

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:

Barcelona NEST



Project information

Acronym		smath	
Title		Smart atmospheres of innovation for innovativ industries in MED area	e clustering of creative
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 priorit	y axis	Priority Axis 1: Promoti innovation capacities to sustainable growth	•
Programme specif	fic objective	1.1 To increase transna innovative clusters and sectors of the MED are	networks of key
Call for projects		3rd call	
Type of project		Testing	
Internal ref numbe	r	3MED17_1.1_M2_084	
Partner responsi deliverable 3.4.3.		The Culture and Herit Cluster, FR	age Industries

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

Table of contents

Table of contents3

- 1. Introduction and Methodology of the report4
- 2. Guidelines for the template4
- 3. Identification of events.5
- 4. Report of the events5
- 5. Additional information. Erreur ! Signet non défini.

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 <u>March 4th 2020</u> to Pole ICP, Olga BALTAG, at <u>international@industries-culturelles-patrimoines.fr</u> or uploaded on the Google Drive of the activity : <u>https://drive.google.com/drive/folders/1NYYpp39mgmMgZCwDtP4quc7ofbQIddNs</u>
- 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 TH	IE ACTIVITY	STUDY VISITS	
ACCESS LEVE	E	Invitation onl	y (to the 25 cultural, artistic and
(free access, open call, invitation only)		creative preselected projects of the Barcelona	
		Creative Nest	community)
	1. Design Hub Barcelona		1. October 15, 2019; 10:00 to
	2. Ethnological Museum of		13:00
LOCATION	Barcelona	DATE	2. October 30, 2019; 17:00 to
	3. Ninot Market and Sant Antoni		19.30.
	Market		3. November 7, 15:00 to 18:00
NUMBER OF	PARTICIPANTS		22 + 18 + 25

NAME OF TH	IE ACTIVITY	FOLLOW-UP	WORKSHOPS
ACCESS LEVE	EL	Invitation onl	y (to the 25 cultural, artistic and
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	Market		3. November 7, 15:00 to 18:00
NUMBER OF	PARTICIPANTS		22 + 18 + 25

4. Report of the events.

	For communications sessions, all three study visits were dubbed "inspiration safaris". These were intended to be practical, hands-on in-situ experiences which hybridize a major cultural space with economic agents and for-profit entities in the creative industries, opening horizons and broadening perspectives.
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)	To maximise the value that the participants could get from the study visits, we structured all inspiration safaris as two-part events with a study visit first, including a thematically-related discussion panel with external experts and practitioners, and a post-event follow-up workshop with participation of the personnel of the visited space.
	1. Inspiration safari Design Hub: Urban regeneration and design

October 15, 2019, 10 a.m. to 1 p.m. Design Hub Barcelona
In the inspiration safari of urban regeneration, we visited the DHUB in Les Glòries Square, and in this epicenter of urban transformation we discussed how these processes, often multiplied by dissemination and projection platforms such as festivals, can be accompanied by culture and creativity to improve urban habitat and citizens' lives.
This activity involved 22 creative and cultural members of the Creative Nest Barcelona community. The event unfolded with the following agenda:
10:00 Guided tour of the Design Hub (David Chéliz, DHUB Manager)
10:30 Presentation of innovative projects of the Design Hub (David Chéliz, Manager DHUB)
10:45 Round table and open debate. Urban festivals as spaces for hybridization
Festival Mira (Oriol Pastor)
BAM-Living Culture (Anna Sarda)
Literal Fair (Laura Arau and Sergi Espinosa)
Festival OFF (Pep Salazar)
11:45 Coffee networking
12:15 Opportunity Workshop
13:00 Closing of the event
2. Inspiration safari Ethnological Museum: social cohesion and museums
October 30, 2019, 17 to 19.30. Ethnological Museum of Barcelona
In the inspiration safari of social cohesion, we visited the Ethnological Museum, where we explored how creativity and culture can contribute to social cohesion from the point of view of identity and symbolism.

18 creative and cultural members of the Creative Nest Barcelona community participated in this activity. The event unfolded with the following agenda:
17:00 Guided tour of the Ethnological Museum (Oriol Pascual, Program Manager of the Ethnological Museum)
17:30 Presentation of innovative projects of the Ethnological Museum (Oriol Pascual, Program Manager of the Ethnological Museum)
17:45 Round table and open debate. Audiovisual language and narrative language in the creative industries
Héctor Jiménez, Camins d'Autor project
Marcos Cereceda, Cooperativa Xopp
Aleix Fernández, Onionlab
Eduard Gil, Audiovisual Cluster of Catalonia
18:45 Coffee networking
19:15 Opportunity workshop
20:00 Closing of the event
3. Inspiration safari Mercat del Ninot i St. Antoni: responsible tourism and markets
November 7, 2019, 3pm to 6 pm. Ninot Market and Sant Antoni Market
In the inspiration safari of responsible tourism, we visited the Mercat del Ninot in Eixample neighbourhood and the St. Antoni Market near Raval, a hot spot for touristification and gentrification in the city, and we saw options for generating projects that promote a quality tourism model that is respectful of the environment.
25 creative and cultural members of the Creative Nest Barcelona community participated in this activity. The event unfolded with the following agenda:
15:00 Presentation of the Barcelona Markets and their innovative project (Oscar Martín, Municipal Institute of Markets of Barcelona)

