



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:

FRIULI VENEZIA GIULIA AUTONOMOUS REGION



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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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.

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 30th 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/1NYYpp39mgmMgZCwDtP4quc7ofbQlDdNs>
- All information concerning communication activities has to also be sent to Technopolis;
- Feel free to include any additional information in annex, such as agenda, attendance sheet, materials used for each event (if any).

1. Identification of events

NAME OF THE ACTIVITY		STUDY VISITS	
ACCESS LEVEL (free access, open call, invitation only)		Invitation only	
LOCATION	1. LIMA Corporate – Orthopaedic Emotion (Villanova di San Daniele del Friuli) 2. ABS acciaierie Bertoli Safau (Pozzuolo del Friuli) 3. Bogaro & Clemente (Monfalcone)	DATE	1. 24 th November 2019 2. 24 th November 2019 3. 24 th November 2019
NUMBER OF PARTICIPANTS		17	

NAME OF THE ACTIVITY		FOLLOW-UP WORKSHOPS	
ACCESS LEVEL (free access, open call, invitation only)		Invitation only	
LOCATION	1. Area Science Park, Padriciano, Trieste 2. Area Science Park, Padriciano, Trieste 3. Area Science Park, Padriciano, Trieste	DATE	1. 13 th February 2020 2. 13 th February 2020 3. 13 th February 2020
NUMBER OF PARTICIPANTS		21	

2. Report of the events.

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>Friuli Venezia Giulia Autonomous Region has organized, on 24th November 2019, its 3 Study Visits in the framework of Open Factory - an initiative aiming at opening companies to the general public in order to tell their stories, reveal secrets and build a showcase to present Italian manufacturing capacities.</p> <p>The first Study Visit took place in Villanova (San Daniele del Friuli) at LimaCorporate - a global medical device company providing reconstructive and fixation orthopaedic solutions. Based in Italy, LimaCorporate is committed to the development of innovative products and procedures to enable surgeons to select ideal solutions for every individual patient.</p> <p>During the Study Visit, the 17 participants had the chance to see more about Lima's product range which includes large joint primary/revision implants and complete extremities solutions including fixation.</p>
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	<p>Thanks to the interactions with engineers and experts, participants understood the mission of LimaCorporate, a company keen on relevant themes such as <u>social cohesion and health care</u>. Its mission consists in offering innovative solutions to assist orthopedic surgeons in restoring the “eMOTION of MOTION”. The aim of LimaCorporate is to understand more regarding the possible causes of patients’ joint pain in order to bring them back to an active lifestyle.</p> <p>The second Study Visit was held in Pozzuolo del Friuli at ABS Acciaierie Bertoli Safau (ABS). ABS offered participants the opportunity to know more about the company's history, its values and the steel production cycle. The Study Visit began with a general presentation, focusing on the following themes: environment, safety, sustainability and digitalization, and went on with a brief description of the production cycle. It allowed participants to discover more about the company’s engagement in the themes of <u>sustainability and urban regeneration</u>. ABS Bertoli & Safau is determined to continue on the path of social awareness and responsibility in terms of health, safety, environment and future.</p> <p>The third Study Visit was held in Monfalcone at Bogaro & Clemente. It was a chance to discover more about the world of music and violins. Born in 1985 from the idea of two young friends, B&C has increased, over the years, its know-how while maintaining production entirely in Italy. The production of instruments attracts people (musicians and enthusiasts) from all over the world (i.e. from Asia), which travel to Italy in order to buy accessories, tools for luthiers and handmade carbon fiber cases made with numerical control machines, laser cut and sewn entirely by hand. This kind of <u>responsible tourism</u> provides enjoyable experiences for musicians through meaningful connections with the know-how of workers involved in manufacturing.</p> <p>During this Study Visit, participants met one of the two B&C founders, who explained their production system.</p>
Feedback on the study visits received from participants	<p>The 17 participants were interested and actively involved in the 3 Study Visits. They interacted with workers and experts from different fields, asked questions about production processes, products and relevant themes such as safety, sustainability and digitalization. We collected positive feedbacks, both from the three selected companies, that had the chance to spread information about their processes and values, and from the participants, that could know from the inside relevant companies</p>

