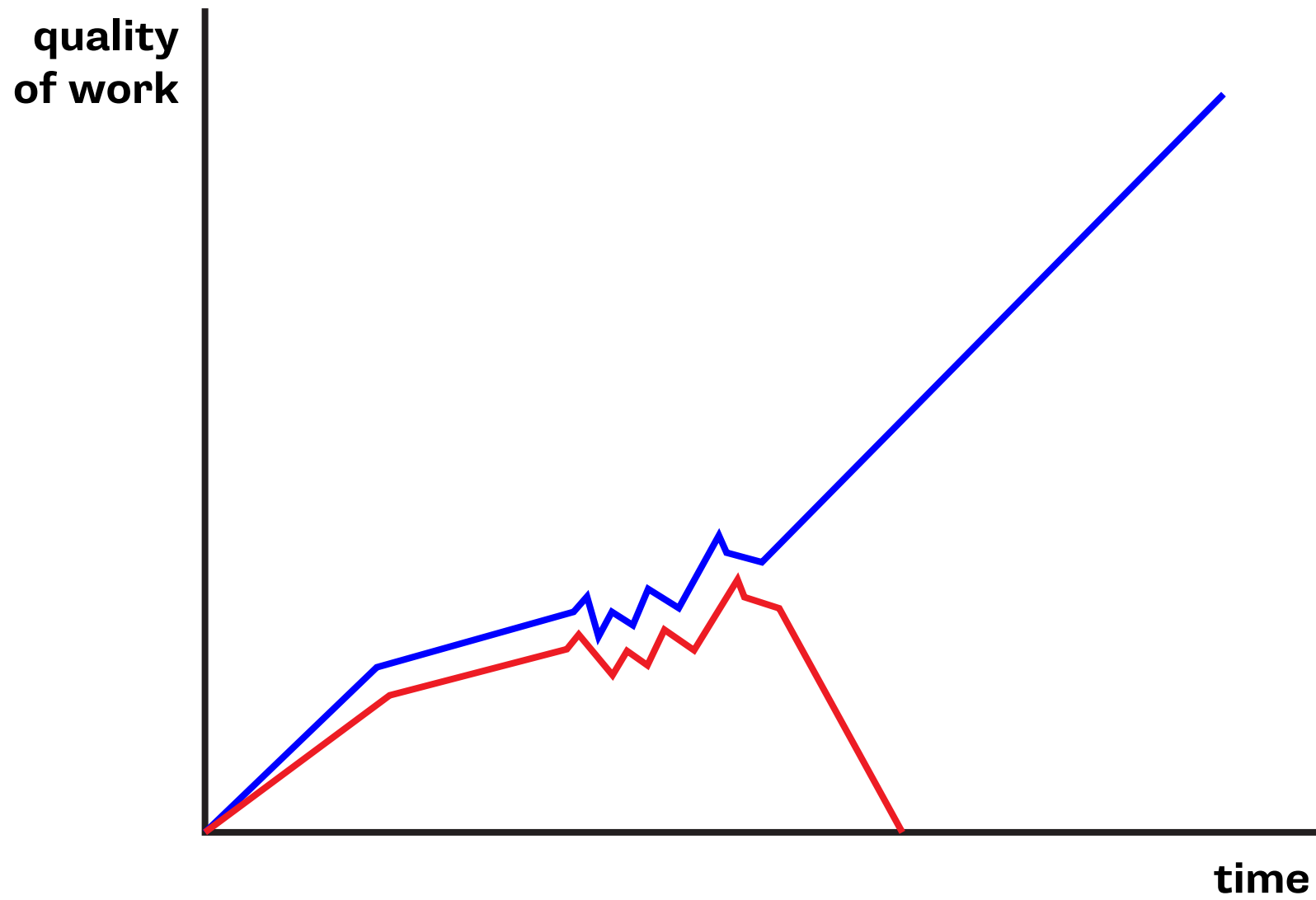


*whoa grams, you're  
a real marketing guru.*

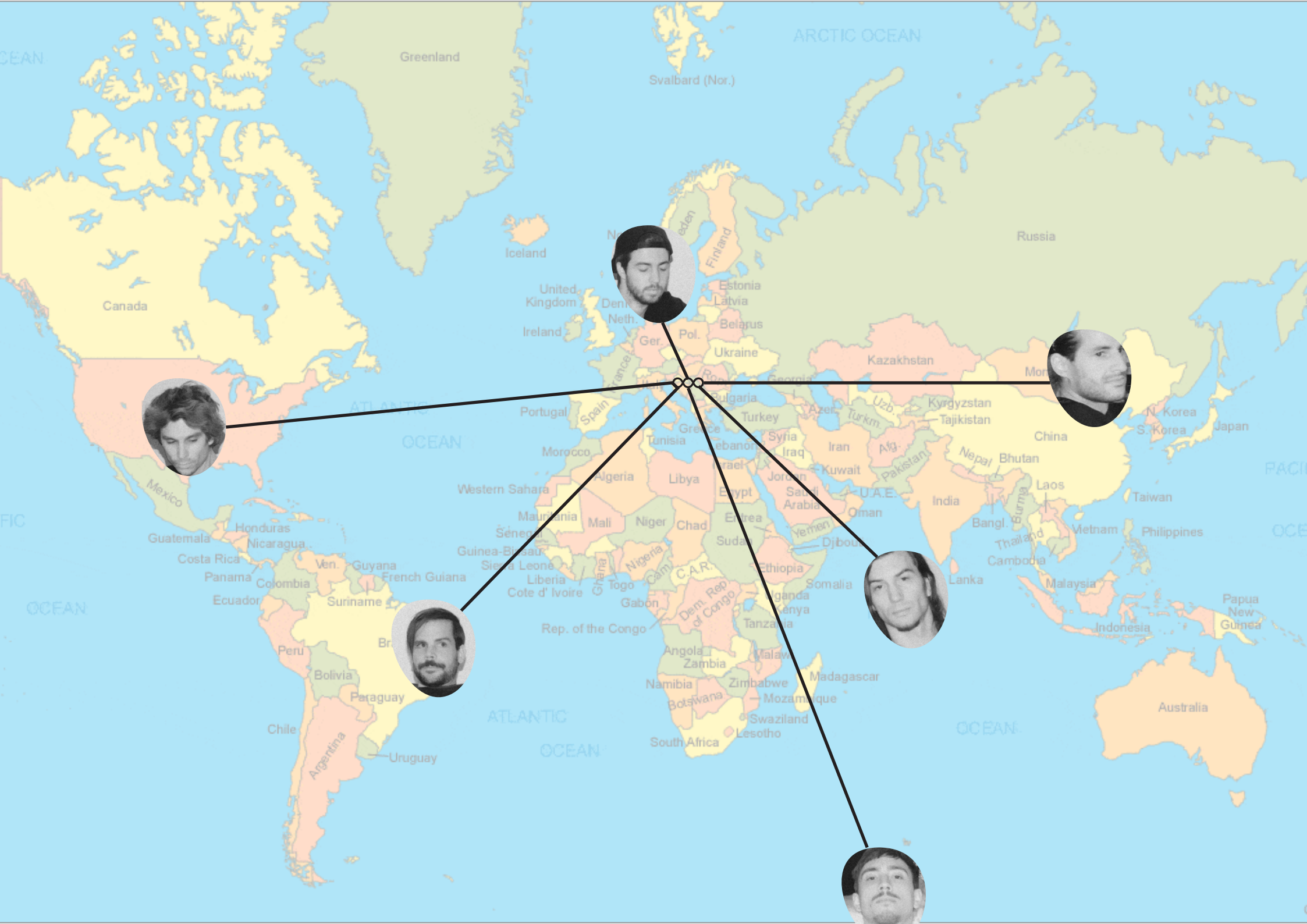
*i just f\*ing love  
seamless integration,  
sonny*











#strategy

who we want to be,  
what kind of projects we want to do,  
how we want to do them  
and with what kind of **people**

Dear speakers,

We are honored to host you in Ljubljana between the 4<sup>th</sup> and 5<sup>th</sup> October and are sending you some basic instructions for the preparation of your respective presentations for the approaching 1st Conference in the field of Creative and Cultural Industries.

Our roundtable panel **From CCS Idea to the successful product launch** will be held on the 5<sup>th</sup> of October, from 11:45 to 13:15.

Short description of the event:

Roundtable will offer an excellent opportunity for a presentation of **CCS ideas and how to transform the ideas into successful products.**



#success

ROI

market penetration

customer acquisition

retention

conversion rate

...



**What good is ROI if your are sharing it with assholes?**

What good is a sick conversion rate, if you are not having fun while getting it?

What good is having great retention if you have no free time?

What good is penetrating new markets if your office culture is threaded in a web of white lies?

#success  
CULTURE  
PLAY  
FUN  
FREE TIME  
HONESTY  
RTS  
RTE



**Humanism** is dead, long live **dataism**.



**Boredom** ←—————●————→ **Being busy**

**Lazyness** ←————●————→ **Hard work**

**Nothingness** ←—————●————→ **Focus**

“Don’t fuck up the culture.”

- Peter Thiel



“Culture is simply a shared way of doing something with passion.”

- Brian Chesky, Airbnb

working with **people** is hard



people.ooo





## **Who we are?**

Sanje was founded in 1997, it started with one project - a book of poems - that became a bestseller.

Sanje is today one of the finest publishers in Slovenia, producing over 50 titles per year.

It also acts as a music publisher, producer and organizer of events. Since 2002 has launched 1st Festival

Sanje - over 4.000 events in a field of literature, music, fairytales, science.

It represents and manages world rights for some outstanding works and authors.

The imagination, even at its simplest form, has a power of changing the world of civilization.

## **Selected projects**

EMZIN – Institute for creative productions | arts magazine (1997-2014)

PHOTOGRAPHY OF THE YEAR (1993-2014)

SANJE | SANJE PUBLISHING (since 1997)

FESTIVAL SANJE (2002-- ongoing)

NOČ KNJIGE | Book Night International in Slovenia. Since 2014.

### *Initiator:*

CAMPAIGN AGAINST TAX ON BOOKS IN SLOVENIA (2006-ongoing)

PROTESTIVAL movement

DIRECT DEMOCRACY NETWORK (Slovenia), 2012-ongoing

SKUPAJ ZA KNJIGO (zaveznitvo za skupino MKZ d. d.) | TOGETHER FOR A BOOK

### *Selected websites:*

sanje.si | sanjepublishing.com | festival.sanje.si

emzin.si | nocknjige.si | peticija.si | booknightinternational.com

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

~Nelson Mandela

An ethnologist says there are now 7,105 living languages, with 906 “dying” and 1,481 “in trouble.” In truth, nobody knows exactly how many languages there are because so many of them are undocumented...

From an interview with Alexander Arguelles.

Book Night is a world-wide project that connects and empowers cultures and languages across the globe!

Join us dreaming anywhere – on the internet, in a dream, in your imagination  
... anywhere on planet Earth, or beyond!





BOOK NIGHT | International  
*in 7.501 languages all over Earth*

Nag van die boek | Ноч кнігі | Нощ на книгата | Nit del llibre | Noc knihy | Noč knjige | The Night of the book | Nokto de la libro | Yö kirja | Nuit du livre | Nacht des Buches | Νύχτα του βιβλίου | Nótt af bókinni | Malam buku | Oíche na leabhar | 書籍の夜 | Notte del libro | Noctem libri | Nakts grāmatas | Naktinis knygos | Ноќ на книгата | номын Шөнийн | Night av boken | باتك نم قلايل | Noc książki | Noite do livro | Noapte de carte | Ночь книги | Noc knihy | Noč knjige | לש הלילה | רפסה | Noche del libro | Natt av boken | Kitabın Gecesi | Ніч книги | Đêm của những cuốn sách | Nat af bogen | Nata e librit | Liburuaren



**CHILDREN'S**  
Timeless stories



SANJE PUBLISHING  
2016





FRANE MILČINSKI-JEŽEK

GORAZD VAHEN

# *Little Sleepy Star*





The Little Sleepy Star (by Frane Milčinski Ježek and Gorazd Vahen)  
*The illustrated story that has bewitched generations in Slovenia for over half of a century.*

When night falls, the stars go to work, showing the way to travellers, inspiring poets... Except for the Little Sleepy Star who is always late. But the absence of a star in the sky causes strange things to happen on Earth... In order to punish her and teach her responsibility, Uncle Moon sends her to Earth. Before she can return to the sky, she will have to experience the difficulties of life down here, learn that nothing is to be had without money and teach a terrible brigand with a stone instead of a heart to spell the word "dear" so he can write to his mother.

As all good fairy tales do, Little Sleepy Star gives direct but unintrusive lessons on values such as responsibility, love and acceptance. The poetry and warm humour surrounding the text have bewitched generations of Slovenian children for over half of a century.



vladimir Bartol

## alamut

[illegible]

\*If Osama bin Laden  
did not exist,  
Vladimir Bartol  
would have  
invented him."

-L'Express

valentino martini  
**alamut**

*J. E. Garvin* *Editor*  
*Virginia* *Board of*  
*Education* *and* *Higher* *Education*









The heroes are not always those we think of. Presumed heroes of Slovenia's independence may very well be the main war profiteers. Matej Šurc's story of Slovenia's independence rightly – and sadly – illustrates this.

Eva Joly, lawyer and member of the European Parliament

Author Matej Šurc, one of Slovenia's most experienced journalists, shows how crooked arms dealing led by one of the champions of independence have poisoned Slovenian society.

This book can claim to be a definitive account of the recent history of a country which is located strategically at a European crossroads between Italy, Austria and Croatia, and belongs to NATO, the European Union, the euro and Schengen.

Marcus Ferrar, Editor

The author, Matej Šurc, was able to put together a complete "story" of our independence and present its dual nature as a uniform and an interdependable process: creation of a new state, while at the same time, its abuse; the manifestation of people's desire for freedom and sovereignty, while at the same time, taking advantage of it.

Dr. Spomenka Hribar, Sociologist and Philosopher



**Matej Šurc** is a premier Slovenian reporter and one of the leading investigative journalists in Central Europe and the Balkans. As a Radio Ljubljana journalist at the end of 1980s, he reported on the first free elections in Hungary and Poland, the Velvet revolution in Czechoslovakia, the fall of the Berlin Wall and the coup in Romania. He also covered the break-up of Yugoslavia and the battlefields in Croatia. In spring 1992, he reported from Tirana, and in summer of the same year, from Moscow. From 1993 to 1997, he was a correspondent for the National Radio and TV of Slovenia (RTVS) in Belgrade, from where he diligently covered the war in Bosnia-Herzegovina and the political upheaval in Kosovo. From 1999 to 2005, he was RTVS correspondent in Washington D.C., where he reported on the events of September 11 and the American attacks on Afghanistan and Iraq.

He is a co-author of the critically acclaimed and award winning book trilogy, *V imenu države* which is considered one of the biggest undertakings in the history of investigative reporting in Slovenia. In 2016, the Slovene Association of Journalists awarded him the Watchdog price for his best-selling book *Prevarana Slovenija*, calling it an outstanding achievement in journalism.



Matej Šurc PATRIOTISM FOR SALE

# Matej Šurc PATRIOTISM FOR SALE

HOW INDEPENDENT SLOVENIA  
FELL FOUL OF CROOKED  
ARMS DEALING





pater Karel Gržan

Le kaj počne Bog  
v nebesih, ko je na zemlji  
toliko trpečih?



pater Karel Gržan  
**Vstanimo,  
v suženjstvo  
zakleti!**

*Stop  
smrtonosni  
igri polov!*

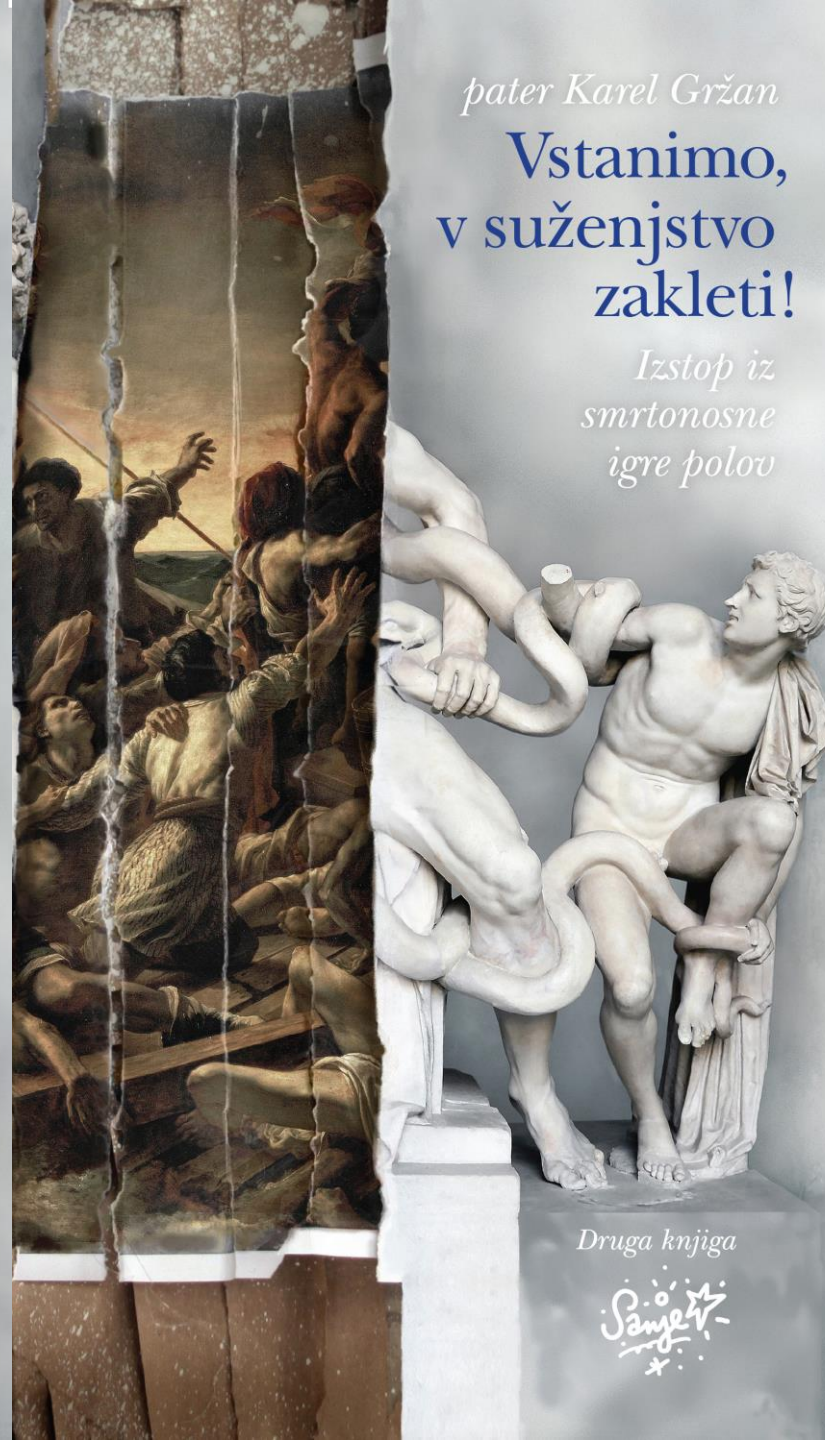


1. knjiga



pater Karel Gržan  
**Vstanimo,  
v suženjstvo  
zakleti!**

*Izstop iz  
smrtonosne  
igre polov*



Druga knjiga



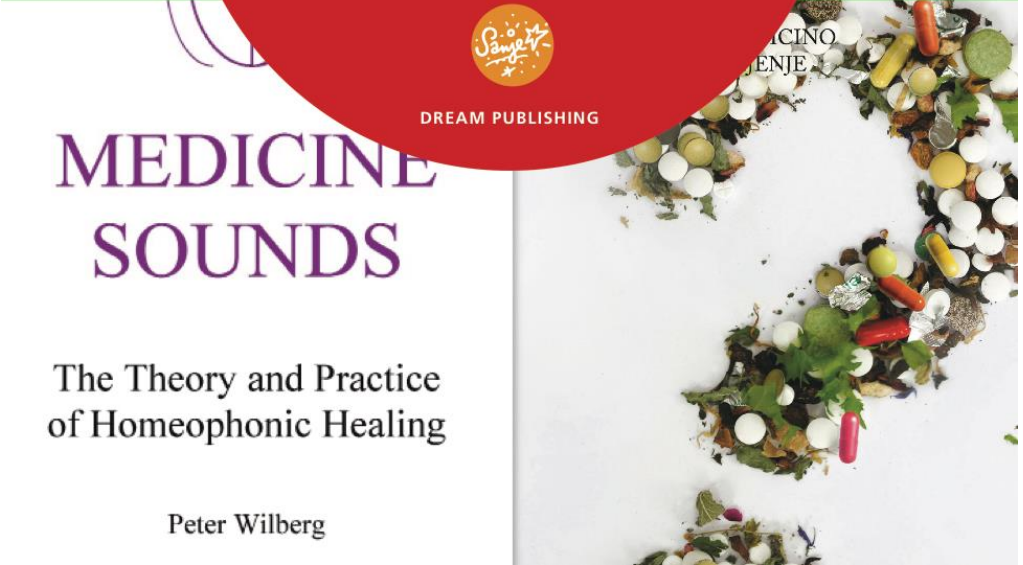
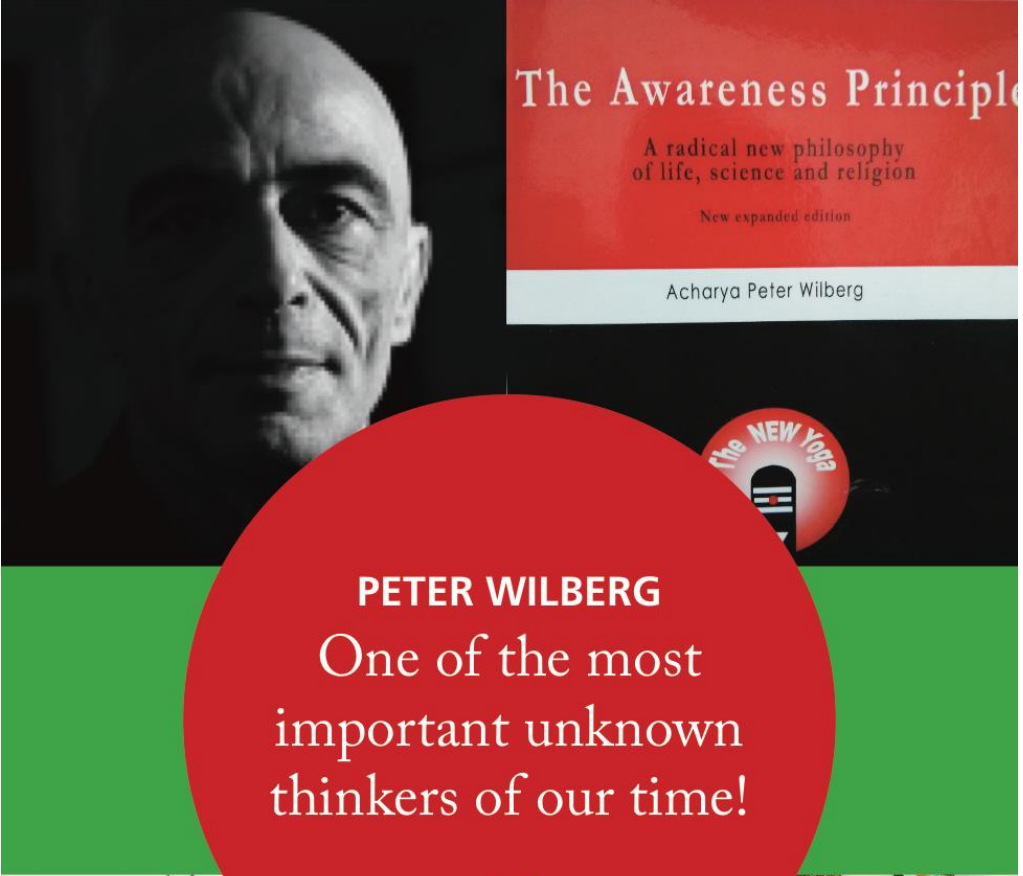


*500 Years of the Reformation*

# 95 THESES

*Nailed to the Door of the  
Church of Capitalism  
**to Attain Liberation**  
from Parasitic Chrematism*

Friar Karel Gržan





**La Cambra**  
Cambra de Comerç  
de Terrassa



Project co-financed by the European  
Regional Development Fund



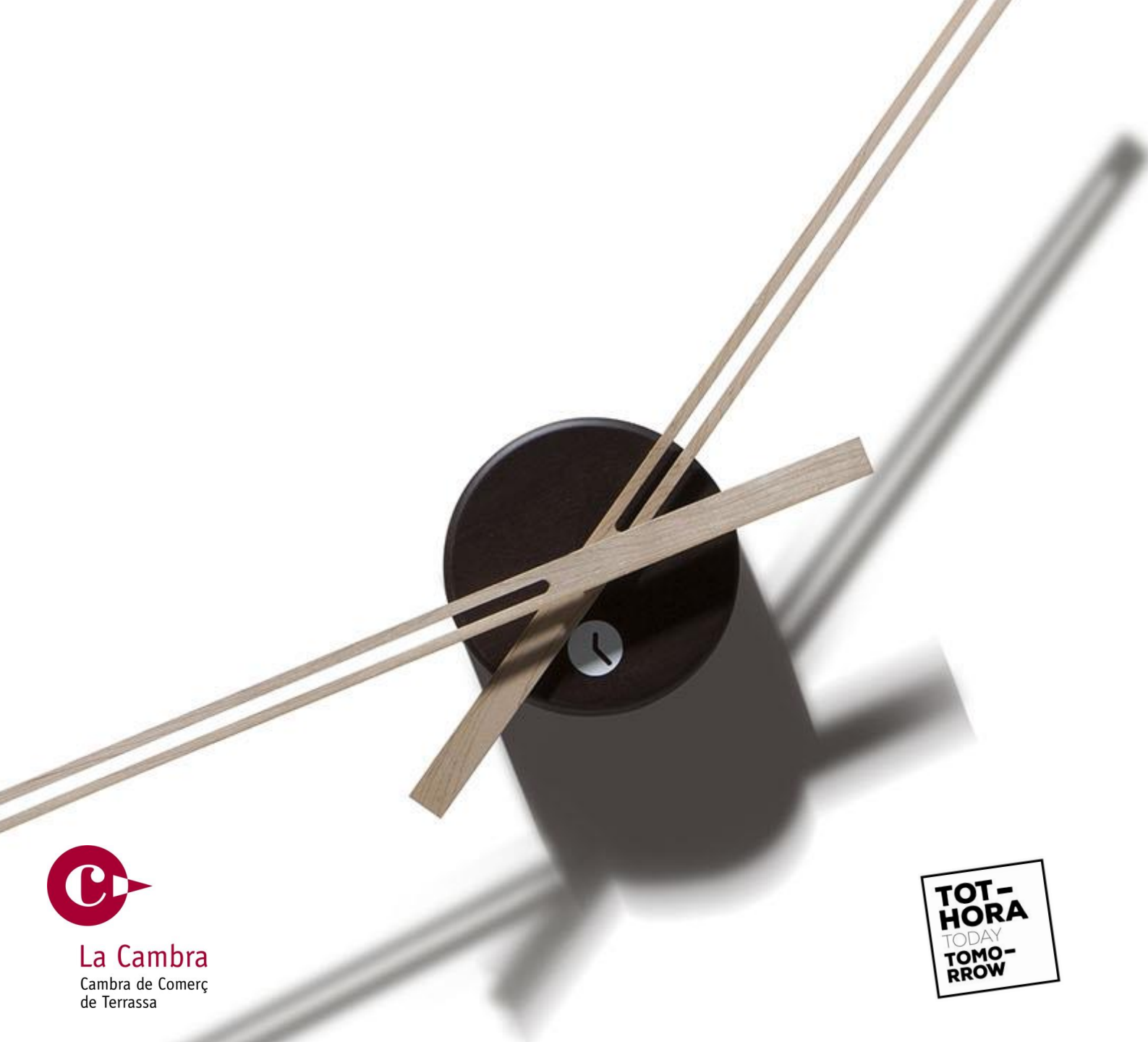
**TOT-  
HORA**  
TODAY  
**TOMO-  
RROW**



**La Cambra**  
Cambra de Comerç  
de Terrassa



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3



**La Cambra**  
Cambra de Comerç  
de Terrassa



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Josep Vera is a designer and CEO of Original Disseny i Comunicació SL. In 2011 gave a shift in his career, which got oriented to clocks design, with a new concept and philosophy.

