



# ChIMERA

Innovative cultural and creative clusters in the MED area

CULTURE • CREATIVITY • INNOVATION

## PUGLIA CREATIVA RESULTS





# WHO IS PUGLIA CREATIVA (APULIA CREATIVE CLUSTER ASSOCIATION)

We are Creative  
in Puglia  
strategie di sviluppo 2020



# WHO IS PUGLIA CREATIVA (APULIA CREATIVE CLUSTER ASSOCIATION)

**APULIA CREATIVE CLUSTER ASSOCIATION** is the **FIRST** example of a cultural and creative **CLUSTER** recognized by a region in Italy.

**2012:** our starting point

A private network of more than **150 cultural and creative industries:**

- ✓ Performing arts
- ✓ Cultural industries (audiovisual, publishing, software and gaming)
- ✓ Creative industries (design, multimedia, architectures)
- ✓ Heritage (visual art, cultural hub, cultural heritage)



# 150

cultural and creative  
industries

**PERFORMING ARTS**

**CULTURAL INDUSTRIES**

**CREATIVE INDUSTRIES**

**HERITAGE**

## 4.3 PILOT ACTION 2: SERVICES FOR INTERNATIONALIZATION

### MATCHMAKING OF CULTURAL AND CREATIVE ENTERPRISES IN THE MED AREA

BARI, 24-25<sup>TH</sup> OCTOBER 2018

COUNTRY	NUMBER OF ENTERPRISES	REGION
ITALY	46	FRIULI PUGLIA BASILICATA
SPAIN	13	ANDALUCIA CATALUNYA
SLOVENIA	8	
FRANCE	4	
PORTUGAL	3	ALGARVE
GREECE	1	STEREA
<b>TOTAL</b>	<b>75</b>	

ITALY  
FRANCE  
SPAIN  
SLOVENIA  
PORTUGAL  
GREECE



## 4.3 PILOT ACTION 2: SERVICES FOR INTERNATIONALIZATION

### MATCHMAKING OF CULTURAL AND CREATIVE ENTERPRISES IN THE MED AREA

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- ✓ **7 subsectors involved**
- ✓ **148 meetings between the participants**
- ✓ **111 transnational meetings**
- ✓ **37 national meetings.**



## 4.3 PILOT ACTION 2: SERVICES FOR INTERNATIONALIZATION





## 4.5 PILOT ACTION 4: LIVING LABS - GOALS

THE **STRATEGIC GOALS** OF THE LIVING LABS IN CHIMERA PROJECT ARE:

**TO SUPPORT** the development of creative-digital-inclusive communities and CCI clusters

**TO CO-CREATE**, develop, validate, test innovation projects

**TO BUILD UP COOPERATION NETWORK** for skills exchange and knowledge integration.

**BOOTCAMP 6<sup>TH</sup> JUNE 2018 – POLIGNANO A MARE**  
**DESIGN WORKSHOP 30<sup>TH</sup> NOVEMBER 2018 – LECCE**  
**INNOVATION CAMP 15<sup>TH</sup> FEBRUARY 2019 – FOGGIA**

Experts:

