

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.3.4.2 Comparative analysis

WP 3. Studying

act. 3.4 Capacity building of innovation key actors for the cultural and creative industries

Responsible partner : Nice Cote d'Azur Chamber of Commerce and Industry

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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

COMPARATIVE ANALYSIS

CCI Nice Côte d'Azur

Project co-financed by the European
Regional Development Fund

1st October 2017

CONTEXT

This document it's a synthesis of our capacity building actions regarding our Regional Workshop held the 19 and 20th of September to create an action plan to develop our image industry in our territory. The workshop held two days, one day open to a large scale public area, the second one to analyze the fact and prepare the Action plan and the comparative analysis. In the second day we had a small committee with, company, institutions and cluster.

GAPS

G1: Strong identity of the cluster: Pôle Media Grand Paris and Keeward has a strong identity and is knowing by all the actors from the stakeholder. Our PACA PRIMI cluster is knowing only on the area of Marseille, the identity is not so good in our area.

G2: Pôle Media Grand Paris and Keeward are involved in different partnership with cluster from other country to ensure visibility, exchange of best practice, to grow the competences of the company.

G3: The cluster creates the visibility of the know-how of their ecosystem, our ecosystem is not well recognized comparatively to the other clusters

G4: They helped their companies to reach their market and develop their business.

G5: The create link between the actors of the industry with meetings, conference, information point, best practices exchange.

RECOMMENDATIONS

R1: Promotion of the action of the cluster into our area. Create a local identity of the *mage* industry through the CCI Nice Côte d'Azur to ensure a balance, the knowing of the company, to develop their ecosystem locally before to go to the regional scale

R2: To link with cluster from outside of our Country as the clusters involved into CHIMERA as Terrassa in Spain, Puglia in Italy to develop partnership.

R3: To promote the know-how of our ecosystem and develop business for the companies: with BtoB, information workshop, Conference, communication identity, communication campaign

R4: To accompanied the companies in their development through fund finding, special training in specific topic, organizing BtoB meeting, bring them into interesting international fair to attract market.

R5 : Develop the link between the actors to create local synergies, with workshop, meetings...

FINAL CONCLUSIONS

Globally, we understand that our local ecosystem of network is very young and begin to be structured only since this year. So all we can learn from other institutions, we could try to adapt into our territory.

Our local territory has also a regional cluster but more active in the department where they are localized. So this document It's important to help us to oriented them in their actions and to tell them with practical arguments to be more active into our department.

But to lead the development of the image industry in our department, CCI Nice Côte d'Azur will develop a specific action plan regarding the First Regional Workshop and these recommendations. Thank to this WP3 work we developed a true partnership with main actors of the territory, city of cannes, Film commission, companies.

All they want to create a local ecosystem active and innovative with a good of the economic growth.