After developing the ideas and the project, at the beginning of 2012 constitutes the brand **Tothora** and starts designing activity, manufacturing and clocks comercialization.



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Cambra de Comerç  
de Terrassa



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In **Tothora** we are time passionate, and this brings us to design and manufacture Time Sculptures. Becoming the first creating exclusive pieces and unique for you that also value time and art. Exclusive for its design and unique because they are handmade manufactured by veritable professional carpenter. Pieces with real **mediterranean character and made in Barcelona with German machinery** , signed by its creator, certifying its authenticity and exclusivity so you can enjoy time completely.



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de Terrassa



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## Tothora, time sculptures

Handmade with tradition, creativity, geometric and minimalist shapes, with wood as the protagonist. Time that we want to remember and to revive, concreting scenes that transport us to the most nostalgic memories, pure visual poetry with new scenes to enjoy.



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This project was born after the reflections about the measurement and time transcendence. As I explain, “time is a thing that we always miss and that we search continuously, even if it were possible, we would buy it to have more. Time is a great good for all of us and it's limited, as described by wise, artists and writers. We offer time to live, in different shapes and with a new form of seeing”.



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**Josep Vera**, who defines himself as a time searcher, started a new adventure. And opened a new way in clocks designing world, with the goal to bring to a **Tothora** clock owner a new time dimension.



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**TOT-  
HORA**  
—  
DREAMS  
COME  
TRUE

Craft without limits.



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Cambra de Comerç  
de Terrassa



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With **Tothora**, you discover different shapes and materials that give life to objects capable of enchanting, thanks to the essence that seems to find the perfect meeting point between classic and modern style.



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Cambra de Comerç  
de Terrassa



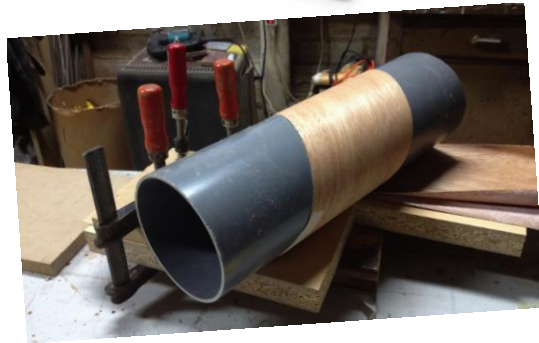
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Hand made with high quality wood such as beech, wenge, walnut or teak.

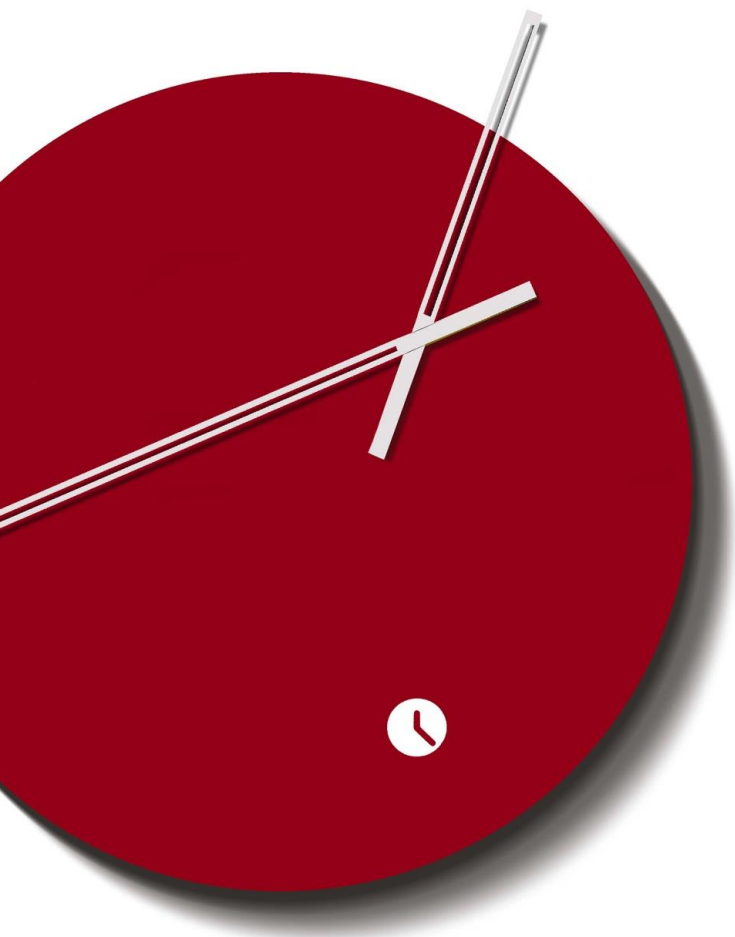
All woods used are 100% natural, from countries with controlled logging from reforested forest, thus ensuring sustainability policy of our environment.



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Cambra de Comerç  
de Terrassa



Project co-financed by the European  
Regional Development Fund



# 3

Design with asymmetric needles (displaced of the device center), this is one of the singularities of **Tothora** clocks and an innovative characteristic patented in Europe.

Needles, in lacquered or plated chrome finishes, also bring a renovated and traditional stamp.



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de Terrassa



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Our range is composed of more than 30 models with exclusive decoration on desktop, wall and floor.



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## Our presence in the world in 2017



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Cambra de Comerç  
de Terrassa



Project co-financed by the European  
Regional Development Fund



## These are some of the countries where they are present.

- Catalonia
- Canary Islands
- Andorra
- Australia & New Zealand
- Czech Republic
- Finland
- France
- Germany
- India
- Italy
- Japan
- Netherland
- Nigeria
- Poland
- Portugal
- Republik Österreich
- Slovenia
- Spain
- Sultanate of Oman
- Sweden
- Switzerland
- Taiwan
- UK & Ireland
- United Arab Emirates
- Ukraine
- United States...



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Because all the details are important.



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**OCIO**  
HOGAR

 klokkenconcurrent.nl

 hubba

 Clocks & Chimes  
*from Tom Hovius*

 houzz

 NAKEN  
INTERIORS

 CLO-  
ONLINE SHOP  
clockKS.COM

 decorart

 THE  
HOUSE  
OF  
THINGS  
*Beautiful Rare Inspired*

 WILHELMINADESIGNS

 Just  
for  
clocks

 S.T. UNICOM

 senk.in

THE U-WATCH STORE

 Interiors  
& Decor

## Tothora online and social networks

The company also promotes the shop online, as a distribution and diffusion channel of its clocks.

And is also present at the main social networks.



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 Interreg  
Mediterranean  
 CHIMERA

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## Awards and honour

International awards and recognitions granted are the result of continuous innovation and creativity. This is one of our fundamental values.

In 2013, the company was recognized by CECOT, as “courage to entrepreneur”, at the Entrepreneur's Night celebrated in the city of Terrassa.



**La Cambra**  
Cambra de Comerç  
de Terrassa



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**TOT-  
HORA**  
TODAY  
**TOMO-  
RROW**



El cedro es una madera poco pesada, estable, duradera y, por su facilidad de manejo, muy apreciada en decoración. Pero además, es bonita y aromática. Si te gusta, seguro que te llama la atención este reloj de sobremesa, modelo Surf by Tishora, de formas puras y perfectas y con un toque de originalidad que nos encanta. Es de madera de cedro, con agujas cromadas y maquinaria alemana. 810 €. [www.portbellastreet.es](http://www.portbellastreet.es)

**Una mezcla para paladares exigentes**  
 Los paladares exigentes no se conforman con cualquier cosa. Por eso está pensada para ellos esta unión de dos sabores ancestrales de la gastronomía: el chocolate y el aceite de oliva virgen. Estos bombones, rellenos de ganache enriquecida con y el aceite de oliva virgen [oliva manzanilla] acentúan, son exquisitos como postre, como acompañamiento de una infusión o como detalle para regalar [no lo dudes, quedarás muy bien]. Son de La Chinita. **4,95 €** [www.lachinita.es](http://www.lachinita.es)

los padres, abuelos y hermanos, primos y demás familiares del niño (y, por supuesto, el mismo) pueden aparecer en fotos en este precioso árbol genealógico de tela bordada. Ponlas en cada bolsillo y estarás preparada para contestar cuando tu hijo empiece con el *quien es quién*. **Nide SSwt40 con 42,80 €.**  
[www.babymirrors.com](http://www.babymirrors.com)

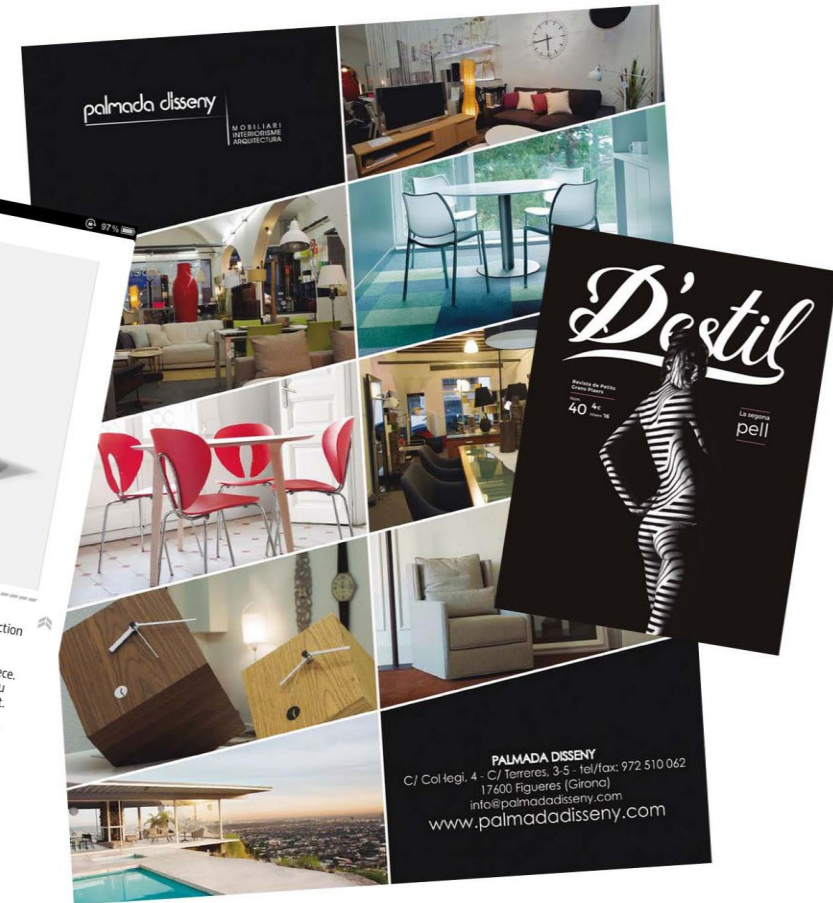
Se lleva la decoración práctica. Y más si tenemos en casa un niño con espíritu creativo y tendencia a utilizar paredes, nevera o puertas de armarios para mostrar sus habilidades artísticas. ¿Es tu caso? Entonces, este vinilo de pizza (con forma de queso, de castillo, de camión, de manzana...) te ahorrará no pocos disgustos. Lo tienes en tres tamaños e incluye fajas de colores. Desde: **25 €**. [www.nicolasito.es](http://www.nicolasito.es)

Así te sentirás si pruebas en tu casa el aroma a jardín inglés de rosas clásicas de Fresh Cut Roses. La fragancia ha sido creada por los maestros perfumistas artesanos de Yankee Candle y se distribuye por todo el hogar gracias a la técnica del mikado (ambienteador por capilaridad) con varillas de bambú, cáhlamo o ratón. **27,90 €.** Esta y otras referencias en [www.snelme-madrid.com](http://www.snelme-madrid.com)



**TIME FOR  
A CHANGE  
CONTEMPORARY  
WOODEN  
CLOCKS FROM  
TOTHORA**

Modern clock maker Thorhara has unveiled its new Mediterranean collection by using Vera. These elegant and unusual pieces of modern sculpture look beautiful on a desk or mantelpiece. And they keep time impeccably so. Vera's Circus clock is a simple, elegant, upright. It can be laid horizontally or stand upright. It's a tube of wood that is veneered with walnut, cherry or wenge cedar wood. The Surf clock is a tactile cut of wood that stands upright, while the Loop version lies horizontally. Thorhara is based in the Catalan city of Terrassa which has a long history of manufacturing high quality textiles and homewares. The company has done a lot to reinvigorate clock-making and its



**PALMADA DISSENY**  
C/ Col·legi, 4 - C/ Terreres, 3-5 - tel/fax: 972 510 062  
17600 Figueres (Girona)  
info@palmadadiseny.com  
[www.palmadadiseny.com](http://www.palmadadiseny.com)







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Tothora exhibits in the most important fairs  
in Europe, Asia and United Estates.

EXPOHOGAR  
Barcelona



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FORMEX . Stockholm



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MAISON & OBJET . París



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ICFF . New York



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Tic, track, tic, **Track...**

Corporate Videos



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# Thank you!



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# .-Catalonia: A Country of Clusters

**Population: 7,539,618**

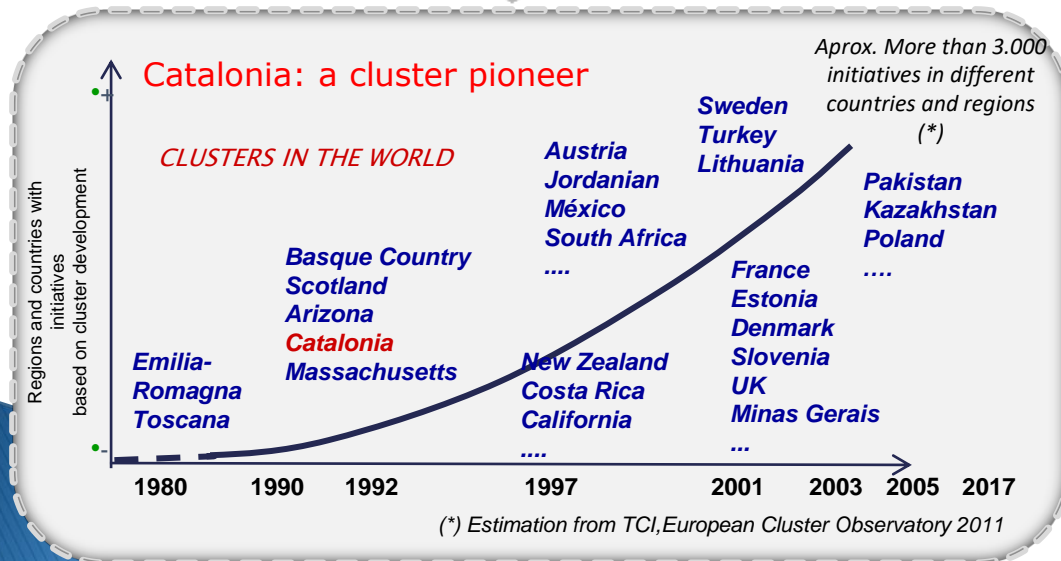
16% of the Spanish population, similar to the population of Switzerland

**Area: 32,106 km<sup>2</sup>**

**GDP: € 223 bn**

20% of Spanish GDP

**GDP per capita : € 28,997**



31 Clusters



More than 2.200 companies



Agregated turnover 70.000M€



29% Catalan GDP



More than 250.000 workers in Clusters

# .-The Audiovisual Sector in Catalonia. Figures



---

Gross Added Value 513 M€  
Turnover 1,7 M€

---



---

Employees 14.047

---



---

Companies 2.235

---



Radio 36 M€

6%

Exhibition 102 M€

20%

TV Operators 150 M€

30%

Production 225 M€

44%

---

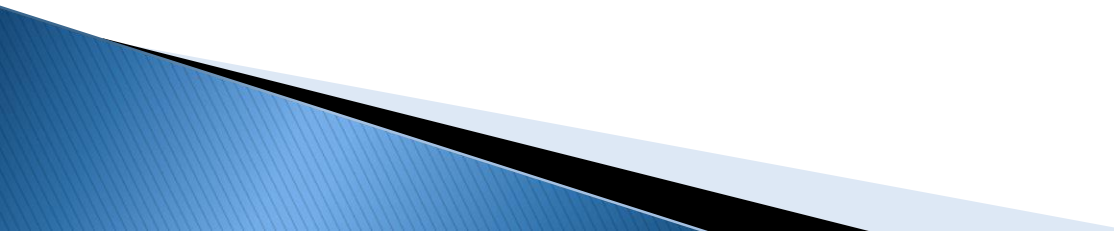
513 M€

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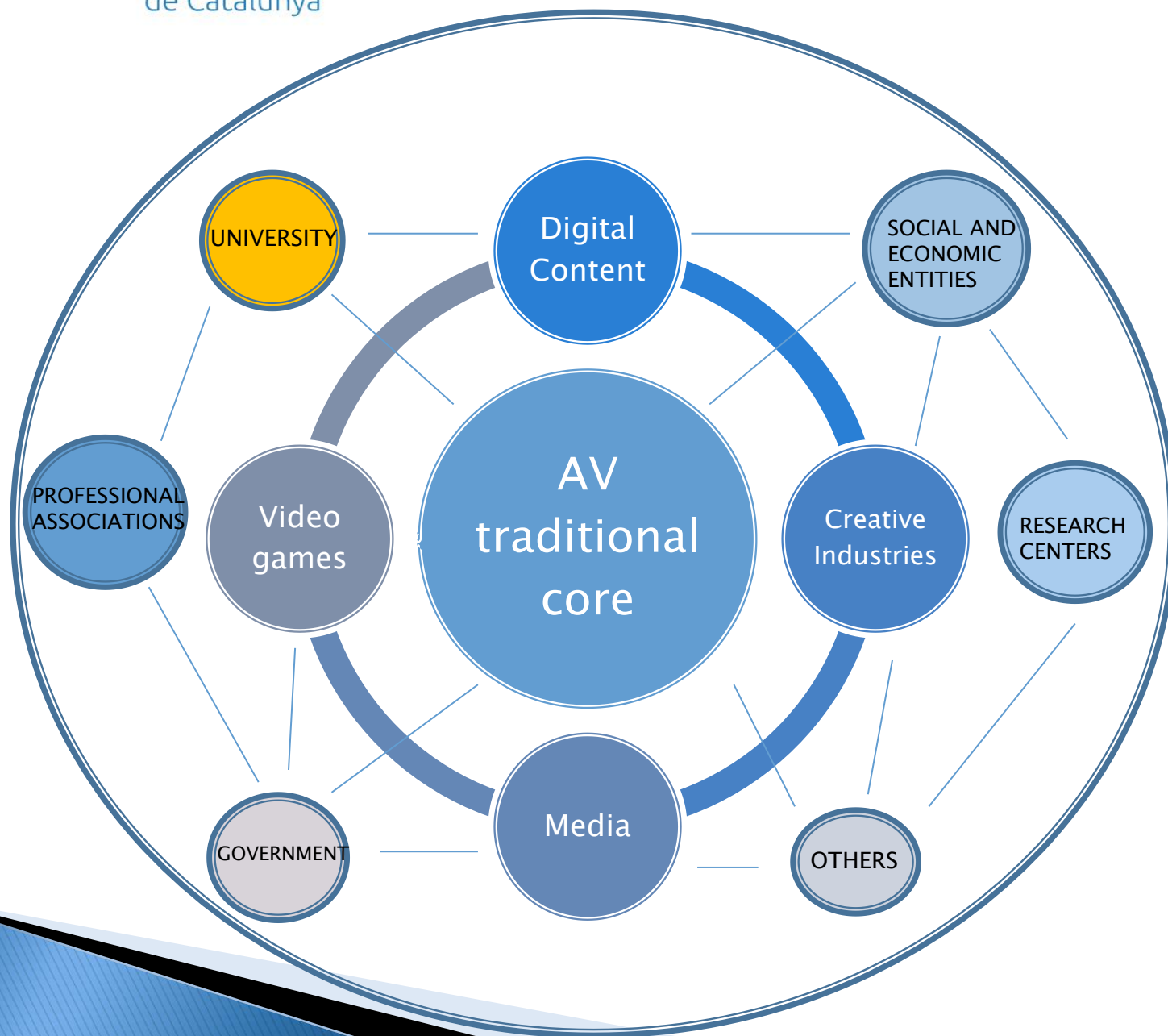


GAV

The Catalan Audiovisual Cluster is a group of **companies and institutions in the audiovisual and multimedia sector** who cooperate in order to grow.

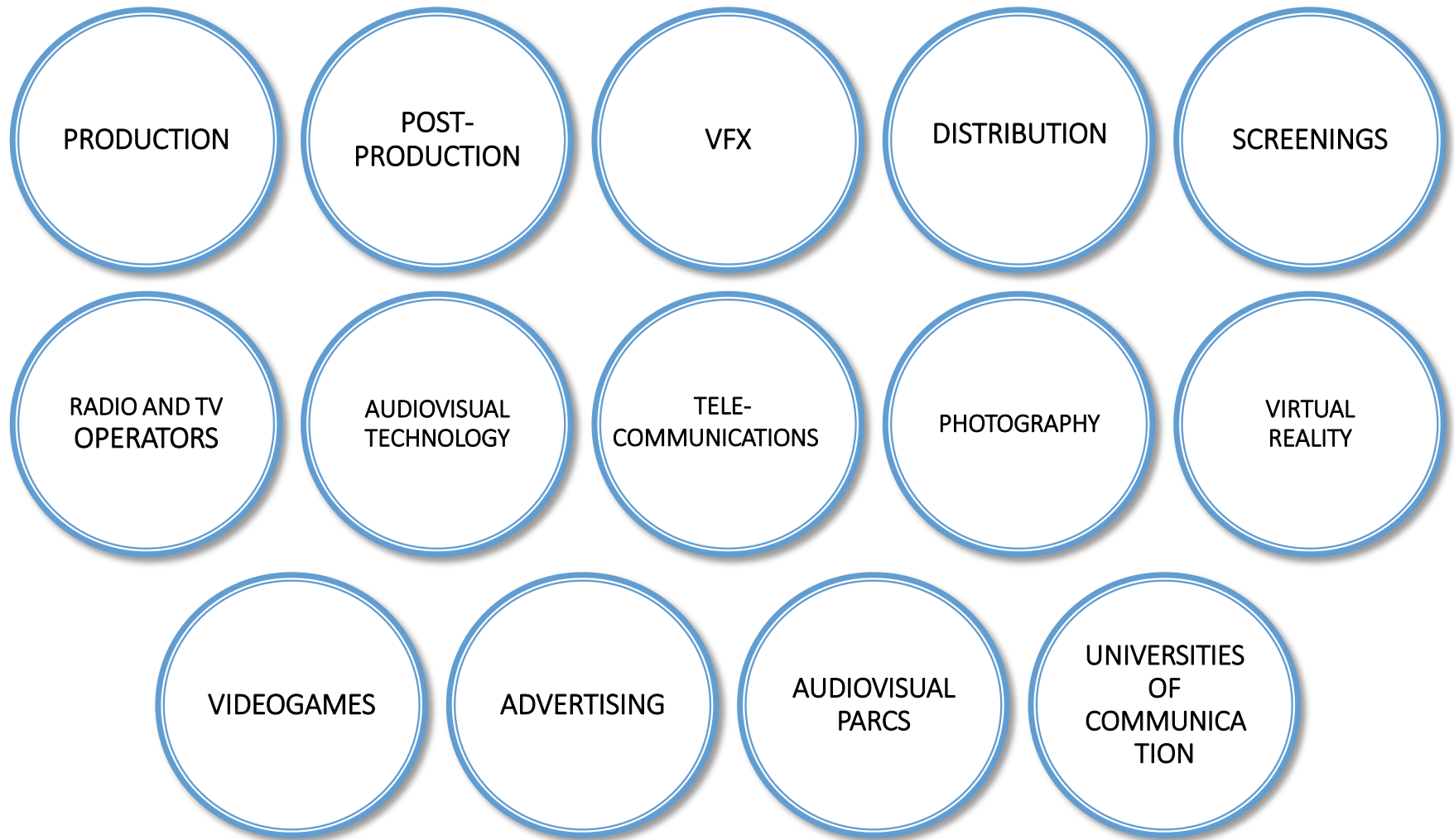
- ▶ Putting the audiovisual industries at the core of the country's industrial, economic and cultural strategy.
  - ▶ Increasing competitiveness, efficiency and innovation. New opportunities and new investment.
  - ▶ Turning Catalonia into an international reference of new media field.
- 





# .– Types of members from all of the value chain

The cluster is formed of companies in the fields of:



**connected to each other**

aclam agile **ALGUNA PREGUNTA** **antaviana** FILMS *Astrolabi Films* **betevé** **teleb** *Bto* **>bnc**

**Blanquerna**  
UNIVERSITAT RAMON LLULL

**BROADCASTER**

**Brutal** media

Corporació Catalana de Mitjans Audiovisuals, SA

**canal Terrassa Vallès**

**cellnex**  
driving telecom connectivity

**creaRSA**  
Responsabilidad Social Audiovisual

**createl**

**DeAPlaneta**

**deluxe**

**diagonal !tv)**  
an endemol company

**DOCS BARCELONA**

**DREAM**

**EGM**  
QUALITY IMAGE

**ebantic**  
process management for digital media

**EL TERRAT**

**eumes**

**M**  
THE FILM MARKET HUB

**filmax**

**FILMIN**

**FUERA DE CAMPO FILMS**

**GEN LOCK VIDEO**

**gestmusic**  
an endemol company

**Goodie**  
Cardboard 360°

**GROUP IMD**

**GRUPO ZETA**

**imira**  
entertainment

**idea sonora**

**la kaseta**  
IDEAS FACTORY

**LA FABRICA**  
de la radio

**la xarxa**  
comunicació local

**LASTCRIT**  
Postproduction

**lavinia**

**magical MEDIA**

**Mallerich Films-Paco Poch**

**MASSA D'OR PRODUCCIONS**

**microgestió**

**metropolitana**

**MINIMO**  
www.minimomedia.com

**minoria absoluta**

**OTTO KAR**  
Editora Audiovisual

**minushu**

**OVIDE**

**neàpolis**

**OSTIA FILMS**

**PARC AUDIOVISUAL DE CATALUNYA**  
TERRASSA - BARCELONA

**park media**

**Polford**

**upf.** Universitat Pompeu Fabra Barcelona

**reset.tv**

**RIBA-VIDAL**  
ABOGADOS

**rocaumbert f.a.**

**SALÓ DEL CINEMA**  
I LES SÈRIES

**SEGARRA FILMS**

**POLAR STAR FILMS**

**RTVA**  
Ràdio i Televisió d'Andorra, SA

**TVISO**

**UAB**  
Universitat Autònoma de Barcelona

**UNIVERSITAT DE BARCELONA**

**UOC** Universitat Oberta de Catalunya

**veranda.tv**

**VERKAMI**

**visyon**  
LOOKING BEYOND

**VODITY**

**watchity**

**YMAGIS**

**zoopa**

**UPVIDEO**

**UTOPIA GLOBAL**

**Catorze**  
cultura viva 14

**CLÚSTER AUDIOVISUAL**  
de Catalunya



## .-Why Form a cluster

The audiovisual sector is undergoing **diversification** and the nature business is more varied

.-Therefore , it is necessary to **integrate** companies form along the entire chain of value and create new synergies

Audiovisual usage is extending in many **areas** and new sectors.

.-Is necessary to create **connections** and build bridges.

**Talent** is emerging from universities at an increasing rate.

.-We must strengthen the **collaboration** between academic Institutions and the industry, and establish channels to promote expertise.

The audiovisual sector industry is intensive and has a **Highly-qualified** workforce,

.-We must **innovate** and find new business models.

