



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 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	
Partner responsible for the deliverable 3.4.3.		The Culture and Heritage Industries Cluster, FR	

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 or uploaded on the Google Drive of the activity : <https://drive.google.com/drive/folders/1NYyp39mgmMgZCwDtP4quc7ofbQliddNs>
- 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		<i>STUDY VISITS</i>	
ACCESS LEVEL (free access, open call, invitation only)		Invitation only (to the 25 cultural, artistic and creative preselected projects of the Barcelona Creative Nest community)	
LOCATION	1. <i>Design Hub Barcelona</i> 2. <i>Ethnological Museum of Barcelona</i> 3. <i>Ninot Market and Sant Antoni Market</i>	DATE	1. <i>October 15, 2019; 10:00 to 13:00</i> 2. <i>October 30, 2019; 17:00 to 19.30.</i> 3. <i>November 7, 15:00 to 18:00</i>
NUMBER OF PARTICIPANTS		22 + 18 + 25	

NAME OF THE ACTIVITY		<i>FOLLOW-UP WORKSHOPS</i>	
ACCESS LEVEL (free access, open call, invitation only)		Invitation only (to the 25 cultural, artistic and creative preselected projects of the Barcelona Creative Nest community)	
LOCATION	1. <i>Design Hub Barcelona</i> 2. <i>Ethnological Museum of Barcelona</i> 3. <i>Ninot Market and Sant Antoni Market</i>	DATE	1. <i>October 15, 2019; 10:00 to 13:00</i> 2. <i>October 30, 2019; 17:00 to 19.30.</i> 3. <i>November 7, 15:00 to 18:00</i>
NUMBER OF PARTICIPANTS		22 + 18 + 25	

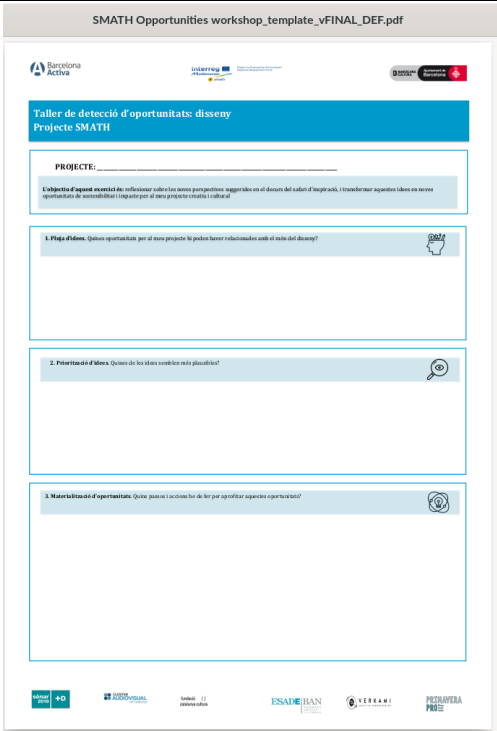
4. Report of the events.

