



smath

**Smart atmospheres of social and financial innovation
for innovative clustering of creative industries in MED area**

Deliverable no 3.2.2

**Reinforcing mutual awareness between “cultural
engines” and creative industries in a logic of
social innovation**



REGIONE DEL VENETO



Department of Management



Agency for Territorial Marketing



ZAGREB INNOVATION CENTER



Barcelona City Council



Ajuntament de Barcelona



TONER



REGIONE AUTONOMA FRIULI VENEZIA GIULIA



pôle culture & patrimoines



TVT INNOVATION



Project co-financed by the European
Regional Development Fund

Project description

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		Ca' Foscari University of Venice – PP1	

Consortium:

Veneto Region - Direction of Cultural Heritage Cultural Activities and Sport, IT, Lead Partner

Ca' Foscari University of Venice, IT

AutonomousRegion 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 –Scope & Objectives

The study will fine-tune instruments developed by past projects and able to support CIs:

- to increase their awareness of and ability to connect with "cultural engines";
- to improve their understanding strategies of culture-based social innovation.

2. Capitalization

In order to reflect on methodological instruments that can be capitalized and play a crucial role within SMATH, all Project Partners were invited to reflect on the main methodologies, tools, strategic elements developed in the frame of other or past projects. In particular, they were asked to identify and motivate their main outputs in terms of:

- supporting the cooperation between creative industries and cultural engines;
- strengthening the impact of the Creative sectors for a sustainable growth;
- enhancing the entrepreneurial attitude by SMEs operating in the creative sectors that become more attractive to investors and public funding opportunities;
- accelerating businesses and start-ups with the provision of necessary financial, business and marketing competence;
- supporting the establishment of SMATH local nests and/or to set up the SMATH MED creative cluster;
- providing mapping/database of local creative and cultural operators and industries etc.

3. Annexes – Contributes from Project Partners

LP Veneto Region

1) Name of the project/Weblink: “EHMN – EURO HOME MOVIES NETWORK” http://www.ehmn.eu/	2) Funding programme: CULTURE 2007
3) Description & Objectives: The project aim to valorization of home movies heritage promoting the mapping and analysis of existing archives and the re-using of these materials.	
4) Which deliverable(s) you think can be capitalized with SMATH Project and Why? Home movies represent important documents both as socio-economic and cultural heritage. The main action implemented to valorize and to re-use these materials had been the organization of a European competition direct to young director to create new audiovisual products composed by at least an half of old home videos. The videos realized by the project is an example of a possible using of cultural heritage matches with creative and audiovisual sector.	
5) Local CC operators involved in some phases of the project: Home movies archives (both public and private) and directors	
8) Notes:	

PP1 Ca' Foscari University of Venice

<p>1) Name of the project/Weblink:</p> <p>“Artificare – Art & Business”</p> <p>https://www.maclab.info/artificare/ https://www.youtube.com/watch?v=07RLgVfCcYA&feature=youtu.be</p>	<p>2) Funding programme:</p> <p>POR FSE 2014-2020</p>
<p>3) Description & Objectives:</p> <p>The research project "Artificare" was a collaboration between Ca' Foscari University (Department of Management, M.A.C.Lab) and IUAV (Department of Culture of the Project) in the years 2016-2017. The aim was to deepen the processes of "artificazione" (in English "artification") of companies, studying the genesis, development, possible consequences of inserting artists and artistic logic in Veneto SMEs. "Artificare" the company means "to enable creative processes according to the logic of artistic production, receiving benefits in terms of strategic and technical innovation, but also accepting and learning to manage the complexity resulting from the insertion of a logic, the artistic one, in many ways different from the one of a company". Such complexity, re-conceptualized as an opportunity and translated into a flexible attitude by the involved company, acts as a driver for innovation and allows the development of those creative and managerial skills that are decisive factor for competitive success of the Veneto socio-economic reality.</p> <p>The activation of "artificazione" processes through action research "Art & Business" included the activation, the observation and the analysis of new "artificazioni" in Veneto Region, inside some SMEs, belonging to different sectors.</p> <p>The focus of the project had three different levels, represented by the three researchers who were in charge of the project: the artistic and curatorial level which aimed to support the artistic process, while maintaining higher the value, the company level, which aimed to study the impact on the organization and the people who are part of it and the socio-economic level, which wanted to investigate how these projects went beyond the artists and the companies involved and effected the socio economy of an area.</p>	
<p>4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?</p> <ul style="list-style-type: none"> • Methodologies and interventions of action research that can be capitalized within SMATH Project in Veneto Region: <ul style="list-style-type: none"> - The activation of an artistic residence in the company as pre-innovation training; - The development of cultural mediation between art and business. <p>Speaking of the activation of an artist residency, the action research for the company represents a virtuous combination of artistic creativity and competitiveness. The action is aimed at the realization of an artistic work and related workshops to emphasize the relationship and the dialogue with the company socio-corporate technical environment. Speaking of the development of mediation between art and business, operationally the action-research was designed by the scientific referees of Ca' Foscari and IUAV, which add up curatorial & artistic skills to creative industries management ones. Thus, the action will be closely monitored by the researchers dealing with the project. The</p> 	

mediation intervention between two worlds with different operating modes, different goals and different ways of thinking was a crucial point for the success of the project.

