



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: Zagreb Innovation
Centre**

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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/1NYyp39mgmMgZCwDtP4quc7ofbQliddNs>
- 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		<i>STUDY VISITS</i>	
ACCESS LEVEL (free access, open call, invitation only)		Invitation only	
LOCATION	1.Osijek, Museum of Slavonia 2. 3.	DATE	1. 12.10.2020. 2. 3.
NUMBER OF PARTICIPANTS		6	

NAME OF THE ACTIVITY		<i>FOLLOW-UP WORKSHOPS</i>	
ACCESS LEVEL (free access, open call, invitation only)		invitation only	
LOCATION	1. Osijek, Hotel Osijek 2.	DATE	1. 12.10.2020. 2.
NUMBER OF PARTICIPANTS		6	

2. 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>Museum of Slavonia is a national museum, the largest general museum and one of the oldest museums in the Republic of Croatia. Museum collections include about 500 thousand items arranged in over 160 museum collections of historical, archaeological, ethnological, technical, scientific, and artistic significance. He deals with the protection and presentation of the cultural heritage of Slavonia - a historical land that was a separate principality in the ninth century. Since 1994 museum was declared a national museum, and as a public institution performing public services. From 2012 until 2017 the Archaeological Museum was annexed to the Museum of Slavonia, but in 2017, by the decision of the Government of the Republic of Croatia, Museum of Slavonia became an independent cultural institution once again. With more than 20000 visits in 2018, Museum is positioned as the most visited museum in Osijek county.</p> <p>From its first days in 1877 until present day, Museum is one of the main incubators of cultural life of City of Osijek collaborating with many experts, artists and scientists on different fields. Today, the Museum of Slavonia is one of the oldest museums and the largest general museum in the Republic of Croatia. The museum's collections contain over half a million exhibits, including a rich archaeological and numismatic collection, folk art collections and techniques (from typewriters to agricultural equipment). Museum of Slavonia plans to move to a new building within an old part of City of Osijek called Tvrd̑a. This puts museum staff in a unique</p>
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	<p>opportunity to shape the design of the Museum from scratch. We already had business proposal which includes cooperation between Museum of Slavonia and Ana Armano Linta (social cohesion project) in which they introduce the content for people with visual and auditory disabilities which would greatly increase interest of public, as well as providing citizens of Osijek an inclusive and innovative way of experiencing museum exhibits. This is a unique opportunity to design, shape and establish a space suitable for all visitors. Project focuses on producing conceptual solution and designing content for people with auditory and visual difficulties. This would make Museum of Slavonia as one of the first museums in Croatia with such content, attracting additional part of population and making it a desirable destination for public from different regions of our country. This solution would primarily focus on people with aforementioned disabilities, but also would provide an interesting experience and insight for other visitors to experience museum through other sensory stimuli. Placing the Museum of Slavonia on a map as one of the leaders in inclusiveness and innovativeness in content creation through content generation for visually and auditory impaired public is the primary joint goal of this business project. Such content would put Museum of Slavonia on a short list of museums in Croatia which offer such material attracting often neglected members of our society. Interactive and multisensory experience would also be an attractive feature for people without disabilities, giving them an opportunity to see and feel the world around them through different perspective, greatly raising awareness about the everyday difficulties and obstacles that some members of our society face.</p> <p>During the visit Ms. Jesenka Ricl from Museum of Slavonia and Ms. Armano Linta who has studio for architecture, interiors, product design and more and who is well known for designing and producing didactic toys for people with disabilities had opportunity to discuss in more details their project, delivery and financing. Ms. Ricl has included this project in permanent exhibition and presented it to the director of the museum.</p> <p>During the study visit Ms. Ricl presented all Museum projects and showed museum collections and EU projects where Museum is partner or leader. One example is VIRTUAL REALITY ARCHIVE LEARNING (ViRAL more info: https://www.viraltraining.net/) project where Museum participates as one of 6 international partners. Purpose of the project is to investigate how to use the VIRAL methodology in the process of adult education. The goal of the project is to prepare and offer quality educational resources for adults and the development of competencies of adult educators in the fields of AR, VR and 360° videos using archival material and environments of post-industrial landscapes. Museum is also</p>