<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>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.</p> <p>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.</p> <p><u>1. Inspiration safari Design Hub: Urban regeneration and design</u></p>
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	<p><i>October 15, 2019, 10 a.m. to 1 p.m. Design Hub Barcelona</i></p> <p>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.</p> <p>This activity involved 22 creative and cultural members of the Creative Nest Barcelona community. The event unfolded with the following agenda:</p> <p>10:00 Guided tour of the Design Hub (David Chéliz, DHUB Manager)</p> <p>10:30 Presentation of innovative projects of the Design Hub (David Chéliz, Manager DHUB)</p> <p>10:45 Round table and open debate. Urban festivals as spaces for hybridization</p> <p>Festival Mira (Oriol Pastor)</p> <p>BAM-Living Culture (Anna Sarda)</p> <p>Literal Fair (Laura Arau and Sergi Espinosa)</p> <p>Festival OFF (Pep Salazar)</p> <p>11:45 Coffee networking</p> <p>12:15 Opportunity Workshop</p> <p>13:00 Closing of the event</p> <p><u>2. Inspiration safari Ethnological Museum: social cohesion and museums</u></p> <p><i>October 30, 2019, 17 to 19.30. Ethnological Museum of Barcelona</i></p> <p>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.</p>
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	<p>18 creative and cultural members of the Creative Nest Barcelona community participated in this activity. The event unfolded with the following agenda:</p> <p>17:00 Guided tour of the Ethnological Museum (Oriol Pascual, Program Manager of the Ethnological Museum)</p> <p>17:30 Presentation of innovative projects of the Ethnological Museum (Oriol Pascual, Program Manager of the Ethnological Museum)</p> <p>17:45 Round table and open debate. Audiovisual language and narrative language in the creative industries</p> <p>Héctor Jiménez, Camins d'Autor project</p> <p>Marcos Cereceda, Cooperativa Xopp</p> <p>Aleix Fernández, Onionlab</p> <p>Eduard Gil, Audiovisual Cluster of Catalonia</p> <p>18:45 Coffee networking</p> <p>19:15 Opportunity workshop</p> <p>20:00 Closing of the event</p> <p><u>3. Inspiration safari Mercat del Ninot i St. Antoni: responsible tourism and markets</u></p> <p><i>November 7, 2019, 3pm to 6 pm. Ninot Market and Sant Antoni Market</i></p> <p>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.</p> <p>25 creative and cultural members of the Creative Nest Barcelona community participated in this activity. The event unfolded with the following agenda:</p> <p>15:00 Presentation of the Barcelona Markets and their innovative project (Oscar Martín, Municipal Institute of Markets of Barcelona)</p>
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	<p>15:30 Markets as a public agora. Round table and open debate.</p> <p>Tapas Night (by Eduard Escofet, President of the Ninot Market)</p> <p>Sant Antoni Sunday Market (by Mrs. Fuensanta Garcia, President of the Sant Antoni Book Market)</p> <p>Cultural project by a representative of the IED School of Design</p> <p>DAU Barcelona Gaming Festival (Oriol Comas, curator and game expert)</p> <p>16.30 Walking coffee break - from El Ninot to Sant Antoni</p> <p>17:00 Presentation (by Mr. Xavi Trull, director of the Sant Antoni market)</p> <p>17.15 Opportunities workshop</p> <p>18:00 Closing of the event</p>
Feedback on the study visits received from participants	<p>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,</p>
<p>Description of activities from the Follow-up Workshops.</p> <p>What methodology was used to implement these workshops and the relevance in relation to the Study Visits</p>	<p>The follow-up workshops used a design thinking inspired template, which directed the participants' thought towards:</p> <ol style="list-style-type: none"> 1. brainstorming possible business ideas related to the visited institution and/or the social impact topic, 2. prioritising the relevance and potential of these ideas, 3. and thinking the concrete steps needed to realise these ideas

	
How did you engage Smath ecosystem into these activities?	<p>The SMATH ecosystem was fully engaged in the study visits and the workshops, with representatives from most preselected projects attending to most events.</p> <p>Also, in addition to the three spaces visited, the organisation of the discussion panels for the visits entailed fruitful contacts made with cultural institutions, business organisation representatives, successful case study SMEs, and public officers.</p>
To which extent the Study Visit and the Follow-up Workshops have contributed to improve/enrich/advance project proposals?	<p>The study visits and post-visit workshops substantially enriched the participant teams initial ideas, allowing them to think out of the box, address unforeseen weaknesses of their project ideas, and develop new potential business streams in economic sectors not considered before.</p> <p>Additionally, the interaction of beneficiary project representatives and the teams of the visited institutions led to several concrete proposals for collaboration.</p>

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-on-one 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