- **Communication strategy**

Goal and desire was to communicate the project, spreading it in its different steps. In addition to the "proactive" part, external "artificazione" processes, events, seminars, study tours, interviews, bibliographic surveys were also research materials. The project also aimed to communicate their own content and the content of the relationship between art and business, through their own channels of communication.

The Project had a dedicated area within the MACLab website:

<https://www.maclab.info/artificare/>

Activities, stories, interviews were regularly posted on the web page and on

MACLab Facebook page: <https://www.maclab.info/artificare/attivita/> ;

<https://www.facebook.com/maclabunive/>

5) Local CC operators involved in some phases of the project:

- Cantiere Daniele Manin <http://cantieredanielemanin.it/> and the artistic collective Gli Impresari <http://www.gliimpresari.com/>
- OMP Engineering <https://www.omp-italia.com/> and artist Michele Spanghero <http://www.michelespanghero.com/>
- Cultour Active <http://www.cultouractive.com/it/> and artist Alfred Agostinelli <https://www.maclab.info/artificare/work/alfred-agostinelli/>
- De Castelli <https://www.decastelli.com/> and artist Andreco <http://www.andreco.org/>
- Delineo Design <https://www.delineodesign.it/> and Francesco Mattuzzi <https://vimeo.com/mattuzzi>
- Fallani Venezia <http://www.fallanivenezia.com/index.php/it/> and artistic collective Blauer Hase <http://www.blauerhase.com/>
- Ugolini <http://www.ugolini.net/it/> and artist Valentina Furian <https://www.maclab.info/artificare/work/valentina-furian/>

8) Notes:

PP2 Agency for Territorial Marketing Ltd.

1) Name of the project/Weblink: “CREA-RE” www.crea-re.eu	2) Funding programme: Interreg 4C
3) Description & Objectives: <p>The project was introduced in order to better involve the creative sectors in the development of the European regions and cities. The emphasis was on rural regions and regional urban centres, which are often lacking to make full use of their creative potential.</p> <p>The partnership consisted of 12 local and regional authorities from 10 EU states across Europe, experienced partners, learning partners, all bound by the inter-regional spirit of sharing experience.</p> <p>The project supported elaboration of activity plans for partner as well as the transfer of good practice projects between partners. Also a practical guide for regions and cities how to best integrate the creative sector into the local and regional development was elaborated.</p> <p>The interregional creative economy events ensured the wider discussion and dissemination of the project results.</p> <p>MAIN OBJECTIVES:</p> <ol style="list-style-type: none"> 1. To anchor the creative sector potential into the EU regional programmes 2. To learn from each other 3. To process the learning in the new structures 4. To share the knowledge with a broad audience 	
4) Which deliverable(s) you think can be capitalised with SMATH Project and Why? <ul style="list-style-type: none"> • The “Feasibility Study” for the future cooperation of the project partners within a legal structure is a useful tool that shows certain possibilities of cooperation and financing within the EGTC – European Grouping of Territorial Cooperation. The document briefly shows four models of grouping and some potential examples of cooperation between project partners after the conclusion of the project financing. The capitalization of this deliverable is to be reconsidered in the first half of 2020 when the SMATH project will enter into the final phase. The described tool for the continuation of project activities within another framework can contribute to the successful continuation and upgrading of the activities established by the SMATH project. In this sense it can support all quoted fields of capitalization, of course, in accordance of the specific needs of the particular partner. • “Joint Policy Recommendations for Cultural and Creative Industries in Europe” is a shared deliverable set up on basis of contributions from several Interreg projects, CREA.RE is one of them. 	

The document is addressed to the EU policy makers and is indicating the ways of reaching the synergies necessary for successful facing the challenges of the European sector of Creative culture and Creative industry. From this strategic level it can be capitalized especially in regard of “strengthening the impact of the Creative sectors for a sustainable growth and setting up the SMATH MED creative cluster”.

The link to access the deliverables:

http://www.crea-re.eu/wp-content/uploads/2012/08/CREARE_Feasibility-Study-final.pdf

<http://www.crea-re.eu/wp-content/uploads/2012/12/PolicyRecommendations2.pdf>

5) Local CC operators involved in some phases of the project:

8) Notes:

1) Name of the project/Weblink:

“Creative Cities”

www.creativecities.eu

2) Funding programme:

Interreg Central Europe

3) Description & Objectives:

The “Creative Cities project set the guidelines and conditions for the support of further development of creative industries at the local urban level and the merge of different creative industries into the creative clusters. The project activities were primarily concentrated on networking, educating, transfer of knowledge, establishing of appropriate infrastructure, promotion and financing.

MAIN OBJECTIVES:

1. to improve the framework conditions for the creative Industry and to create a cluster of creative industry;
2. stronger promotion of entrepreneurial knowledge and higher competitiveness of the local creative industry;
3. setting up good conditions for attracting the potential investments and exchange of knowledge;
4. to improve the image of the creative industry with the assistance of transnational marketing and networking;
5. to use the potential of the creative industry for the regeneration of the abandoned city areas.