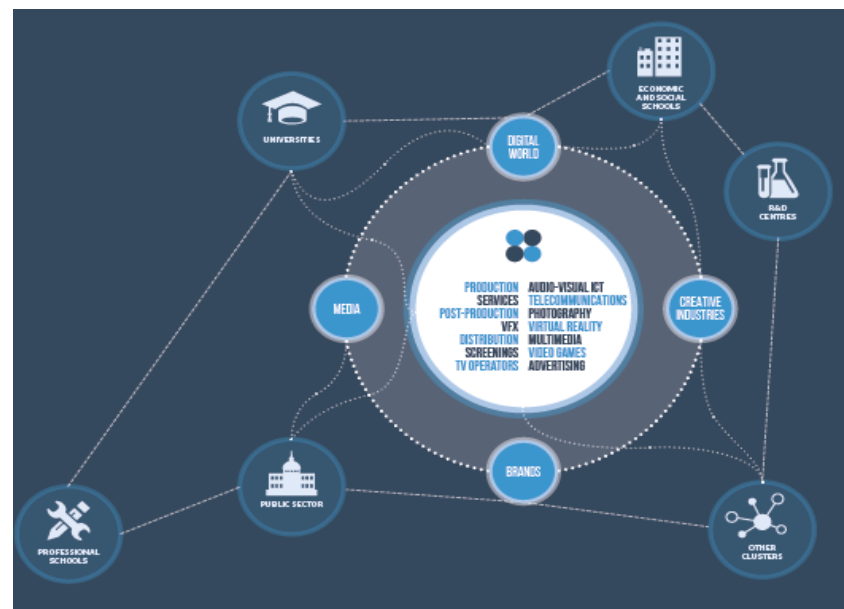
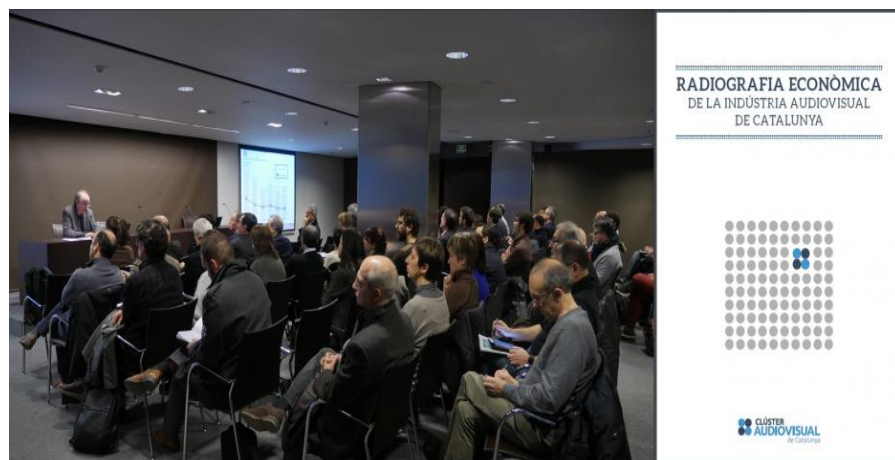
The audiovisual market is **global**.

.-We must promote the **opening** of the entire sector to international markets.

.-What we offer ? :

A network to connect with other companies through exclusive networking activities for members

Shaping the sector in order to bring together different point of view



The opportunity for dialogue that integrates the various fields of the audiovisual industry.

.-What we offer:

A platform to stimulate entrepreneurship and innovation





.-What we offer ? :

Relationships between the Cluster and the leading economic, political and social institutions, as well as networks of other clusters



Specific sessions on business management as well the opportunity to take part in the most important events.

# .-Cluster Quality Certified



**European Cluster Excellence Initiative Bronze Label Certificate:**

**ESP107201612C160938**

## **Cluster Audiovisual de Catalunya**

was benchmarked according to a benchmarking approach developed and performed by the "European Secretariat for Cluster Analysis" of VDI/VDE Innovation + Technik GmbH ([www.cluster-analysis.org](http://www.cluster-analysis.org)). By participating in this benchmarking the cluster organization has expressed its interest in striving for cluster excellence and is awarded with the European Cluster Management Excellence label in BRONZE. The benchmarking took place on December 21<sup>st</sup>, 2016. The certificate expires on December 21<sup>st</sup>, 2018.

  
Thomas Lämmer-Gamp, Director  
European Secretariat for Cluster Analysis, Berlin

# Catalonia Clusters



# .-VideoBalance 1ers Semester 2017

Vídeo balanç 1r i 2n T 2017



▶ ⏩ 🔊 2:05 / 2:11





**Talent  
Media**

**Digital  
Media  
Forum**

**Enterprise  
Invigorate**

**Communication  
and  
Marketing**

# Talent Media

- .- The audiovisual talent week
- .- Pitching Audiovisual
- .- Videogames and audiovisual.
- .- Youtubers.
- .- The talent pact.

# Digital Media Forum

- .- Virtual Reality.
- .- Online Distribution.
- .- Innovating seminars.
- .- Digital transformation of the sector.
- .- Professional Sessions in the festivals.
- .- VFX (Visual effects) fields.
- .- Drones.
- .- Analysis of different audiovisual models from other countries.
- .- Music and Audiovisual: new narratives.
- .- Zoom vs Brands.
- .- Participation of clusters partners in the Mobile World Congress
- .- Indie Videogames and audiovisual.
- .- Postproduction.
- .- Shaping the Industry.
- .- The future of connected TV.
- .- Audiovisual gamification.



**Industry Networking:** Breakfast meetings of members. A selection of partners in the Cluster are presented to the others members. This is a networking session to share projects and promote collaborative ventures.

- .-Economic Scan of the audiovisual industry.
- .-Funding sources and business management.
- .-Meetings with audiovisual companies from other countries.
- .-Audiovisual production, an opportunity for investment.
- .-Strategic reflection.
- .-Creative Start-up meetings.
- .-Talent pact.
- .-Special guest business lunch
- .-International missions.
- .-Professionals Sessions into universities.
- .-Job market.
- .-Mentoring.



Enterprise  
Invigorate

- .-Annual report of the audiovisual cluster.
- .-Newsletters for partners.
- .-Social net: Facebook, Twitter, Instagram, YouTube,
- .-Press conferences
- .-TV programs.

# Communication and Marketing

# Example of Good Practices implemented by the Organization:

**PITCHING  
AUDIOVISUAL**  
Universitat-Indústria



Universities and industries hold an annual meeting organized by Audiovisual Cluster of Catalonia where students take the leading role.

New talents present their projects to a wide range of producers, transmedia and video game companies with the aim of promoting new productions.





Its **objectives** are to bring near talent emerging from the university to the industry, to detect innovative projects to promote employability of the new generations and to strengthen the relationship between University and Industry.

Throughout the year, the participating universities make a first selection of those works produced by the students. Later, a professional committee chooses the most relevant selected projects and undergo a training process with the students to improve their presentations. Finally, the projects are presented and discussed in public sessions during two days.



The **third edition** of the Audiovisual Pitch will be celebrated from **28<sup>th</sup> of November to 1<sup>st</sup> of December 2017**.

## 2016 overview

**622 assistants** attended

**110 one to one meetings** took place between the producers and the students

**80 audiovisual companies** attended the Audiovisual Pitch

**15 universities** participated

The event included a **study case** about a successful Catalan TV series and also a **networking meeting**.





## Project Categories of the Audiovisual Pitch

Fiction	Feature films, short films, TV movies, TV series, animation
Non-Fiction	Documentaries, short documentaries, documentary series
New formats	Web series, webdoc, transmedia, gaming...
TV programs	Game shows, entertainment programs...
Technology	Technology tools for audiovisual content



## Universities participating



## Universities guest:



# Workshop

A workshop will take place one week before the Audiovisual Pitch. During two days, the students will work intensively on improving their project presentation with the aid of the tutors, who have an extensive industry experience.





# Audiovisual Pitch



Around twenty projects will be presented in front of members of audiovisual sector. Students will have 7 minutes to explain their projects (teaser included) and the professionals will have 7 minutes to make comments and questions.

# Individual meetings



After the Pitching the individuals meetings will take place between students and professionals



# Study Case-Conference



Study case with directors of a successful Catalan TV,  
and conferences about our audiovisual sector.





Networking and meeting point



**Thanks for your attention**

**Contact:**

**Eduard Gil**

**Cluster Manager**

**[egil@clusteraudiovisual.cat](mailto:egil@clusteraudiovisual.cat)**

**+34 616 663 567**

**[www.clusteraudiovisual.cat](http://www.clusteraudiovisual.cat)**



# Between Prometheus and Hermes:

## The Apulian ICT Living Labs

### Conference in the field of Creative and Cultural Industries

Gaetano Grasso – InnovaPuglia

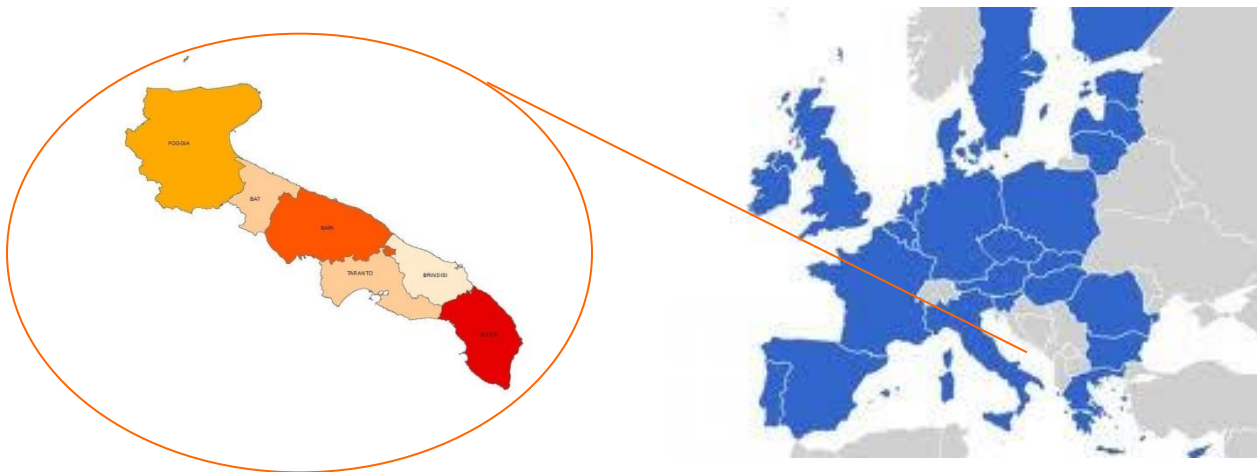
*Ljubljana 2017, 5th October*





# Apulian ICT Living Labs EU OP ERDF Puglia 2007-2013

- ❑ An initiative promoted by **Apulia Region** – Economic Development, Employment and Innovation Department- Industrial Research and Innovation Service
- ❑ **Implemented by InnovaPuglia** - In house company of Apulia Region - Technical Support Division



# Strategy



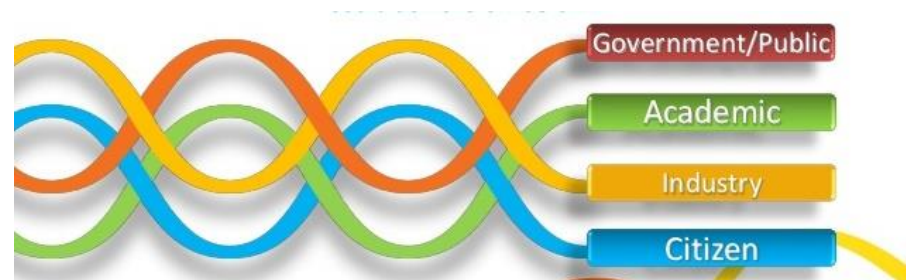
Quadruple helix paradigm



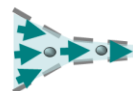
Open innovation 2.0



Epistemic communities

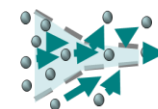


**Breaking boundaries for moving to genuine mash-up!**



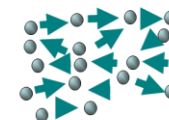
**Centralized  
inward looking  
innovation**

*Closed Innovation*



**Externally  
focused,  
collaborative  
innovation**

*Open Innovation*



**Ecosystem centric,  
cross-  
organizational  
innovation**

*Innovation Networks*

Sources: From a presentation by Bror Salmelin 2013 based on Chesbrough 2003, Forrester 2004, von Hippel 2005



# Apulian ICT Living Labs

## Catching the fire of Creativity: main purposes

- ❑ leverage **user driven**, open innovation in support of local ICT SMEs innovation, **growth** and **competitiveness**
- ❑ promote the evolution of Regional public administration and civil society from passive consumers to **active prosumers** of content and services of general interest, supported by ICT innovation.
- ❑ create domain-specific **open innovation** environments within **real-life conditions**, in which the active involvement of local end-users and ICT SMEs can pave the way to the **co-design** of new services, products and social infrastructures.





# Apulian ICT Living Labs

## Sharing the thrust of Innovation: the public goods game

The Apulian ICT Living Lab approach achieved an emerging added value in answering to public innovation needs through the development of communities of practice in ICT application, based on the following defined categories:



Smart Cities & Communities, where the end user is a Municipality



Knowledge Communities, where the end user is a school, a museum or a cultural entity



Business Communities, where the end user is companies association



# Players entanglement

The sustainability of the mechanism could be warranted by the utility for each sharing player of the cooperative “public goods” game. In this way a new point of view is suggested in terms of cooperation efficiency: players entanglement offers each one payoff because all players cooperate and classical egoism of individual rationality is replaced by quantum altruism.

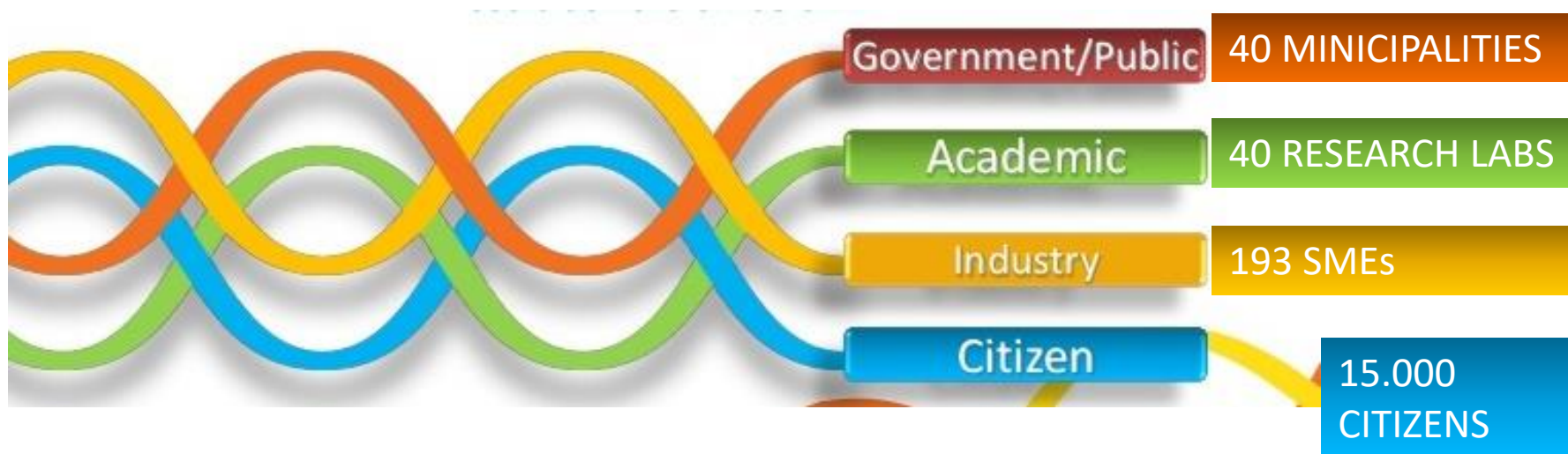
In Apulian Living Labs citizens engagement through innovation policies based on quadruple helix paradigm allowed to recruit under-represented groups and institutions, as well as to create partnerships with organizations that have substantial existing expertise in complementary areas.

## MAJOR **PLAYERS**

- ☐ Governance
  - Regional Government of Apulia
  - Host Institution: InnovaPuglia SpA
- ☐ Users
  - Socio-economic and no profit Associations
  - Public bodies
- ☐ Academia
  - Research Laboratories
- ☐ Enterprises



## 75 PROJECTS FUNDED





# Future: CCI for enhancing resilience and sustainability

Creativity, that process that leads to innovation, is changing everything, including the way that people and organizations flourish. In Europe the **cultural and creative industries represent a relevant production system**. Social, cultural and technological change stimulated needs and demand of new way of cultural growth. The Apulian ICTLiving Lab finds motivation in this amazing European context where new opportunities could open future perspectives for young people against the uncertain situation due to the economical crisis. So that, starting from a number of projects funded by the Apulian ICT Living Labs Programme, Regione Puglia Administration and InnovaPuglia SpA, aim to:

- Enhance the relationship between SMEs working in the cultural sector;
- Build up cooperation network for skills exchange;
- Spread social innovation in the cultural environment;
- Search for European intercultural creative network.



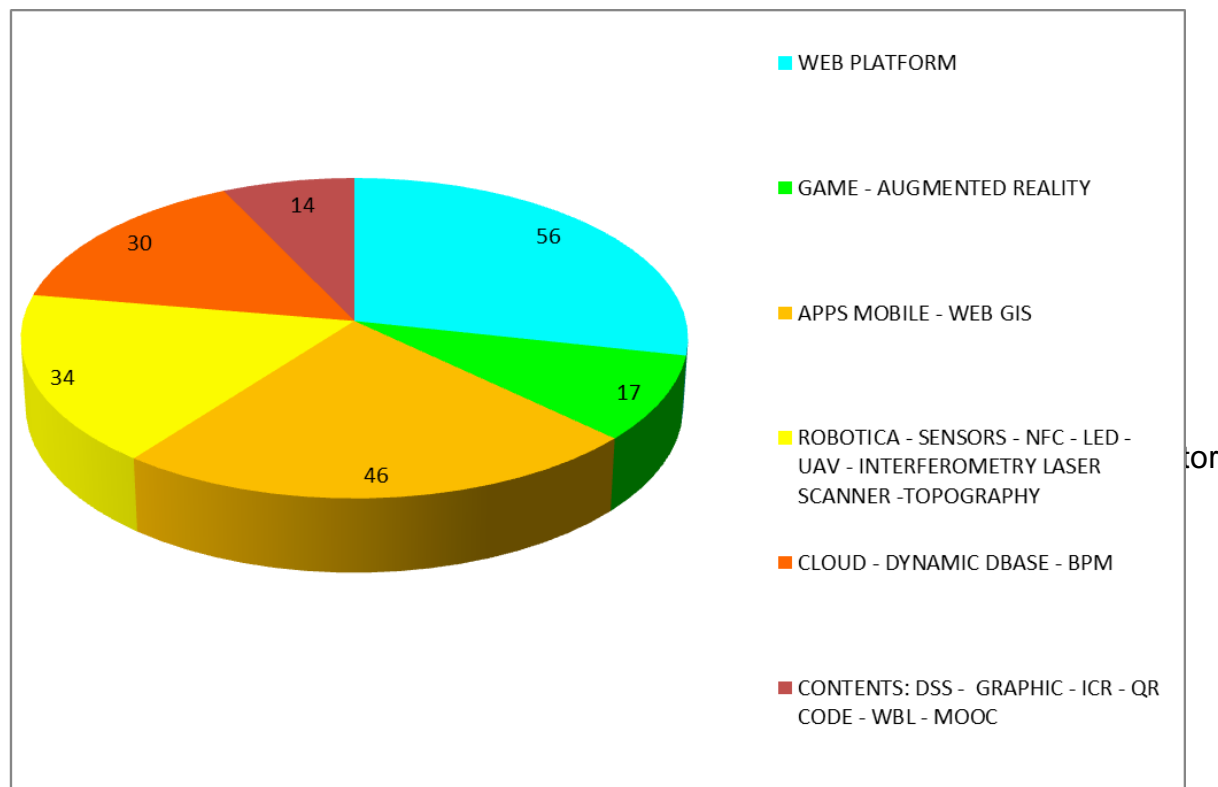
In fact, starting from the interaction between a given set of agents (stakeholders), the mechanism design at the basis of the Apulian Living Labs offers practical tools (focus group, panel group, demolab etc.) able to improve dynamically agents strategic interaction in order to give rise to the desired cooperation behaviours, maximizing socio-economic payoffs in terms of both social cohesion and economic growth.



# The technology impact:

## Collective generativity in CCI

The Apulian ICT Living Labs model focused on technological engines stimulating the ability of a distributed community to engage collectively in producing novel configurations and possibilities and in changing conceptual frames, within a particular goal-driven context (public demand context).







with support of



# Bari metropolitan area and Living Labs: a centripetal inclusion force toward the smart city



Unione Europea

ASSETTO  
tourist experience



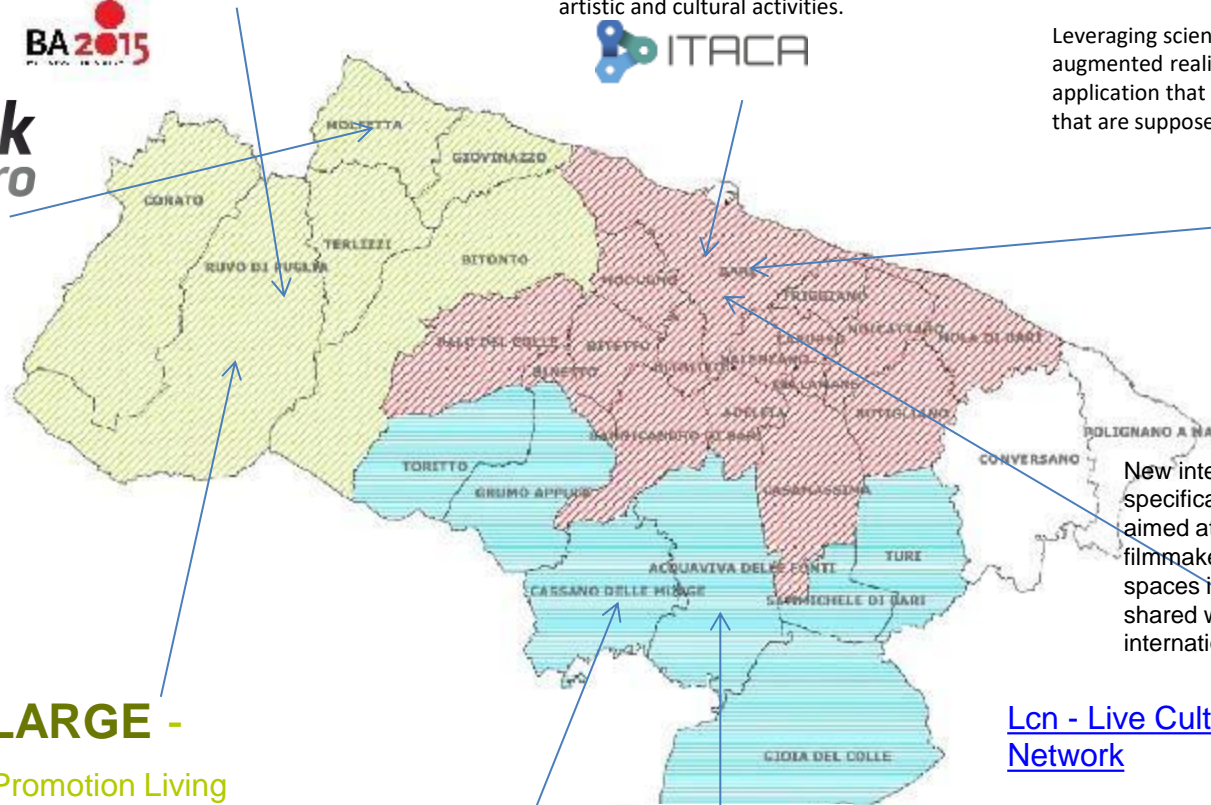
Integrated Cloud System, dedicated to all companies active in the creative arts sector operating in the city of Bari, to support access to and use of artistic and cultural activities.



Leveraging scientific data, georeferencing data and augmented reality technologies, realization of a mobile application that can revive the great prehistoric animals that are supposed to have inhabited the territory



A set of products/services addressed to the community and aimed at generating a connecting retail businesses and theatre activities.



New interactive tools addressed specifically to the show business and aimed at actors, dance companies, filmmakers, to the access to virtual spaces in which to carry out virtual ideas, shared with the network in the international and local cultural processes

## HELP LARGE -

HEaLthy Promotion Living  
lab through Alternate Reality



Citizens and architectural  
barriers monitoring

Lcn - Live Cultural  
Network



## Direction and Plans for the Future:

### ERDF 2014-2020 and the S3 “Smart Puglia 2020”: The Regional policies for CCI

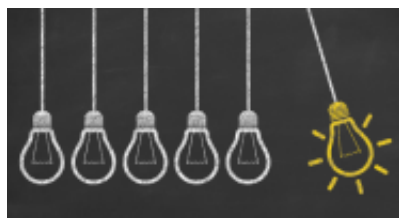


Public – Private Clustering action



Living Lab for S3 social challenges

**TECNONIDI**



Supporting Innovative Start Up



# Direction and Plans for the Future: ERDF 2014-2020 and the S3 “Smart Puglia 2020”

## SMART IN PUGLIA

SUPPORT MEMORY ARTS RESILIENCE TERRITORY INTELLIGENCE

In coherence with the Europe 2020 strategy and in line with what has been achieved in recent years, the new regional operational program aims to put in a system "container" and "content" to make it an intelligent, sustainable and inclusive growth instrument. A program designed to protect, enhance and promote the identity of a territory, and hence its culture (cultural goods, cultural activities and live entertainment, audiovisual, creativity), in an increasingly innovative way, stimulating growth, employment, competitiveness, social and territorial cohesion.

<http://www.piiilculturapuglia.it/>





# Direction and Plans for the Future: ERDF 2014-2020 and the S3 “Smart Puglia 2020”



The Strategic Plan of Culture promotes full involvement of productive tissue, community participation, the protagonist of all creative talents, the formation of public-private partnerships.