SMATH
STUDY VISIT URBAN REGENERATION

Nom	Cognoms	Correu electrònic de registre	Entitat	Signatura
MARTA	SORIA		DMT: Dance Movement Terapia	
STEFANO	D'ARGENIO		Inca Teatre - Puertes Abiertas	
DESIRÉE	GARCÍA MIRAS		Inca Teatre - Puertes Abiertas	
ASIER	SUBERBIOLA		Aupa Strings	
ENRIQUE	CONCHES		Nanocadre	
DAVID	GÓMEZ ANDIÓN		Dark Senses	
ANGELA	OROZCO		LITLOENTRE CUERDAS	
JOHNNY	MORALES		LITLOENTRE CUERDAS	
JORDI	SARDINA		CineCoach	
MARTA	MONTES		27Llatres	
ENRIC	BAIZ		27Llatres	
			GOW	
MARC	SALA		Apropera	
NÚRIA	CASELLAS		Cacafem Games	
GABRIELA			ArtTherapy Workshop: Fundació Idagograma	
DAVID	CHÉLIZ		DHUB	
DIANA	ESCOBAR VICENT	descobari@bcn.cat	ICUB	
MONISE	MULET MARTORELL	mmuletma@bcn.cat	ICUB	









SMATH
STUDY VISIT URBAN REGENERATION

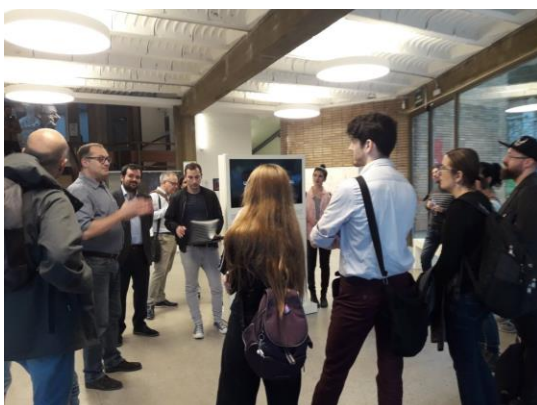
Nom	Cognoms	Correu electrònic de registre	Entitat	Signatura
Barbara	Campalans	holaecardina@campalans.com	Connectats	[Signature]
Marta	ETC	mariaarri@gnant.com	PHASE	[Signature]
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MARC	LOVON	marc@gnant.com	BIT LAB	[Signature]
VICOR	SINQUE SANMEX	VICOR.SINQUE@BITLAB.UF	BIT LAB	[Signature]





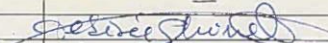












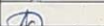
SMATH
Post-visit opportunities workshop urban regeneration

Nom	Cognoms	Correu electrònic de registre	Entitat	Signatura
MARTA	SORIA		DMT Dansa Moviment Teràpia	[Signature]
STEFANO	D'ARGENIO		Inca Teatro - Puertas Abiertas	[Signature]
DESIRÉE	GARCIA MIRAS		Inca Teatro - Puertas Abiertas	[Signature]
ASIER	SUBERBIOLA		Aqua Strings	[Signature]
ENRIQUE	CONCHES		Nanocadre	[Signature]
DAVID	GÓMEZ ANDIÓN		Dark Senses	[Signature]
ANGELA	OROZCO		LITALO ENTRE CUERDAS	[Signature]
JOHNY	MORALES		LITALO ENTRE CUERDAS	[Signature]
JORDI	SARDIÀ		CheCoach	[Signature]
MARTA	MONTE		27Lletres	[Signature]
ENRIC	BAIZ		27Lletres	[Signature]
			GLOW	[Signature]
MARC	SALA		Apropera	[Signature]
NÚRIA	CASILLAS		Cuacalera (GAMBL)	[Signature]
GABRIELA			ARTivismo WebZine, Fundación Iteograma	[Signature]
GEYA	PEQUENA		Nettunhip	[Signature]
DIANA	ESOBRE	desobrev@bcn.cat	ICUB	[Signature]
MONTSE	MULET MARTORELL	mmuletma@bcn.cat	ICUB	[Signature]

A wide-angle view of the exhibition space, showing multiple display cases filled with various objects, including figurines and small paintings. Several visitors are seen interacting with the exhibits.