4) Which deliverable(s) you think can be capitalised with SMATH Project and Why?

- As per our opinion the “**Joint Action Plan for the Creative Industry**” is a very interesting deliverable since many of its recommended activities and instructions can be seen as a “subdeliverables” which could be capitalised also within the SMATH project. In fact this action plan is written quite like a manual which is in line with one of the project outputs – namely The guidelines for other European cities who would

be interested in applying the support approach to the local creative industries as developed by the project. Among others we can point out the Proposed tools/Tool 3. Supporting workshops and events / Matchmaking activities (doc. page 20); with reference to the proposed fields of capitalisation within the SMATH project the content of the Action plan matches with almost all the fields, however especially the following can be confirmed:

- strengthening the impact of the creative sectors for a sustainable growth
- ability to accelerate businesses and start-ups with the provision of necessary financial, business and marketing competence
- setting up the SMATH MED creative cluster

The link to access the deliverables:

http://www.rralur.si/sites/default/files/rralur/CODE_JAP%5B1%5D_0.pdf

5) Local CC operators involved in some phases of the project:

8) Notes:

1) Name of the project/Weblink:

“PVSP” (Entrepreneurly into the Business World)

www.mra.si/pvsp-za-problemsko-obmo269je.html
(in Slovene language)

2) Funding programme:

financed by the Slovene Ministry for Economic Development and Technology

3) Description & Objectives:

The project was introduced in order to better involve new entrepreneurs in the development new business ideas and creation of new jobs. One of the main target groups were young entrepreneurs from the creative industries sector (film industry, design, advertising, fashion, publishing, software, art, craft,...) Among the applicants 10 participants were selected into each group, who were given the opportunity to develop their own entrepreneurial ideas in a time period of 4 months. Around 100 entrepreneurs were involved into the project.

The project comprised of development of portfolio of services, assistance of mentors and external experts, elaboration of business plans, development of promotional tools and materials, development and implementation of professional group and individual training courses, assistance in partner search activities, participation at regional and international B2B events,... Design Thinking method was also practised in the problem solving activities of participants. The networking of art and creative industries participants with the industry was one of the most frequent activities. After the conclusion of the programme the entrepreneurs were offered the individual support in the area of promotion and internationalisation (by the Enterprise Europe Network office and local one-stop shop info point -SPOT).

MAIN OBJECTIVES:

1. To anchor the future entrepreneurs and start-ups potential into the regional development

2. To develop training programs for future entrepreneurs.
3. To create new jobs for young people

4) Which deliverable(s) you think can be capitalised with SMATH Project and Why?

- Considering the fact that many CCI participants were involved in project activities in past 4 years, we already have feedback information upon the sustainability results of project activities and impact on creation of new businesses in our region. The most suitable delivery to be capitalised is the **training programme**, developed/adapted for the involved target groups (cca 10 main topics were selected). It can be adopted to SMATH project needs in the region and can be implemented in a short period of 6 months.
- The second deliverable that could be capitalised in the SMATH project is the **function of mentors** who were delivering the support to CCI participants in their efforts to develop business proposal, finding expert solutions, in partner search activities, planning/implementing B2B events,...

The link to access the deliverables:

www.mra.si/pvsp-za-problemsko-obmo269je.html (info in Slovene language)

5) Local CC operators involved in some phases of the project: film industry, design, advertising, fashion, publishing, software, art, craft

8) Notes:

PP3 Zagreb Innovation Center

<p>1) Name of the project/Weblink:</p> <p>“Co-Create”: Setting up a network of COmpetitive MED Clusters with the contribution of CREATiveindustriEs</p> <p>https://co-create.interreg-med.eu/</p>	<p>2) Funding programme:</p> <p>Interreg MED Programme</p>
<p>3) Description & Objectives:</p> <p>Co-Create Project's objective is to support cross-fertilization processes between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management.</p> <p>The project promotes the cooperation with new methodologies and tools addressed to clusters managers, SMEs and policy makers.</p>	
<p>4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?</p> <ul style="list-style-type: none"> 3.5.2. 1:1 practical assistance on IPR issues 200 Smes will receive 1:1 practical assistance on IPR issues to support them when opening to new collaboration and/or market. Practical assistance on IPR issues mainly linked to the relationship between SMEs and creative sectors (copyright, brands, licencing, ecc). The support will consist on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market. <p>After development of business plans according to deliverable “3.5.4. Developing marketing strategies for Cis operators”, external expert for IPR issues should be subcontracted. SMEs will receive 1:1 practical assistance on IPR issues to support them in opening to new collaboration and market uptake of their business plans. This way SMEs would be supported on very important topic enabling them a smooth appearance on the market with knowledge how to protect their ideas when applying for private and public funding.</p> <ul style="list-style-type: none"> TASK 3.4.1 App for gamification methods addressed to cluster managers. 1 gamification app addressed to cluster managers will be developed to foster innovation and encourage use of design thinking. Project partner Mandan parquet (Portugal) developed Gamification tool. Double Diamond (DD). This gamification tool shall assist users to learn the basics about Design Thinking (DT) and User Experience (UX). The inner structure of DD is due to the fact that users shall go first through a Research Phase (the 1st Diamond) and then move on to the Prototype Phase (the 2nd Diamond). There are 3 different levels to be considered for all components of the "Research Phase", by taking into consideration the increased complexity of the respective 	

learning path (beginner, intermediate and experienced).