	15:30 Markets as a public agora. Round table and open debate.
	Tapas Night (by Eduard Escofet, President of the Ninot Market)
	Sant Antoni Sunday Market (by Mrs. Fuensanta Garcia, President of the Sant Antoni Book Market)
	Cultural project by a representative of the IED School of Design
	DAU Barcelona Gaming Festival (Oriol Comas, curator and game expert)
	16.30 Walking coffee break - from El Ninot to Sant Antoni
	17:00 Presentation (by Mr. Xavi Trull, director of the Sant Antoni market)
	17.15 Opportunities workshop
	18:00 Closing of the event
Feedback on the study visits received from participants	The feedback received from the participants to these study visits and their related follow up workshops was very positive, with most participants coming out of the events very satisfied, and several of them going home and developing improvements to their project ideas based on feedbacks and inputs received at the study visits,
	The follow-up workshops used a design thinking inspired template, which directed the participants' thought towards:
	1. brainstorming possible business ideas related to the visited institution and/or the social impact topic,
Description of activites from the Follow-up Workshops.	2. prioritising the relevance and potential of these ideas,
What methodology was used to implement these workshops and the relevance in relation to	3. and thinking the concrete steps needed to realise these ideas
the Study Visits	

		SMATH Opportunities workshop_template_vFINAL_DEF.pdf
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How did you engage Smath ecosystem into these activities?	the worksho projects atte Also, in addi the discussio made with c	ecosystem was fully engaged in the study visits and ops, with representatives from most preselected ending to most events. ition to the three spaces visited, the organisation of on panels for the visits entailed fruitful contacts cultural institutions, business organisation ives, successful case study SMEs, and public officers.
To which extent the Study Visit and the Follow-up Workshops have contributed to improve/enrich/advance project proposals?	the participa the box, add and develop sectors not o Additionally, representati	isits and post-visit workshops substantially enriched ant teams initial ideas, allowing them to think out of dress unforeseen weaknesses of their project ideas, o new potential business streams in economic considered before. <i>y</i> , the interaction of beneficiary project tives and the teams of the visited institutions led to crete proposals for collaboration.

5. Additional information.

To select the projects that would be supported within the SMATH accompaniment process, Barcelona Activa and the Institute of Culture launched an open call for cultural and creative projects with potential for hybridization with other cultural operator and with business agents (of all sizes, from small entrepreneurs to large multinational companies), and orientation towards social impact.

The call was aimed primarily at the following profiles, without prejudice to other creative and cultural agents wishing to participate:

- Companies, professionals and entities in the cultural and artistic sector (moving arts companies, music groups, digital artists, performative proposals ...).
- Companies, professionals and entities in the creative and entrepreneurial sector (marketing and communication agencies, event production, tourism services, cultural promotion, service design, innovation laboratories, digital manufacturing, architecture and urbanism studies ...).
- Students, recent graduates, researchers and faculty at design colleges and schools, visual arts, performing arts, music, audiovisual, video games, architecture, and creative digital technology.
- Residents of public, private and community incubators of cultural, creative and entrepreneurial projects.

For local communication purposes, the Barcelona Creative Nest activities were structured in three phases:

- Phase 1 Hybrid project development (September November 2019) involved co-creation and project strengthening activities to cross-pollinate the selected teams, find synergies with major cultural and business operators of the city, and refine the initial tentative project ideas of the 25 teams in collaboration with cultural and business actors.
- Phase 2 Business development (December 2019 March 2020) entails seminars and one-onone coaching and training sessions with mentors on a variety of management, financing, marketing and organisational issues.
- Phase 3 International networking (April June 2020) is devoted to generating valuable international connections and visibility for the matured projects, including (but not limited to) attending a number of high-profile international fairs.

The Phase 1 of the SMATH accompaniment process was formally opened in September with the community of 25 selected projects. The 25 teams selected are very diverse, with a mix of disciplines and fields of knowledge and differences in the degree of maturity and consolidation of the driving teams.

The first phase of the program had the goal to generate synergies between participants to define collaborative projects (hybrid projects), whether they are formed by two or more companies, creative, artistic or cultural agents or participants in the program, or through pollination of ideas, concepts and procedures.

The activities carried out in Task 3.4 and reported in this deliverable 3.4.3, namely the three study visits and three post-event-study visits, were part of the aforementioned Phase 1.

Pictures from the visits

1. Inspiration safari Design Hub: Urban regeneration and design



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2. Inspiration safari Ethnological Museum: social cohesion and museums







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SMATH Study visit social cohesion					
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		SMATH Post-visit opportunities workshop social cohesion	- 92	
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3. Inspiration safari Mercat del Ninot i St. Antoni: responsible tourism and markets





SMATH Post-visit opportunities workshop					
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