



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:

Pôle ICP



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. Archéomed® 2. Villages d'entreprises (La Fabrique, Initiative Pays d'Arles) 3. CCI Pays d'Arles	DATE	09/12/2019
NUMBER OF PARTICIPANTS		7	

NAME OF THE ACTIVITY		<i>FOLLOW-UP WORKSHOPS:</i> Cadrage du projet et expression du besoin (28/11) Mise en perspective (09/12) Intelligence collective (20/12)	
ACCESS LEVEL (free access, open call, invitation only)		Invitation only	
LOCATION	1. Maison des Industries Culturelles et des éditeurs, Arles 2. Chamber of Commerce and Industry Pays d'Arles 3. Pôle Culture & Patrimoines	DATE	1. 28/11/2019 2. 09/12/2019 3. 20/12/2019
NUMBER OF PARTICIPANTS		Around 40 participants in total of 3 events	

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>1. Presentation and visit of the Archeomed® platform and presentation by the Director of the Pole of evolution / transformation perspectives of the Archeomed® platform in the coming years.</p> <p>This place was chosen because it represents one of the levels of social innovation – urban regeneration – through mutualisation of services and goods, highlighting the companies that work in Heritage Services and rehabilitation of patrimony sites. Installed in Arles since January 2015, Archeomed is currently hosting 22 resident companies (SMEs) and offers shared workspaces and shared tools to all the Culture & Heritage sectors of the Pays d'Arles and the region.</p> <p>2. Participants visited the corporate village (Village d'entreprises): Initiative Pays D'Arles, La Fabrique, CitéLab Project, Inter-Made Couveuses and managed to have a presentation of existing support systems for new business and entrepreneurs. This visit was part of social innovation category</p>
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	<p>of social cohesion – the IPA, La Fabrique, Cité Lab and Inter-made are all specialized in offering council to entrepreneurs that want to create or take over business, leading to higher employability and locally sourced/created jobs.</p> <p>3. Visit the Chamber of Commerce and its new incubator dedicated to innovation.</p> <p>This visit was part of social innovation – responsible tourism. The CCI is currently working with its members on promoting tourism and this study visit allowed project holders interested in developing their ideas in this category to exchange and find out economic targets and analyses provided by Chamber of Commerce and the potential of responsible tourism in Pays d’Arles territory.</p>
Feedback on the study visits received from participants	<p>Study visits allowed project leaders to exchange views on 3 categories of social innovation: urban regeneration, social cohesion and responsible tourism, and to discover new methodologies of work. Participants engaged with professionals from these fields and it allowed to obtain a clearer picture of realities of the Pays d’Arles territory regarding Creative and Cultural Industries.</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>In implementing these activities, we decided to first start with a workshop of defining the frame of the projects and allowing participants a time to express their needs of support. This workshop was conducted with professionals in business creation (Initiative Pays d’Arles, couveuse Inter-made, La Fabrique, ACCM, CCI, Posity).</p> <p>This workshop was the start of the support phase for project leaders. Through the presence of resource people and support in an individual framework (constitution of a couple made of resource person / project leader), participants were able to testify and identify their support needs. Individual meetings have been agreed and organized, on the specific themes of social cohesion, responsible tourism and urban regeneration. After this workshop, an awareness seminar was organized for presenting marketing strategies and commercial methods. Once participants gathered more technical information, we organized the 3 Study Visits during the same morning session where beneficiaries met with professionals and received concrete information on the topics they were interested in. The afternoon of the study-visits was dedicated to a second Follow-up workshop in order to put in perspective and development their project ideas. This follow-up workshop was held within Chamber of Commerce and Industry’s meeting rooms, which lead to an added value due to the presentation of Economy of Functionality. The methodology of this workshop was to draw a mapping report of a cooperative ecosystem within the Economy of Functionality and to identify channels of potential development for the present project leaders.</p>







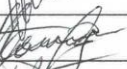
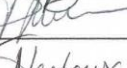
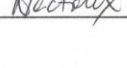