<http://cocreate.positiveblue.pt:88/login>

We can address gamification methods to all stakeholders in project to help them to understand and utilize design thinking process.

At that way, we help them to understand some specific topics about design thinking methods.

5) Local CC operators involved in some phases of the project:

-  Croatian Chamber of Economy
-  Pannonian Wood Competence Centre
-  Croatian cluster of competitiveness of creative and cultural industries
-  ZZID (Community for Industrial Design is an association and organization at the Croatian Chamber of Economy)
-  Cluster Znam
-  Cluster Masiva
-  Ulupuh (The Croatian Association of Fine Artists of Applied Arts)
-  Croatian wood cluster
-  Croatian Designers Association
-  University of Zagreb, Faculty of Forestry
-  University of Zagreb, Academy of Fine Arts
-  High School of Applied Arts and Design in Zagreb

8) Notes:

PP5 Institute of Culture of the Municipality of Barcelona

1) Name of the project/Weblink: “CreatiFI”: Leveraging the Future Internet for the Creative Industries	2) Funding programme: FP7
3) Description & Objectives: <p>CreatiFI addressed key challenges for ICT creative entrepreneurs in Europe in a decentralised way. CreatiFI integrated 4 Hubs located in Europe's most creative Regions: Brussels, Barcelona, Helsinki, and Trento. CreatiFI hubs provided business and technical guidance and assistance to regional SMEs and web entrepreneurs and beyond. CreatiFI offered (1) a very intensive dissemination and networking based on the Tier 1 European ICT and Creative Industry Ecosystems; (2) Matchmaking between tech-savvy and creative people and organisations; (3) established and proven sets of procedures, methods, and tools; (4) technology and innovation support towards FI-PPP enablers; (6) Living Lab tests that enabled SMEs to explore markets; and (7) Gateways to further funding.</p> <p>CreatiFI was an accelerator project within FIWARE and provided grants to enable the realisation of Internet and mobile applications for the creative industries, a large and diverse group of micro-small and medium sized companies in advertising, architecture, arts and antique markets, crafts, (UX, communication) design, designer fashion, film, video and photography, software, computer games and electronic publishing, music and the visual and performing arts, publishing, television and radio. CreatiFI aimed to be a catalyst in resolving the existing paradox in the relationship between the actors in the creative industries and ICT.</p>	
4) Which deliverable(s) you think can be capitalized with SMATH Project and Why? <ul style="list-style-type: none"> D3.3 – Implementation Living Lab methodology This document first introduces the chief topic of Living Lab support for SMEs overviews some of the key methodologies and frameworks that can be used to conduct user research during the innovation development process. The structured way proposed by Living Labs to implement Open and User Innovation is regarded as being particularly beneficial for start-ups and SMEs to gain new knowledge about new markets and users, learn user-centric methods to innovate, enlarge its own business network and ease internationalisation <u>Value for SMATH:</u> Potential to use elements of Living Lab philosophy for the workshops, study visits and co-creation activities of the Creative Nests. https://cordis.europa.eu/docs/projects/cnect/5/632905/080/deliverables/001-D33ImplementationLivingLabMethodology.pdf D2.5 – Manual for Creative Ring challenge This document described the Creative Ring challenge procedure, summarising the overall intention of the CreatiFI project and the envisaged purpose CreatiFI projects shall generally satisfy. It gives general information for applications on the selection 	

<p>and evaluation of proposals as well as the available support activities that will be offered during the Creative Ring Challenge. It lists the different aspects, procedures and rules that need to be taken into account.</p> <p><u>Value for SMATH:</u> The challenge and call for projects methodology (procedures, evaluation protocols, communication strategy) may be useful for the selection of the creative-cultural projects at each Nest.</p> <p>https://cordis.europa.eu/docs/projects/cnect/5/632905/080/deliverables/001-D25ManualforCreativeRingChallengeperhub.pdf</p>
<p>5) Local CC operators involved in some phases of the project:</p> <p>CC operators involved in open calls, funding support, matchmaking and innovative project implementation.</p>
<p>8) Notes:</p> <p>ICUB participated in this project as full consortium partner.</p>

<p>1) Name of the project/Weblink:</p> <p>“OPEN4CITIZENS” - Empowering citizens to make meaningful use of open data</p>	<p>2) Funding programme:</p> <p>H2020</p>
<p>3) Description & Objectives:</p> <p>The project aimed to showing the potential of open data to citizens, by creating open playgrounds where citizens, students, experts, start up companies, academia and public institutions can collaborate to generate meaningful applications. Thus, applications are created that meet citizens' needs and desires and contribute to their everyday life. The playground is a virtual and physical place where citizens, interest groups, movements can find a reference to generate new solutions. Likewise fablabs, which are disclosing new opportunities for bottom-up production by manipulating materials, the O4C playgrounds disclose new opportunities in re-using open data.</p> <p>The playgrounds are defined through a series of hackathons involving several stakeholders, including citizens, communities, grassroots groups, students, start-up companies and representatives from public institutions or service providers. Together they work on hackathon cycles, to co-create new solutions for existing or future services based on the use of data. These include but are not limited to the data coming from the existing networks of devices, sensors and microcomputers part of our city infrastructures, and the user-generated data deriving from the citizens' voluntary publication of information, positioning data or other personal data.</p> <p>The outcome of the project is therefore the conceptual definition and methodological underpinnings of the O4C playground, and a proof of concept consisting of the innovative solutions generated in the hackathons. The O4C playground is not just a place (the O4C lab) or an event (the hackathon), but an integrated system of engagement, participation and co-design tools that will support the cooperation between the various stakeholders. The social impact of this project does not just lay on the individual solutions developed at the hackathons, but also in the reduced distance between open data and citizens:</p>	

