



# 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:**

**TECHNOPOLIS**



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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## 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](mailto:international@industries-culturelles-patrimoines.fr) or uploaded on the Google Drive of the activity : <https://drive.google.com/drive/folders/1NYyp39mgmMgZCwDtP4quc7ofbQlDdNs>
- 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

The aim of the 3 study visits is to provide an opportunity for the CCI actors to obtain practical information and experiences from key end users and special spaces. Study Visits allow for a high level of interaction among participants and exposure to the topic of study. In addition is a way to inspire the key actors for new ideas or collaboration. After the study visits, 3 follow-up workshops with the participation of the teams of the Greek creative Nest will be organized in order the members describe their experience and incorporate new ideas to their projects based to the on-site visits.

### Preparatory Activities

There is some action that we did to organize the three study visits and the follow-up workshops. We selected the right spot for each study visit according to the domain of the three social innovation sectors, that will offer to the members the opportunity for knowledge exchange. Then the creative nest teams received an invitation with the agenda for the visits. We took some photos and keep notes from these on-site visits to disseminate them to social media and analyze their results. For the 3 follow-up workshops, the same actions were followed in order to absorb the results of the experience and develop further their project ideas.

The aim was to lead the teams to new opportunities of synergies and cross-fertilization actions and the follow-up workshops helped the members of the nest to generate new ideas for their project.

NAME OF THE ACTIVITY		<i>STUDY VISITS</i>	
ACCESS LEVEL (free access, open call, invitation only)		invitation only	
LOCATION	1. Piraeus Bank Group Cultural Foundation 2. Industrial Museum of Gas 3. Athens School of Fine Arts	DATE	1. 28/1/2020 2. 28/1/2020 3. 28/1/2020
NUMBER OF PARTICIPANTS		1. 11 2. 6 3. 10	

NAME OF THE ACTIVITY		<i>FOLLOW-UP WORKSHOPS</i>	
ACCESS LEVEL (free access, open call, invitation only)		invitation only	
LOCATION	1. Piraeus Bank Group Cultural Foundation 2. Industrial Museum of Gas 3. Athens School of Fine Arts	DATE	1. 28/1/2020 2. 28/1/2020
NUMBER OF PARTICIPANTS		1. 11 2. 6 3. 10	

## 2. Report of the events.



The 3 study visits and the follow up workshops was held on 28th of January 2020. The subcontractor with the project partner from Technopolis chooses the three sites that the study visits was held. The first was held in Innovathens facilities, where Mr. Riggas from Piraeus Bank Group Cultural Foundation presented a platform was created in the context of Pluggable Social Platform for Heritage Awareness and Participation (Pluggy). The second was held also in Innovathens, where Mrs. Florou, director of the Industrial Museum of Gas presented all the innovative ideas that has implement the museum. The third study visit was held in Athens School of Fine Arts, where Mr. Skaltsas, guided the Smath teams in the school. After each study visit workshop was implemented with the guidance of the coaches where the teams proposed new ideas to the cultural engines.

<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>The first study visit took place on 28th January 2020 in Innovathens, since the Piraeus Bank Group Cultural Foundation was not available on its premises. Mr. Riggas asked from the participated teams to present their projects before he starts his presentation. Then he presented the Puggy 3D platform was created in the context of Pluggable Social Platform for Heritage Awareness and Participation (Pluggy) European program. The platform is a social networking platform which aims to bring together the public with everything is consider as culture (museum, ancient civilization sites, graffiti etc.). The user can use tools like photos, 3D models VR/AR models to describe his experience or a route in a cultural valued site. On the other hand, a museum can present its exhibits in the platform in order to attract more visitors. Except from the operations of the platform he presented a route that was created by PIOP in Stymfalia using photos and information and an ancient gun from the silversmithing museum of Ioannina using AR and VR tools. In the first study visit participated 7 teams.</p> <p>The second study visit occurred after a request from the teams. The cultural heritage site event took place in the Industrial Museum of Gas was very interesting for the teams and they wanted to learn more for the way it operates, and the means is used to attract more visitors. Mrs. Florou, the director of the museum presented the innovative methods that they use in the operation of the museum (sleepovers, cocktail nights, camps for kids, educative programs, teddy nights, use of senses, AR tools and others). Five teams participated to the 2nd study visit. The third study visit took place in Athens School of Fine Arts, Mr. Skaltsas, vice rector of the School guided the teams to the library, the laboratories of the school, the venue that many significant events take place and the classes of the school. 8 teams participated to this study visit.</p>
<p>Feedback on the study visits received from participants</p>	<p>The teams were really interested in the three study visits and the follow up workshops. They exchanged knowledge with the operators and proposed to them different ideas that could</p>