Study visit social cohesion

Nombre	Cognoma	Correo electrónico de registro	Entidad	Signatura
MARTA	SORIA	—	DNT Dansa Moviment Teràpia	
MARC	COLLADO	—	Inca Teatro - Puertas Abiertas	
DESIRÉE	GARCÍA MIRAS		Inca Teatro - Puertas Abiertas	
ASIER	SUBERBIOLA	asie.suberbiola@gmail.com	Aqua Strings	
ENRIQUE	CONCHES	jordimandagual.com	Nanocedre	
JORDI	DÍAZ	—	Nanocedre	
ZAIDA	CORTÁZAR SEBASTIÁN	—	Dark Senses	
ANGELA	OROZCO	—	LITAL/ENTRE CUERDAS	
JOHNY	MORALES	—	LITAL/ENTRE CUERDAS	
JORDI	SARDÑA	—	CineCoach	
MARTA	MONTES	—	27Lletres	
LAURA	GONZÁLEZ PALACIOS	oobanaco@gmail.com	Chiqueta Room	
MARC	SALA	—	Atròpera	
NÚRIA	CASELLAS	—	Cucultra Games	
GABRIELA	—	—	ARTivismo WebZine, Fundación ideograma	
			GOV	



Study visit social cohesion

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SMATH

Post-visit opportunities workshop social cohesion

Nom	Cognoms	Correu electrònic de registre	Entitat	Signatura
MARTA	SORIA	—	DMT Dansa Movement Teràpia	
MARC	COLLADO	—	Inca Teatre - Puertas Abiertas	
DESIRÉE	GARCÍA MIRAS	desiree.garcia@incateatro.com	Inca Teatre - Puertas Abiertas	
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ENRIQUE	CONCHES	jordicand@gmail.com	Nanocandro	
JORDI	DÍAZ	—	Nanocandro	
ZAIDA	CORTÁZAR SEBASTIÁN	—	Dark Senses	
ANGELA	OROZCO	—	LITAOVENTRE CUERDAS	
JOHNY	MORALES	—	LITAOVENTRE CUERDAS	
JORDI	SARDIÑA	—	CineCoach	
MARTA	MONTES	—	27Letres	
LAURA	GONZÁLEZ PALACIOS	holo@duquela.com.com	Chiquita Room	
MARC	SALA	—	Apròpera	
NÚRIA	CASELLAS	—	Cuclera Games	
GABRIELA	—	—	ARTivismo WebZine, Fundación Ideograma	
		—	GOW	



SMATH

Post-visit opportunities workshop social cohesion

Nom	Cognoms	Correu electrònic de registre	Entitat	Signatura
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MARIA	KIOT	mariaaroy@gmail.com	Connectats	
DIAGO	Esclat Vicent	desclat@ben.cat	ICUB	
MARC	SCORAN	—	PIC LAB	
VIRAN	SINERGA SANGRET	—	PIC LAB	

3. Inspiration safari Mercat del Ninot i St. Antoni: responsible tourism and markets



SMATH				
Post-visit opportunities workshop				
Nom	Cognoms	Correu electrònic de registre	Entitat	Signatura
MARTA	SORIA		DMT Dansa Movement Tècnica	
ASIER	SUBERRIOLA		Aupa Strings	
ENRIQUE	CONCHES	EC@ENRIQUECONCHES.NIJA	Nanocadre	
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ANGELA	OROZCO		LITALENTRE CUERDAS	
JOHNY	MORALES		LITALENTRE CUERDAS	
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NÚRIA	CASILLAS	nuria@cuicupigas.com	Cucafera Games	
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ALFONSO	PADO TAPERO			
BARCELONA	D'INGENIO			
ACTIVA	MARIN			
STEPANO				
BOANELLA				

INCA CATALUNYA
EN ACTIVA

Study visit



Study visit