**Thank you!**

**Gaetano Grasso**

[[g.grasso@innova.puglia.it](mailto:g.grasso@innova.puglia.it)]

☎ 0039 0804670627



**InnovaPuglia S.p.A.**

Società assoggettata alla direzione  
e controllo della Regione Puglia

CHIMERA PROJECT | LJUBLJANA | 5-10-2017

# **Creative & Cultural Industries Innovative Practices and Policies in Algarve Region**

**Aquiles Marreiros | CCDR Algarve**



UNIÃO EUROPEIA  
Fundos Europeus  
Estruturais e de Investimento

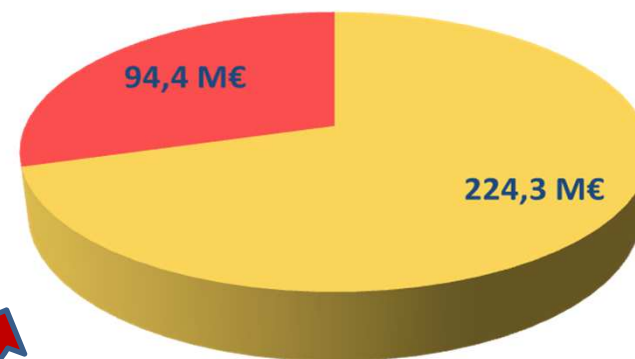


# ALGARVE

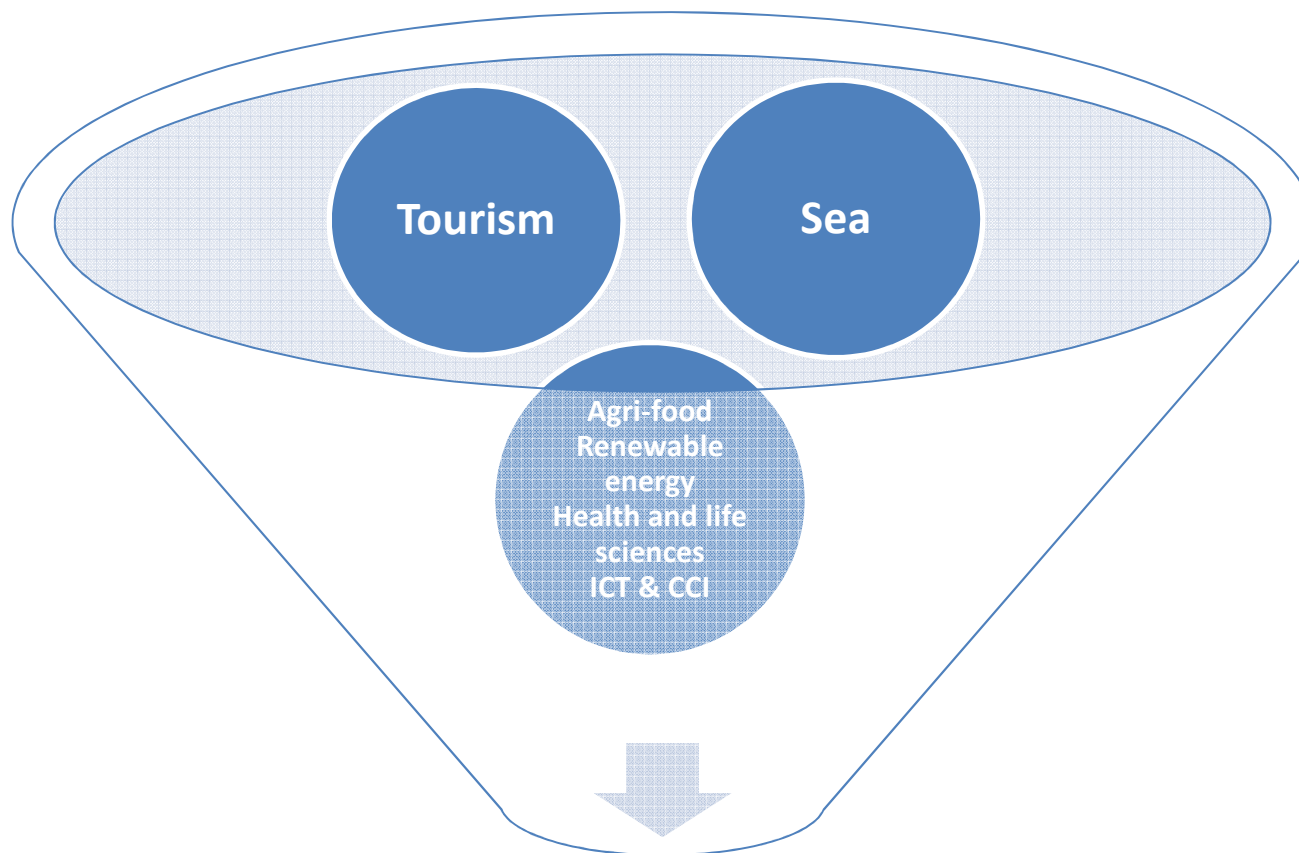




Algarve Regional Operational Program  
CRESC ALGARVE 2020 (318, 7 M €)



ERDF ESF

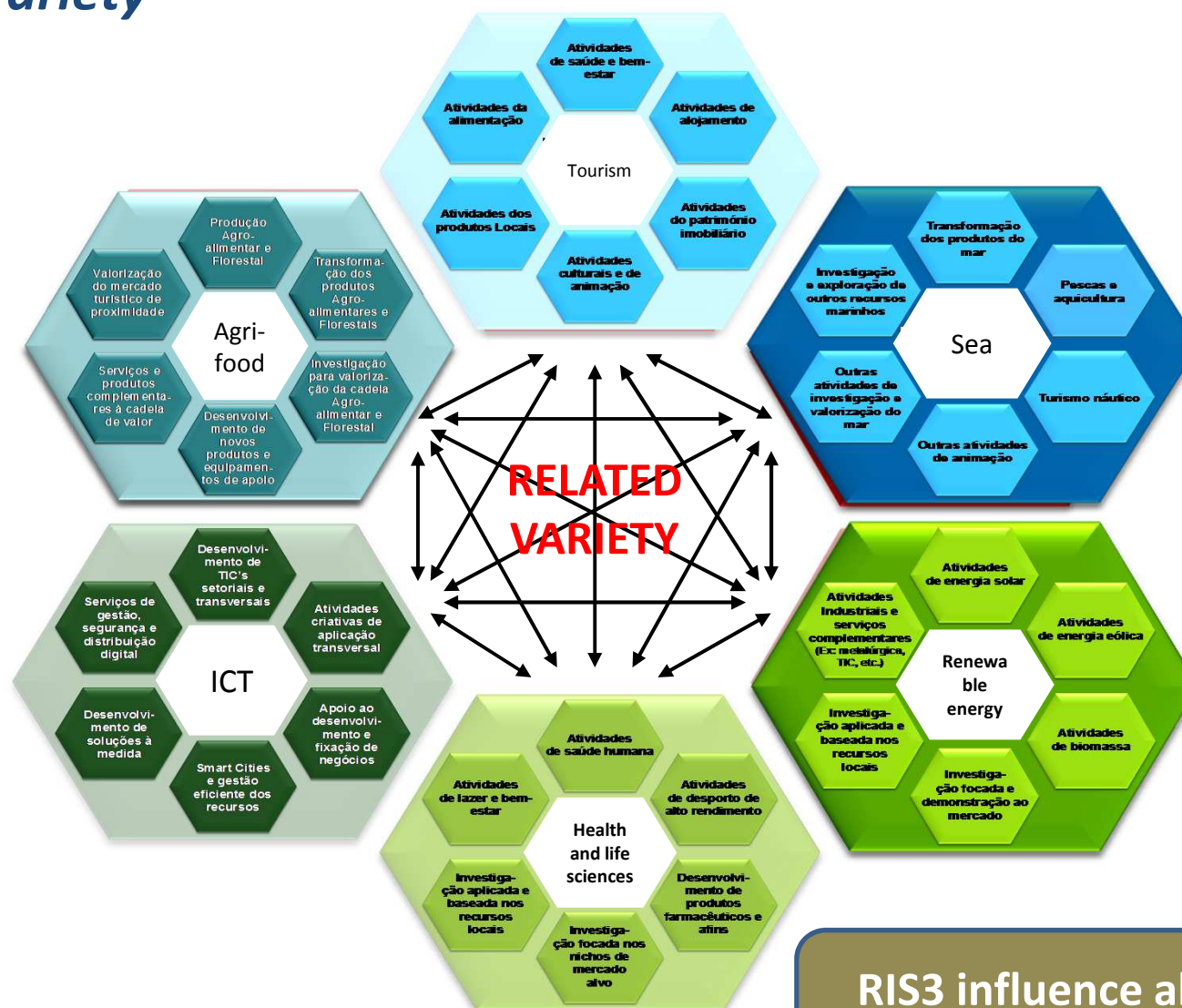


## **Smart Specialization Strategy of Algarve**

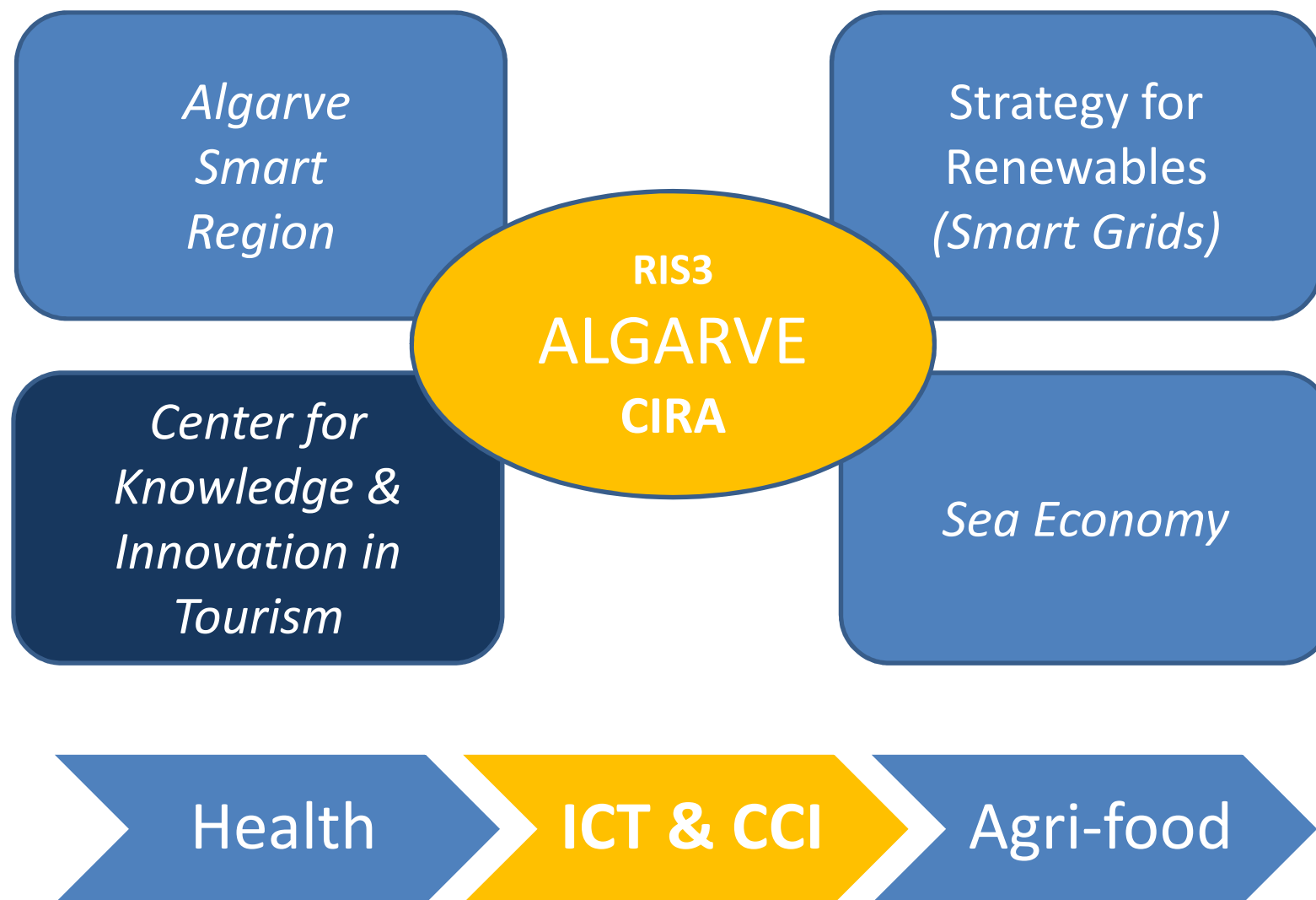


# RIS3 Algarve

## Related variety



RIS3 influence almost 40 %  
(118 M€) of ESIF in Algarve



**ALGARVE**

**TASA Project**



# PROJECTO **TASA**

[www.projectotasa.com](http://www.projectotasa.com)



**CRAFTS**

+

**DESIGN**

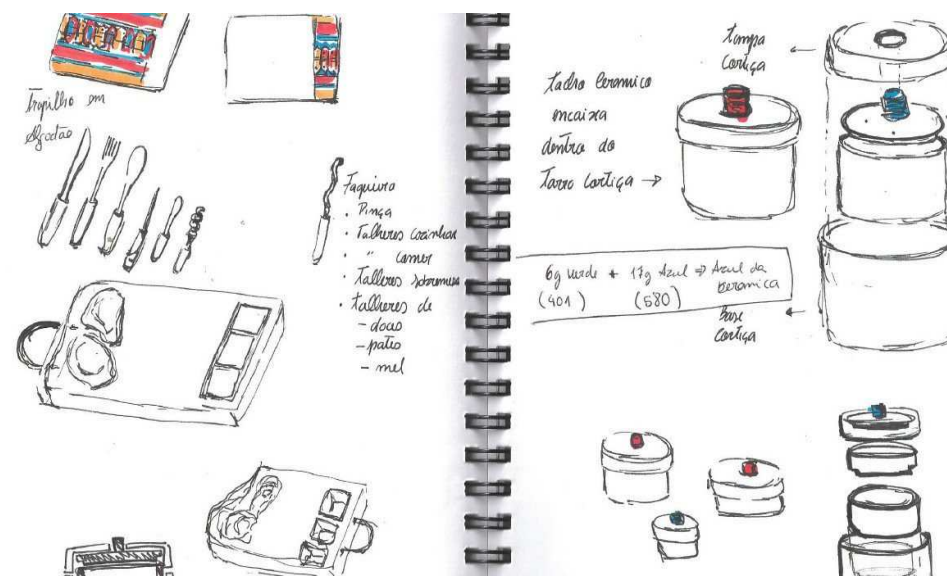
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**USEFUL  
PRODUCTS**



# ALGARVE

## TASA PROJECT

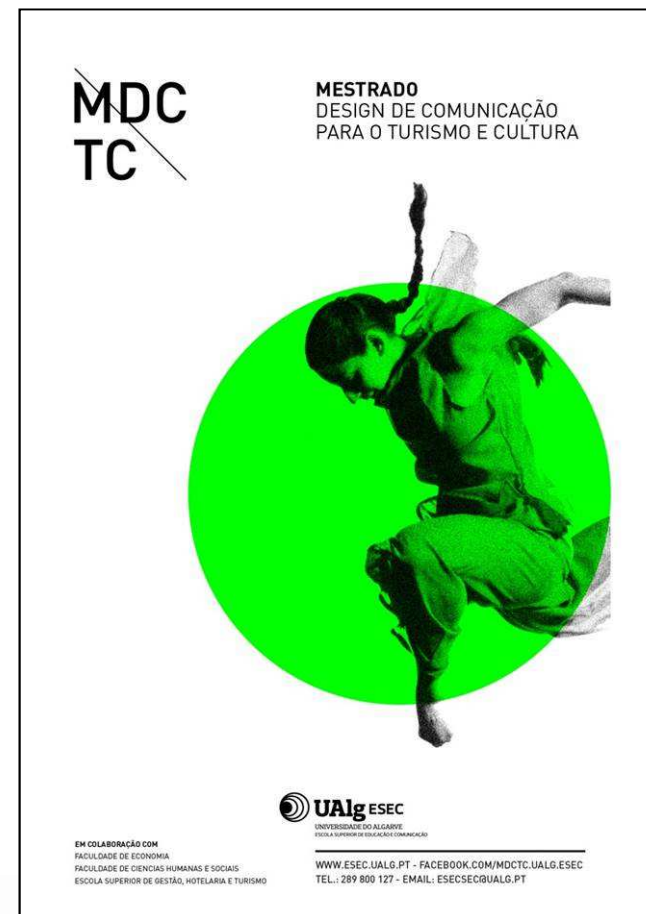


# ALGARVE

## R&D, Education and training



ESCOLA  
DE TECNOLOGIAS  
INOVAÇÃO  
E CRIAÇÃO  
DO **ALGARVE**



# UAlg

## UNIVERSIDADE DO ALGARVE



UNIÃO EUROPEIA  
Fundos Europeus  
Estruturais e de  
Investimento



**ALGARVE**

*Good Practices – Policies and Projects*



every day counts



ALGARVE

*Good Practices - Festivals*



**VIDEO LUCEM**

CINEMA NAS IGREJAS DO ALGARVE / 10 DE NOVEMBRO 2016 - 12 DE MAIO 2017



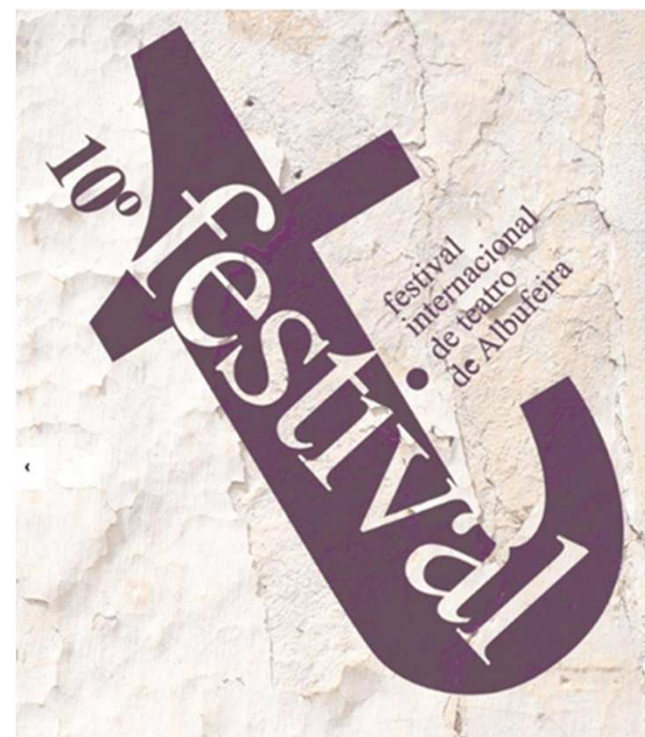


ALGARVE

Good Practices - Festivals



FESTIVAL DE MÚSICA  
AL-MUTAMID®  
مهرجان الموسيقى المتأميد



ALGARVE

## Good Practices – Creative Experiences





# ALGARVE

## Good Practices – Creative Experiences



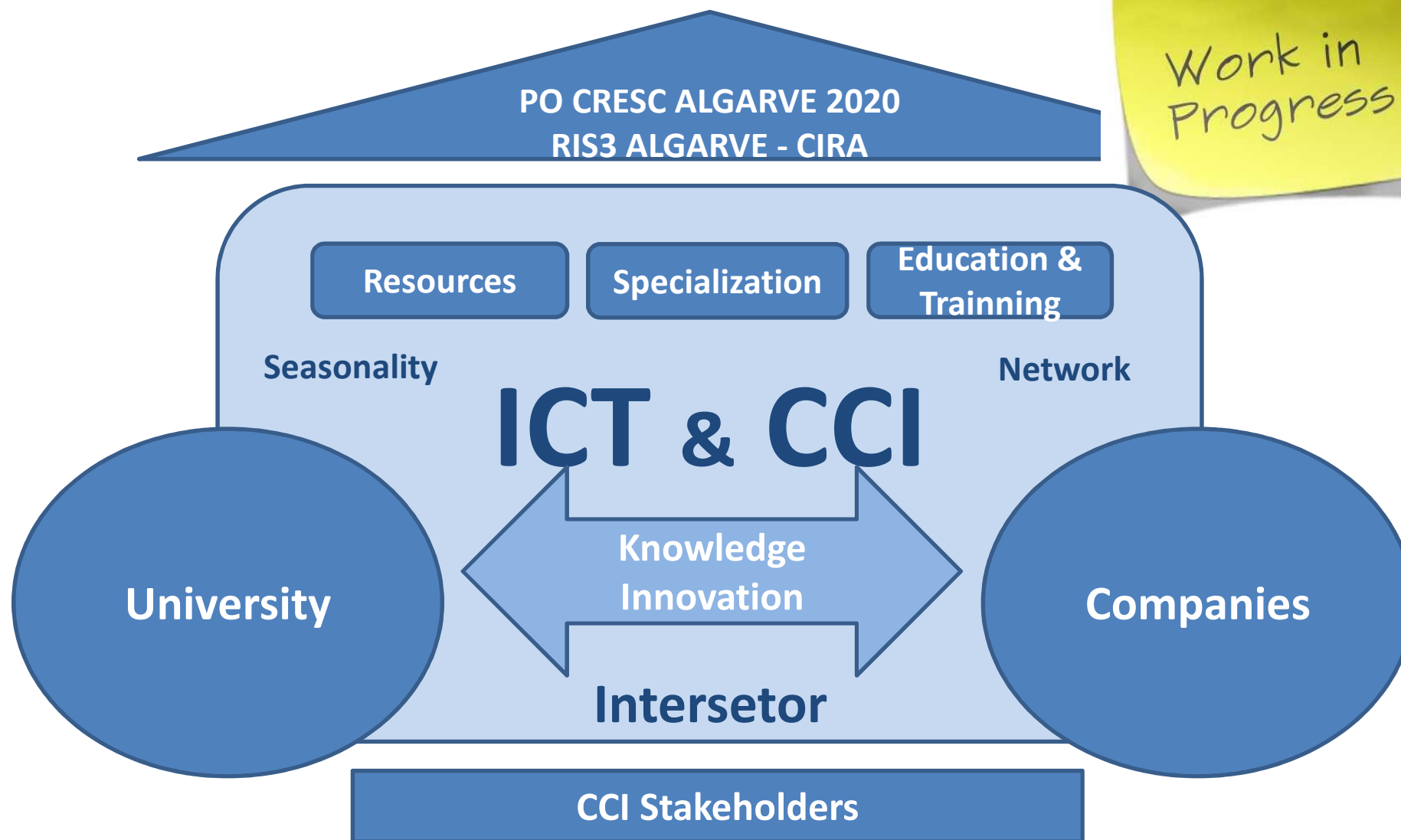
LOULÉ  
CRIATIVO



QUINTA DOS VALES  
WINE ESTATE



Work in Progress





Região **C**ompetitiva, **R**esiliente, **E**mpreendedora e  
**S**ustentável com base na valorização do **C**onhecimento



Thank you!



-  (+351) 289 895 200
-  algarve2020@ccdr-alg.pt
-  <http://algarve2020.pt/>
-  [facebook.com/CRESC.ALGARVE2020](https://facebook.com/CRESC.ALGARVE2020)

# **Innovative private and public financial instruments & How to maximize the impact of public funding in CCS**

**1st Conference in the  
field of Creative and Cultural Industries**

**4 th – 5 th October 2017 | Museum of Architecture and Design – MAO - Ljubljana**

# About Cofidi.it

**“Cofidi.it”** operates on the basis of the principles of **mutuality**, as non-profit organization, in compliance with relevant legislation (Law n. 326/2003).

As financial intermediary supervised by the **Bank of Italy**, Cofidi.it supports SMEs in obtaining credit through the **issuance of a guarantee** on loans granted by banks and safeguarding economic stability as regulated by Basel II.

COFIDI

# About Cofidi.it

**Cofidi.it** was founded in **1996** under the auspices of five Italian Confidi belonging to the local network of SMEs and handcraft associations (**CNA Puglia System**) and adheres to "**Fedart Fidi**", the most relevant federation of mutual guarantee institutions in Italy

**Cofidi.it**, with its head office in **BARI – Italy**, offers its services thanks to the contribute of its **branches and financial agents** mainly located in Apulia, Basilicata, Calabria, Campania, Molise and **Abruzzo**.

Due to the support of its **brokers' network**, mainly operating in Central Italy, Rome and Lazio included, **Cofidi.it** is going to expand its market share in other areas of central and northern Italy.

COFIDI



# About Cofidi.it

Cofidi.it has recognized the **added value** of cultural and creative firms and the importance of implementing particular activities and "ad hoc" services, in order to improve the SMEs borrowing capacity and compensate for the lack of a specific operational and political structure on a national scale.

A **mission** that comes from the presence of more than 300 member companies belonging to the CCS NACE codes, from the relationship with "Art lab" and "Fitzcarraldo" Foundation and from a direct involvement in "Distretto Puglia Creativa".

COFIDI

...“**main theme**”

**Innovative** private and public  
financial instruments  
& How to maximize the impact of  
public **funding** in CCS

COFIDI

# What does mean “innovation?”

“concept”

“status” definition

“project”

**PEOPLE**

COFIDI

... and **“funding”**?

a provision of **resources** in order  
to finance “innovation” in  
“innovative way”.

COFIDI



# Challenge for the CCS

**Accessing** the funds that they need to finance their activities, to grow, and to maintain and increase their competitiveness.

COFIDI

# Challenge for the CCS

- The **intangible** nature of their assets;
- The **prototype** profile of their activities and their output;
- Their intrinsic need to take **risks** in order to innovate.

Such **risk-taking needs** to be  
understood and supported also by the  
**financial sector**

COFIDI

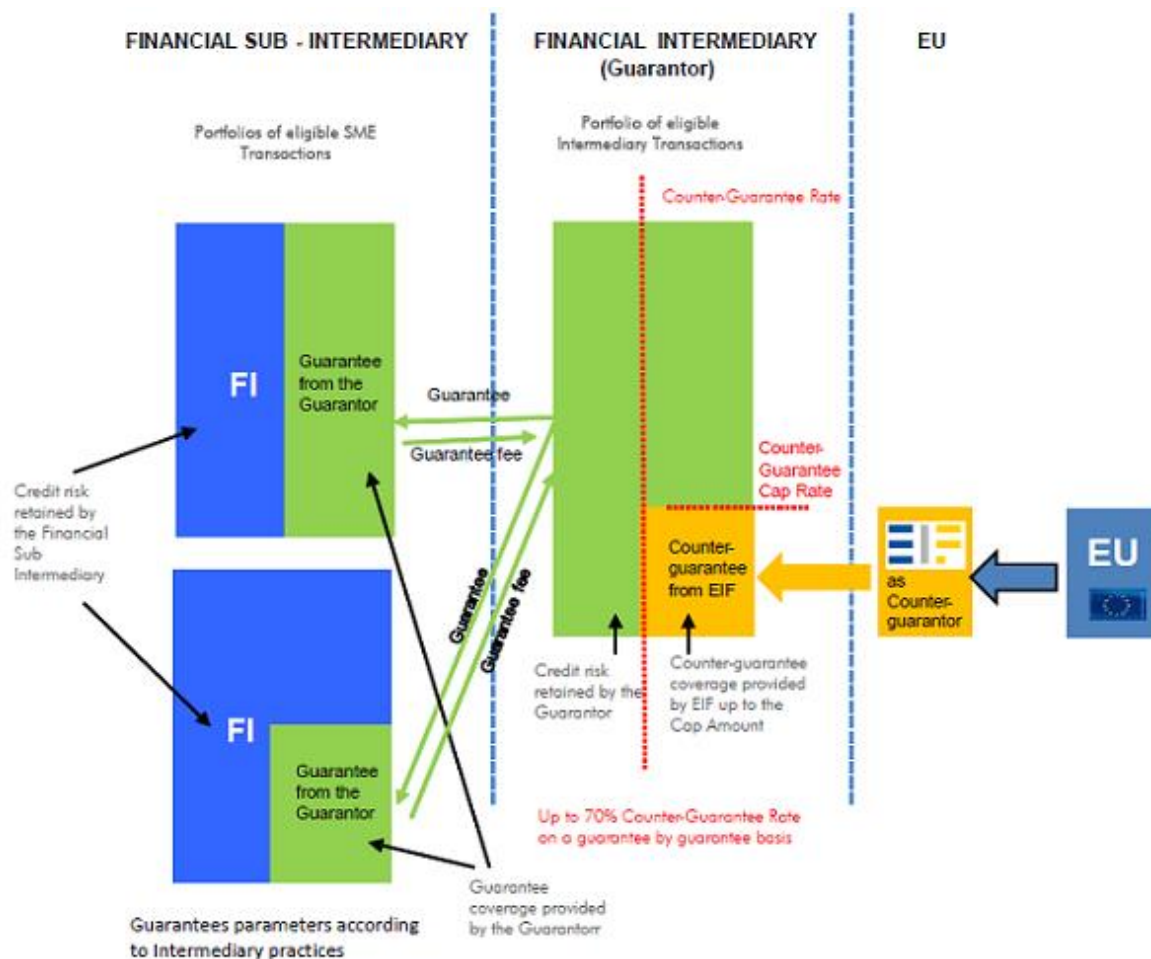
**Cofidi.it** participated to “the Open Call  
for Expression of Interest to select  
Financial Intermediaries under Cultural  
and Creative Sectors Guarantee Facility”  
(**CCSGF**).

COFIDI



The credit risk protection shall be provided through a **Counter-Guarantee** which shall be issued by **EIF** acting on behalf of the **European Commission** for the benefit of a **Financial Intermediary** .

# How does the instrument work?



- The Counter-guarantee shall cover Losses incurred by the Financial Intermediary (the Guarantor) at a **Counter-guarantee Rate** (up to 70% of each Intermediary Transaction) subject to the **Counter-guarantee Cap Rate** (set by EIF at 10%, 18% or 25%).
- Losses covered by the Counter-guarantee, in respect of the Portfolio of eligible Intermediary Transactions, shall in aggregate not exceed the **Cap Amount** stipulated in the counter-guarantee agreement between EIF and the relevant Financial Intermediary.

# What types of **activities** are covered by Cultural and Creative Sectors?

The 'cultural and creative sectors' means all sectors whose activities are based on **cultural values** and/or **artistic and creative expressions** (architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts).

(Sub-Annex 1\_List of NACE Statistical Codes eligible under CCSGF)

# Final Recipient Transaction Eligibility Criteria

The transactions shall be granted for one or more permitted purposes:

- investment in tangible and/or intangible assets;
  - working capital;
  - business transfers;
- The principal amount shall not exceed EUR 2 mln and
- shall have a minimum scheduled maturity of 12 months.



# What are the main **objectives** of the financial instrument?

The **general** objective is:

- to foster the safeguarding and promotion of European cultural and linguistic diversity;
- Smart growth, developing of an economy based on knowledge and innovation;
- Sustainable growth promoting a more resource efficient, greener and more competitive economy;
- Inclusive growth fostering a high-employment economy delivering economic, social and territorial cohesion.

# What are the main **objectives** of the financial instrument?

The **specific** objective is:

- to strengthen the financial capacity of the cultural and creative sector;
- to find a solution to the problems of information asymmetry.

# To **respond** to these issues, it will be useful

- to provide **guarantees** to banks dealing with cultural and creative SMEs
- to provide **expertise/capacity building** to the financial institutions (by defining a specific methodology to calculate a tailor made rating system referred to cultural enterprises which have its own budget structure and financial needs)
- to **increase the number** of financial institution which are willing to work with cultural and creative SMEs

# Reasons to **invest** in CCS

- social and economic **growth potential**;
- the enabling role of CCS for **innovation**;
  - **Economies of scale**;
  - **Cross border effect**;



# Reasons not to provide finance to the CCS

- Assets (IPRs) are intangible which makes it difficult to provide collateral for finance;
- the **perception** that the cultural and creative sectors are highly risky (high default risk) and not profitable;
  - Large **fixed costs** of loans;
- a lack of **reliable data** in CCS businesses which is necessary to get credit funding;
  - a lack of business and management **skills**;
- a lack of understanding of **financial sources**.