	<p>of their territory and think about potential synergies between their skills and abilities and the needs of those local enterprises.</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 3 Follow-up workshops organized by Friuli Venezia Giulia Region were hosted on 13 February, 2020 by Area Science Park – a regional incubator, member of FVG Creative Nest.</p> <p>Held by a User Experience Designer, the 3 workshops involved 21 participants, who worked on the 7 project ideas identified. As we explained in Template D 3.5.2., Coaching assistance was a blended formula which considered interactive workshops, assignments on google Drive, individual calls and collective calls. So we intended Follow-up workshops as a natural continuation of that path, exploiting beneficiaries' and tutors' physical presence in order to perform some peer to peer debate, live questions and answers time, live exercise.</p> <p>We started with an ice-breaker to create a comfort and no-judge area.</p> <p>After a brief introduction of the agenda, participants showed their Business Model Canvas, the difficulties they dealt with, doubts, and with the possibility to share comments and suggestions.</p> <p>As an exercise, we gave them the chance to "offer" a benchmark lead to another team, so that every team would receive a brief benchmark analysis about a competitor. This was found by participants very enlightening, thanks to analysis made by people who weren't completely absorbed by a market, prejudice, gangrenous point of view.</p> <p>This task was followed by a plenary session, to share insights and comments.</p> <p>Then a theory session was taken about Personas, a Service design tool that helped projects to identify at least an archetypical user, detected from data about market, sector, already known users.</p> <p>To better understand the form, we played with Disney brand: the task for participants, divided into random teams, was to fulfill a Personas that fit Disney.</p> <p>A plenary session after the exercise gave the opportunity to share insights between teams.</p> <p>After Personas, we deepen the tool of Customer Journey Map, to explode every micro-moment of the Personas' journey through the service or product the projects offered.</p> <p>Every project started to frame Personas' actions, needs, touchpoints used, feelings, ways to improve the service.</p>

	<p>At the final part, we had a debriefing about the 3 workshops. We divided into three areas and here are some quotation from beneficiaries:</p> <ol style="list-style-type: none"> 1. POSITIVE: tools used, enhancing of our project, connections between projects and people, get different points of view about our project 2. DISCOMFORT: very intense workshops in a no-window room, need of some open air time, we feel at the very beginning of our startup, a little bit of anxiety 3. IMPROVING SUGGESTIONS: organize other occasions to meet and dialogue, debate occasions with startup in a different phase of evolution
How did you engage Smath ecosystem into these activities?	<p>The SMATH ecosystem is the results of the fine-tuning of tools for the generation of "smart atmospheres" to support Cis. Thanks to a series of studies and reports produced within the SMATH project it has been delivered an imaginative toolbox to support Cis in the identification of truly original and authentic business ideas rooted in the specificity of the local cultural environment.</p> <p>On the other side relevant best practices and innovative modalities have also been identified in order to create connections and networking between CIs and their regional "cultural engines".</p> <p>The Study Visits and the Follow up workshops took inspiration from the studies carried out and from the best practices outlined providing an opportunity for collision between the needs of cultural and creative operators and those of local enterprises with the final aim to boost each other and create connection and mutual support through innovation.</p>
To which extent the Study Visit and the Follow-up Workshops have contributed to improve/enrich/advance project proposals?	<p>During the 3 Study Visits, the cultural and creative operators were guided by a representative for each company (LimaCorporate, ABS Acciaierie, Bogaro & Clemente) and by the User Experience Designer identified by PP FVGAR. The facilitator had an important role: he emphasized and stimulated questions on aspects of the production process and the business model of the companies, in order to stimulate the ideas with new awareness and/or internal reflection within the visited company.</p> <p>After the Coaching Assistance, the 3 follow-up workshops represented a unique opportunity for the project holders to empower their management skills, to work on the main aspects of their business ideas and to deepen the practical application of tools such as the Business model canvas, the Benchmark analysis and the Personas, essential to the correct development of the project.</p>

Place and Date: Treste, 13 Feb 2022
Meeting object: Follow up workshop
Business Model canvas

Project: SMATH
Opening/Closing Time: _____

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Place and Date: Treviso, 13 Feb 2020

Project: SMATH

Meeting object: Follow up workshop
Benchmark

Opening/Closing Time: _____

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Place and Date: Trieste, 13 Feb 2020

Project: SMATH

Meeting object: Follow up workshop
customer journey map

Opening/Closing Time: _____

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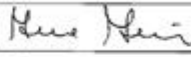
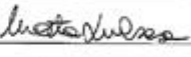
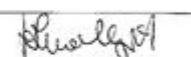
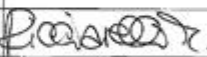
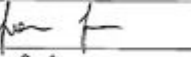


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Place and Date: Villanova di San Daniele del Friuli, 24th november 2019 Project: SMATH

Meeting object: Study Visit 1: LimaCorporate – Orthopaedic Emotion Opening/Closing Time:

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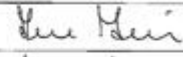
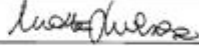
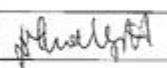
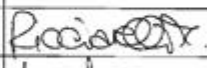



Place and Date: Pozzuolo del Friuli, 24th november 2019

Project: SMATH

Meeting object: Study Visit 2: ABS - Acciaierie Bertoli Safau S.p.A.

Opening/Closing Time:

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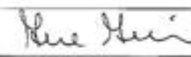
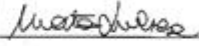
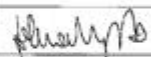
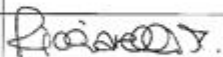
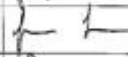


Place and Date: Monfalcone, 24th november 2019

Project: SMATH

Meeting object: Study Visit 3: Bogaro & Clemente

Opening/Closing Time:

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