increasingly data are available and more citizens are empowered to use them.

4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?

- **D2.5 - Citizen data toolkit**

The toolkit in this final version integrates and is the result of the project's learnings about methods and practices surrounding innovating with open data. It is the result of experiences documented throughout deliverables such as the D2.4 The Preliminary Hackathon Starter Kit and the D2.3 The Design Case Studies Report-- as well as through diverse hackathon experiences across all pilots (captured in D3.2 Data Mapping and Integration, D3.4 First Hackathon Report and D3.5 The Final Hackathon Report)-as well as reflected in the Work Package 4 evaluation tasks along the way.

The Citizen Data Toolkit consists of booklets and card decks that tackle the main parts of the data workflow, enabling citizens to learn about data by doing, as well as enabling designers to bring data into their design process. While toolkits are widespread within service design and innovation; compared to already existing toolkits, the Citizen Data Toolkit is novel as it combines design thinking and data thinking. As such it is an O4C key contribution to the state-of-the-art. The toolkit goes beyond a superficial understanding of data and provides guidelines for non-experts to operationalize open data.

Value for SMATH: The methods, techniques and templates for user engagement and project co-creation could be useful for the workshops, working labs and seminars of the SMATH project.

http://open4citizens.eu/wp-content/uploads/2016/01/O4C_D2.5_30.06.2018_Final_incl._annex.pdf

- **D4.4 - Open4Citizens Scenarios**

The purpose of Deliverable D4.4, the final version of the Open4Citizens Scenarios, is to describe the scenarios of deployment of the project's Open Data Labs in collaboration with the local community, and further elaborate this analysis to include a projection of the social good that it is estimated that can be created with such proposed deployments.

The Social Return on Investment analysis offered in the document provides an assessment of the amount of societal impact that it is estimated will be generated by running an O4C hackathon on the topic of underappreciated tangible and intangible cultural heritage, with an interdisciplinary group of 60 participants, and hosted in a prospective Open Data Lab in a library of the Greater Barcelona town of Santa Coloma de Gramenet. The results of the analysis are positive, with 8,02€ of societal value generated for every € invested in the open data hackathon. Societal value accrues to a wide cross-section of stakeholders, being especially relevant in terms of the creation of new open data based innovations for cultural heritage valorisation, their visitor attraction potential, and the wider positive externalities for the community relating to the deployment of those innovations.

Value for SMATH: An abridged, lightweight implementation of the SROI analysis, explained and exemplified in this document, could be used in the framework of the SMATH project to measure and visualize an estimation of the social value created by the Creative Nest projects.

http://open4citizens.eu/wp-content/uploads/2016/01/O4C_D4.4_30.06.2018_Final_incl._annex.pdf

[content/uploads/2016/01/O4C_D4.4_31.05.2018_Final.pdf](#)

5) Local CC operators involved in some phases of the project:

CC operators involved as participants in two hackathon cycles.

8) Notes:

ICUB participated in this project as local associated partner.

PP6 Technopolis of the Municipality of Athens

1) Name of the project/Weblink: “CHORD”	2) Funding programme: MED -2007-13
3) Description & Objectives: The starting point of project CHORD was the fact that many rural Med areas have significant cultural heritage and resources that could be exploited for specific sectors of the tourism market, thereby benefitting their economic growth, but local communities are not aware of the economic potential of their cultural heritage. To change this, CHORD created new cultural heritage poles and experimented new market opportunities for tourism to promote the unique qualities of rural Mediterranean tangible and intangible cultural heritage and identity. The project fostered rural economic and cultural valorisation, promoting innovative cultural poles based on the partners' cultural heritage and landscape values, which had been promoted in road shows in Munich, Vienna and Paris to influence, tour operators and opinion-makers. Peer-exchange through study visits and clustering cooperation have strengthened decision-making, vision, governance and impact at local level. The project has been promoted in the 2010 Open Days in Brussels and actively participated in the EU political debate on the European Heritage Label and the potential of cultural heritage for economic development.	
4) Which deliverable(s) you think can be capitalized with SMATH Project and Why? <ul style="list-style-type: none"> • Database of local creative and cultural operators/industries: The database provides essential information on public and private stakeholders (museums, tourist offices, administrations, associations, etc) in the project areas. The Database will be taken into consideration for the mapping of actors to be involved by SMATH partners. https://www.programmemed.eu/en/library/deliverables-detail.html?tx_ausybibliomed_pi1%5Blivrable%5D=318#.XIJ5xckzblU 	
5) Local CC operators involved in some phases of the project:	
8) Notes:	