# What about financial counterparties?

- Traditional bank products do not match very well with the financing needs of CCS organizations;
  - Project based financing requires specialist knowledge of legal structures which is often not belonging to general banks;
- A lack of **specialist knowledge** concerning competitiveness, market shares and trends;
- For **public institutions**: their general mandate (as assigned by government) does not include CCS specifically.

# Capacity Building

The CCS GF should, through the Capacity Building scheme, **improve the capacity to assess the risks associated with SMEs and micro, small and medium-sized organisations in the cultural and creative sectors and with their projects, including through technical assistance, knowledge-building and networking measures.**

# Capacity Building

The main **parameters** that financial institutions consider for a positive feedback on loan requests are:

- ☐ Reasons to invest
  - Return on investment
  - Loss given default
- Judging an application
  - Cash-flow valuation
- ☐ Check if cash-flow valuation guarantees interest payments and loan payments
  - ☐ Track record of applicant
    - Collateral
    - Private equity



# Public and not-for-profit institutions

Public institutions mainly concern bodies of government.

On the one hand, these governmental bodies (European, national or regional) should supply grants, donations, or set up tax incentive schemes to stimulate private investment.

On the other hand, Governments can also set up public financial intermediaries, such as public banks, to offer guarantees and loans.

# Enjoy your project!

## Questions and Comments

**Passarelli Roberto**

[robertopassarelli@cofidi.it](mailto:robertopassarelli@cofidi.it)

[www.cofidi.it](http://www.cofidi.it)



# COFIDI

# Image & Creativity a Strategic Sector for the French Riviera Territory



Project co-financed by the European  
Regional Development Fund

# Julie GIORDANO

Project Manager

French Riviera Chamber of Commerce and Industry

(CCI Nice Côte d'Azur)

French Riviera – France

#FiliereImageo6

@CCIncotedazur

@Julie\_giordano\_

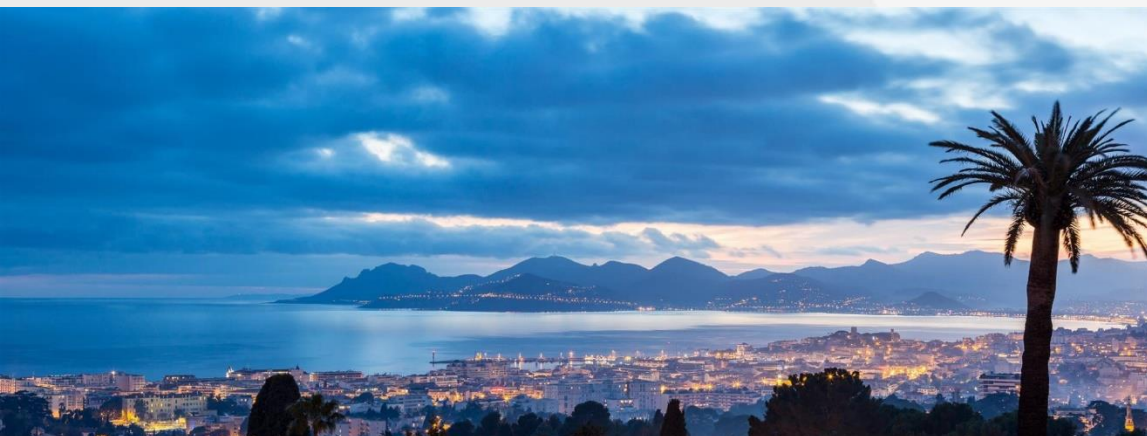
[julie.giordano@cote-azur.cci.fr](mailto:julie.giordano@cote-azur.cci.fr)





# Strength of the French Riviera Image & Creativity Industry Ecosystem

- **Cultural elites' concentration**
- Long-standing **cultural and traditional activities**: popular world events for image, sound and technological; many artists with international reputation; strong festival activity; many cultural institutions'
- Long-standing of **research activities**: Sophia Antipolis, 1st European technology hub and TIC cluster; academics research laboratories at the forefront of technology in TIC, in particular in image and digital area.
- Employment area with **high qualified workforce**
- Good **quality of training infrastructure**
- **Geostrategic position** of PACA region (Provence Alpes Côte d'Azur); 2nd airport of France in Nice
- Functional link between **the value chain** (in particular for TIC) are entirely represented in PACA with a strong cooperation from the actors to address diverse markets
- **Quality of the services providers**
- **Environment and excellent climate** : 2nd region of France for shootings



# French Riviera Chamber of Commerce and Industry of Image & Creativity

→ **CCINCA** Identify this Industry as **high value sector** in terms of **economic growth** and **employment**.

→ The **Image Industry** is a growing and it's a **diversified economy** that reach different segments :

**audio-visual / cinema / animation / digital communication / videogames / Media content and services**

→ **CCINCA** Initiate the **creation** of the French Riviera Film Commission in **1999**

# Key Figures

## KEY FIGURES

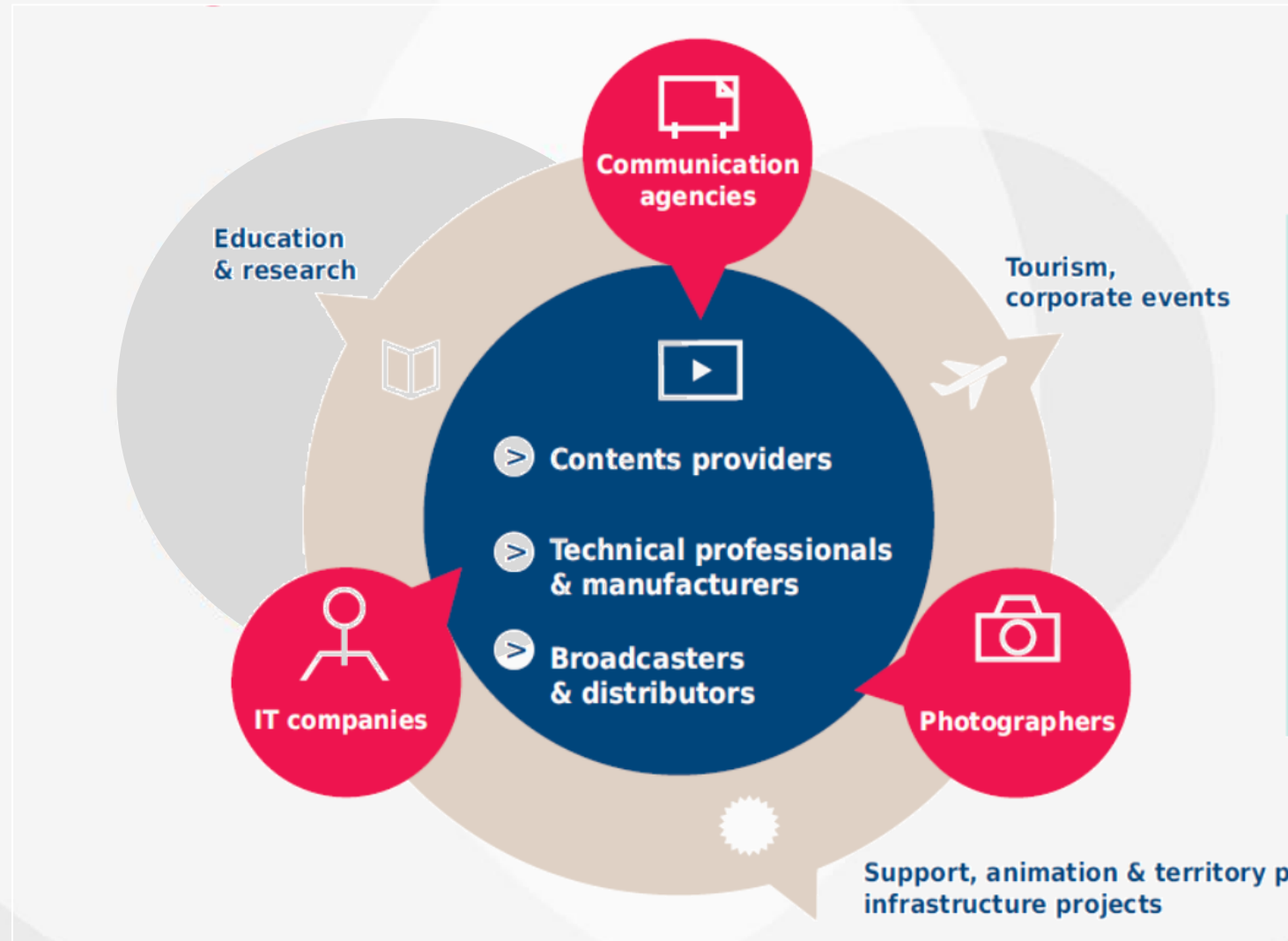
**419** Companies  
**1 400** jobs  
permanents  
**231 M€** Turnover<sup>2012</sup>

## FOR CINEMA ONLY IN 2015:

→ 2627 SHOOTING DAYS

→ 37,809 NIGHTS

→ 60,689,000€ IN DIRECT FINANCIAL SPINOFFS



# 2017 Study on going: Mapping of the Industry

## Companies declared to work as:

- **43% Content creators**
- **37% technicians & Services Provider**
- **14% Production**
- **6% Post production, Poduction Executive...**

Not finalized results

*Résultats provisoires*

## What they need from the CCINCA & Accompanying Institutions:

**1st: To be networked**

**2<sup>nd</sup>: Participate to professional Event, Trade fair, show case, BtoB national & International**

**3rd: Need to be promoted and get Information**

**4th : Conferences, Workshop, Training**



# GOAL : *To be The French Riviera Image & Creative Industry Facilitator*

→ Creating the link between all the institutions that are working on favor of Image & Creativity Industries such as:

bpi**france**



MOVIMENTA

PRIMI



Université  
Nice  
Sophia Antipolis

upe06  
UNION POUR L'ENTREPRISE DES ALPES-MARITIMES



UNIVERSITÉ CÔTE D'AZUR



CANNES PAYS DE  
LÉRINS  
Communauté d'agglomération de  
Cannes, Le Cannet, Mandelieu-La Napoule,  
Mougins et Théoule-sur-Mer

CANNES  
CÔTE D'AZUR  
FRANCE

pôle **emplo**



CCI  
NICE CÔTE D'AZUR

Interreg  
Mediterranean  
CHIMERA

Projet cofinancé par le Fonds  
européen de développement régional

## 2 Best Initiatives for the Territory

### Cannes Area: Cannes « On the Air » Technopole of Image and Creativity



### Nice Area: Festival Biennal MOVIMENTA : Image, Art & Technology



# ***CANNES CITY FLAGSHIP PROJECT***

**“CANNES ON AIR”**



# CONTEXT OF CANNES

***Cannes: where the most prestigious exhibitors meet :***

*The Festival de Cannes, the International Festival of Creativity – Cannes Lions, the Tax Free World exhibition, the MIPTV, the MIPCOM, the MIDEM, the MIPIM, etc.*

***Cannes, an international brand: the world capital of the film industry:***

- ❖ *The City of the Cannes Film Festival, the world largest cultural event.*
- ❖ *A new Festival dedicated to series in 2018, CANNESERIES – 4 to 11 April 2018*
- ❖ *The City of the film market, the most important event in the world for the film industry.*
- ❖ *The City attracting numerous film shootings in Cannes.*

**“CANNES ON AIR”**



FESTIVAL DE CANNES





## PROJECT : « CANNES ON AIR »

- ❖ *Cannes has the ambition to create an economic field dedicated to the image and to the economic creativity thanks to all the advantages that Cannes is able to offer - such as its high brand image and its ability to host so many events throughout the year.*
- ❖ *A great ambition within a constantly evolving environment (news series, videos games...) and making use of the new modes of distribution (TV, pads, smartphones, virtual reality helmet).*

*« Technopole dedicated to image and creative economy »*



**“CANNES ON AIR”**

## **Tomorrow, 1000 students;**

- ❖ *Creation of a Pole “ New writings, News media, Cinema”: D.U., license, masters (bac +5), following the development of new cultural creative industries and in all communication fields .*
- ❖ *Private school of Cinematography integrated within the project ESRA*
- ❖ *Within the « Université Côte d'Azur » regrouping Nice Sophia Antipolis University, and others higher education schools.*
- ❖ *From 2018 onwards, announcing new training sessions on the campus of Cannes University, two storytelling residencies dedicated to films and series in the framework of the VIVENDI/CANAL+ International Storytelling Chair.*



# ECONOMIC CHALLENGES

***Actively contributing to the local economic development by stimulating innovations in the creative economic field .***

*A business incubator “CréACannes”, already opened , with offices of 800 m<sup>2</sup> regrouping:*

- ❖ *14 Startup companies - there were only 10 startups at the beginning with 12 employees - which created more than 34 jobs within the fields of the business incubator*
  - *Digital imaging (audiovisual, virtual reality, video games, transmedia, motion design , graphics, photography...)*
  - *Creative economy,(gamification, global communication, web communication...)*
  - *Spatial.*
- ❖ *1 open working space, 1 meeting room and 1 “chilling “ room,*
- ❖ *18 furnished offices and 2 open space working areas.*
- ❖ *To create what we call « la Cité des Entreprises » consisting of our Business Incubator and its' extension in the same building as the University Campus of Cannes*
- ❖ *To offer the best to the startups and companies through offices, coworking and open spaces, meeting and creativity rooms, an auditorium and audio and video postproduction studios*
- ❖ *To accommodate in that extension about 100 startups*



**“CANNES ON AIR”**

## ***A building shared for the University Campus and the City of Companies:***

- ❖ *University: area of 4160m<sup>2</sup> -*
- ❖ *Cafeteria Crous: area of 320 M<sup>2</sup>*
- ❖ *City of Companies: area of 2560m<sup>2</sup>*

*A total area of around 7000m<sup>2</sup>*

## ***Student Housing:***

- ❖ *An isolated building towards the end of the end of the land of 5200 m<sup>2</sup> with 140 studios & common areas .*

## ***Multiplex Cinema, CINEUM CANNES :***

- ❖ *12 movie theaters – 2400 seats*
- ❖ *With a total area of 6500 m<sup>2</sup>.*



**"CANNES ON AIR"**





# URBAN PLANING



Student housing, parking of 500 spots, University City of Companies, Multiplex cinema, Bicycle track, express bus stop, business hub

**“CANNES ON AIR”**



## *PROJECT – TECHNOPOLE*



**“CANNES ON AIR”**

# PROJECT – TECHNOPOLE

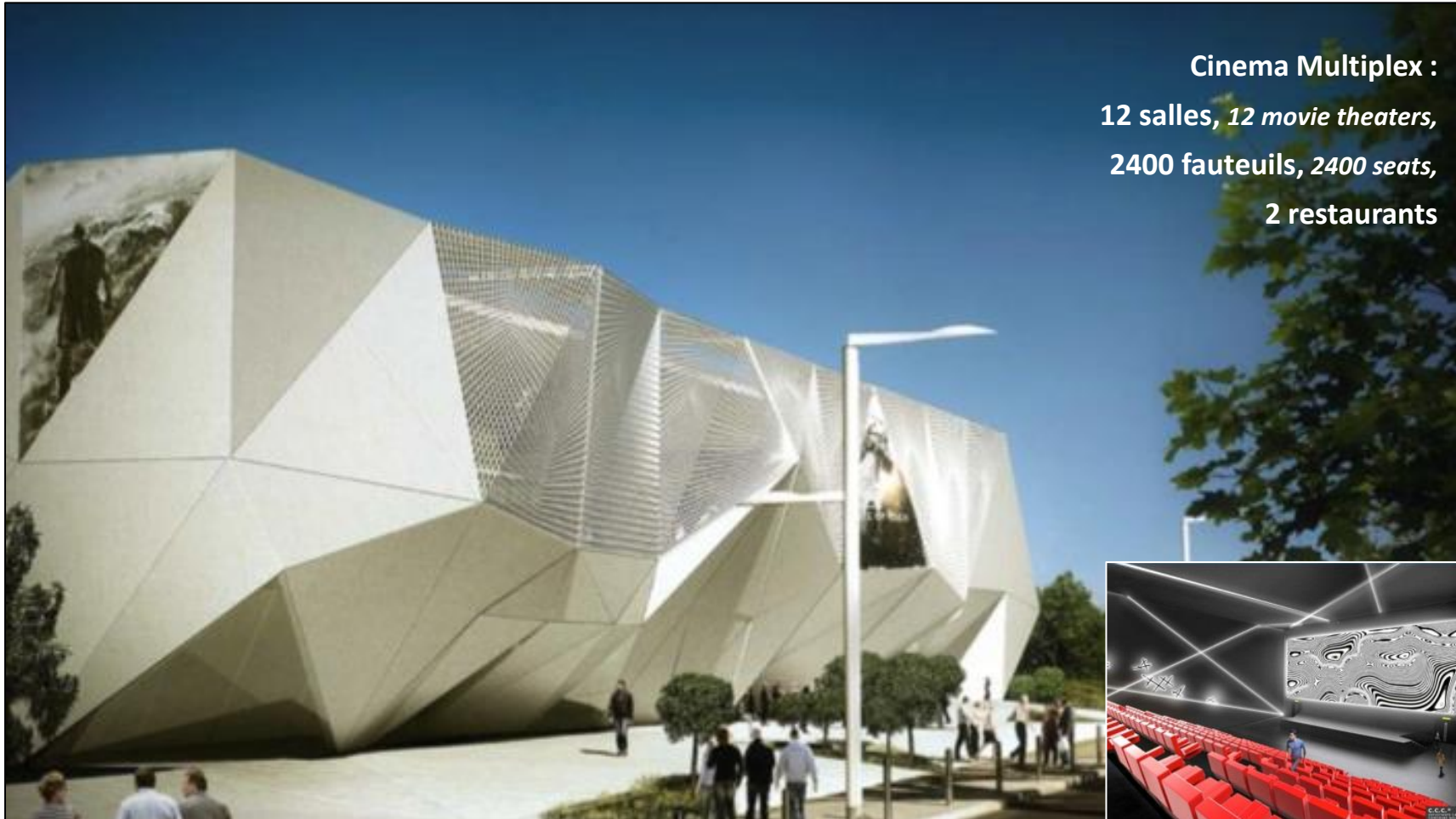
*Vue depuis Francis Tonner*



**“CANNES ON AIR”**



# PROJECT – CINEUM CANNES



**Cinema Multiplex :**  
12 salles, 12 *movie theaters*,  
2400 fauteuils, 2400 *seats*,  
2 restaurants

**“CANNES ON AIR”**

**DOLBY TECHNOLOGY**  
Cinema Screen of 14m  
Only one other similar  
cinema in Europe

**3D**


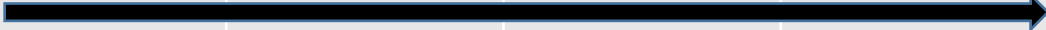

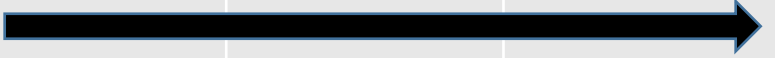
**Numeric lazer and HFR  
Projection**

**D-Box  
Dynamic seatings**

**Son DOLBY ATMOS sound,**  
complete and full immersion in the  
cinema rooms. First cinema  
multiplex that is completely equipped



# CALENDAR

	2016	2017	2018	2019	2020
Cinéma Multiplexe Multiplex cinema				Opening of the multiplex	
Université University					Start of the University year
Cité des Entreprises The City of Companies					Opening of the City of Companies
Parking				Delivery of new parking facilities	

# FINANCING

- *City of Cannes Investment= 20,3 M€*
  - *CACPL Investment = 10 M€*
  - *Student housing Investment= 9,7 M€*
  - *Private Founding (cinema)= 25 M€*
- 
- *A global project worth : 65 € millions,  
made of public and private investments.*

**"CANNES ON AIR"**

# Main Best Initiative - Movimenta

# MOVIMENTA

Festival Biennal de l'image en mouvement [www.movimenta.fr](http://www.movimenta.fr)

**1<sup>ERE</sup> ÉDITION**

**27oct—26nov**

**Nice, France**

*Movimenta is a collaborative entity uniting **the stakeholders of the moving image, in a creative, production and broadcasting context.***

*→ bridging between the technicians, artists, professionals, thinkers and their potential audiences.*

*→ encompass every audiovisual manifestation of contemporary art and modern technology.*

*→ designing to produce public programs with the purpose of shaping situations around dialogue and creation.*

# MOVIMENTA

Festival Biennal de l'image en mouvement [www.movimenta.fr](http://www.movimenta.fr)

**1<sup>ERE</sup> ÉDITION**

**27oct—26nov**

**Nice, France**

- Programme:
  - 3 nocturnes at open sky with films of artists
  - Exhibitions, Conferences, Showcases
  - Young Creation Award
  - Main professional moment : meeting between Art & Technology : Workshops, conferences, round table & **ChIMERA Living lab** were accepted to be add at the agenda!



What we need to develop:

- **setting up a local ecosystem** to develop a clear and attractive image of the French Riviera and to enhance its attractiveness
- **Promote the know-how of the French Riviera and develop the business flows of companies**
- **Accompanying companies** in their development
- Facilitate **cross-fertilization between School & company**: foster the link between companies and schools, in particular to work on new competencies

*French Riviera Chamber of Commerce and Industry*  
*« The animator and the facilitator of the French Riviera*  
*Image & Creative Industry »*

# Julie GIORDANO

Project Manager  
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French Riviera – France  
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[julie.giordano@cote-azur.cci.fr](mailto:julie.giordano@cote-azur.cci.fr)



**THANK YOU**



October 2017

**Fabrizio Rovatti** – *Managing Director, Innovation Factory*



# ABOUT US



# AREA SCIENCE PARK TODAY: 3 CAMPUSES



**Padriciano Campus**



**Basovizza Campus**



**TechnoAREA Gorizia**

# AREA SCIENCE PARK: A DRIVER OF PUBLIC/PRIVATE PARTNERSHIPS

RESOURCES TO  
CREATE KNOWLEDGE



KNOWLEDGE TO  
DRIVE DEVELOPMENT

PUBLIC LEVER



PRIVATE LEVER

# AREA SCIENCE PARK: KEY FACTS

Since **1978** the leading Italian science and technology park.

Public Research Body, under the control of **MIUR**

Hosts **87 High-Tech R&D Centers**, helping them to grow.  
**79 private companies**  
**8 public research bodies**

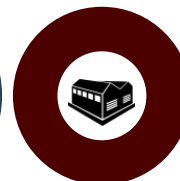
Creation and development of high tech start-ups thanks to the **certified incubator** Innovation Factory



> 9 m€/year  
from competitive  
projects



122 direct staff  
2.600 employed  
in the 3 campuses



3 campus - 94.000 sqm  
for R&D activities



# EVOLUTION STRATEGY: 4 LINES OF ACTIVITY





# AREA SCIENCE PARK: AN INNOVATION ECOSYSTEM WITH 4 LINES OF ACTIVITY



## CAMPUS

Development and management of the Science and Technology Park.



## INNOVATION

National and international projects to promote innovation and high-tech research (exploitation of research and technology transfer). Co-ordination of the regional public research bodies.



## BUSINESS CREATION

Pre-incubation, incubation and acceleration for the creation and development of *high-tech* startup.



## HIGH TECHNOLOGY

Development of services and public-private partnership to enable companies exploitation of the existing expertise and technology public facilities (Synchrotron and CBM).

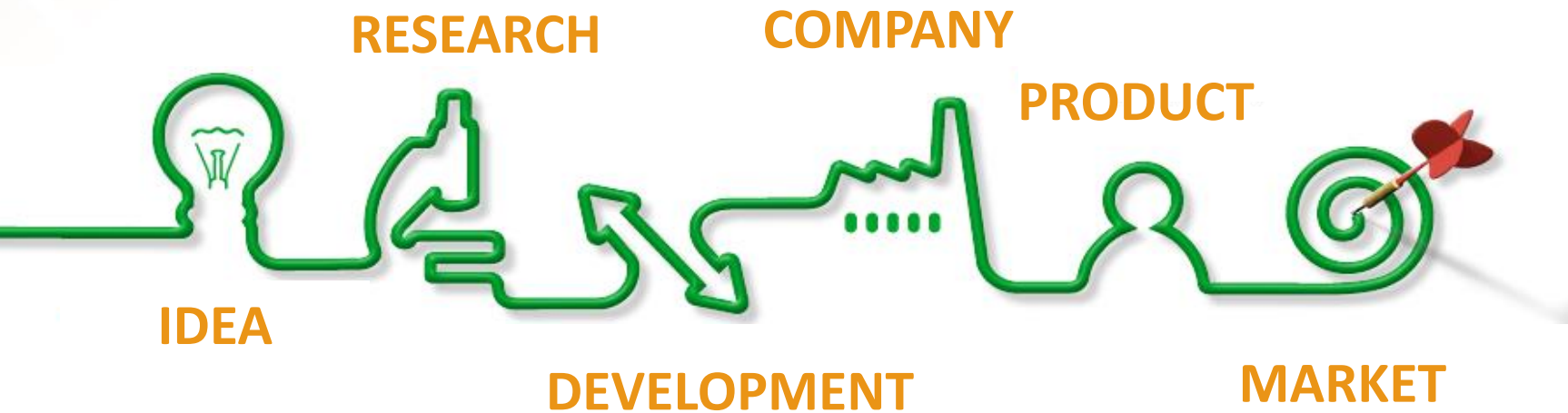
# INNOVATION FACTORY – ABOUT US

- **CERTIFIED INCUBATOR @ AREA Science Park**

Innovation Factory is an in-house company of AREA Science Park. We are one of the most relevant players in the Italian startup ecosystem and support startups from the pre-seed and seed stage

- **FROM THE IDEA TO THE MARKET:**

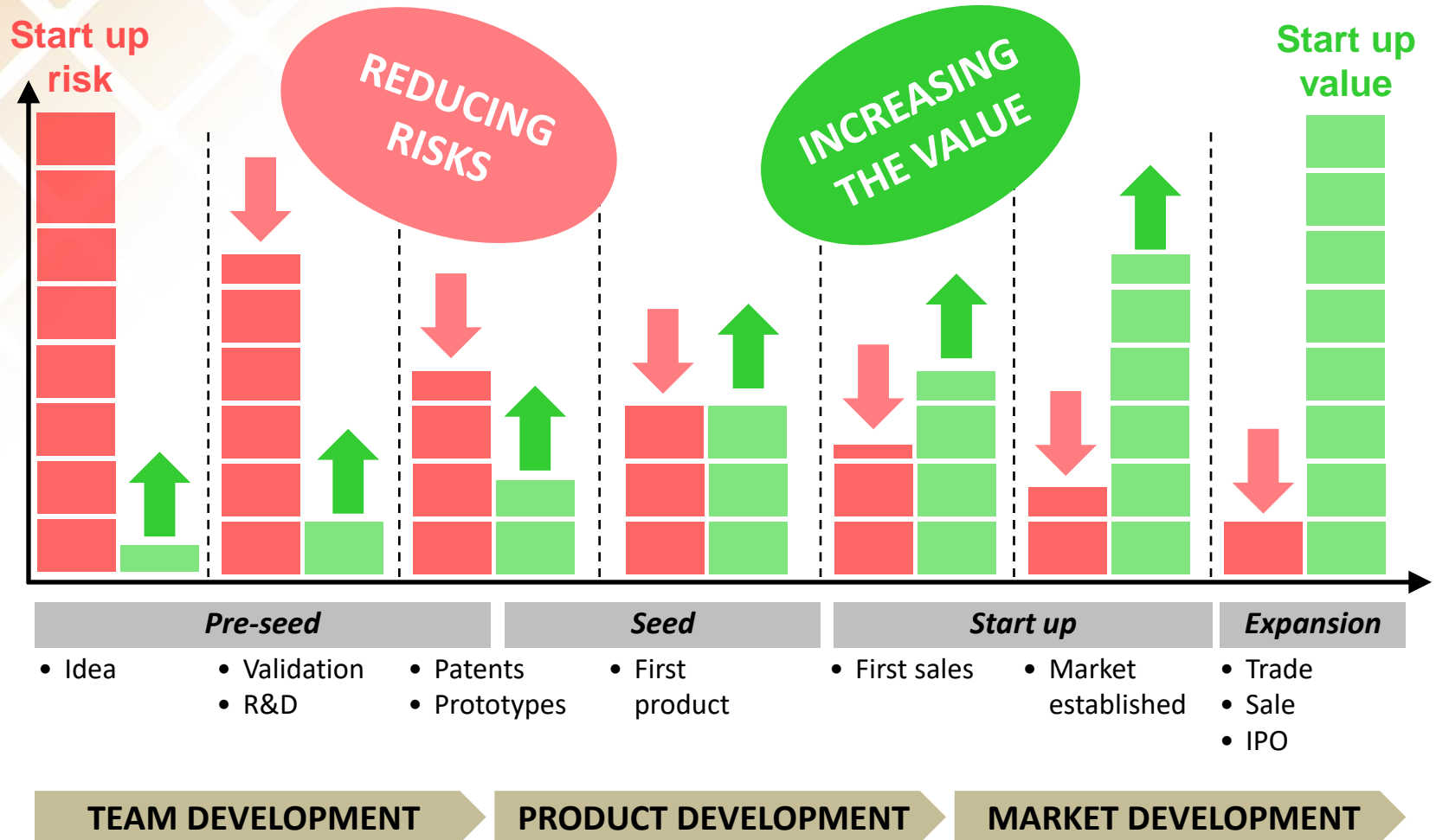
We help existing and prospective companies to bring innovative ideas to the market and create a sustainable and scalable business growth. Our expertise allow us to provide advice and support in any stage of the value chain.