	<p>match to their business and can lead to potential cooperation. Some of the matches were identified are the following:</p> <ul style="list-style-type: none"> <li>• Industrial Museum of Gas – 360 Points of View. This match could generate a new way of presentation of the museum’s exhibits, that can be disposed on the sight of the museum</li> <li>• Industrial Museum of Gas – Filika Prosvasimi Psichagogia AMKE. The museum is interest to adapt the way it presents its exhibits and create nights for autistic people. The team offers to its client’s solutions in order to be more friendly with the autistic people.</li> <li>• Industrial Museum of Gas - Part-Education. Part education offers English teaching sessions with innovative techniques, mostly to people under 18 years old. The museum could be benefit from this service and attract more tourists.</li> <li>• Athens School of Fine Arts - Creators of Cosmos SMPC</li> <li>• The Creators of Cosmos SMPC, who designs Live Action Role Play could offer their services to Athens School of Fine Arts as an alternative way of education.</li> <li>• Piraeus Bank Group Cultural Foundation - 360 Points of View</li> <li>• 360 points of view can cooperate with PIOP to evolve further the application Pluggy 3D and present with VR/AR models more museums that cooperate with the Foundation.</li> </ul>
<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 first follow – up workshop took place with the presence of Mr. Riggas and the guidance of Mr. Fouskas, who will coach some of the teams. In the workshop was discussed the following subjects:</p> <ul style="list-style-type: none"> <li>• Intellectual properties issues concerning the exhibits of a museum that a user maybe upload on the platform and the potential of the commercialization of the content.</li> <li>• The filtering of the content in the platform in order to prevent the uploading of illegal content.</li> <li>• The results of this platform and the feedback PIOP got from the public</li> <li>• The effectiveness of using digital tools to site like museums</li> <li>• The level of the technology acceptance in heritage sites</li> <li>• The ways that the popularity of the platform can be increased</li> </ul> <p>In the follow-up workshop of the 2<sup>nd</sup> study visit the teams proposed many ideas to Mrs. Florou, and they exchanged emails with the potential of a future cooperation. Some thigs that the teams proposed was to use 3D virtual reality, video</p>

	<p>mapping, innovative ways to make the experience better for disabled people.</p> <p>In the follow up workshop of the third study visit, with the coordination of Mr. Livieratos who will coach some of the teams, they discussed about the history of the school, the lessons, the students, the history of engraving art.</p>
How did you engage Smath ecosystem into these activities?	<p>The three study visits and the follow up workshops were organized with the spirit of the Smath project. The participants were the teams that participate in the Greek Creative Nest which are engaged in the CCIs sector and the sites were selected in order to add value to the teams' projects. Furthermore the people that did the study visits and the workshops are our stakeholders.</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 the follow-up Workshops were an important service for Smath teams. In Greek Creative Nest, the study visits helped the teams to meet new people in the field of CCIs, communicate, exchange knowledge and knowhow. Furthermore these can lead to potential cooperation with the organizations. It is really important that the teams learned about the way these organizations operate because they got inspired by this.</p>

