



smath

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

Deliverable 3.3.3

Preliminary plan to launch national/regional Creative Nests



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		Institute of Culture of Municipality of Barcelona	

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

3.3.3 defines an implementation plan for the Creative Nests of the SMATH project, and outlines a series of steps for each local or regional Creative Nest to start the cooperation between cultural engines and Cis. The document contains sections focused on each of the eight SMATH pilots, defining a workplan for the rollout of the Creative Nest. For each Creative Nest, it details all foreseen actions and activities needed by each relevant agent, and a timeframe for the execution of such tasks, an analysis of possible pilot-specific risks, and strategies to mitigate such risks. It also defines the local community of cultural and creative professionals and entities that will take part in the Creative Nest process, and provides details on their professional profile, affiliation and cultural/creative sector.

The evidence collected during fieldwork at each pilot (as documented in 3.3.2) has informed many of the decisions taken to finalise the trajectory of activities for each Creative Nest, in terms i.e. of how activities have to be structured to suit the agenda of different agents such as part-time researchers/PhDs or professionals wishing to combine with a main employment and thus allow their participation, or how the SMATH trajectory can be adapted at each pilot to capitalise on local opportunities such as major festivals, complementary calls for project funding launched by public entities, etc). In this respect, the workplans are grounded on an understanding of the several different Euromediterranean realities that the SMATH project wishes to engage, and represent specific local implementations of the Creative Nest concept outlined in detail in 3.3.1.

2. Workplan for Veneto Region (Italy)

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
1. Working lab and Study-visit at F/Art SRL, Preganziol (Treviso)	A 3-hour working session with 18 artists + 12 SMEs, comprising the study-visit of F/Art plant and of the working lab. Right after the study visit all SMEs set their own desk and artists started visiting them, getting to know each other thus giving way to the first real interaction and a mutual understanding of needs. Every artist spent around 15 minutes to every desk.	May 7, 2019
2. Working lab and Study-visit at GV3 Venpa SPA, Dolo (Venice)	A 3-hour working session with 23 artists + 10 SMEs, comprising the study-visit of GV3 Venpa SPA premises and of the working lab. Right after the study visit all SMEs set their own desk and artists started visiting them, getting to know each other thus giving way to the interaction and a mutual understanding of needs. Every artist spent around 15 minutes to every desk.	May 17, 2019
3. Working lab and Study-visit at Pane Quotidiano di Idea Nostra Onlus, Villaggio SOS, Vicenza	A 3-hour working session with 25 artists + 10 SMEs, comprising the study-visit of Villaggio SOS and Pane Quotidiano spaces (bread oven, bakery) and of the working lab. Right after the study visit all SMEs set their own desk and artists started visiting them, getting to know each other thus giving way to the interaction and a mutual understanding of needs. Every artist spent around 15 minutes to every desk.	May 21, 2019

<p>4. Marketing Seminar "Creating Artistic Interventions within Enterprises", Palazzo Moro, Ca' Foscari University, Venice</p>	<p>A 3-hour training and working session with 23 artists + 12 SMEs. The workshop is split into two distinctive parts: first one is devoted to a training seminar held by Viviana Carlet (Lago Film Fest) and Anna Quinz (Franzlab) and introduced by professor Fabrizio Panozzo, whose objective is to highlight the pros of including art as a means for stimulating innovations within organizations and the possible cons and how to properly and effectively handle them. After the seminar, all SMEs set their own desk and artists started visiting them, getting to know each other thus giving way to the interaction and a mutual understanding of needs. Every artist spent around 15 minutes to every desk.</p>	<p>June 7, 2019</p>
<p>5. At least 20 individual meetings in enterprises (at least 3 hours per meeting) between artists and managers, with the assistance of Ca' Foscari team</p>	<p>Individual meetings and ad hoc study-visits (on request), as well as further occasions of discussion and elaboration of collaborative projects will take place in the months of June, July and August 2019. The Ca' Foscari team is available in all these occasions by offering assistance to both artists and entrepreneurs, as part of the coaching and mediation service.</p>	<p>June, July, August 2019</p>

Part 2: Cultural and creative ecosystem

Creative Nest participant	Professional profile	Entity/ Organization	Creative/cultural sector
Alvise Bittente	Illustrator, visual artist, drawing	/	arts

Andrea Santini	Sound artist, sound designer, multimedia artist	/	arts
Anna Piratti	Installation, performative and visual artist	/	arts
Antonio Gallucci	musician, saxophonist, jazz improvisation	/	arts
Cento Canesio	writer, street and visual artist	/	arts
Chiarastella Seravalle	actor, performer	Artemide Theater Company	arts
Corinne Mazzoli	performer, visual artist	/	arts
Raffaella Rivi & Sergio Marchesini	art collective working in the digital and multimedia arts	D20 Art Lab	arts
Daniele Zoico	visual and multimedia artist, installation, videomaker	Danto Production and Blauer Hase Collective	arts
Domenico Dimattia	film director and video maker	GoldWing Film	arts
Emmanuele Panzarini	visual artist, working with urban installations	/	arts and communication
Lorenzo Zuffi	theater company	etiElleZeta	arts