# ACTIVITIES

# INNOVATION FACTORY – how we operate





# INNOVATION FACTORY – VALUE PROP

technical education and  
entrepreneurial training



financial support



networking, financial  
and industrial partners



dedicated services,  
mentoring and coaching



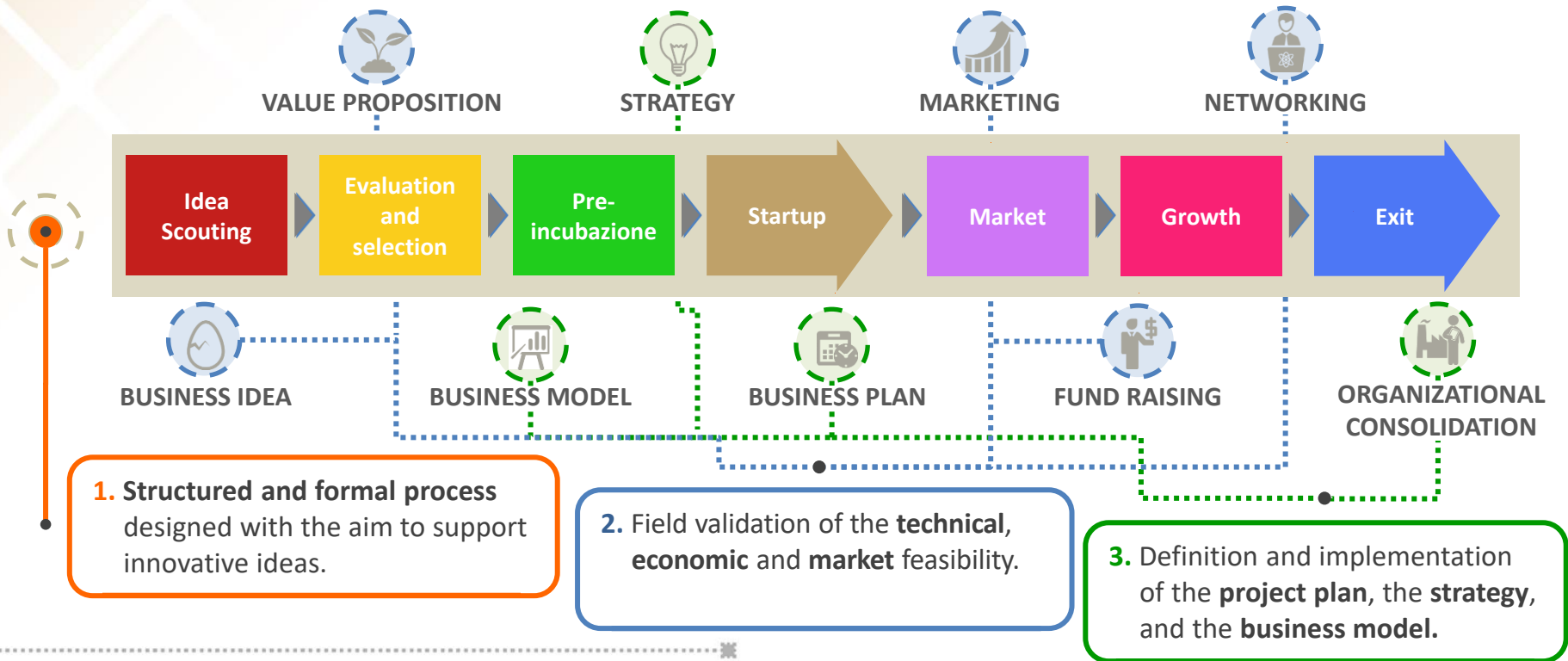
equipped laboratories  
and first-class facilities



# INNOVATION FACTORY – METHODOLOGY

- **A PROVEN MODEL FOR SUPPORTING ENTREPRENEURSHIP**

We developed over years a proprietary and validated approach for supporting the birth and growth of new innovative businesses ; thanks to our methodology we are able to successfully manage every single step from ideas and projects selection, pre-incubation, incubation and company acceleration.



# INNOVATION FACTORY – APPROACH

## DISCIPLINED ENTREPRENEURSHIP

### WHO IS YOUR CUSTOMER?

- 1 Market segmentation
- 2 Select a beachhead market
- 3 Build an end-user profile
- 4 Calculate the TAM size for the beachhead market
- 5 Profile the persona for the beachhead market
- 9 Identify your next customers

### HOW DOES YOUR CUSTOMER ACQUIRE YOUR PRODUCT?

- 12 Determine the Customer's Decision Making Unit (DMU)
- 13 Map the process to acquire a paying customer
- 18 Map the sales process to acquire a customer

### HOW DO YOU MAKE MONEY OFF YOUR PRODUCT?

- 15 Design a business model
- 16 Set your pricing framework
- 17 Calculate the lifetime value of an acquired customer (LTV)
- 19 Calculate the cost of customer acquisition (COCA)

### WHAT CAN YOU DO FOR YOUR CUSTOMER?

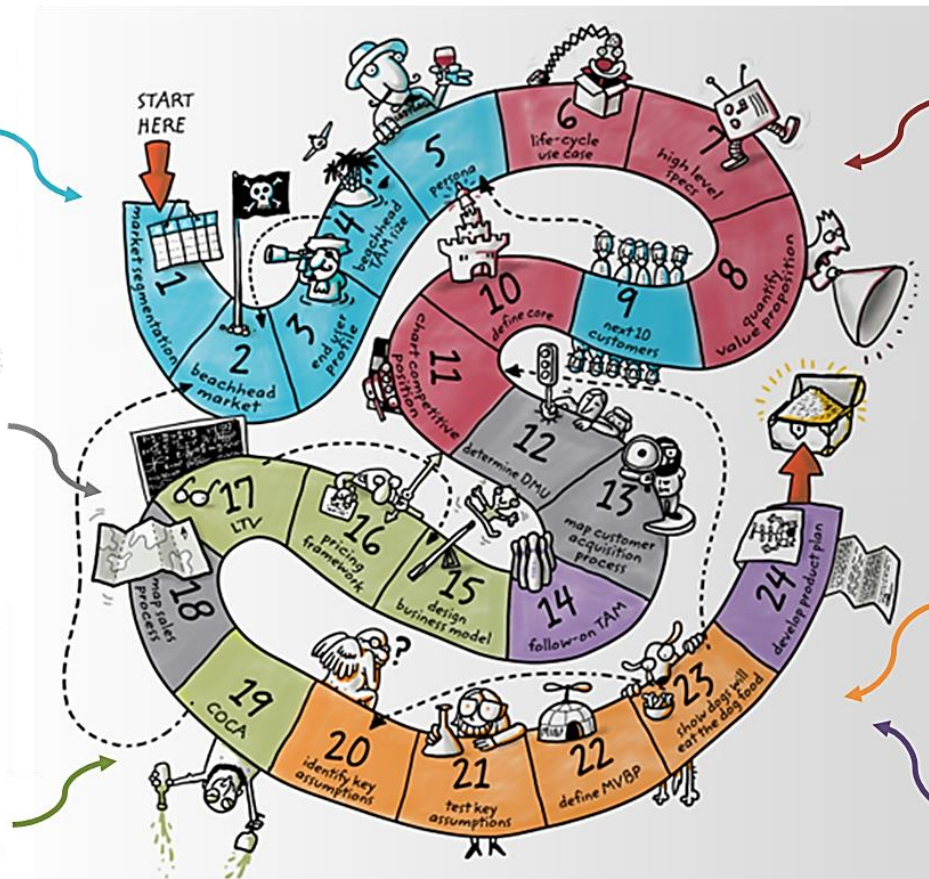
- 6 Full life cycle use case
- 7 High level product specification
- 8 Quantify the value proposition
- 10 Define your core
- 11 Chart your competitive position

### HOW DO YOU DESIGN & BUILD YOUR PRODUCT?

- 20 Identify key assumptions
- 21 Test key assumptions
- 22 Define the minimum viable business product (MVBp)
- 23 Show that "the dogs will eat the dog food"

### HOW DO YOU SCALE YOUR BUSINESS?

- 14 Calculate the TAM size for follow-on markets
- 24 Develop a product plan



24 Steps to a Successful Startup - Bill Aulet, MIT

# RECENT PROGRAMS

- **IMPRENDERÒ 4.0**\_\_Project aimed at the spread of entrepreneurial culture, seen as an indispensable precondition for launching virtuous paths of socio-economic development, promoted and funded by the FVG Region with ESF funds.  
*Projects supported: 49*      ⇨      *Startups: 1*
- **CAMPUS DI IMPRESA**\_\_Project aimed at the creation of innovative companies funded with ESF funds from the FVG Region.  
*Projects supported: 36*      ⇨      *Startups: 4*
- **SpinAREA**\_\_Integrated program for the creation and development of tech/knowledge-intensive enterprises, co-funded by Italian Ministry of Economic Development and AREA Science Park.  
*Projects supported: 47*      ⇨      *Startups: 12*
- **IFChallenge**\_\_IF program designed to accelerate the development of entrepreneurial projects, encouraging the creation / growth of innovative businesses, and to identify better startups in which to invest our own resources.  
*Projects supported: 12*      ⇨      *Startups: 3*



# RESULTS (UP TO NOW)



**1700+**

**PROJECT  
IDEAS  
EVALUATED**



**285**

**ENTREPRENEURIAL  
PROJECTS  
SUPPORTED**



**50**

**START UP  
SUPPORTED**



**7+**

**INVESTMENTS**  
public and private  
from industrial  
partner and VC  
(M€)



# INITIATIVES / INTERNATIONAL PROJECTS

# CURRENT INITIATIVES

- **Business acceleration and consolidation programs, aimed at the entrepreneurial development of projects of cultural value, addressed to cultural, creative and touristic companies**



The Friuli Venezia Giulia Region and AREA Science Park have signed a collaboration agreement to contribute to the socio-economic development of the regional production context, promoting the creation of new businesses through the development of business incubation activities.



Focus on FVG's CCI, to be supported through incubation services.



AREA Science Park is the coordinator of the activities, involves 4 regional certified incubators.



The programs are funded under the Community Programming POR FESR FVG 2014-2020. Calls issued directly by the Region:

- *1° Call for creative cultural enterprises Action Line 2.1.b.2 (acceleration and consolidation) opened from October 2017*



# IMPACT ON THE CREATIVITY ECOSYSTEM - CCI STARTUPS



# FUTURE DEVELOPMENTS & OPPORTUNITIES

## FVG Cultural Incubator

A possible development is the launch of the FVG Cultural Incubator, an initiative of **FVG Region** together with **AREA Science Park**.

- ✓ The initiative would convey activities and resources focused on ICCs and
- ✓ It would increase awareness of GDP growth thanks to the close connection between traditional companies and ICCs



# FUTURE DEVELOPMENTS & OPPORTUNITIES

- ✓ Transform innovative projects into the cultural field in industrial applications (products and services) by generating economic value and fostering technology transfer and the creation of new entrepreneurship with high intensity knowledge and high growth potential.
  - providing appropriate tools, enhancing the ability to experiment, innovate and create businesses and facilitate access to funding and an appropriate range of tech/business skills;
  - promoting business culture in the CCI sectors through new tools to fund new entrepreneurial ideas.
- ✓ Support technological and market development of businesses, improving their competitiveness and boosting their growth in terms of turnover, employment and profitability.
  - to help cultural and creative industries develop in their local and regional environment, as a platform for launching a stronger global presence;
  - moving to a creative economy by catalyzing the repercussions of cultural and creative industries on a whole range of economic and social contexts.

ICC INCUBATOR



## Fabrizio Rovatti

Managing Director – Innovation Factory srl  
AREA di Ricerca Scientifica e Tecnologica – AREA Science Park  
Padriciano, 99 – 34149 Trieste – Italia/Italy  
[www.innovationfactory.it](http://www.innovationfactory.it)  
[www.areasciencepark.it](http://www.areasciencepark.it)



# CULTURA CREA

## Incentives for Innovative Cultural and tourism industry





## What is?

**CULTURA CREA** is the Government funded-program launched by the *Ministry of Cultural Heritage and Activities and Tourism (MiBACT)*, aimed to enhancing the competitiveness of micro, small and medium-sized enterprises (SME's) and of the third sector (non-profit organization).

**CULTURA CREA** supports the cultural and creative industries in Basilicata, Calabria, Campania, Puglia and Sicilia.

*The total budget is over € 100 million*

## The three areas of action



### Startup

*for the creation of new micro, small and medium-sized cultural and creative enterprises*

*Budget:*

**€/MLN 41,7**



### Established enterprises

*for the growth of micro, small and medium-sized enterprises in the cultural, creative, entertainment sector or production of typical products*

*Budget:*

**€/MLN 37,8**



### Third sector

*to support third sector organizations in activities related to the management of goods, services and cultural activities*

*Budget:*

**€/MLN 27,4**

## Who may apply?



### *Startup*

- **SME's** established for no longer than 36 months;
- **team of person** or physical person.



### **Established enterprises**

- **SME's** established for more than 36 months.



### **Third sector**

- **No-profit organizations**

## What can you do?



### Startup

Applications for funding must include a *business plan with expenses* - for investments and operational costs **up to 400.000 euro**  
(excluding VAT)



### Established enterprises

Applications for funding must include a *business plan with expenses* - for investments and operational costs **up to 500.000 euro**  
(excluding VAT)



### Third sector

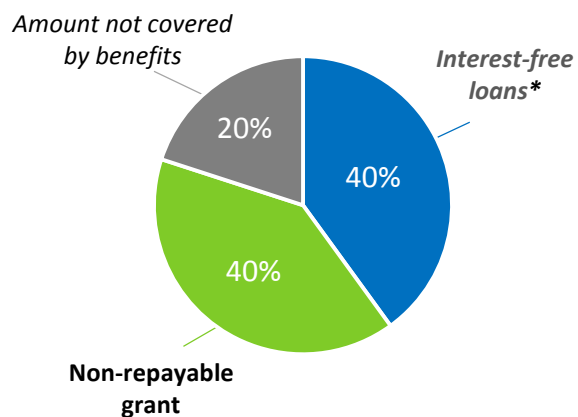
Applications for funding must include a *business plan with expenses* for investments **up to 500.000 euro**  
(excluding VAT)



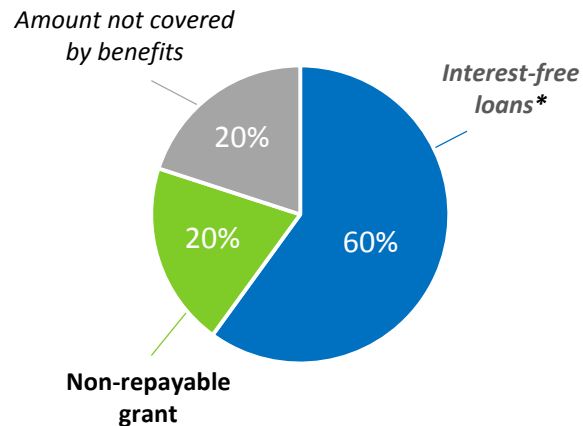
## Benefits



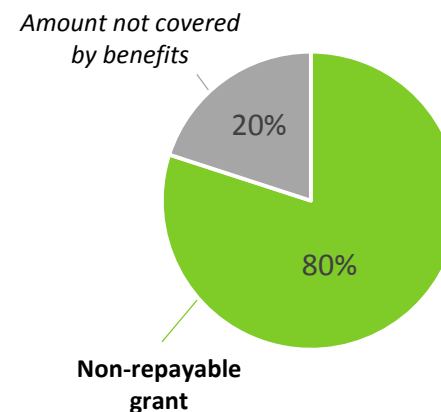
### Startup



### Established enterprises



### Third sector



\*Repayment period of the government-funded, interest-free loans: **8 years**

An additional award **(+ 10%)** is assigned for projects submitted by women's or young entrepreneurs

## How does it works?

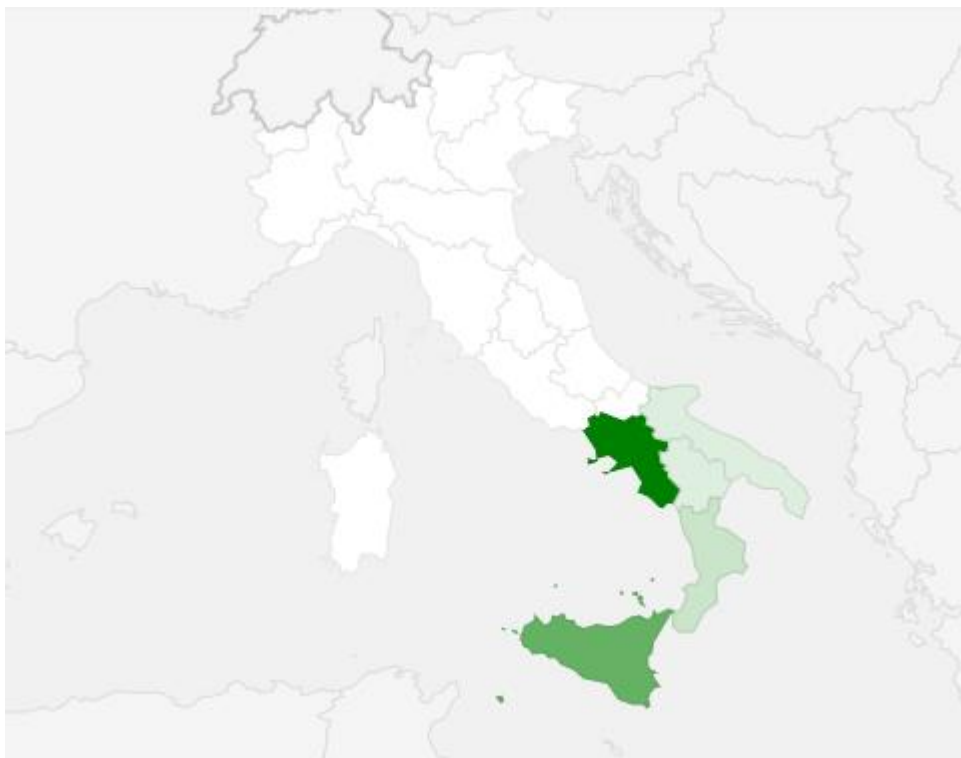
- Applications, containing the business plan, can be submitted only on website: [CULTURACREATIVA.BENICULTURALI.IT](http://CULTURACREATIVA.BENICULTURALI.IT) (all materials and procedures are in Italian)
- Application's evaluation is based on information provided in the business plan and interview
- Fast track procedure: in 60 days the final decision will be notified

## Assessment criteria:

- relevance of the applicant's skills with regard to their business plan
- Innovativeness of the idea, typically in terms of new product, service or solution
- market potential, strategic positioning and marketing strategies
- cultural marketing, audience development, socio-economic and socio-cultural effects
- economic and financial sustainability of the business plan
- technical and operational feasibility of the business plan

*a minimum score is required*

## Results



*Last update: september, 2017*

Proposals submitted: **660**



Companies financed: **99**



Foreseen investments **134 € mln**



Incentives granted: **125 € mln**

Contact us:

For any request :

[www.invitalia.it](http://www.invitalia.it)

<http://www.invitalia.it/site/new/home/cosa-facciamo/creiamo-nuove-aziende/cultura-crea.html>

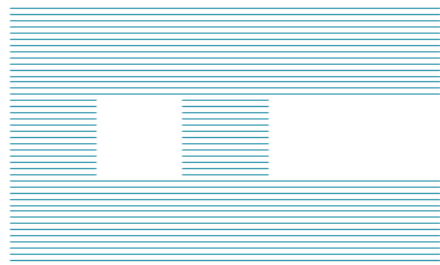
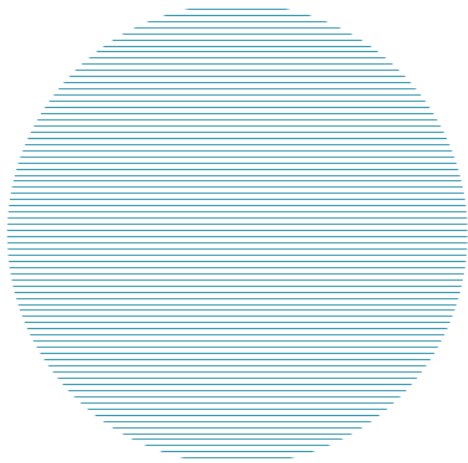
call center **848.886886**







EVROPSKA UNIJA  
EVROPSKI SKLAD ZA  
REGIONALNI RAZVOJ



# CENTRE FOR CREATIVITY

## MUSEUM OF

### ARCHITECTURE AND DESIGN

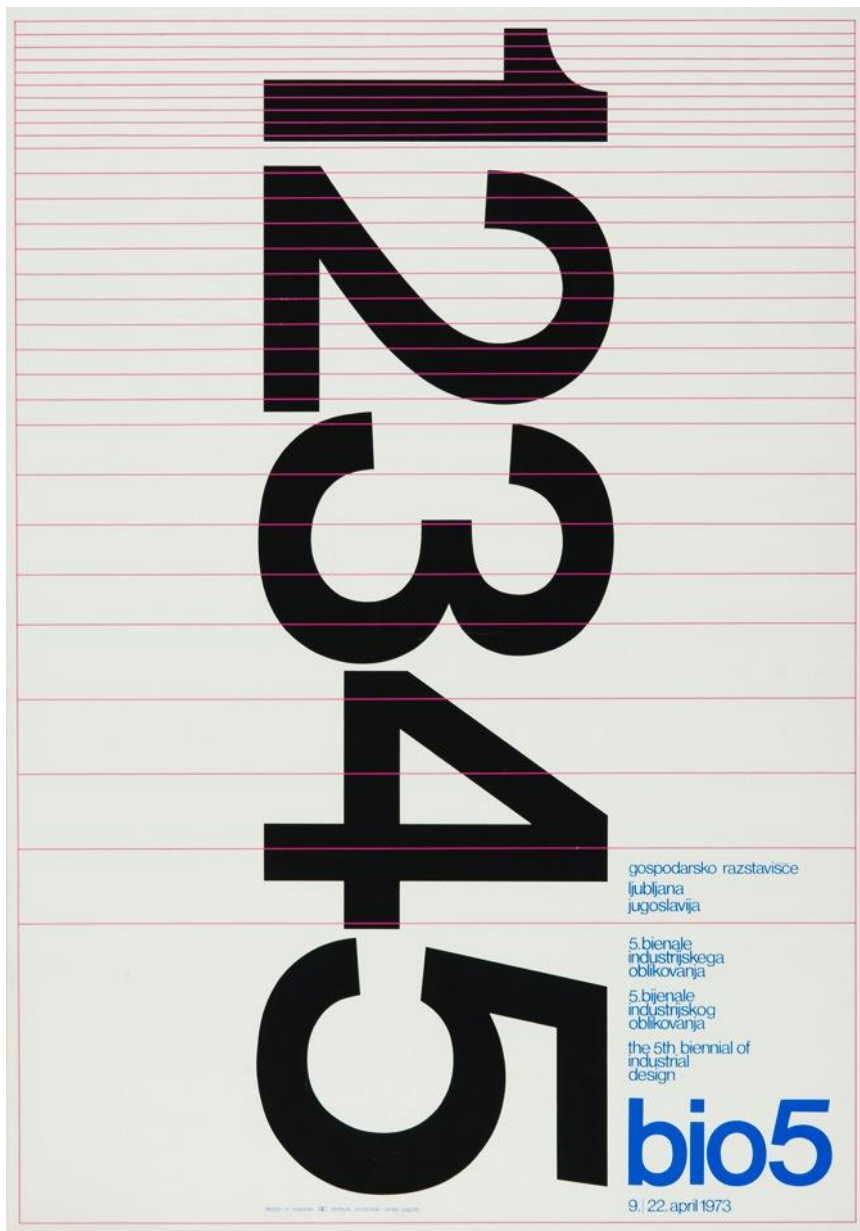
[www.mao.si](http://www.mao.si) | [www.bio.si](http://www.bio.si) | [www.futurearchitectureplatform.org](http://www.futurearchitectureplatform.org)







1972: founded by the City of Ljubljana  
2010: national Museum of Architecture and Design  
Collections: Architecture, Industrial Design and Visual  
communications, Photography ...  
Collections: 74.000+ objects  
Authors: 1.000+  
100.000+ of events, workshops, exhibitions ...



Special exhibition: **Biennial of Design (BIO), 1964**

In 2014 celebrating 50<sup>th</sup> Anniversary

[www.bio.si](http://www.bio.si)



A place where

**PAST**

**PRESENT**

**& POSSIBLE FUTURES**

can interact



A place where the past is

**A BANK OF IDEAS**

**&**

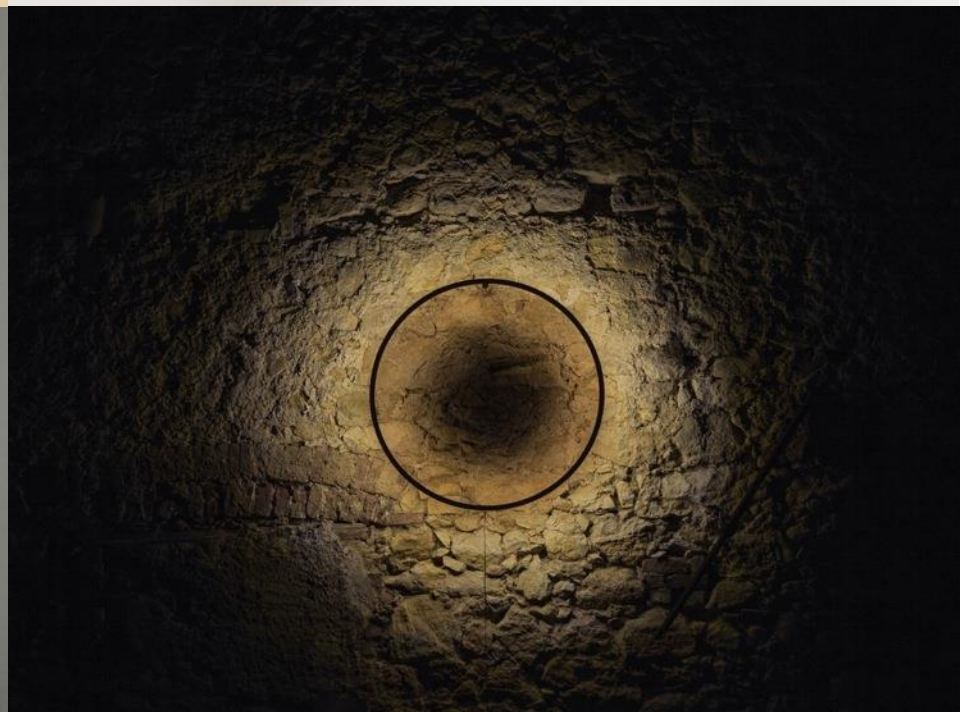
**KNOWLEDGE**

**FOR THE FUTURE**

## The New Platforms



**ONDU** 6x6 POCKET PINHOLE  
120 film | focal length 25mm | pledge 100\$





A place of

**CREATION**

**&**

**COOPERATION**

# silent revolutions

Contemporary Design in Slovenia



London Design Festival 2011  
Dutch Design Week 2011  
La Triennale di Milano 2012  
Belgrade Design Week 2012  
Maribor EU Capital of Culture 2012  
Helsinki Design Week 2012  
Designforum Vienna 2013  
Moscow Design Week 2013  
Swiss Forum 2014  
And much more ....



