

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.3.3.1 Frontrunner analysis

WP 3. Studying

act. 3.3 Frontrunner analysis

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

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Interreg
Mediterranean



INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

CHIMERA FRONTRUNNERS

CCI Nice Côte d'Azur

Project co-financed by the European
Regional Development Fund

Definition of Frontrunners

*The frontrunners could be clusters that work to promote and encourage cooperation between enterprises, organizations, universities and public entities with a view to increasing turnover, exports and skilled employment in the CCI sector.
A CC cluster has to be transformative and integrative to influence the economy.*

To be completed by each CHIMERA partner:

Title	<i>The title of frontrunner case in original language</i> Cluster Pôle Media Grand Paris
Location	<i>Describe in order: Country, Region, City</i> France, Ile de France, Paris
Founded	<i>Year of foundation/ launch</i> Founded in 2002 and became a cluster in 2011
Contacts	<i>Name and contacts of the main representatives (President, Director, etc.) and a general email (ex.: ualg@ualg.pt)</i> General contact: contact@lepole.org Cluster Manager - Lydie FENECH: lydie.fenech@lepole.org

Webpage	URL or link of Facebook/ LinkedIn pages if the frontrunner does not have an official webpage https://lepole.org/	
Short Summary	Synthetic description of the frontrunner including overall characteristics or summary (role, implementation scale, etc.). [Max. 3 lines written] Pole Media Grand Paris is the cluster dedicated to the audiovisual industry in Ile-de-France Region, France. Our mission is to accompany the digital transformation of the media industry. In the era of digital convergence, our strategy is to accompany the SMEs towards the new digital Media and Entertainment markets	
1. Selection criteria	Relevance	<p>In this section, provide information concerning the selection of the frontrunner case, highlighting specific information about it (role, technical/procedural solutions). Please, justify based on the relevance of ChIMERA thematic. [700-900 characters]</p> <p>Pôle Media Grand Paris is the cluster dedicated to the audiovisual industry in Ile-de-France Region. It federates a hundred of companies, academic, training institutions and territorial authorities. Its actions are directed toward financing, innovation, training, international and the environmental responsibility. Our mission is to accompany the digital transformation of the media industry and their business development. Our main activities are:</p> <ul style="list-style-type: none">-Animation of the cluster to facilitate collaboration on technology, content creation and Human resources topics, market intelligence, customized advise services;-Communication activity and promotion of our members;-Organization of workshops and conferences on cutting-edge, disruptive technologies, trends and new usages;-Open Innovation in transmedia;-Coproduction of Cross Video Days, an international transmedia market financed by MEDIA;- Startup funding through a zero rate loan.
		Positive impacts for the CC sector (production, cohesion, job opportunity, etc.) and the elements or perspectives that

	Sustainability	<p><i>can guarantee the progressive outcomes. Also, explain if those elements belong to a short/middle/long term perspectives and if the durability of the case could generate other positive results. [700-900 characters]</i></p> <p>Pole Media Grand Paris develops a strong network for the development of the creative, cultural and digital industries (CCI) on its territory.</p> <p>For instance, we are supporting new products and start-up development.</p> <p>The funding ecosystem has difficulty understanding the digital media sector and startups have difficulty financing their development due to their lack of capital.</p> <p>We provide services to our members on legal, innovation funding and sustainable development topics.</p> <p>We have created a zero interest rate loan available at different stages of the company's development and called "Prêt d'Honneur Image". It is reserved for companies working in the digital image sector. Since 2012 33 companies have been funded and have created or perpetuated 90 jobs.</p>
	Transferability	<p><i>Describe <u>if</u> and <u>how</u> the frontrunner case can be transferable. Provide elements concerning the compliance with local legislations, the dependence from punctual conditions elsewhere the external condition needed for the application in other contexts. [700-900 characters]</i></p> <p>Created in 2013, Labo aims to support the development of innovative content formats or digital experiences.</p> <p>Following a two-month call for projects, eight projects are selected. The jury is made up of French and international experts in digital creation. All projects must be submitted by a company and not by individuals.</p> <p>Projects can be interactive, immersive, multiplatform or with IRL (In Real Life) extensions. Selection criteria are the subject, the narration and its device, the innovative character of the project. But it is mainly the experience proposed and the way in which the public will be engaged that are decisive for the final choice.</p> <p>This project has already been duplicated to create the "Labo Caraïbes" late 2017.</p>