1) Name of the project/Weblink: “ECOFUNDING”	2) Funding programme: MED 2007-13
3) Description & Objectives: ECOFUNDING aims to create a new structure to promote investment and access to energy and eco-innovation funds in the MED area in a key moment for European strategic development where two factors occur: a major credit and investment crisis and an excessive dependence of the southern Europe economies on energy. Therefore, ECOFUNDING focuses its efforts on three main activity sections. The first set of activities	

aims to incorporate the results of other projects and policies developed in the MED area in the involved countries in a single instrument for financial support: the catalogue of public and private funds including all financing resources. To arrange these products, a transnational platform of global access services will be created, where other instruments to facilitate financial management and innovation of SMEs will be included: financial simulators, project search, search of green technology and supporting tools to develop business plans, among others. ECOFUNDING wants to achieve concrete results and reach enterprises. To this end, the project will set in motion SMEs consulting services to facilitate the management of the services offered in the platform. At the same time, innovative tools (not available in the market) will be designed allowing a significant advance in the state of the art: financial self-diagnose, bank rating calculator system and an online financial dossier. The project counts on experts in the energy sector and green business who will help companies to develop their business and investment plans: 360 SMEs will be diagnosed, 45 investment plans will be made and 20 companies will develop projects thanks to the financing obtaining. In addition, concrete actions have been planned to promote direct contact between investors and entrepreneurs organisation of 9 B2B events with the participation of 90 companies and launch of an online searching funding service at transnational level to boost business cooperation and to promote the access of local initiatives to transnational and EU funds. ECOFUNDING wants to be the first integrated platform of financial resources in energy and green business for SMEs in the MED region, hence the importance given to communication and capitalisation actions, including information activities and collaboration protocols with the most important networks at European level in the sectors covered by the project: European Enterprise Network and Energy Agencies Network. For the management and global communication of the project, ECOFUNDING has set up committees and specific operating rules in accordance with the programme rules and has planned a whole set of monitoring meetings to discuss the results of the project taking into account the participation of external partners that will provide knowledge and expertise.

4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?

- Platform/Funding opportunities tool: the tool will be taken into consideration to design the service addressed to CIs on funding opportunities. The tool, moreover, will provide necessary check for the pre-requisite to access to public and private funding (self-diagnostic tool).

https://www.programmemed.eu/en/library/deliverables-detail.html?tx_ausybibliomed_pi1%5Blivable%5D=959#.XIJ6IMkzblU

5) Local CC operators involved in some phases of the project:

8) Notes:

1) Name of the project/Weblink: "ICE"	2) Funding programme: MED 2007-13
3) Description & Objectives: Considering cultural and artistic activity as a promoter of development, the ICE focuses on strengthening SMEs involved in the art and culture sector, through the reinforcement of their competitiveness and their capacity of creating economic and social value in the concerned territories. The ICE aimed at the creation of an integrated network of cultural enterprises, within which the enterprises can exchange experience and receive skilled support, in the spirit of an innovative management system. The actual European crisis, whose effects are particularly evident in the south and Mediterranean countries, show the necessity to look for other strategies and for other sectors, besides the traditional ones, that can act as a development propeller. In this view, art and culture can be important elements in the territorial development, economic growth and personal development. They increasingly contribute to jobs creation, cultural tourism and local economies. In addition, they are important elements in the creation of innovative and creative answers in the actual context.	
4) Which deliverable(s) you think can be capitalized with SMATH Project and Why? <ul style="list-style-type: none"> • The Creative Business Directory - 45 creative professionals of Europe: This book is organized by region, with presentation of the network in each one of the 6 ICE regions and presentation of each cultural SME. In two pages for enterprise the book gives a general idea about their work, their mission and their contact details, in a total of 45 professionals through ICE territory. The Book provides essential information on public and private stakeholders (SMEs involved in the art and culture sector etc) in the project areas. The Database will be taken into consideration for the mapping of actors to be involved by SMATH partners. https://issuu.com/theiceproject/docs/thecreativebusinessdirectory?backgroundColor=%2523222222 	
5) Local CC operators involved in some phases of the project:	
8) Notes:	

1) Name of the project/Weblink: Innovathens Business Accelerator for Creative & Cultural Industries	2) Funding programme: NSRF
3) Description & Objectives: The business accelerator program is a 3-month program running twice a year, providing to startups from the CCIs: <ul style="list-style-type: none"> - Seminars on managerial and entrepreneurial skills - Seminars on soft and professional skills - 12 hours of mentoring for each team to build their business plan 	

- 1 session of mentoring with experts from each startup's field
- Networking events
- Pitching

4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?

- The **general knowledge** gained from the experience of running a business accelerator dedicated to startups in the CCIs could be used to understand the needs of these groups and find ways to overcome barriers that hinder their business development.