# silent revolutions

Contemporary Design in Slovenia





Commissioners  
Slovenian Pavilion  
2016, 2018



Home Arsenale 2016, Gregorič Dekleva Architects



# **INTERNATIONAL NETWORKS & PROJECTS**

# BIO

Biennial of Design  
Ljubljana, Slovenia

1963  
Oldest design biennial  
in the world



Once a classic comparative exhibition  
of final products was transformed ...

# **INTERNATIONAL COMPETITION**

**INTERNATIONAL & LOCAL  
COOPERATION  
&  
MULTIDISCIPLINARY  
PROCESS**



# BIO 50

120 participants,  
24 countries,  
11 teams/topics,  
40+ partners



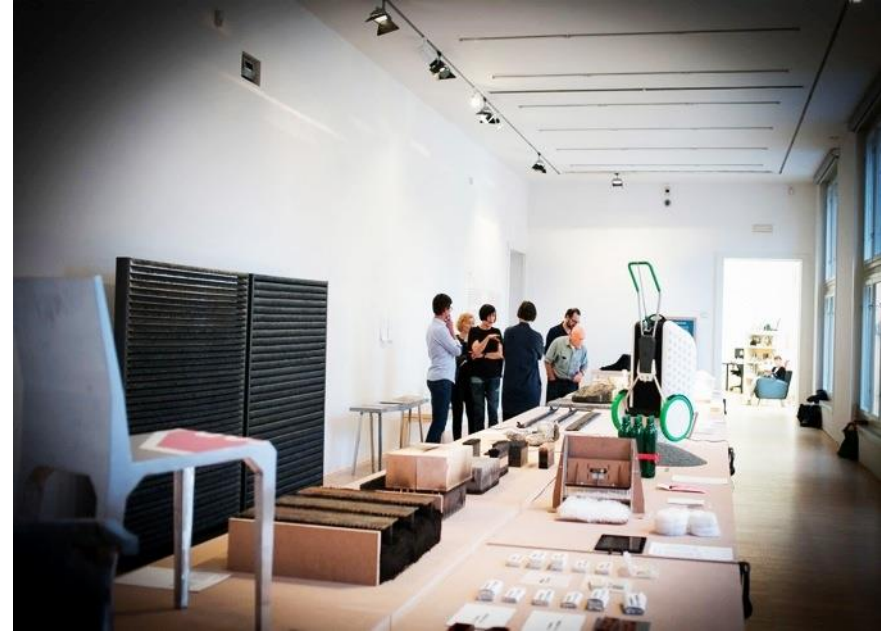
**3, 2, 1 ... TEST**

... of a 8 + months long process of international and local  
co-operation.

Meetings and workshops in Ljubljana, Slovenia and the EU, meetings with partners, craftsmen, companies, organizations ...







Opning, events, book, traveling exhibition ...

Milano Design Week, 2015

Salone del Mobile presents design as a  
"superficial stylistic tool" says Alice Rawsthorn



..... a number of **small-but-feisty cultural events** are becoming increasingly influential within design discourse, as the **Ljubljana** and **Istanbul design biennials** demonstrated last year.

*Alice Rawsthorn, critic for  
International New York Times*



.... This Biennale is a journey  
through Slovenia's present ... **one  
of the best exhibitions of 2014.**

*Marco Sammiceli*

# uncube

.... one of the most intriguing  
dates in the design calendar.

*Sophie Lovell*



... BIO 50 sparks the energy  
that is currently missing in  
most of the international  
design fairs.

*Louise Schouwenberg, a design critic,  
head of the design masters  
programme  
Design Academy Eindhoven*





Project Ilica Street - Methodology for economic revival of old city centers; Eatable Garden – to be implemented by the Municipality of Ljubljana



Japanese knotweed project developing with different partners for the paper production, industry and other usage.



# BIO25

Faraway, So Close

BIO25



25th Biennial of Design

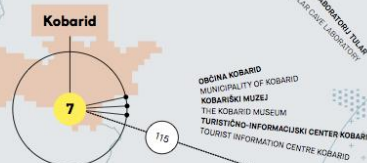
Ljubljana, Slovenia

25. 5.-29. 10. 2017

Daleč, tako blizu  
25. bienale oblikovanja,  
Ljubljana

Faraway, So Close  
25th Biennial of Design,  
Ljubljana

## PROŽNOST PRETEKLOSTI RESILIENCE OF THE PAST



## ČISTO NOVO SOBIVANJE BRAND NEW CO-EXISTENCE

MAO



## PO UTOPIJI AFTER UTOPIA

Trbovlje



## SPROSTITEV PODZEMLJA UNDERGROUND RELEASE

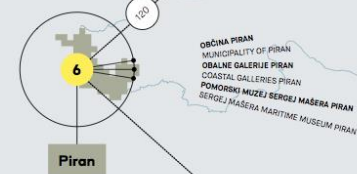
Grosuplje

Županova jama / Mayor's cave



## ZAVZETJE GOZDOV OCCUPYING WOODS

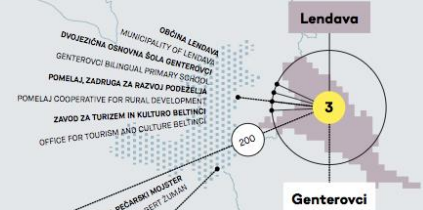
Rožni studenec



## NOVI HEROJI NEW HEROES

Razstavišče Monfort / Hall Monfort

## NOV ZAGON PODEŽELJA COUNTRYSIDE RELOADED



- 7 Epizod  
7 Episodes
- 42 Partnerjev  
42 Associates
- Oddaljenost od Ljubljane  
Distance from Ljubljana
- Km
- Spremljevalni projekti  
Associated Projects



Daleč, tako blizu 25. bienale oblikovanja, Ljubljana	ČISTO NOVO SOOBIVANJE BRAND NEW CO-EXISTENCE	PO UTOPIJI AFTER UTOPIA	NOV ZAGON PODEŽELJA COUNTRYSIDE RELOADED	ZAVZETJE GOZDOV OCCUPYING WOODS	SPROSTITUTEV PODZEMLJA UNDERGROUND RELEASE	NOVI HEROJI NEW HEROES	PROŽNOST PRETEKLOSTI RESILIENCE OF THE PAST
Faraway, So Close 25th Biennial of Design, Ljubljana	1 Ljubljana	2 Trbovlje	3 Lendava	4 Kočevje	5 Grosuplje	6 Piran	7 Kobarid
KUSTOSINJI CURATORS	Mestna občina Ljubljana Oddelek za urbanizem Municipality of Ljubljana Department of Urbanism	Občina Trbovlje Municipality of Trbovlje	Občina Lendava Municipality of Lendava	Občina Kočevje Municipality of Kočevje	Občina Grosuplje Municipality of Grosuplje	Občina Piran Municipality of Piran	Občina Kobarid Municipality of Kobarid
Angela Rui + Maja Vardjan	Ministrstvo za okolje in prostor Ministry of the Environment and Spatial Planning	Delavski dom Trbovlje Workers Cultural Center Trbovlje	Ministrstvo za kmetijstvo, gozdarstvo in prehrano Ministry of Agriculture, Forestry and Food	Zavod za gozdove Kočevje Slovenian Forest Service Kočevje	Županova jama, Turistično in okoljsko društvo Grosuplje The Mayor's Cave, Tourist and Environment Association of Grosuplje	Obalne Galerije Piran Coastal Galleries Piran	Kobariški muzej The Kobarid Museum
Claudia Mainardi Asistentka / Assistant	Javno podjetje Ljubljanska parkirišča in tržnice d.o.o. The Public Company Ljubljanska parkirišča in tržnice d.o.o.	Punkt, društvo za razvoj ustvarjalnosti in kreativnih industrij Punkt Association for the Development of Creativity and the Creative Industries	Mreža za podeželje, MKGP Slovenian National Rural Network, MAFF	Slovenski državni gozdovi Slovenian State Forests	Marmor Sežana d.d. podjetje za pridobivanje in obdelavo naravnega kamna Marmor Sežana d.d. company for the production and processing of natural stone	Pomorski muzej Sergej Mašera Piran Sergej Mašera Maritime Museum Piran	Turistično-informacijski center Kobarid Tourist Information Centre Kobarid
ORGANIZATORJI ORGANISERS	Regionalna razvojna agencija Ljubljanske urbane regije Regional Development Agency of the Ljubljana Urban Region	Rudnik Trbovlje Hrastnik Trbovlje Hrastnik Mine	Dvojezična osnovna šola Genterovci Genterovci Bilingual Primary School	Javni zavod za turizem in kulturo Kočevje Public Agency for Tourism and Culture Kočevje	Inštitut za raziskovanje krasa Karst Research Institute	Muzej novejšje zgodovine Slovenije National Museum of Contemporary History	Geološki zavod Slovenije Geological Survey of Slovenia
Matevž Čelik Direktor Bienala oblikovanja in Muzeja za arhitekturo in oblikovanje / Director of the Biennial of Design and Museum of Architecture and Design	Turizem Ljubljana Ljubljana Tourism	Fakulteta za arhitekturo Univerza v Ljubljani Faculty of Architecture University of Ljubljana	Pomelaj, Zadruga za razvoj podeželja Pomelaj Cooperative for Rural Development	Gimnazija in srednja šola Kočevje Gymnasium and Secondary School Kočevje	Geološki zavod Slovenije Geological Survey of Slovenia	SKUPINA TEAM	Gozdarski inštitut Slovenije Slovenia Forestry Institute
Maja Šuštaršič Vodja Bienala oblikovanja Head of Biennial of Design	SKUPINA TEAM	Zasavski muzej trbovlje Zasavje Museum of Trbovlje	Zavod za turizem in kulturo Beltinci Office for Tourism and Culture Beltinci	Urbani blog, Društvo za razvoj prostorske kulture The Urban Lair Association for Development of Spatial Culture	Notranjski muzej Postojna The Notranjska Museum Postojna	Odo Fioravanti, Marin Medak Bollera Industrial (Paula Currás, Eugenio Fernández, Ana Olmeda, Enrique Ventosa), Luca Fattore, Paolo Giacomazzi, Juan Nicolas Paez, Fabio Petronilli, Elisa Testori, Andrea Zaneboni	Österreichischen Nationalbibliothek (Wien, Austria)
Anja Zorko Vodja marketinga Head of Marketing	Didier Faustino, Mojca Kumerdej, Polona Dolžan, Miloš Kosec, Julien Manaira, Margarethe Müller, Lilian Pala, Simon Rowe, Nikolaj Salaj	Muzej novejšje zgodovine Slovenije National Museum of Contemporary History	Javno podjetje Ljubljanska parkirišča in tržnice, d.o.o. The Public Company Ljubljanska parkirišča in tržnice d.o.o.	Pokrajinski muzej Kočevje Kočevje Regional Museum	Društvo za jamsko biologijo Jamski laboratorij Tular Society For Cave Biology Tular Cave Laboratory	Regionalna razvojna agencija Ljubljanske urbane regije Regional Development Agency of the Ljubljana Urban Region	Martina Schiavon, predavateljica Zgodovine znanosti in tehnologije na Univerzi Lorraine Martina Schiavon, Maître de conférences en Histoire des sciences et des techniques, Université de Lorraine (Nancy, France)
Mojca Mihailovič-Škrinjar Ad-Hoc Business Support Vodja procesov Design Facilitator	Saša Štefe, Špela Vidmar Vodji projektov Project Managers	Slovenski etnografski muzej Slovene Ethnographic Museum	Slovenski etnografski muzej Slovene Ethnographic Museum	Podjetniški inkubator Kočevje Kočevje Business Incubator	Regionalna razvojna agencija Ljubljanske urbane regije Regional Development Agency of the Ljubljana Urban Region	Turizem Ljubljana Ljubljana Tourism	Slovenski etnografski muzej Slovene Ethnographic Museum
Nikola Pongrac Vodja postavitve Exhibition Manager	Ana Kuntarič, Pavlina Japelj Odnosi z javnostjo Public Relations	SKUPINA TEAM	SKUPINA TEAM	Slovenski etnografski muzej Slovene Ethnographic Museum	Turizem Ljubljana Ljubljana Tourism	SKUPINA TEAM	Muzej novejšje zgodovine Slovenije National Museum of Contemporary History
Miha Valant, Maja Kovačič, Mojca Mikolič Asistenti / Assistants		Point Supreme, Iztok Kovač, Ground Action (Carla Alberto Amadori, Roberto Zancan, Matteo D'Ambros, Francesco Cucchiara with Riccardo Simioli and Gabriele Cirami), Locument (Romeo Mury, Francisco Lobo), Gaja Mežnarič Osle, Salottabuono (Matteo Ghidoni with Giuseppe Cirillo and Eugenio Nuzzo), Soft Baroque (Saša Štucin, Nicholas Gardner), Museo Wunderkammer (Giulio Campisi, Luca Bertoldi, Cristina Mattiucci)	Mischer*Traxler, Klemen Košir, Sara Brown, Lucia Massari, Nina Mršnik, Jakob Travnik, Johanna Schmeier, Giulia Soldati	Muzej novejšje zgodovine Slovenije National Museum of Contemporary History	Studio Formafantasma, Andrej Detela, Dan Adlešič, Patrick Herron, Eva Jäger, Daniele Misso, Isabella Rinaldi	SKUPINA TEAM	Studio Folder, Renata Salecl, Merve Bedir, Giulia Cordin, David Górný, Gill Merin, Monuriki (Livia Shamir, Luis Pimentel, Marco Minicucci), Ana Pešar, Anna Positano, StudioFolder (Alessandro Busi, Francesca Lucchitta, Giovanni Pignoni)



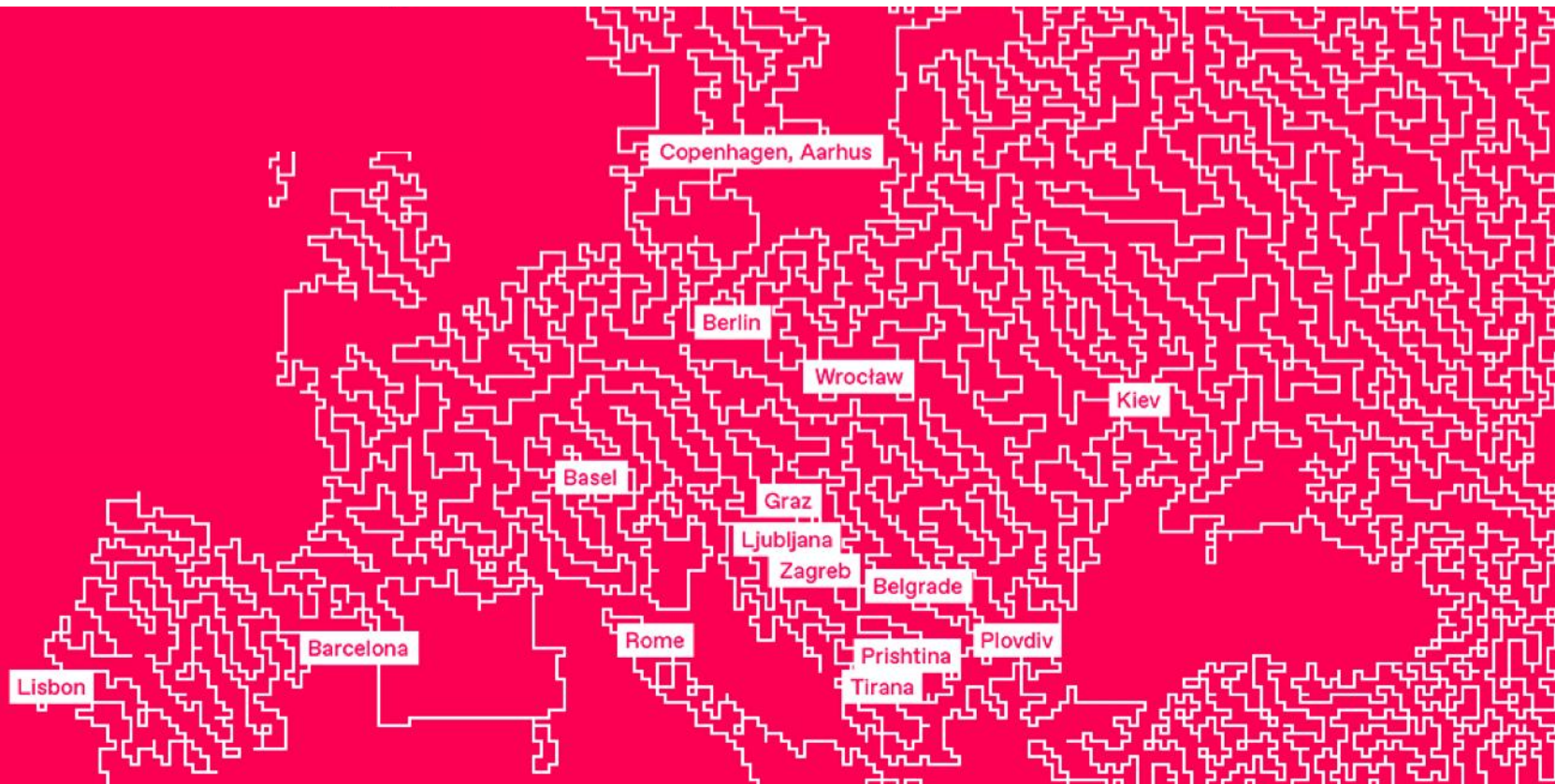
# Future Architecture Platform

1 of 13 EU platforms

Authors & leaders

19 organizations, 15 countries

2015-2020 - **4 MIO €**



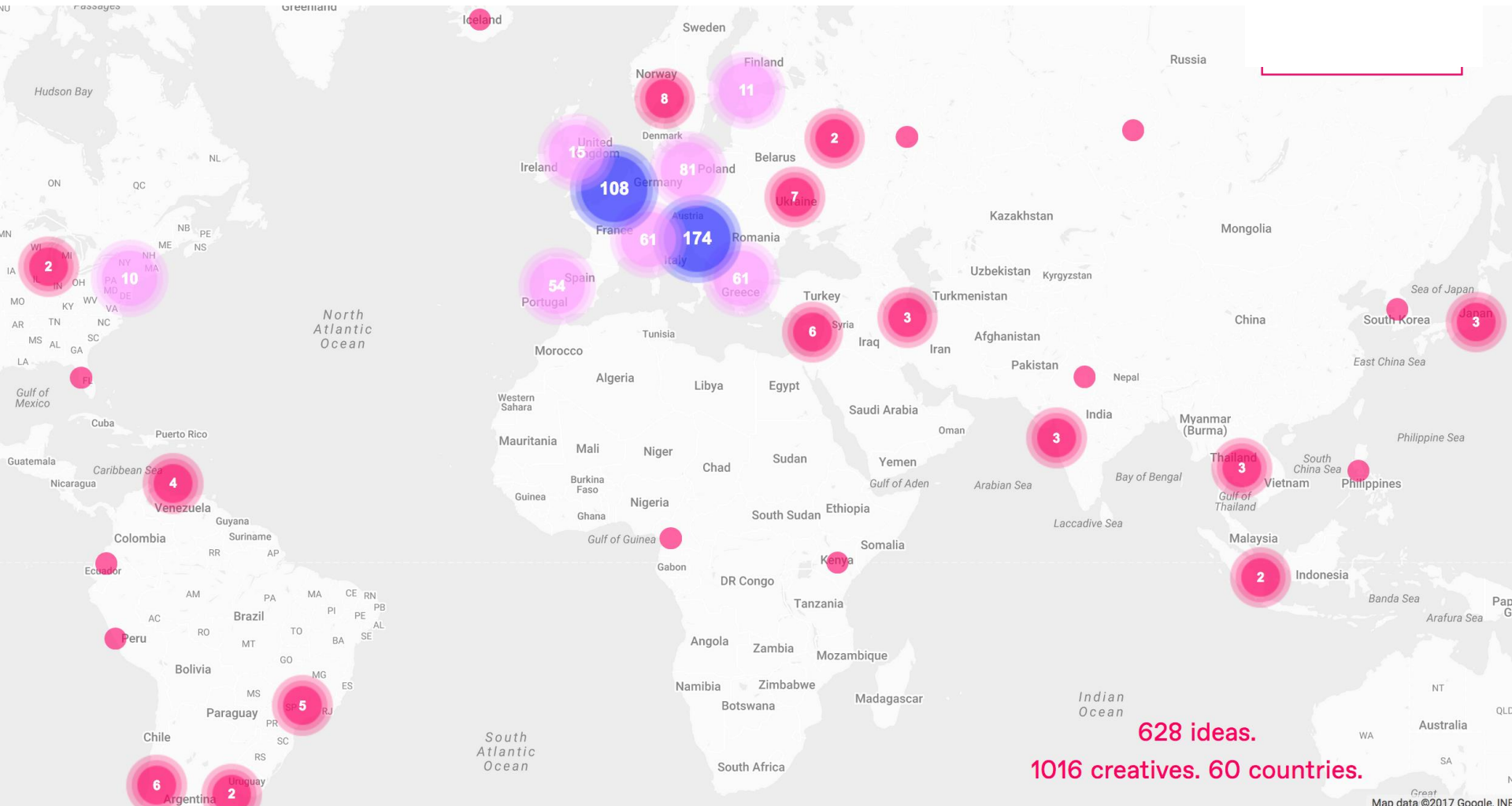
National Museum of XXI Century Arts, Rome  
Museum of Architecture and Design (MAO), Ljubljana  
Oris House of Architecture, Zagreb  
Museum of Architecture in Wrocław  
Belgrade International Architecture Week  
House of Architecture, Graz

Copenhagen Architecture Festival  
Tirana Architecture Week  
Design Biotop, Ljubljana  
Lisbon Architecture Triennale  
dpr-barcelona, Barcelona  
CANactions, Kiev

Bureau N, Berlin  
One Architecture Week, Bulgaria  
Swiss Architecture Museum, Basel  
Prishtina Architecture Week  
Calouste Gulbenkian Foundation, Lisbon  
Forecast platform, Berlin

# Future Architecture Platform

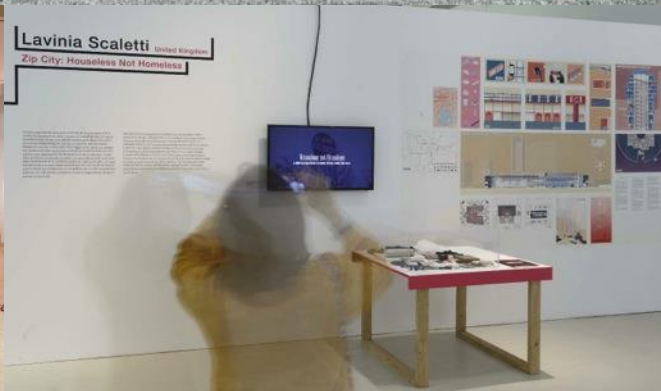
628 ideas  
1016 creatives  
60 countries  
100 events in Europe



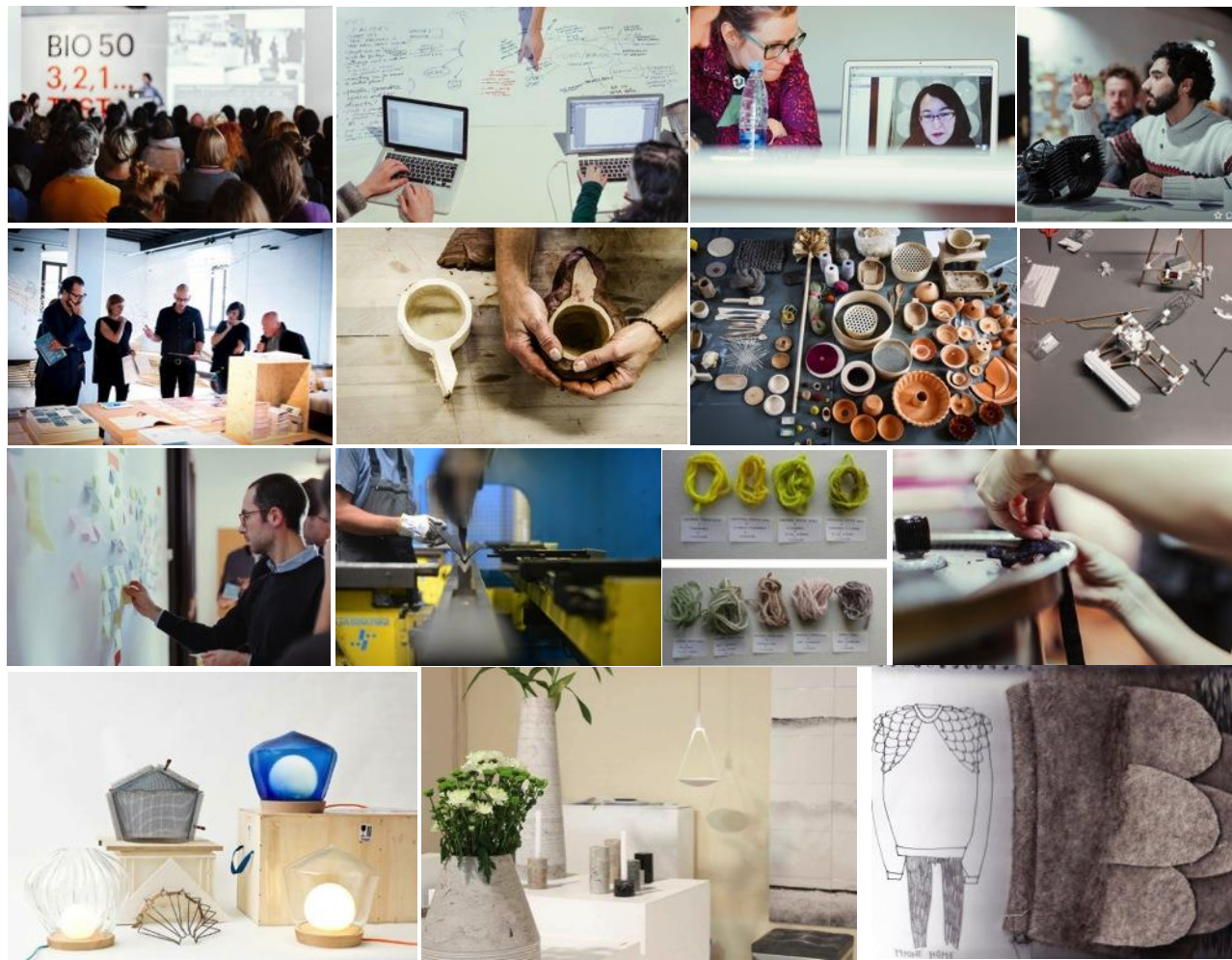
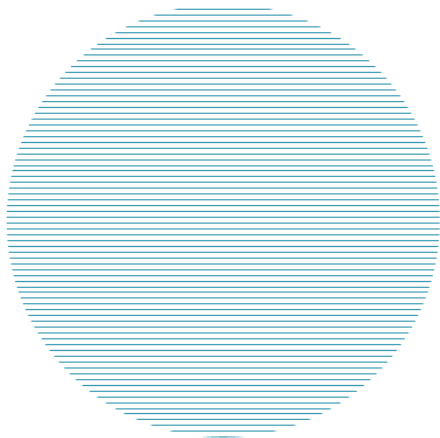




Future  
Basel  
Belgrade  
Berlin  
Copenhagen  
Graz  
Kiev  
Lisbon  
Ljubljana  
London







**Centre For Creativity Slovenia**  
2017-2022



# Why MAO and CzK?

2017-2022

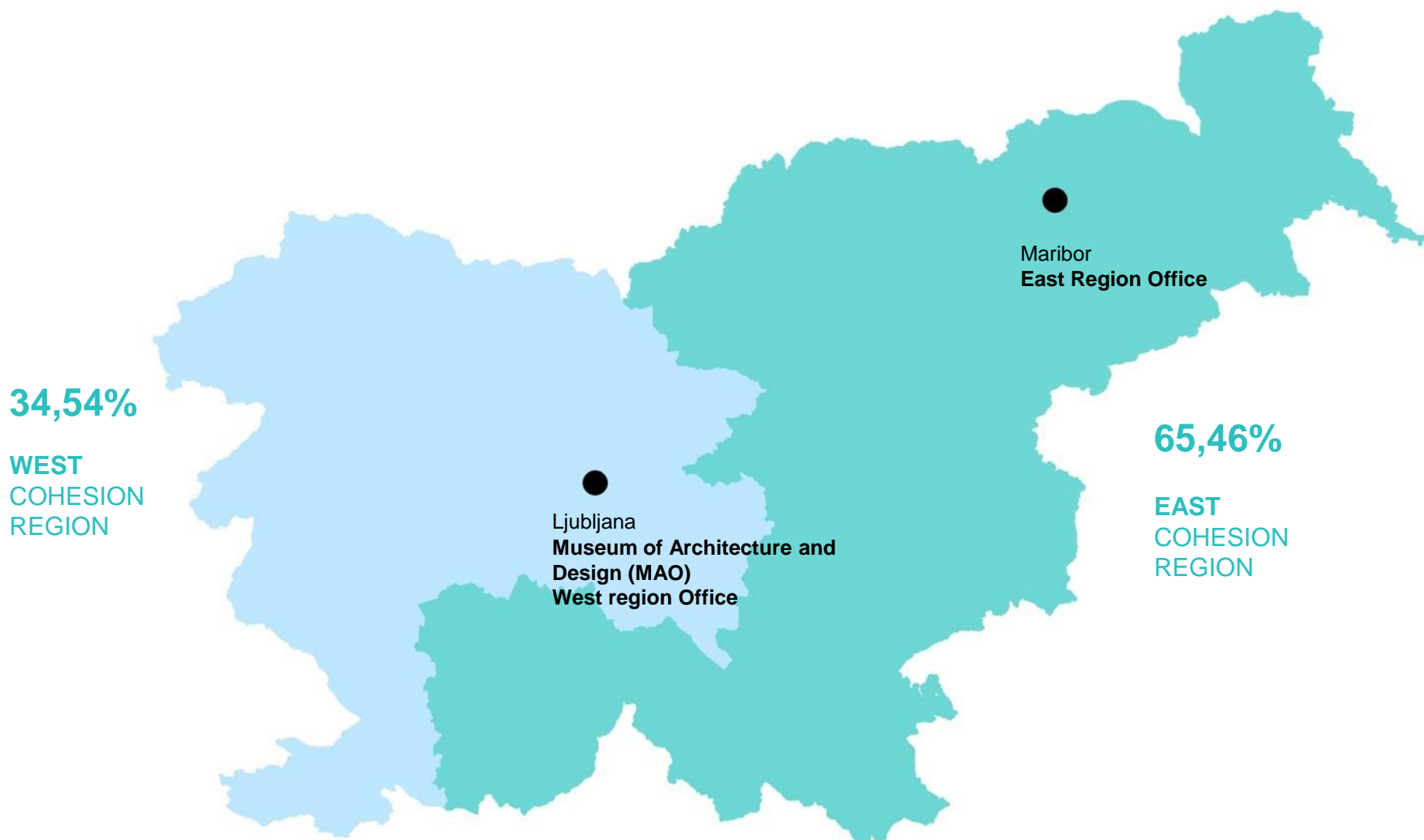
**National Slovene institution for the fields of architecture and design.** The CzK project fulfills the goals of the Republic of Slovenia set out in the MAO Establishment Act:

***“Building upon the long-standing activities of MAO in the field of cultural and creative sector (CCS) as one of the national hubs that promotes, represents and promotes the activities and development of the sector and links it with economy, science, education and other sectors”.***

# Centre For Creativity Slovenia

EU Regional Development Fund and the Republic of Slovenia

Operational Program for the Implementation of the EU Cohesion Policy 2014-2020



# Funding

2017-2022

End of May 2017, the **Government Office for Development and European Cohesion Policy** financial support to the 1st part of the CzK project prepared the Museum of Architecture and Design and in whole worth almost 11 MIO EUR.