2. Typology of the operation	Motivation and the usefulness in a EU wide context	<p><i>A synthetic explanation of the coherence with EU framework policies, if response to the main CC challenges, boosting clusters, increasing community awareness, etc. [700-900 characters]</i></p> <p><i>Pole Media Grand Paris is actively working at EU level. We are member of the New European Media initiative (NEM) and we are participating to EU funded projects:</i> <i>Eurotransmedia (FP7 Region of knowledge) 2013-2016 as a partner http://eurotransmedia.eu/</i> <i>Global Content Alliance (COSME Clusters go International) 2018-2019</i></p>
	Infrastructure	<p><i>If is a cluster, association, platform, incubator, etc. [Max. 100 characters]</i></p> <p><i>Cluster that have access to 2 auditoriums (300 & 140 seats) and several meeting rooms at our office. But we are not incubating startups.</i></p>
	Effective procedures	<p><i>Project management, monitoring systems, policies, etc.</i></p> <p><i>Accompanying SMEs at different level:</i></p> <ul style="list-style-type: none"> - <i>Advising on funding opportunities</i> - <i>Facilitating partnerships</i> - <i>Delivering business intelligence and technology trends</i>
	Community involvement	<p><i>Describe the impact of the frontrunner case in the community: Education of citizens, schools, etc.</i></p> <p><i>Competitors are sometime working together. For instance, 2 training institutions are collaborating for the training sessions on our Labo project.</i> <i>SMEs are sharing their know how</i> <i>Our network generates business opportunities</i></p>

	Networking	<p><i>Describe the relation so far established by the frontrunner case, if has developing "trust building" generalized to municipal, regional, national and international scale.</i></p> <p><i>Working at different scale:</i></p> <ul style="list-style-type: none"> - <i>Territorial (gathering of cities) & Regional: Main contributors of our Cluster. For instance, we are delivering every 2 years a study on the Employment & training in our region. This document is considered as a reference for the audiovisual industry.</i> - <i>International: Partnerships with several EU clusters. We are also preparing a plan for internationalisation of our SMEs</i>
3. Context of implementation		<p><i>Provide a description of the context of implementation giving importance to territorial (local, regional, national, etc.), social, cultural and economic aspects.</i></p> <p><i>Organisation was first created at a local level and several years later extended to the region level. The North of Paris was the center of the on-set activity in the audiovisual, then with the digital transformation of our sector the localisation of the SMEs was less crucial.</i></p>
4. Aims and activities		<p><i>Describe in a detailed and synthetic way the objectives and the activities. Please consider it under a technical point of view.</i></p> <p>Supporting SMEs to develop their business and innovations.</p> <ul style="list-style-type: none"> -Animation of the cluster to facilitate collaboration on technology, content creation and Human resources topics, market intelligence, customized advise services; -Communication activity and promotion of our members; -Organization of workshops and conferences on cutting-edge, disruptive technologies, trends and new usages; -Open Innovation in transmedia;
5. Results		<p><i>Describe in a detailed and synthetic way the results of the chosen case. Please consider it under a technical point of view. If possible, insert quantitative indicators of the results achieved.</i></p>

	<p>Funding :</p> <p>We have created a zero interest rate loan available at different stages of the company's development and called "Prêt d'Honneur Image". It is reserved for companies working in the digital image sector. Since 2012 33 companies have been funded and have created or perpetuated 90 jobs.</p>
6. Financial sources	<p><i>Please provide detailed information about the costs of the frontrunner case with emphasise on Project costs, administration costs (including staff costs and management costs for each year), potential incomes (sources and yearly amount).</i></p> <p>We have a yearly budget of 400K€, 50% goes to the staff cost.</p>
7. Evidence of success	<p><i>Describe if the frontrunner case has been already successfully selected and considered, if it has been awarded at local, national or EU level, if the frontrunner case has been reviewed by scientific analysis. Provide link to detailed information sources.</i></p> <p>Due to the success of our Labo initiative, the project has already been duplicated to create the “Labo Caraïbes” late 2017. We are discussion to replicate the project in another place.</p> <p>Several supported projects have won awards at international events and have been funded and broadcasted by TV channels. "Alteration" a project from Okio Studio was accompanied in 2016. It has been selected for different film festivals including Tribeca Film Festival and 74th Mostra of Venice. It also won the Multi-Screen SACD prize and Special Jury award at Paris Virtual Film Festival.</p>