5) Local CC operators involved in some phases of the project:
The Higher School of Fine Arts, the Cultural Institute of Piraeus Bank, the Industrial Gas Museum

8) Notes:

PP7 Autonomous Region Friuli Venezia Giulia

1) Name of the project/Weblink: “CHIMERA project” https://chimera.interreg-med.eu/	2) Funding programme: INTERREG MED Programme
3) Description & Objectives: ChIMERA aims at enforcing innovation of Cultural and Creative Industries (CCI) at European level through the development of transnational clusters, European networks and territorial synergies among companies, research centers, public authorities and civil society. This transnational cooperation aims to enhance the role of the CCIs as a valuable asset for the Med area and creates sustainable growth for all the countries involved. To do so, ChIMERA shares local best practices develops transnational schemes and services for CCI clusters and relevant stakeholders	
4) Which deliverable(s) you think can be capitalized with SMATH Project and Why? <ul style="list-style-type: none"> Regional Strategic Action Plan for Friuli Venezia Giulia The document explains the pre-conditions for setting up a regional cluster of audio-visual operators and companies and the necessary steps to be carried out for its implementation. It might be useful for specific considerations when planning the SMATH “transnational cluster” although from a restricted perspective (in terms of geographical dimension and sector) https://chimera.interreg-med.eu/fileadmin/user_upload/Sites/Social_and_Creative/Projects/ChIMERA/Reporting_Document/Library/31_12_2017/D.3.5.1_Regional_Strategic_Action_plan_FVG.pdf Business plan for Audio-Visual cluster The document is providing the necessary information and detailing the feasibility for setting up a cluster of the audio-visual sector in Friuli Venezia Giulia. It is based on a participatory process that has been coordinated by the Region and has involved several stakeholders of the area 	
5) Local CC operators involved in some phases of the project: ALA-FVG “Audio-Visual Workers Association of FVG”. The Association brings together independent producers, directors, writers, actors, technicians, who work and operate in Friuli Venezia Giulia Alpe Adria Cinema Audiovisual Fund of Friuli Venezia Giulia - The Audiovisual Fund of Friuli-Venezia Giulia operates in three main sectors: training, development, (activities between the idea and the production phase, from the script writing and the research, to the casting, the fundraising and the presentation of a teaser), distribution along with promotion. The Audiovisual Fund organized several events aimed at creating	

platforms for cinema professionals from all around the world and developing the local audiovisual industry

Cineteca del Friuli - The Association "Cineteca del Friuli" ("Movie library of Friuli") is the regional referral center for the research, collection, cataloging, study, conservation, enhancement and legal deposit of documents for public use of cultural interest and the film and audiovisual heritage of Friuli Venezia Giulia

Confartigianato Imprese FVG - Confartigianato FVG is the regional association representing more than 12.000 small craft businesses in Friuli Venezia Giulia region

Cultural Association Mattador Award - MATTADOR Cultural Association was founded in Trieste in July 2009. The object of the Association is to institute the MATTADOR International Screenwriting Award to support young talents who choose movie screenwriting as their professional and artistic path

Friuli Innovazione - Friuli Innovazione is a research and technology transfer centre. It rules an enterprises incubator (Techno Seed) and a Science and Technology Park

FVG Film Commission - The Association FVG Film Commission acts as technical support to production companies that choose to shoot in AR FVG

Kineo Film – Kineo Film s.r.l. was founded in 1995 by Cinema Hypothesis as the European Research Center for Audiovisual Communication

ShorTS/Maremetraggio – This International Short Film Festival and Prime Works is a film festival that takes place annually in July for about a week in the city of Trieste

The Underground Chapel – Formerly an art gallery (founded in 1968), since in 1993 it is a recognised association. Since 1998 it is part of the regional Culture Department's list of "regional interest organizations"

Udine Far East Film Festival - Far East Film Festival (19 editions) is organised by Centro Espressioni Cinematografiche (C.E.C.), a Cultural Association financed by the Italian Government, the FVG Region, and Udine municipality

6) Notes:

<p>1) Name of the project/Weblink:</p> <p>“CRE:HUB project”</p> <p>https://www.interregeurope.eu/crehub/</p>	<p>2) Funding programme:</p> <p>INTERREG EUROPE</p>
<p>3) Description&Objectives:</p> <p>CRE:HUB is an INTERREG Europe project therefore strongly focussing on the</p>	

exchange of best practices of partners on how to improve the implementation of their policy instruments (normally co-funded by ERDF). The overall objective of the CRE:HUB project is to improve programmes for Investment for Growth and Jobs (TO3) of eight European project regions in order to support the creation and development of new small and medium-sized enterprises (SMEs) in the CCI sector at regional and national levels through fruitful cooperation among regions with different level of capacities and experiences in CCIs supporting policies.

4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?