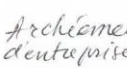
	A third additional follow-up workshop was organized during in the morning of Market place, upon request from beneficiaries that needed to analyze future collaborations and synergies in the development of their projects.
How did you engage Smath ecosystem into these activities?	The study visits and the follow-up workshops have been crucial to involvement of SMATH's ecosystem. Resource persons were chosen from the NEST members and the contacts made allowed for the coaching phase to start smoothly. The beneficiaries appreciated the opportunities to exchange with professionals in the field of CCI and business-creation support and the feedbacks were positive from both sides.
To which extent the Study Visit and the Follow-up Workshops have contributed to improve/enrich/advance project proposals?	At the end of the 3 "Follow-up workshops" and the Study visits: <ul style="list-style-type: none"> - a project leader decided to merge his idea with another project idea because they found common synergies for future collaboration. - a project leader started a collaboration with another project leader that can help him obtain a decisive raw material in the realization of his project. - three project leaders have consolidated their collaboration in the service of a common project with important territorial issues for the Pays d'Arles. - a project leader whose social cohesion dimension is key to the success of his project is working on a partnership with one economic operator in charge of social action in order to refine his positioning. - a second project leader whose social cohesion dimension emerged during the various workshops is in the process of making contact with another local economic operator in charge of social action in order to study the feasibility of working with a system of professional reintegration which could be mobilized for its project. - a project leader has established a collaboration with experts from the cultural field to refine its creation. - a project leader who needed to be put in touch with a designer in the jewellery sector was able to contact a designer who had expressed an interest in associating with the project idea.

3. Additional information. Annexes.




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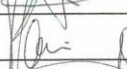

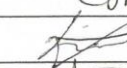


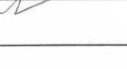


Nom de l'événement: Follow-up Workshop - Cadrage du projet
 Date de l'événement: 28 novembre 2019

NOM	PRENOM	FONCTION	STRUCTURE	SIGNATURE
VERNET	Yannick	dir. Fab-Lab	ENSP Arles	
NICOME	Guilhem	Service dev. économique	ACCM	
Bertrand	Lothka		Pôle ICP	
Bomange	Camille		CDO-Arnoct	
Lacidi	Walid		Posity	
Soussé	Mathieu		LA BOATE	
Paul	Fabrice		Edikom	
Husner	Lascal		Apparave	
Chiron	Karin	Gerante	SCIENCE IN	
Mennobla	Jose		FLAMENCA	
Liles	Marie		Féd. Mandiers	
Nectoux	Miki		Miki DESIGN	

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Nom de l'événement: Visite(s) d'étude - Archéomed; Village d'entreprises; CCI
 Date de l'événement: 09 décembre 2019

NOM	PRENOM	FONCTION	STRUCTURE	SIGNATURE
PAUL	Fabrice		Edikom	
HUSNER	Lascal		Apparave	
CHIRON	Karin	Gerante	SCIENCE IN	
BERTRAND	Lothka		Pôle ICP	
BOMANGE	Camille		CDO-Arnoct	
MAJNIN	Audrey		LA FABRIQUE	
JUAN	Eric		LA FABRIQUE	
BRIE	Patrice		CCI	
BUCHER	Katy		CCI	

3.4.2



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Nom de l'événement

Follow Up Workshop - Mise en perspective

Date de l'événement

9 décembre 2019

NOM	PRENOM	FONCTION	STRUCTURE	SIGNATURE
PAUL	Fabrice		Edikom	
Hubner	Lascal		Appareille	
Chiron	Vain	Gerante	SCIENCE DK	
Piles	Marie		Féd. Namadiers	
Pepin	Melanie			
Bertrand	Laetitia		Edikom	
Domanje	Camille		CDO Hroet	

3.4.2

'Intelligence collective'



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Nom de l'événement

FOLLOW UP WORKSHOP

Date de l'événement

20 décembre 2019

NOM	PRENOM	FONCTION	STRUCTURE	SIGNATURE
Chiron	Vain	Gerante		
Benamer	Fatma	directrice	Ass. APRES	
Souste	Marine		LA BOATE	
Marrubia	Jose	Porteur Projet	FLAmenca	
Bayle	Marine		A-Corros	
Bayle	Philippe		A-Corros	
Bertrand	Laetitia		Edikom	
Domanje	Camille		CDO Hroet	
Lamotte	Ludwine	Chargée de Communication	Edikom	