- Donato Macario
- Lucia Lazzaro

**LET'S EXPLORE THE METHODOLOGY USED**







GAP ANALYSIS  
AND SWOT  
ANALYSIS



DEFINITION OF  
THE CONTENTS

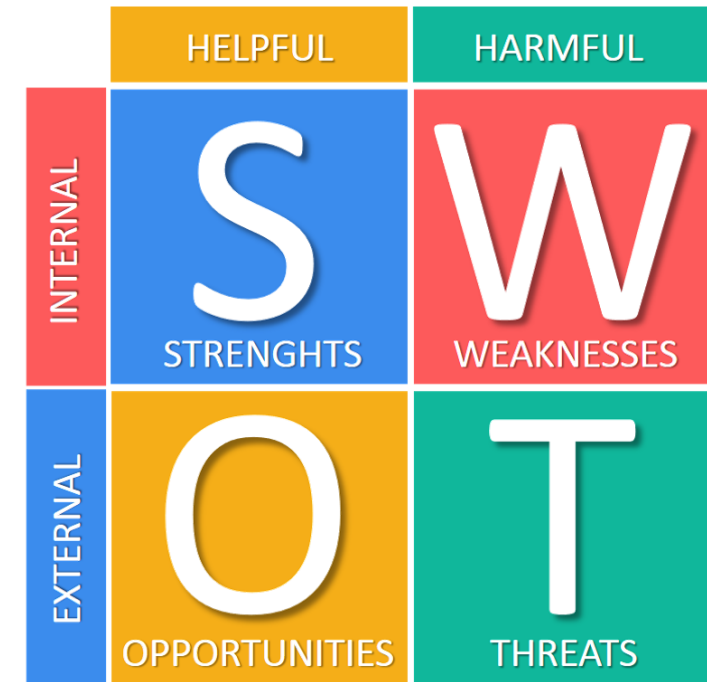
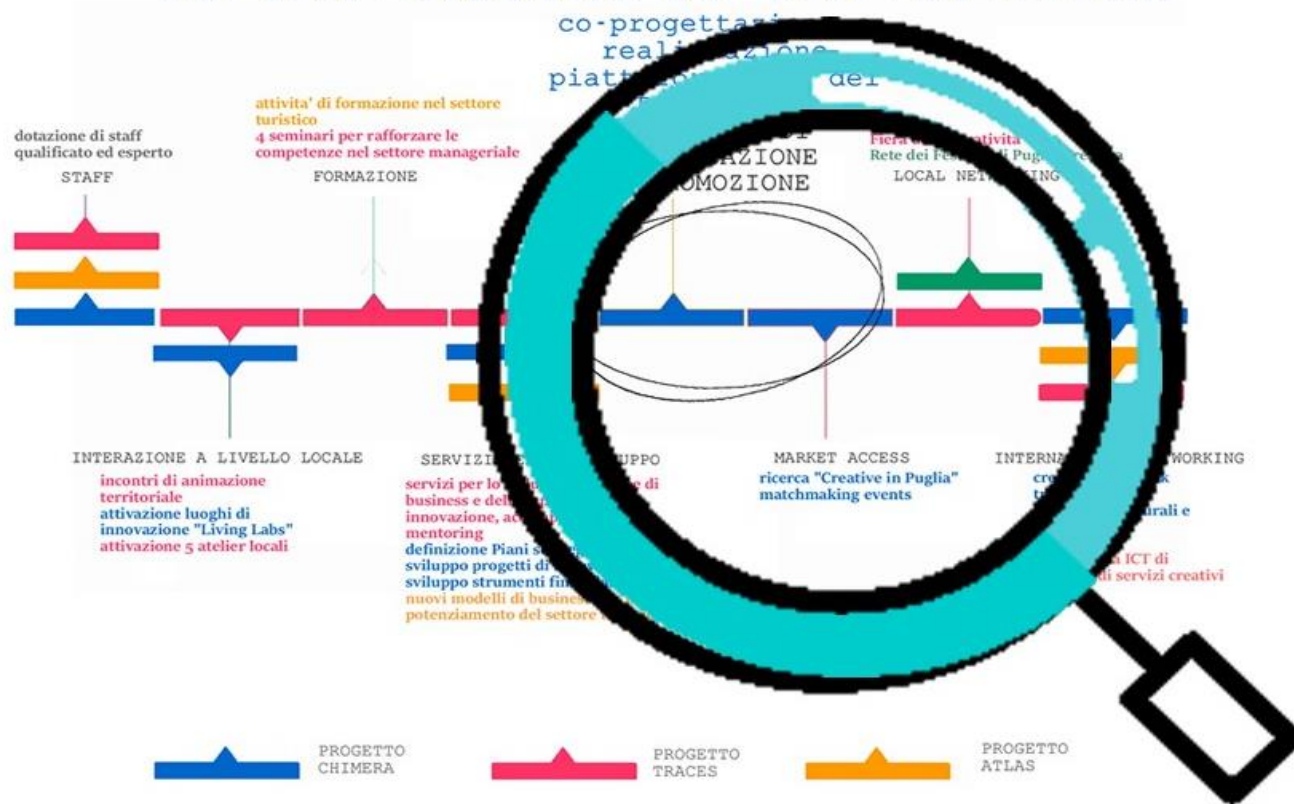


