



# 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: Ca' Foscari University of  
Venice, IT**

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Project co-financed by the European  
Regional Development Fund

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## 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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## 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](mailto: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)		Open call	
LOCATION	1. •F/Art Srl (Preganziol, Treviso)	DATE	1. May 7 <sup>th</sup> , 2019
NUMBER OF PARTICIPANTS		12 SMEs, 18 CCIs	

NAME OF THE ACTIVITY		<i>STUDY VISITS</i>	
ACCESS LEVEL (free access, open call, invitation only)		Open call	
LOCATION	1. •GV3 Venpa SpA (Dolo, Venice)	DATE	1. May 17 <sup>th</sup> , 2019
NUMBER OF PARTICIPANTS		10 SMEs, 23 CCIs	

NAME OF THE ACTIVITY		<i>STUDY VISITS</i>	
ACCESS LEVEL (free access, open call, invitation only)		Open call	
LOCATION	1. •Pane Quotidiano di Idea Nostra ONLUS, (Vicenza)	DATE	1. May 21 <sup>st</sup> , 2019
NUMBER OF PARTICIPANTS		10 SMEs, 25 CCIs	

NAME OF THE ACTIVITY		<i>FOLLOW-UP WORKSHOPS</i>	
ACCESS LEVEL (free access, open call, invitation only)			
LOCATION	Ca' Foscari University, Management department <u>14.30-17.30, Aula Saraceno</u>	DATE	September 16 <sup>th</sup> 2019
NUMBER OF PARTICIPANTS		SMEs 4	

NAME OF THE ACTIVITY		<i>FOLLOW-UP WORKSHOPS</i>	
ACCESS LEVEL (free access, open call, invitation only)			
LOCATION	Ca' Foscari University, Management department, <u>14.30-17.30, Aula Saraceno</u>	DATE	September 19 <sup>th</sup> 2019
NUMBER OF PARTICIPANTS		SMEs 5	



NAME OF THE ACTIVITY		FOLLOW-UP WORKSHOPS	
ACCESS LEVEL (free access, open call, invitation only)			
LOCATION	Ca' Foscari University, Management department <u>14.30-17.30, Aula Saraceno</u>	DATE	September 20 <sup>th</sup> 2019
NUMBER OF PARTICIPANTS		SMEs 7	

#### 4. 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>F/Art Srl, via Terraglio 193, 31022, Preganziol (TV) May 7<sup>th</sup>, 2019, urban regeneration.14.00-18.00, F/Art Srl is a leading company in the production of transformers for cold cathode lamps 14.00-14,30 company's presentation and study visit 14,30-16.00 presentations and discussions 16,00-17,30 working lab in small groups 17,30- 18,30 conclusions and networking end-of-the-day cocktail.</p> <p>GV3 Venpa SpA, via dell'Industria 7, 30031 Dolo (VE) May the 17<sup>th</sup>, urban regeneration GV3 Venpa SpA is a rental specialist for construction site vehicles; 9,30-10,00 company's presentation and study visit 10,00-11.30 presentations and discussions 11,30-13,00 working lab in small groups 13,00- 13,30 conclusions and light lunch</p> <p>Pane Quotidiano di Idea Nostra ONLUS, (Vicenza), May the 21<sup>st</sup>, social cohesion Pane Quotidiano di Idea Nostra ONLUS (Vicenza) is a social enterprise specialized in bread making and selling. 14.30-15,00 company's presentation and study visit 15,00-16,30 presentations and discussions) 16,30-18,00 working lab in small groups 18,00- 18,30 conclusions and networking end-of-the-day cocktail.</p>
	<p>Feedback on the study visits received from participants</p> <p>Anedoctally feedback has been positive about the chance to have interested companies and artists gathered in the same venue thus facilitating the meeting of two different groups. Through qualitative research (interviews, phone calls, mails etc) participants emphasized that it would be impossible for both</p>

	<p>parties to organize such events on their own. Some expressed criticism for the competitive format. Some others would have preferred a highly curated curatorial approach i.e. that the matches be selected by a third party (University) rather than by naturally-occurring interaction among enterprises and artists.</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>At the end of the summer each SME selected one of the projects and the phase concluded with a total of 13 matches SME/artist, i.e. 13 projects. The 13 companies, divided into 3 groups, were invited to participate in 3 follow-up workshops to share and discuss the projects and receive feedbacks from peers and Project team (16, 19 &amp; 20 September 2019). The follow-up workshops can be intended as the culmination of activities carried out during spring and summer and was instrumental in sharing and streamlining the projects that had been created up to that moment. The event was meant to work as a preparation for the presentation at the Market Place event which was taking place the following week. Each project was presented and received suggestions and advice either from the SMATH team or the other participants.</p>
<p>How did you engage Smath ecosystem into these activities?</p>	<p>Mediators have actively engaged participants through “positive pressure”, i.e. keeping all people updated and asking/giving continuous feedback. If creation of relational space has been key in building relations and knowledge, maintaining the focus on the practical results, has proved to be even more important.</p>
<p>To which extent the Study Visit and the Follow-up Workshops have contributed to improve/enrich/advance project proposals?</p>	<p>Study visits and workshops have been instrumental in streamlining and converting the flow of ideas into implementable projects. By stimulating interaction and providing organization (a date, a place and a schedule), the events acted as stimulation toward acting rather than just floating around ideas.</p>

## 5. Additional information.