### 3. Additional information. Annexes.

The teams that participated in each study visit are presented in the table below and in the participant list in the section Annexes:

	Piraeus Bank Group Cultural Foundation	Industrial Museum of Gas Light	Athens School of Fine Arts
ARTinHOTEL	v	v	v
Liminal Access		v	
Mast Design			v
AECEE	v	v	v
Caravan Creative Lab	v		v

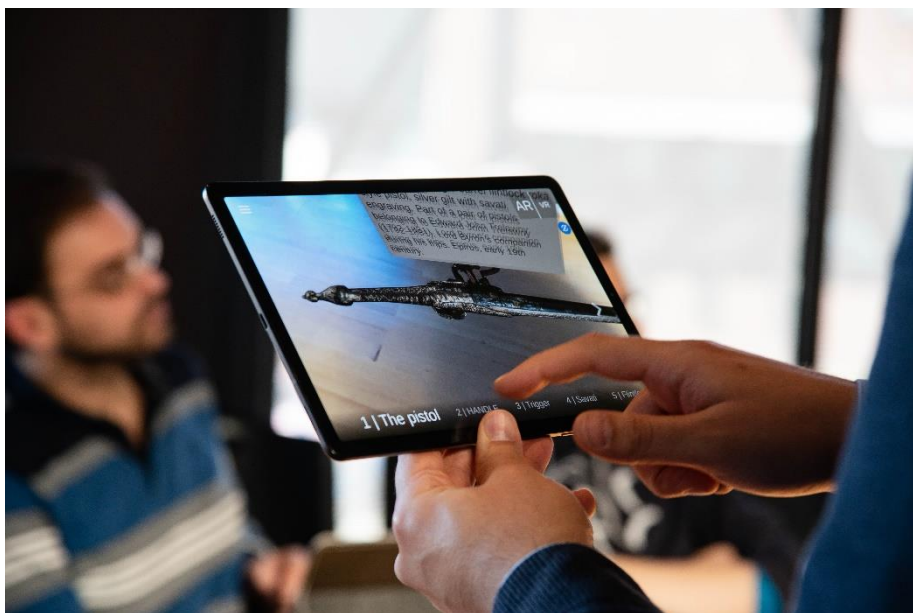


Creators of Cosmos SMPC	v		v
Narratologies	v		
Unspoiled Greece			v
Script-Up	v		
Part-Education		v	
ReCompulsive Behaviours			v
360 Points of View	v	v	v

## PHOTOS

1st study visit





2nd study visit





3rd study visit







## AGENDA



**smath**

**Smart atmospheres of social and financial innovation  
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### Study visits

28th of January 2020

TECHNOPOLIS City of Athens

### **AGENDA**

<b>11.00 – 13.00</b>	Presentation of Piraeus Bank Group Cultural Foundation, <b>Christos Riggas</b> <i>Venue: Samung Lab, Innovathens</i>
<b>13.30 – 15:30</b>	Industrial Gas Museum, <b>Maria Florou</b> <i>Venue: Samung Lab, Innovathens</i>
<b>14.00 – 18.00</b>	Athens School of Fine Arts, <b>Yiannis Skaltsas</b> <i>Venue: Athens School of Fine Arts</i>

PARTICIPANTS LIST

1st study visit



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1<sup>st</sup> Study visit –  
28/1/2020

PARTICIPANT LIST

Όνοματεπώνυμο	Όνομα Ομάδας/Επιχείρησης	Email	Υπογραφή
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Maris Christodoumidou	Creators of Cosmos	marischristodoumidou@gmail.com	

2nd study visit






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2<sup>nd</sup> Study visit –  
28/1/2020

#### PARTICIPANT LIST

Όνοματεπώνυμο	Όνομα Ομάδας/Επιχείρησης	Email	Υπογραφή
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## 3rd Study visit












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Interreg Mediterranean smath

3<sup>rd</sup> Study visit –  
28/1/2020

PARTICIPANT LIST

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