



# smath

**Smart atmospheres of social and financial innovation  
for innovative clustering of creative industries in MED area**

**Report no. 3.4.3. Assisting CIs to develop joint projects in  
key areas of social innovation**

**Partner responsible for the report:**

**TVT Innovation**



Project co-financed by the European  
Regional Development Fund

## Project information

Acronym		smath	
Title		Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area	
Name of the Lead Partner organisation		Veneto region	
Project Nb		3225	
Duration of the project	Starting date	2018-02-01	Number of months
	Ending date	2020-07-31	30
Programme priority axis		Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth	
Programme specific objective		1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area	
Call for projects		3rd call	
Type of project		Testing	
Internal ref number		3MED17_1.1_M2_084	
<b>Partner responsible for the deliverable 3.4.3.</b>		<b>The Culture and Heritage Industries Cluster, FR</b>	

### Consortium:

Veneto Region - Direction of Cultural heritage Cultural Activities and Sport, IT, Lead Partner  
 Ca' Foscari University of Venice, IT  
 Autonomous Region Friuli Venezia Giulia, IT  
 Barcelona Activa SA SPM, ES  
 Institute of Culture of the Municipality of Barcelona, ES  
 Technopolis City of Athens SA, GR  
 The Culture and Heritage Industries Cluster, FR  
 TVT Innovation, FR  
 Agency for Territorial Marketing Ltd., SI  
 Zagreb Innovation Centre Ltd., SI

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## 1. Introduction and Methodology of the report

The Study Visit offers the opportunity to participants to learn something which they might capitalise on for their own project. Each group should therefore visit a company or institution working in their sector. The selection of the destination and the content of the visit will of course be left to each partner, but the company should represent an example and a source of inspiration. Participants should be given the opportunity to understand the inner workings of the organisation and, possibly, find answers to any doubt or curiosity. By the end of the visit, each one should have retained something to adopt and adapt to their own needs.

The Follow-Up workshops are the last official occasion to work on the definition of the ideas, but in some cases, they might turn out to be so much more. According to the state of development of each project, the focus might in fact be more or less specific. A few, rare partnerships might be ready to discuss the details of a business plan; others, even though in possess of a concrete and structured idea, might still have to define their needs and the direction they want to explore with the project; finally, those that took a little more time finding a match might require some additional time to define the idea, the resources involved and concretise the proposal.

The aim of the report is to give insight in how the events were organized, on a qualitative level, how were the companies for the SV chosen and why, what added value to the development of project ideas did the follow-up workshops bring, what was the methodology used for organizing these events (study visits and then follow-up workshops or vice versa), what was the feedback of participants to these activities, how was the Smath ecosystem involved, etc.

## 2. Guidelines for the template

- If possible, the template should be filled shortly after the event, to provide a clearer perspective on where the project is going;
- The template has to be sent no later than March 4th 2020 to Pole ICP, Olga BALTAG, at [international@industries-culturelles-patrimoines.fr](mailto:international@industries-culturelles-patrimoines.fr) or uploaded on the Google Drive of the activity: <https://drive.google.com/drive/folders/1NYYpp39mgmMgZCwDtP4quc7ofbQlddNs>
- All information concerning communication activities has to also be sent to Technopolis;
- Feel free to include any additional information, should you believe it to be relevant and useful for the other partners.

## 3. Identification of events

NAME OF THE ACTIVITY		STUDY VISITS	
ACCESS LEVEL (free access, open call, invitation only)		invitation only	
LOCATION	1. Fondation Carmignac Porquerolles 2. Artothèque Draguignan 3. MicroFolies St Raphaël	DATE	1. 10/10/2019 2. 14/11/2019 3. 18/12/2019
NUMBER OF PARTICIPANTS		28	

NAME OF THE ACTIVITY		FOLLOW-UP WORKSHOPS	
ACCESS LEVEL (free access, open call, invitation only)		invitation only	
LOCATION	1. Artothèque Draguignan 2.. MicroFolies St Raphaël	DATE	1. 10/10/2019 2. 14/11/2019 3. 18/12/2019
NUMBER OF PARTICIPANTS		14	