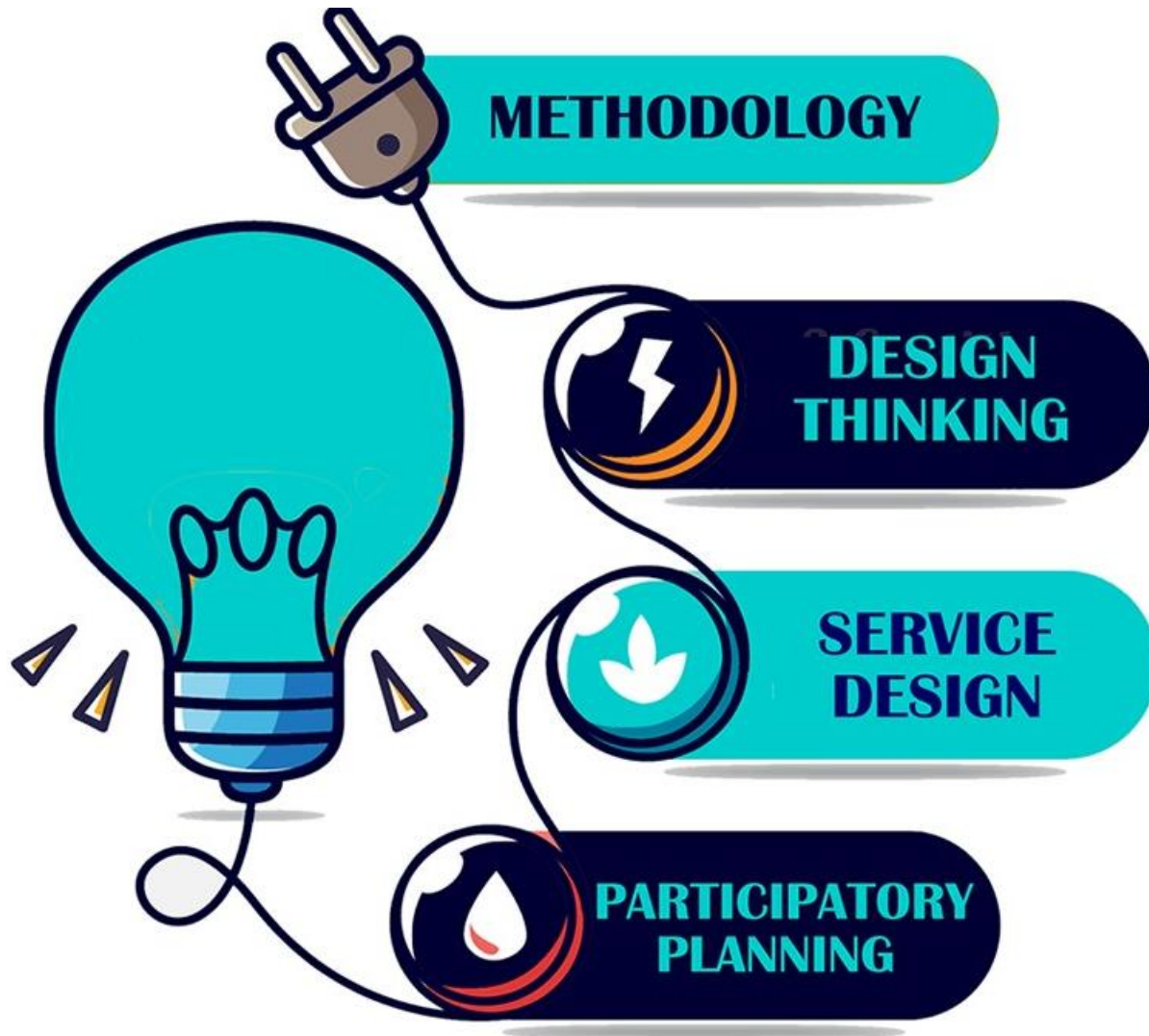
PROTOTyping



Web platform

## FROM THE GAP ANALYSIS TO THE CHOICE OF THE SERVICE







01

CULTURAL AND CREATIVE  
ENTERPRISES

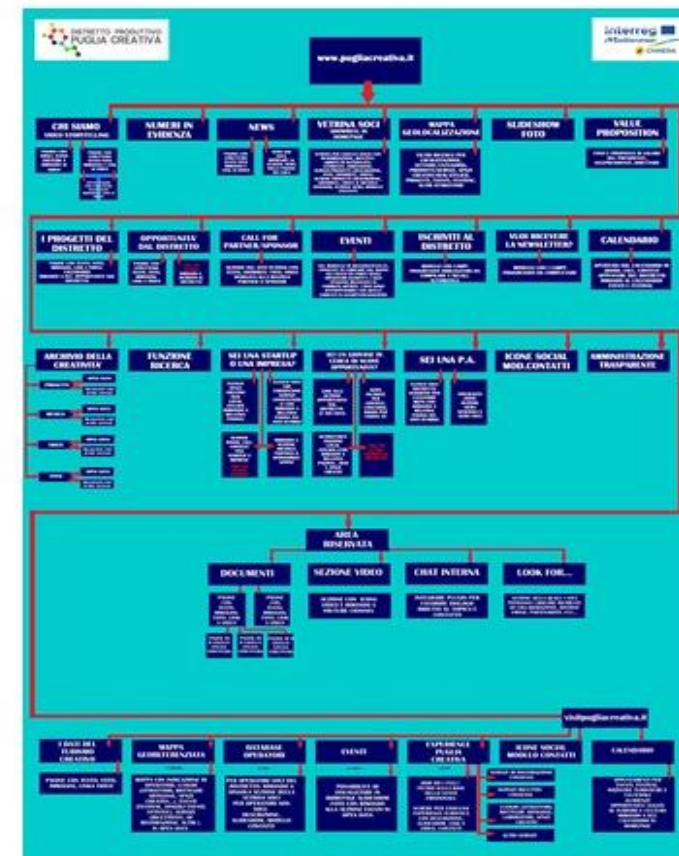
02

UNIVERSITIES, RESEARCH  
CENTERS

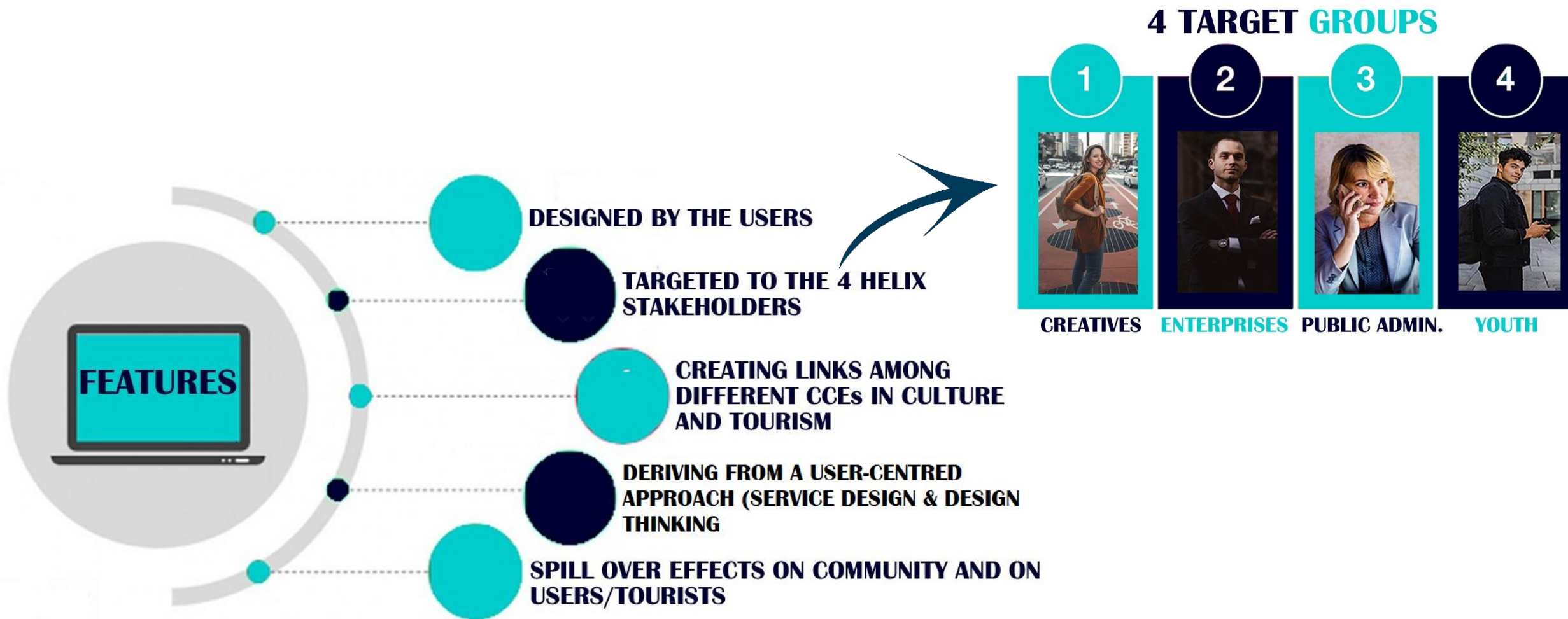
03

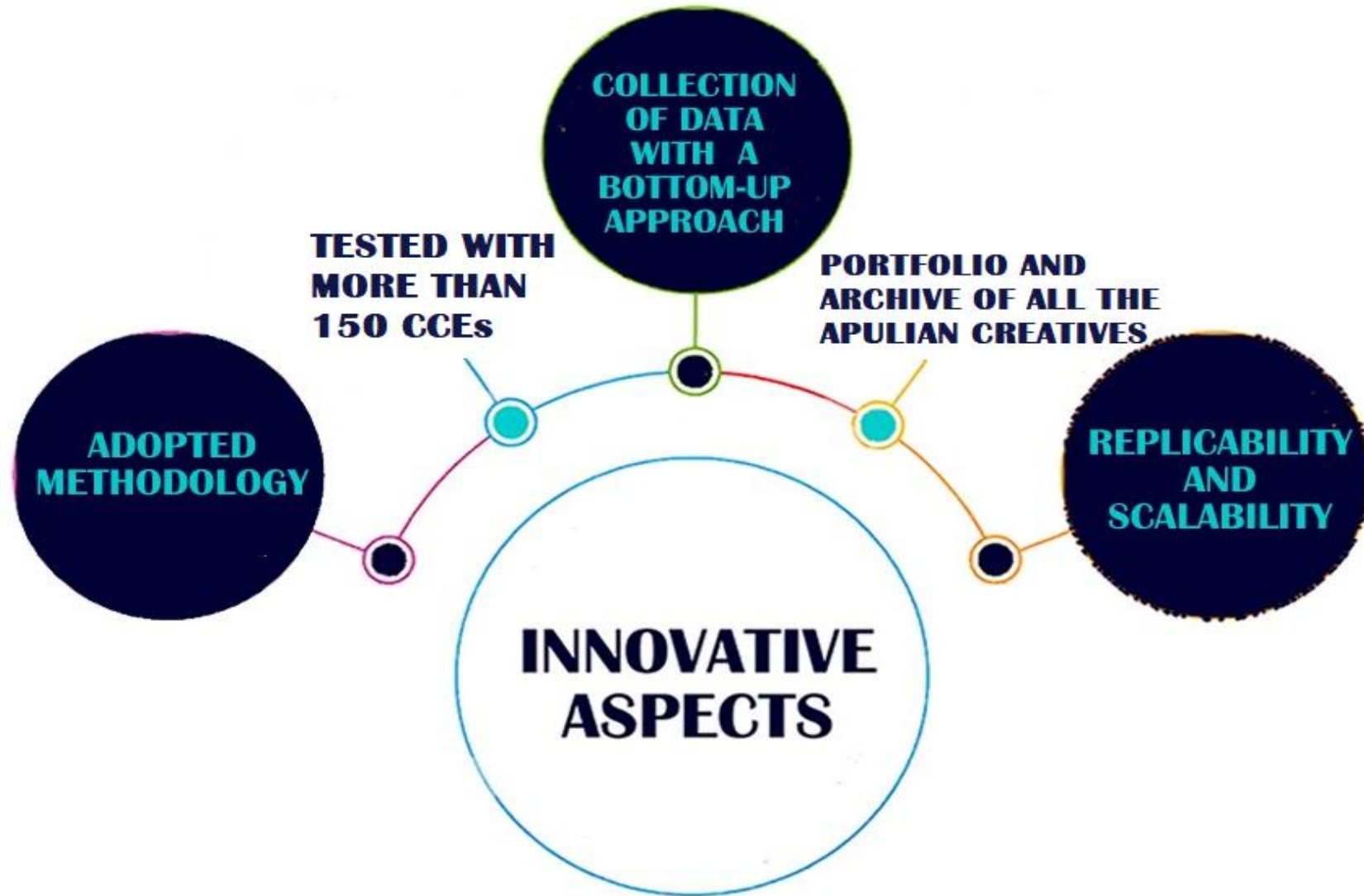
CIVIL SOCIETY

STAKEHOLDER INVOLVED



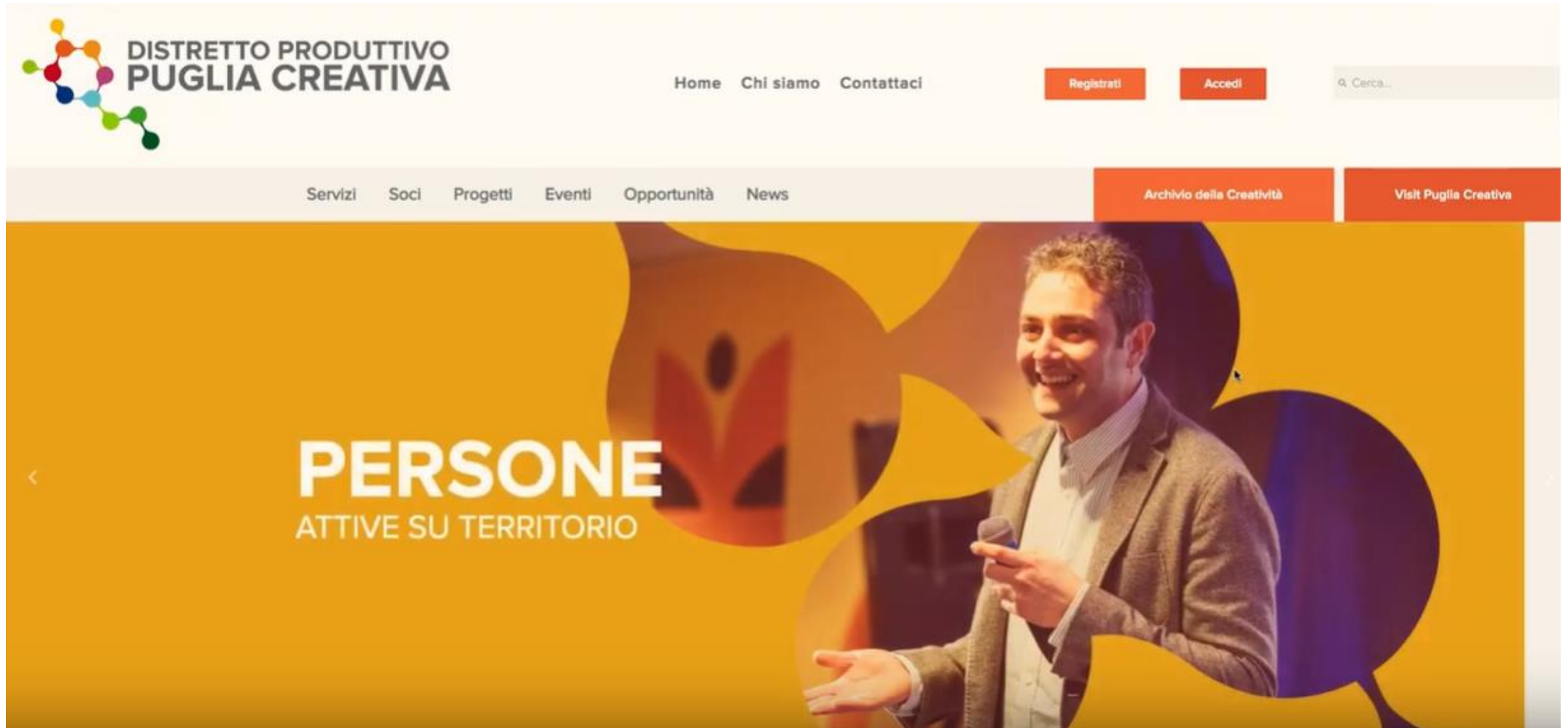
REVISION ONGOING  
PROCESS WITH THE  