- 1st part: **Platform CzK, 5.628.094 EUR**, implemented and led by **MAO**

Public tenders to complement the objectives of the whole project CzK

- 2nd part: **Financial support to CCS projects, 5.290.000 EUR**, implemented by **Slovenian Entrepreneurship Fund** (in preparation, led by Ministry of Culture)

# Our goals

2017-2022

1. **Integrated support environment for the development of the CCS sector**
2. **Empower the CCS, with entrepreneurial and creative skills**
1. **Support crossovers, multidisciplinary work**, connect CCS's with business, public and other sectors - transferring creativity to other sectors & the knowledge from other sectors to CCS.
2. Development of **new projects, products, services or processes** that are a result of multidisciplinary cooperation between the CCS and other sectors.
3. **Higher employment** through supported projects, **promoting innovation, social progress**, development of higher added value and socially useful products and services, the visibility of domestic brands.
4. **Growth of new CCS companies, sustainable development of existing, employment increase.**
1. **International cooperation, CSCs on national and international markets.**

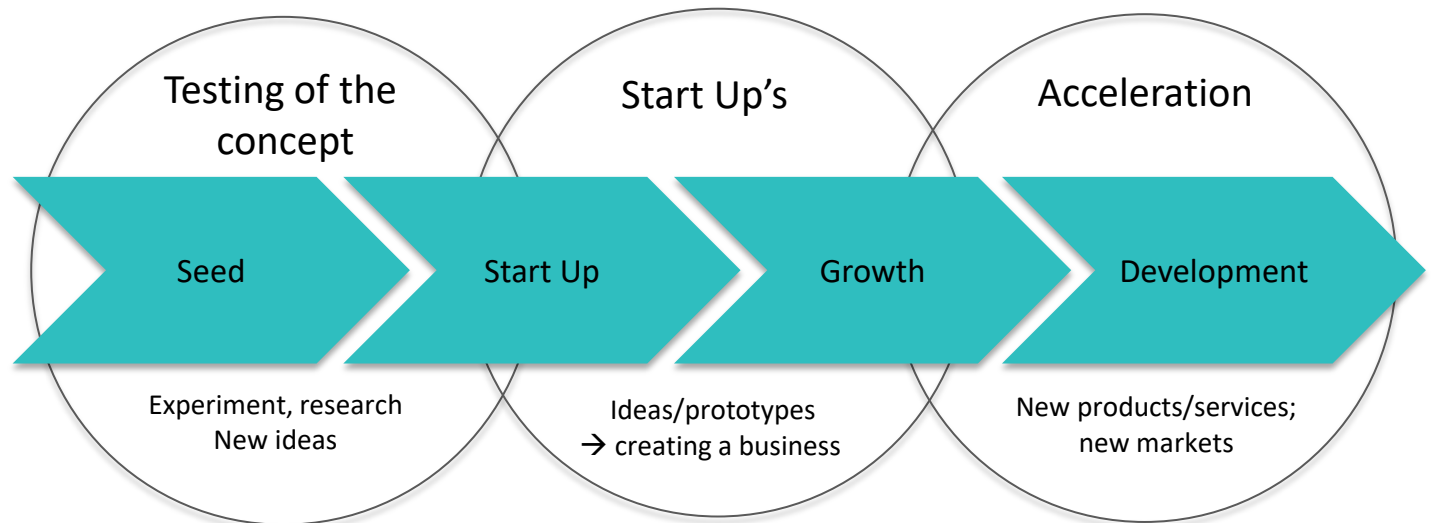


# Centre For Creativity Slovenia

Operational tasks & actions

## DEVELOPMENT OF NEW PRODUCTS & SERVICES

- Preselections, matchmaking
- Project developed by CzK
- Financial supports
- **Concepts**
- **Creative Start Ups**
- **Creative accelerators**



# Centre For Creativity Slovenia

Content sections → Operational tasks & activities

## DEVELOPMENT OF NEW PRODUCTS & SERVICES

- Preselections, matchmaking
- Project developed by CzK
- Financial supports
  - **Concepts**
  - **Creative Start Ups**
  - **Creative accelerators**

## EDUCATION & MENTORING

- Annual trainings
- Educational modules, conferences, mentoring, creative management modules; training for future local trainers ...

## NETWORKING

- Presentations abroad (exhibitions ...)
- International projects
- National events (creative networking's, presentations)

## CONSULTING, RESEARCH & ANALYSIS

- Consultancy to the selected projects in CzK;
- Research / market analysis/toolkits
- Support to national policy making

## DIGITAL SERVICES & PRODUCTS

- Common CCS online platform - database and information platform
- Support for online development, sales of products and services CCS

## COMMUNICATION & PROMOTION

- National and international promotion (PR, advertising, social media, e-bulletin ...)
- Presentation of results at events and exhibitions

# Centre For Creativity

Crossowers

Regional

National

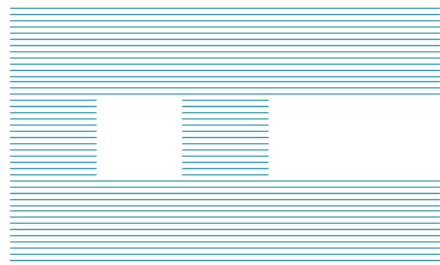
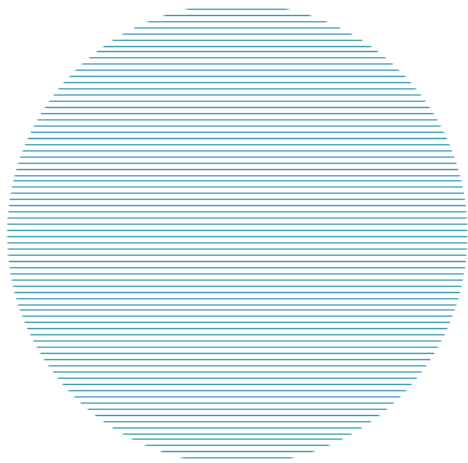
International

**Cultural and creative sectors (CCS)** – architecture; design & visual arts, archives, libraries, cultural heritage; books & press; cultural education; advertising; music; performing arts & artistic creation; radio & TV; software & games; as well as video & film ...

**Other stakeholders** – public sector, non profit, private sector, education, NGO, private organizations; freelance cultural workers; micro, small and medium-sized enterprises (MSME) and the public sector. government/decision makers/ministries, municipalities, science, education/universities, regional development agencies, technological parks; SME, business incubators, traditional industry, industry associations, chambers of commerce, service and manufacturing companies; enterprise funds ... Fields of health, social, science, tourism, financial institutions, IT, robotics, computer; international organizations and partners ...



EVROPSKA UNIJA  
EVROPSKI SKLAD ZA  
REGIONALNI RAZVOJ



# CENTRE FOR CREATIVITY

## MUSEUM OF

## ARCHITECTURE AND DESIGN

[www.mao.si](http://www.mao.si) | [www.bio.si](http://www.bio.si) | [www.futurearchitectureplatform.org](http://www.futurearchitectureplatform.org)



# Centre For Creativity Slovenia

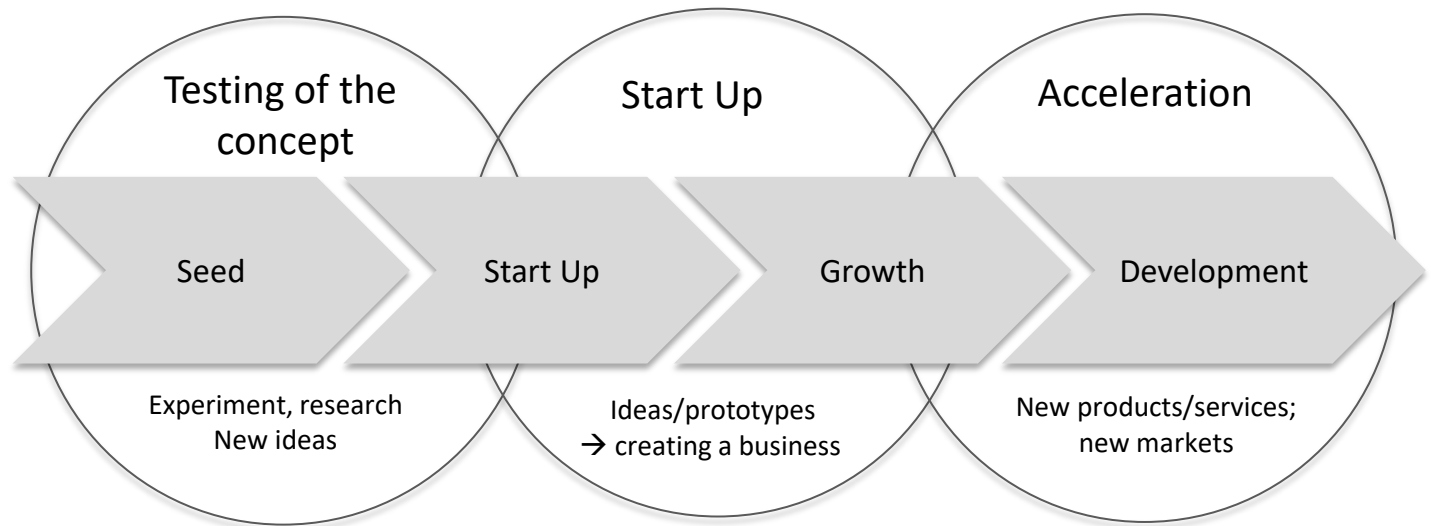
Operational tasks & actions

## DEVELOPMENT OF NEW PRODUCTS & SERVICES

- Project developed by CzK
- Preselections, matchmaking
- Public funding
- **Experiments, concepts**
- **Creative Start Ups**
- **Creative accelerators**

Project developed by CzK (multidisciplinary groups/projects, different topics)

Financial support of the CCS projects (different phases of lifecycle) - SPS



Support system to CCS's applying to financial support, mentorship, education...

# Centre For Creativity Slovenia

**DEVELOPMENT  
OF NEW  
PRODUCTS  
&  
SERVICES**

**EDUCATION  
&  
MENTORING**

**NETWORKING**

**CONSULTING,  
RESEARCH  
&  
ANALYSIS**

**ONLINE  
SERVICES  
&  
PRODUCTS**

**COMMUNICATI  
&  
PROMOTION**

## **Financial support to CCS's in different life cycles**

Conducted by SPS - Slovenian Entrepreneurship Fund,  
Measures, goals & preselection processe by MAO

## **Support to CCS's applying to financial supports**

Mentorship, info, reporting, education, promotion...

## **Creativity in companies, public and other sectors**

Projects developed by the CzK (MAO and partners)  
Multidisciplinary groups, social challenges with public and private sector ...

## **Entrepreneurial skills & knowledge in CCS**

From idea to bussines and internationalisation, cooperation with different partners

## **Development of creative skills & projects**

Skills and knowleedge lacking in regular educational system, cooperation with different partners

# Technology park Ljubljana

Building innovation bridges



Interreg  
Mediterranean



ChIMERA





TEHNOLOŠKI PARK LJUBLJANA

01

Largest innovation ecosystem for  
commercialization of knowledge and  
technology in SE Europe  
& lead partner of START:UP Initiative Slovenia

Interreg  
Mediterranean

ChIMERA



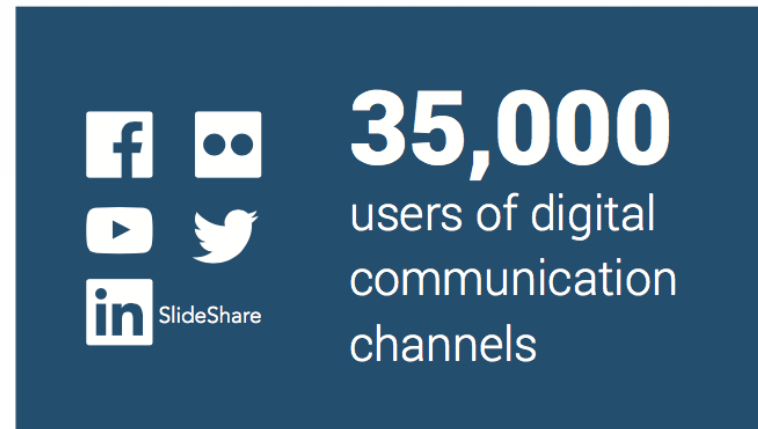
# PRIORITY AREAS OF OPERATION

- Smart – factories, buildings, living, cities
- Health – digital health, cutting edge technologies, advanced medicinal therapies and innovative approaches
- Green – manufacturing, living, new environmentally friendly business models.
- Creativity – supporting young talents, design thinking processes

# TARGET GROUPS AND PARTNERS

- Start-ups
- SMEs
- Policymakers
- Research institutions
- International networks

# National communication startup platform



# Startup map

The screenshot shows the homepage of the startup.si website. The header is blue with the 'INITIATIVE START-UP SLOVENIA' logo and the tagline 'Together we are developing a vibrant startup ecosystem'. Below the header, there's a navigation bar with links: Highlights | Programmes | Award | PODIM | Community | Funding | About us. The main content area is titled 'All start-ups' and features an 'Alphabetical list:' section with a grid of letters from A to Z. Below this, there's a 'Programs:' section listing various accelerators and investment programs. The main content area displays three startup cards: Datafy, 10plus, and ZONE. Each card includes a logo, a brief description, and information about the startup's participation in the Geek House and SPS programs.

**INITIATIVE START-UP SLOVENIA** Together we are developing a vibrant startup ecosystem

SI | EN

Highlights | Programmes | Award | PODIM | Community | Funding | About us

## All start-ups

**Alphabetical list:** 4 A B C D E F G H I J K L M N O P R S T U V W X Z  
Show all

**Programs:** ABC accelerator Go:Global accelerator Go:Global MBA INO SGH accelerator  
SK investment Startup of the year Show all

**DATAFY.IT**

Datafy spletna aplikacija Zbiranje podatkovnih baz

**Datafy spletna aplikacija**

Spletni iskalnik poslovnih kontaktov

Zbiranje podatkovnih baz

Imate točne baze o strankah? V Excel datotegi ali CRM sistemu? Veste kaj vaše stranke počnejo, če baze niso povezane? Z združbo podatkovnih baz lahko svoje poslovanje povežete.

**GEEK HOUSE MEMBER | SPS SK50 AUTUMN BATCH 2014**

Datafy.it is a sales agency that enables companies to quickly and effectively find business contacts of key employees in more than 200 countries across the world.

**Supportive environment:** Technology park L...

**Program:** SGH accelerator; SK investment

**10plus**

www.10plus.si

**10plus**

Company 10plus provides a comprehensive service for micro and small entrepreneurs, such as caterers or owners of local shops and hair salons, on less "web" developed markets.

**GEEK HOUSE MEMBER | SPS SK75 SPRING BATCH 2015**

**Program:** SGH accelerator; SK investment

**ZONE**

**ZONE**

ZONE is a new marketplace where tenants and landlords meet. Tenants often face misleading or false data provided by landlords or real estate advertisers, and landlords have problems with tenants not paying their rent or living expenses.

**GEEK HOUSE MEMBER | SPS SK75 SPRING BATCH 2015**

**Program:** SGH accelerator; SK investment

Display a menu



# About START:UP initiative

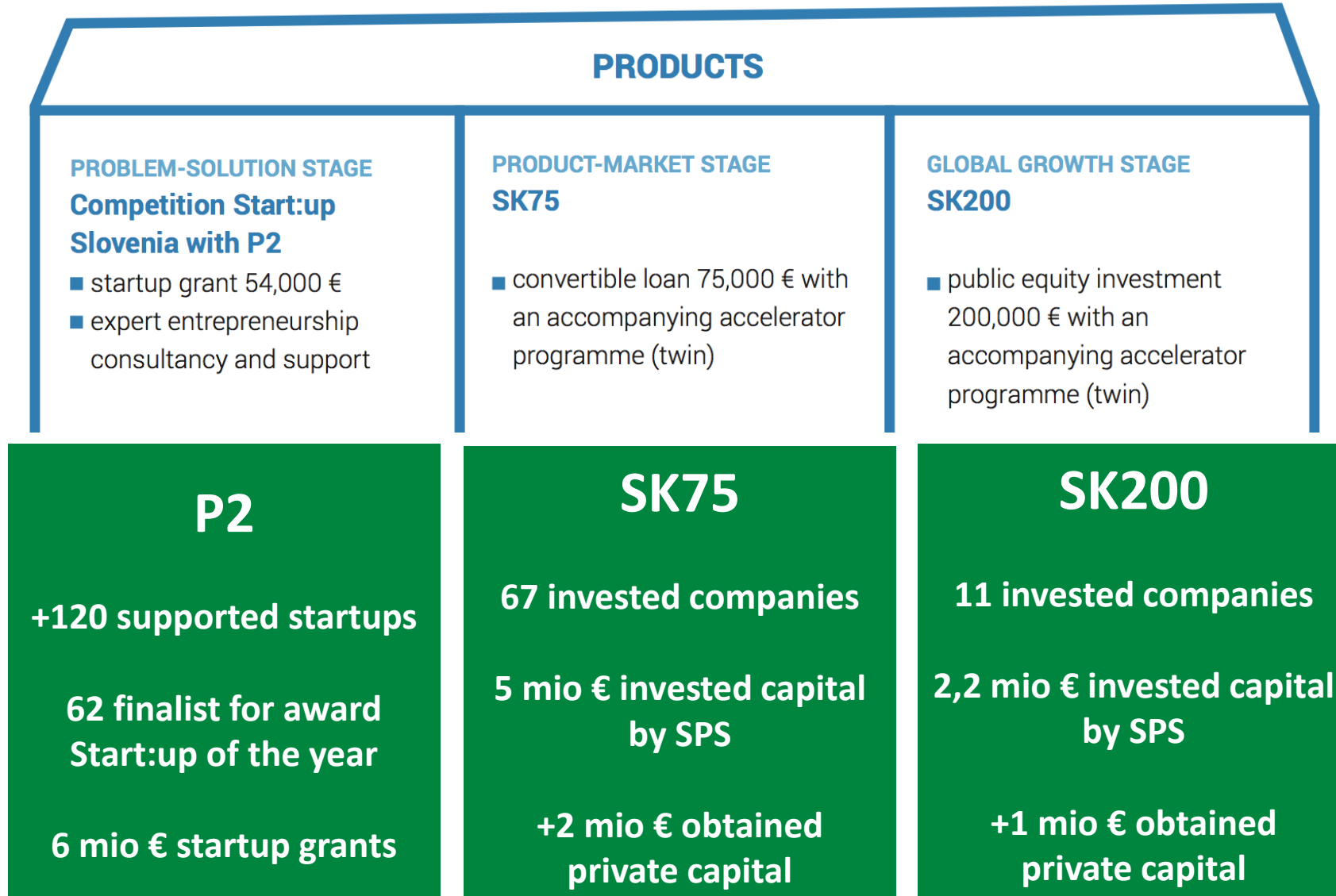
PROMOTING  
ENTREPRENEURSHIP

CONSULTING AND  
COACHING  
STARTUP TEAMS

INCUBATING  
STARTUPS AND  
SUPPORTING FOR  
GLOBAL GROWTH



# Key partner in public programmes for startups – grant P2 and seed capital SK75 in SK 200



# Before seed capital investment

- Roadshow events around Slovenia
- Pre-selection process
- Demo day rehearsal
- Demo day
- Final selection for obtainment of grants – public loans and seed capital.



# After seed capital investment

- Start:up Bootcamp
- Startup mentor
- Monthly progress monitoring
- Facilities around Slovenia
- SK teambuilding
- Local and global promotion





# PODIM

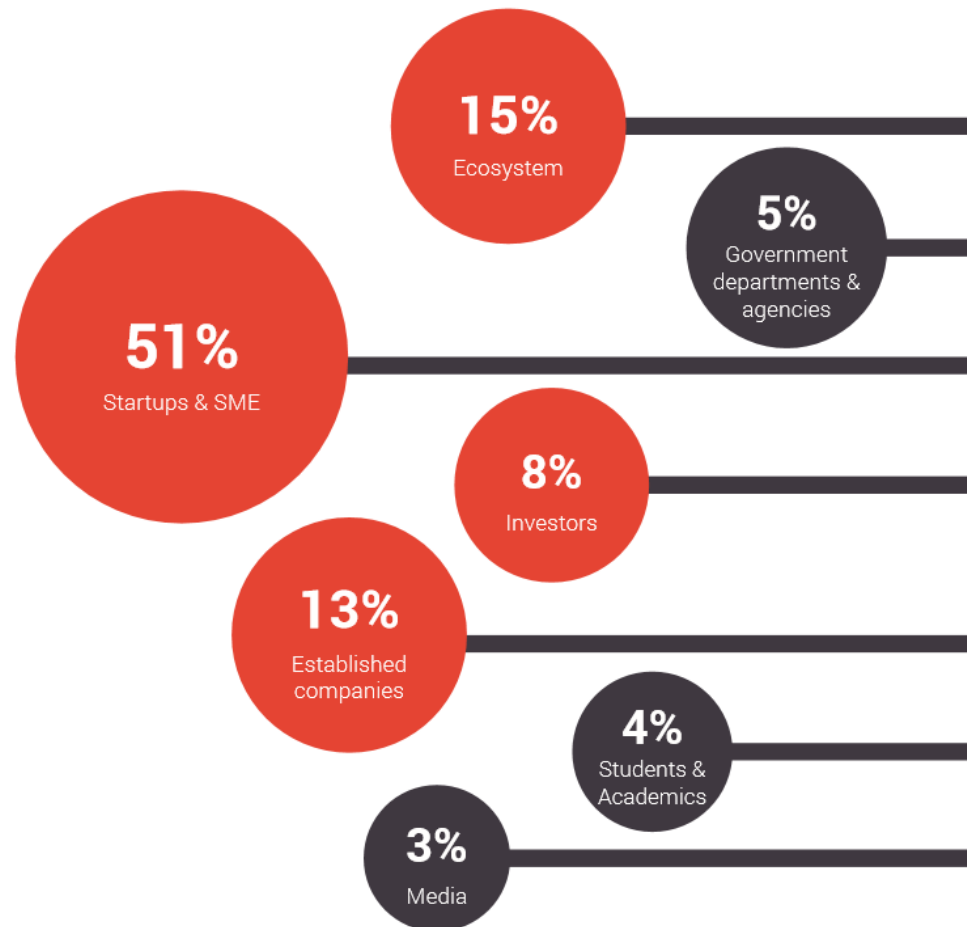
CONFERENCE 2017

Interreg  
Mediterranean



ChIMERA





# PODIM Conference

826  
*ATTENDEES*  
*FROM 33*  
*COUNTRIES*

# Slovenian Startup of the Year Award

*We are looking for, highlighting and awarding ambassadors of Slovenian startup entrepreneurship*



*VIAR – Startup of the year 2017*

From local  
to global

# 3

## BRIDGES FOR THE REGION, EUROPE AND THE WORLD

The Initiative Startup Slovenia is one of the founders of the rapidly developing regional community **Start:up Alpe-Adria** and a member of the esteemed **European Startup Network**. When co-creating Europe as a strong, closely linked startup ecosystem, the voice of Slovenian startups is represented and the Initiative widely opens their doors into the world in collaboration with private and public partners.

### WIDELY OPENDOORS INTO THE WORLD

 **USA, San Jose**  
ABC Accelerator

 **India, Bangalore**  
planned branch of the ABC Accelerator

 **Germany, Munich**  
ABC Accelerator

 **China, Beijing**  
office for connecting CEE countries and China,  
established by Technology Park Ljubljana and ITTN,  
the Chinese International Network for Technology Transfer



**EUROPEAN STARTUP NETWORK MEMBERS**  
[www.europeanstartups.org](http://www.europeanstartups.org)

Austrian Startups, Startup Britain, Beta-i Association (Portugal), German Startups, Association, Italia Startup, Spanish Startup Association, Startup Slovenia, Swiss Startup Association, Startups.be (Belgium), Startup Cyprus, Startup Delta, Startup Estonia, Startup Ireland, Startup Norway, Startup Poland, Swedish Startup Association

**PLATFORM OF A REGIONAL STARTUP COMMUNITY**  
[www.startupalpeadria.eu](http://www.startupalpeadria.eu)



**Interreg**  
Mediterranean

 **ChIMERA**





**THANK YOU FOR YOUR  
ATTENTION!**

Marjana Majerič, deputy general manager  
[Marjana.Majeric@tp-lj.si](mailto:Marjana.Majeric@tp-lj.si)



TEHNOLOŠKI PARK LJUBLJANA

01



## INTERNATIONAL CONFERENCE AND INVESTMENT FORUM OF CREATIVE AND CULTURAL INDUSTRIES (CCI)

### 4. 10. 2017, Museum of Architecture and Design – MAO

Num.	Name	Surname	Organization	Email	Signature
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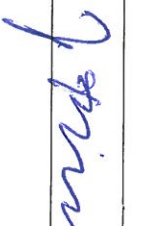


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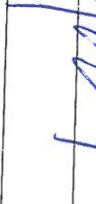




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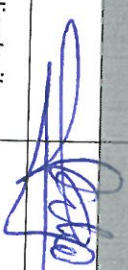



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