There are several tools that could be beneficial for the implementation of SMATH project. These are the following:

- **Cultural and Creative Industries JOINT REPORT**

The report provides an overview of the status of the CCIs in the project area by comparing the definitions and sub-sectors of CCIs. It gives an evaluation of the primary common challenges and opportunities that participating regions are facing using the SWOT method and a Matrix of Barriers & Solutions form evaluated by each project region

https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1532005622.pdf

- **In-depth Assessment Report**

The report offers an overview of the state of art of CCI in the Friuli Venezia Giulia report. It highlights the elements that are in place and those that would need to be provided or enhanced. It provides sound elements to be considered when thinking about the “nest” in the Region

https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1517845392.pdf

- **Good practices**

The project identified a number of good practices in the field of CCI. Some of these good practices might be reflected and further developed (or simply considered for being replicated) in SMATH when setting up nests with “smart atmospheres”

<https://www.interregeurope.eu/crehub/good-practices/>

5) Local CC operators involved in some phases of the project:

- Science and Technology Parks (Area Science Park, Friuli Innovazione and Polo Tecnologico di Pordenone)
- INFORMEST – Agency for Development and International Economic Cooperation active in the regional territory
- Friuli Venezia Giulia Region – Regional Department for Education, Research and Innovation
- University of Trieste and University of Udine
- Chambers of Commerce of Trieste/Gorizia, Udine and Pordenone
- Professional and Trade Associations (architects, craftsmen, SMEs representatives)

- Bank foundations
- Fondazione Aquileia, Regional Institute for Cultural Heritage
- FVG Film Commission / Association of regional theatres / other private bodies representing performing arts

6) Notes:

1) Name of the project/Weblink:
“DIVA”

2) Funding programme:
INTERREG ITA-SLO

3) Description&Objectives:

Developing eco-systems and value chains of innovation: supporting cross-border innovations through Cultural and Creative Industries

4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?

- WP3.2 involves mapping out relevant actors such as CCI operators, hightech SMEs, research centres and cultural engines in the program area (Veneto, Friuli Venezia Giulia and Slovenia)
- WP3.3 involves the creation and launch of a public call for selecting and financing pilot actions in which traditional SMEs will acquire tools and/or services from ICCs

5) Local CC operators involved in some phases of the project:

8) Notes:

1) Name of the project/Weblink:
“SACHE”
Smart Accelerators of Cultural Heritage Entrepreneurship

2) Funding programme:
INTERREG MED

3) Description&Objectives:

Main objective of SACHE is to develop and deliver integrated local development strategies based on tools and approaches that would accelerate creative entrepreneurship within and around cultural heritage (CH) making central European cities and regions better places to live and work.

4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?

- D.T1.2.1-4
will involve the mapping and the triggering of creative environments in
program area
- D.T2.1.2 will be a portfolio of value services for ICC and innovative SME
- D.T3.2.2 will be Organization of first transnational fair on CCIs

5) Local CC operators involved in some phases of the project:

8) Notes:

PP8 The Cultural and Heritage Industries Cluster

<p>1) Name of the project/Weblink:</p> <p>“CHORD” - Cultural Heritage: exploiting Opportunities for Rural Development (site deactivated) INFO on: https://www.programmemed.eu/en/the-projects/project-database</p>	<p>2) Funding programme:</p> <p>Interreg MED 2007-2013</p>
<p>3) Description & Objectives:</p> <p>The final aim of CHORD was to develop and experiment a common strategy to implement innovative cultural services and promote initiatives that can increase the attractiveness and economic value of the cultural heritage of the MED area. Many inland Med areas have significant cultural heritage and resources that could be exploited for specific sectors of the tourism market, thereby benefiting their economic growth. In many cases, local communities are not aware of the economic potential of their cultural heritage and this has led to migratory phenomena and a loss in Mediterranean identity. To change this, CHORD created new cultural heritage poles and experimented new market opportunities for tourism to promote the unique qualities of rural Mediterranean tangible and intangible cultural heritage and identity. The project fostered rural economic and cultural valorisation, promoting innovative cultural poles based on the partners' cultural heritage and landscape values, which had been promoted in road shows in Munich, Vienna and Paris to influence, tour operators and opinion-makers. Peer-exchange through study visits and clustering cooperation have strengthened decision-making, vision, governance and impact at local level. The project has been promoted in the 2010 Open Days in Brussels and actively participated in the EU political debate on the European Heritage Label and the potential of cultural heritage for economic development. The most significant experiences for the partners were the creation of the self-sustaining cultural heritage clusters and the experimentation of the marketing and promotional activities.</p> <p>The mix of partners between territorial authorities and public bodies representing the business community was the key to ensure capacity building and enabled the implementation and and capitalisation of the project outputs.</p>	
<p>4) Which deliverable(s) you think can be capitalized with SMATH Project and Why?</p> <ul style="list-style-type: none"> • A database which provides essential information on public and private stakeholders (museums, tourist offices, administrations, associations etc) in each partner territories for the cultural hubs identified. https://www.programmemed.eu/en/library/deliverables.html?no_cache=1&tx_ausyibliomed_pi1%5Bsearch%5D%5Bprojet%5D%5B%5D=1G-MED08-052&tx_ausyibliomed_pi1%5Bsearch_submit%5D=Search&cHash=0cd90e0912141f603f792d264694997b 	

5) Local CC operators involved in some phases of the project:
n.a.

8) Notes:
Partnership: National Hellenic Research Foundation (EIE), University of Aegean, Mediterranean Technologies, Regional Agency for Technology and Innovation (ARTI), University Enterprise Training Partnership of the Region of Murcia (FUERM), Innovation and Technology Transfer Centre of Andalusia –CIT Andalucva, Foundation for Research and Technology Hellas