## 4. Report of the events.

<p>Description of chosen place(s) for the Study Visits and their relevance to the 3 specific areas of social innovation (responsible tourism, social cohesion and urban regeneration)</p>	<p><b>Study visit 1 &amp; Awareness seminar Workshop October 10, 2019_Sustainable tourism @La Fondation Carmignac</b> This event took place at <a href="#">La Fondation Carmignac</a> located on the Porquerolles island, which is part of the protected area of the Port Cros' National Park mingling sustainable tourism and culture. Combining the visit with an awareness seminar dedicated to sustainable tourism allowed the reflections and the hybridization among innovative actors and projects of the region's visual arts sector.</p> <p><b>Study visit 2 &amp; Follow-Up Workshop 1 November 14, 2019_Urban regeneration @Artothèque de Draguignan</b> Based on an ancient military casern, the Pôle culturel Chabran is a new cultural center gathering a media library, a conservatory, an auditorium, the departmental archives and an artothèque. The purpose of the <a href="#">Arthotèque</a> is the loan art works to individuals, schools and businesses. Based in Draguignan and gathering approximately 600 paintings, sculptures, photos it facilitates the access to culture and creativity for the inhabitants.</p>
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<p>Feedback on the study visits received from participants</p>	<p><b>Study visit 3 &amp; Follow-Up Workshop 2 December 18, 2019_Social cohesion @Micro-folie Digital Museum of Saint Raphaël</b></p> <p>The Micro-Folies is an initiative launched by <a href="#">La Villette</a> in order to develop digital museums all over the national territory and even abroad. Facilitating the access to the national museum collections, the local micro-folies have an open data base and shares the art work to a broad audience. <a href="#">The Saint-Raphaël Micro-folies</a> opened last year and already welcomed 6 000 visitors allowing access to art works and enabling people to share new digital &amp; cultural user experiences.</p>
<p>Description of activities from the Follow-up Workshops. What methodology was used to implement these workshops and the relevance in relation to the Study Visits</p>	<p>The follow-up workshops allowed the participants to meet, share their experience, and helped with the identification the 3 topics: Sustainable tourism, Urban regeneration &amp; Social cohesion.</p> <p>They also enabled to obtain feedbacks on the projects and foster links and ideas for futures joint-cooperation opportunities.</p>
<p>How did you engage Smath ecosystem into these activities?</p>	<p>We invited the project holders that are supported within the SMATH 3.5 Creative Starter and we also associated different public and private cultural &amp; innovation stakeholders from the Toulon Var Creative NEST to foster networking and ideas of joint-cooperation activities.</p>
<p>To which extent the Study Visit and the Follow-up Workshops have contributed to improve/enrich/advance project proposals?</p>	<p>It allowed the projects to better integrate the topics of Sustainable tourism, Urban regeneration &amp; Social cohesion within their cultural vision and in their activities.</p> <p>It also enabled them to develop their network of partners. And it helped to start the joint-cooperation opportunities.</p>

## 5. Additional information.



Picture from the Fondation Carmingnac – Study Visit 1



Picture from the Artothèque – Study Visit 2



Picture from the Micro-Folies St Raphaël – Study Visit 3





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# SMATH [Creative Starter]

## Visite d'étude 1

### -Tourisme Durable -

Date : 10.10.2019

Lieu : Fondation Carmignac, Île de Porquerolles, La Courtade, 83400 Hyères

	NOM	PRENOM	STRUCTURE	SIGNATURE
1	ACKER	William	Le Port des créateurs	
2	ALEGOT	Loïc	Tinsel Emotion	
3	AMIOT	Laetitia	TVT	
4	BALAZEIRO	Clémence	TVT	
5	BLOTTIERE	Charlotte	TVT	Absente
6	CARBONE	Julien	Le Port des créateurs	
7	DESCHAMPS	Benoit	Le Nez	
8	DOGDU	Julie	Tinsel Emotion	
9	FEKRANE	Catherine	TVT	
10	HAVEZ	Nathalie	Kultiv	
11	ISNARDON	Claire	9b+	
12	LEWDEN	Martin	Artiste	
13	LOUIS	Mathurin	Le Nez	Absent

14	MALAUOY	Guillaume	Telemedia (Université Toulon)	
15	MONDOLONI	Olivia	Studio a2	
16	MOUSSU	Magalie	Galerie G	
17	PAYET	Samuel	Le NEZ	Absent
18	PITTORINO	Sylvain	Studio a2	
19	TELLIEZ-MORENI	Alexandre	Toolong Records	
20				



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**SMATH [Creative Starter]**  
**Visite d'étude 2**  
**-Rénovation urbaine-**

Date : 14.11.2019

Lieu : Pôle culturel Chabran 660, boulevard John Fitzgerald Kennedy 83 300 Draguignan

	NOM	PRENOM	STRUCTURE	SIGNATURE
1	ACKER	William	Le Port des créateurs	Absent
2	BALAZEIRO	Clémence	TVT	
3	BLOTTIERE	Charlotte	TVT	
4	CARBONE	Julien	Le Port des créateurs	
5	DOGDU	Julie	Tinsel Emotion	
6	MALAVOY	Guillaume	Téломédia	
7	MONDOLONI	Olivia	Studio a2	
8	MOUSSU	Magalie	Galerie G	
9	PITTORINO	Sylvain	Studio a2	
10				
11				



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**SMATH [Creative Starter]  
Visite d'étude 3  
-Cohésion sociale -**

Date : 18.12.2019

Lieu : Médiathèque de Saint-Raphaël, Place Gabriel Péri, 83700 Saint-Raphaël

	NOM	PRENOM	STRUCTURE	SIGNATURE
1	AMIOT	Laetitia	TVT	Absente.
2	BALAZEIRO	Clémence	TVT	
3	BLOTTIERE	Charlotte	TVT	C. Blottiere
4	DOGDU	Julie	Tinsel Emotion	
5	FEKRANE	Catherine	TVT	
6	MONDOLONI	Olivia	Studio a2	
7	PITTORINO	Sylvain	Studio a2	
8				