ACTIVE INVOLVEMENT  
OF STAKEHOLDERS







# LIVING LAB: THE RESULT



We have activated the **VIRTUAL COMMUNITY** using a LinkedIn group:

<https://www.linkedin.com/groups/8585410/>

Many participants have already  
joined it but we can do more!!!

We invite all partners to:

- ✓ Interact Share materials
- ✓ Add the expert that run the Living Lab





Cerca



Prova Premium gratis  
per 1 mese



## ChIMERA Project - Cultural & Creative Clusters

Gruppo standard

68 membri

Chiedi di aderire

### Informazioni sul gruppo

TRANSNATIONAL LIVING LAB ABOUT Cultural and creative industries (CCIs) that represent highly innovative SMEs. For participating regions CCIs is a strategic sector of development as underlined in their RIS3s, but this potential is hampered by a gap of information on CCI local environment, innovation and market barriers

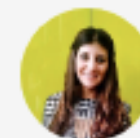
### Proprietario gruppo



**Julie Giordano**

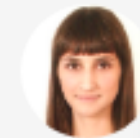
Responsable Méthode Organisation et Gestion de Projets - Direction Appui aux Entreprises et aux Territoires - CCINCA

### Responsabili gruppo



**JESSICA VILLAMIL CARRILLO**

Project Coordinator & Business Analysts



**Marisa Madeira**

Messaggistica





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in MED area

THANK YOU



Project co-financed by the European  
Regional Development Fund