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	<p>participating in VICE (EU funded project; virtual innovative cultural entrepreneurship) and GLEM project.</p> <p>During the study visit cooperation with Iva Lulic has been discussed. Iva is a very well-known Croatian fine-art photographer who creates amazing images, thus restoring old folk beliefs. She already made several series of photos representing the legendary creatures from folklore. She shot them on the authentic localities in different parts of Croatia. The imaginary world becomes real in her projects without any use of modern computer effects. Autumn projects successfully combine quality photographic and scenographic work with elements of social, humanitarian, and educational activity. Ms. Rici and Lulic agreed on new project which was not included in submitted business plans. The aim of the project is to revive the past and the former everyday life of a little man with artistic photography and to open a window into the past through which we can see ordinary life and customs. Iva will do a detailed research of ethno material and collection of forgotten objects. She will collect info about daily routine of children, young and old, their homework, everything what would paint a picture of the spirit of a bygone era. The goal is to photograph scenes that burst with life, depicting emotional and powerful moments through the everyday life of the "small" man in our past. The photographs would evoke a time when people lived without modern technology, electricity, gas, telephones. They would show typical life situations of former inhabitants, how they used to live and work, and in addition they would show local folk costumes in all segments of human activity (work costumes, formal costumes, wedding costumes, children's costumes) and traditional rural architecture. By encompassing all segments of human activity, tracing down indigenous artifacts and finding unadulterated parts of nature and traditional rural architecture, photographs would be created in order to evoke the people's past.</p>
Feedback on the study visits received from participants	<p>All participants expressed positive feedback as they had opportunity to discuss projects in details, exchange ideas, experience and knowledge.</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>During the Follow-Up Workshop we have discuss how to secure financing of Iva's project. Representatives from ZICER had idea to start crowdfuning campaign. They can support Ms. Ricl and Lulic with sharing lectures like :</p> <ul style="list-style-type: none"> Introduction to business planning Crowdfunding platforms in Croatia How to develop and implement a successful campaign Examples of good and bad campaigns Project presentation template they need to prepare <p>All participants were appreciated shared knowledge and will work together to prepare the crowdfuning campaign according to rules and instructions shared with them.</p>
<p>How did you engage Smath ecosystem into these activities?</p>	<p>We have sent email and invited everybody to join us in study visit to Slavonia. Due to epidemic situation we had only 2 participants who joined us.</p>
<p>To which extent the Study Visit and the Follow-up Workshops have contributed to improve/enrich/advance project proposals?</p>	<p>Contact in person makes more sense than virtual as Ms. Armano Linta and Lulic had opportunity to meet Director of Museum and all Museum staff and introduce their work. Ms. Ricl was impressed with the projects and art that those ladies are creating as she is looking for such creative artists and the best way how to introduce museum exhibitions and how to engage local people.</p>

3. Additional information. Annexes.



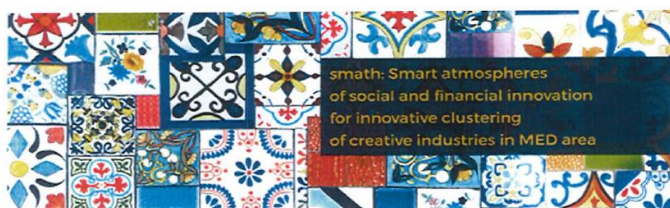












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PARTICIPANTS LIST

SMATH PROJECT: „Smath atmospheres of social and financial innovation for innovative clustering of creative industries in MED area “

Date and place: October 12, 2020, Osijek

D. 3.4.3 Assisting CIs to develop joint projects in key areas of social innovation

Name and Surname	Organization	Email	Function	Signature	Do you accept to be contacted for survey and additional information collection purposes
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