

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.3.5.1 Regional Strategic Action Plan

WP 3. Studying

act. 3.5 Developing common approaches and strategies to stimulate innovation in cultural and creative sectors

Responsible partner : Creative Apulia Cluster Association

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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

REGIONAL STRATEGIC ACTION PLAN

Partner name
Apulia Creative Cluster Association

Project co-financed by the European
Regional Development Fund

Date 31.10.17

NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	Enhancing the governance of Apulia Creative Cluster Association
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	<ul style="list-style-type: none"> - organize the team of the Cluster with resources enough to achieve all the challenges pursued by the Cluster - empower sub-sectorial and territorial members of the Board to better engage and to more frequently meet old and new members other than operationally better coordinate activities and services inside the Cluster

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
Implementation of the staff with a community manager and an operative office	Team enhanced with new people working on	Apulia Creative Cluster Association		Start: January 2018 End: December 2019	<ul style="list-style-type: none"> - community manager - administrative and organisational officer - financial resources (CHIMERA and Traces projects)
Training activities addressed to members	- cluster managers	Apulia Creative Cluster		Start: March 2018	- training national and

of the Board representative of sub- sector and provinces	(representative of sub- sector and provinces) trained	Association		End: December 2018	trasnational experts - financial resources (ChIMERA project)
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THE LINK BETWEEN ACTION PLAN AND RIS3	<i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i>	<p>The smart specialisation strategies of Apulia Region includes the CCIs sector in its priorities. The assumption is that the development policies will be successfull if:</p> <ul style="list-style-type: none"> - the production system will combine the know-do with the creativity of our territory with the wise use of technology - all talents and skills will be enhanced as a key factor of change. <p>In particular Apulia Region focuses its S3 on the priority area DIGITAL, CREATIVE AND INCLUSIVE COMMUNITIES for the support of cultural and creative industry, services, social innovation, design, Innovation. The strategy aims to pursue these challenge:</p> <ul style="list-style-type: none"> - channeling the positive energy derived from "Community digital, creative and inclusive" for the urban development; - developing new models of services targeted to the specific sector - developing integrated management systems of cultural heritage; - developing a productive cross-collaboration between the "Community digital, creative and inclusive" and traditional industries to activate mutual innovation processes. <p>The proposed action is a pre-condition to pursue the challenges of regional S3</p>
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the action plan</i>	

NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	Building a creative and digital community
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	<ul style="list-style-type: none"> - Create opportunities for interaction among members, for mutual understanding of respective exigencies and business models and cooperation - Strengthen the image of the Cluster as a basin of concrete opportunities, as a “place” to attend frequently, to improve together with colleagues, to fertilize with mutual experiences and to promote at territorial level

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
prototype of a virtual showcase platform of talents and creativity of Apulia Region	a virtual showcase platform prototyped	Apulia Creative Cluster Association	Technological park, start up, SMEs	Start: January 2018 End: February 2019	<ul style="list-style-type: none"> - staff - ITC experts and service - co-working space - financial resources (ChIMERA and TRACES projects)
networking events to	opportunities for	Apulia Creative Cluster	University of Salento,	Start: march 2018	- staff and external

share knowledge among the members and build collaborative networking	interaction among members, for mutual fertilization and promotion at territorial level created	Association	Tecnopolis	End: april 2019	experts - financial resources (ChIMERA and TRACES projects)
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THE LINK BETWEEN ACTION PLAN AND RIS3	<i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i>	The action is fully consistent with the regional S3 and its priority area DIGITAL, CREATIVE AND INCLUSIVE COMMUNITIES for the support of cultural and creative industry, services, social innovation, design, Innovation. It is finalized to build a virtual community of cultural and creative talents, goods and services exactly as the priority asks: application of research and information technology for generating services supporting real and virtual communities, enhancement of activities based on intellectual capacity and human relations, promotion of social and organizational innovation.			
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the action plan</i>				

NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	Boosting market access and innovation capacity
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	Awareness rising of innovation needs for developing a smart delivery environment to support innovation challenges of creative entrepreneurship and to spread spillover effects

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
Research on market demand of good and services in CCIs	analysis and data about the market delivered	Apulia Creative Cluster Association	University of Salento, Tecnopolis	Start: march 2018 End: december 2018	- external market and research services - financial resources (TRACES project)
Capacity building and training activities with in depth analysis of innovation challenges	awareness of the value and contribution of artists and creative workers in term of innovation	Apulia Creative Cluster Association	University of Salento, Tecnopolis	Start: march 2018 End: april 2019	- staff and external experts - financial resources (ChIMERA and TRACES project)
co-working services	a network of co-			Start: june 2019	

and incubation service for CCI networks	working spaces and incubation service for CCIs setup	Apulia Creative Cluster Association	University of Salento, Tecnopolis	End: december 2019	- staff and external experts - co-working spaces - financial resources (TRACES project)
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THE LINK BETWEEN ACTION PLAN AND RIS3	<i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i>	Two of the challenges pursued by regional S3 strategy are: - developing new models of services targeted to the specific sector - developing a productive cross-collaboration between the "Community digital, creative and inclusive" and traditional industries to activate mutual innovation processes. The action is fully consistent with these challenges considering that the objective is to develop a smart delivery environment to support innovation challenges of creative entrepreneurship and to spread spillover effects
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the action plan</i>	

NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	CROSS-SECTOR and INTERNATIONAL NETWORKING
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	Improving awareness information and capacity building of CCIs in internationalization

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
training activity	skills to access at the tools for the internazionalization of CCI developed	Apulia Creative Cluster Association		Start: march 2018 End: December 2018	- staff - export managers - financial resources (own budget and fee)
matchmaking event	support and services to stimulate and enhance international trade of good and services of CCIs delivered	Apulia Creative Cluster Association	ChIMERA partners	Start: january 2018 End: may 2018	- staff and external experts - technical services - financial resources (Ch.IMERA project)
creativity trade fair	support and services to stimulate and enhance international trade of good and services of CCIs delivered	Apulia Creative Cluster Association	University of Salento, Tecnopolis	Start: june 2019 End: december 2019	- staff and external experts - technical services - financial resources (TRACES project)

THE LINK BETWEEN ACTION PLAN AND RIS3	<i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i>	One of the challenges pursued by regional S3 strategy is: - developing new models of services targeted to the specific sector The action is fully consistent with this challenge considering that the objective is to strengthen the capacity building of CCI in internationalization developing services targeted to the specific sector
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the action plan</i>	