Tommaso Franchin	theater company	exvUoto Teatro	arts
Fabio Guerra	visual artist, ceramist, art professor	/	arts
Fausto Trevisan	visual artist, performer	/	arts
Federico Seppi	visual and land artist working with nature and natural elements	/	arts
Ismaele Nones	emergent visual and graphic artist	/	arts
Kensuke Koike	visual artist	/	arts
Leonardo Delfanti	dancer and performer experimenting contact-dance	Contactiam oci Association	arts
Maira Da Re	emergent visual artist	/	arts
Manuel Schianchi	emergent visual artist, painting, drawing and poetry	/	arts
Martin Romeo	Visual artist and independent curator	Toolkit Festival	arts
Matteo Vettorello	visual artist, installation	/	arts

Mattia Novello	visual artist, installation	/	arts
Mirco Basso	photographer	/	arts
Nicola Tessari	artisan, wood craftsman	/	arts
Noa Pane	visual artist	/	arts
Patrizia Schettino	ux designer, digital specialist, painter	/	arts and design
Pietro D'Agostino	visual artist, photographer	/	arts
Simona Sala	performer, actor	/	arts
Alessio Ballerini	sound artist, sound designer, video maker, multimedia artist	/	arts
Spela Volcic	visual artist and photographer	/	arts
Federico Leoni & Giordano Magnani	artistic duo working in the domain of visual arts, installation	Studio Tonnato	arts
Clemence Gachot-Coniglio & Jacopo Zanessi	artistic duo working with poetry, performance, literature, documentary, photography	Teoria & Preda	arts
Tommaso Gentile	designer, visual artist, professor of typography	Artemia Group, Comunica	arts and design

		tion Agency	
Veronica Avossa	visual artist, painter	/	arts
Sergio	CEO	Arbos SRL	eco-design stationery manufacture
Belinda	Owner	Artemisia Galleria	art gallery & antiques
Lorenzo and Roberto	artistic directors	Capitan Bragadin	cultural center in progress
Naomi and Rita	communication office	Contarina SPA	waste and recycling service of Treviso Municipality
Luana, Monica, Marta and Benedetta	human resources office and engineers	Electrolux SPA	global leader in household appliances and appliances for professional use
Mariaelena	marketing office	Elektra SRL	production of Espresso coffee machines based on fine craftsmanship values
Marisa	CEO	F/Art SRL	world leaders in the production of transformers for cold cathode lamps - neon
Silvio	CEO and President	Grafiche Antiga & Tipoteca Italiana	Grafiche Antiga is a graphic industry and Tipoteca is a museum of typography arts and movable types
Andrea	CEO	Hostelsclub.com	digital platform for tourism
Romina and	owners	Idee...in	lighting engineering

Claudio		luce SNC	service for museums and cultural events
Margherita	founder and designer	Magal Gioielli	goldsmith workshop
Giacomo & Micol	social workers	Pane Quotidiano di Idea Nostra ONLUS	social enterprise, bread production and bakeries
Erica	marketing manager	Project Officina Creativa SRL	Denim and sportswear maker for luxury brands
Chiara	CEO	Sibania SRL	traditional porcelain manufacture
Lidia and Nicole	communication office	GV3 Venpa SPA	rental and assistance specialist for construction site vehicles
Giulia	social worker	Cooperativa Verlata	social enterprise (food, agriculture, nature, farming, wide range of inclusive projects for disabled people)

3. Workplan for Friuli Venezia Giulia Region (Italy)

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
1. Management and sustainability seminar	Operators of “cultural engines” and participants of the FVG World Café (held in Pordenone on 22 March, 2019) will be invited to a seminar to learn marketing and commercial methods and strategies.	28 June 2019
2. Working lab - initial	A first working session will involve the participants of FVG AR World Café. Potential ideas generated during the World Café will be further elaborated. They need to be further developed and structured around an interested partnership.	End of September 2019
3. Working lab - advanced	Follow up to the initial working lab, another working session to refine initial concepts, deepen hybridisation/matchmaking and cluster emerging concepts into the 3 areas of social innovation.	End of September 2019
4. Pitching Event	Private investors and financiers will be invited to 1 pitching event, where projects developed by CIs operators will be proposed for investment.	September/October 2019
5. Study visits	Each group, clustered according to the 3 areas of social innovation, will participate to a study visit. 3 follow-up workshops will bring to the identification of 5 joint-cooperation opportunities.	November 2019

Part 2: Cultural and creative ecosystem

Creative Nest participant	Entity/organisation	Creative/cultural sector
FVG Regional authority of cultural heritage	ERPaC-Ente Regionale Patrimonio Culturale	Cultural heritage
Promoter of Aquileia archeological site	Fondazione Aquileia	Cultural heritage
Scientific pole & incubator	Innovation Factory – AREA Science Park	Research and Innovation
Incubator	Friuli Innovazione	Research and Innovation
Incubator	Polo Tecnologico di Pordenone “Andrea Galvani”	Research and Innovation
Audio-visual sector	Trieste film Festival	Film & Audio-visual
Audio-visual sector	Far East Film Festival	Film & Audio-visual
Audio-visual sector	International award for best screenplay "Sergio Amidei"	Film & Audio-visual
Cluster	FVG Cluster CCI	Cultural and creative
Cluster	Cluster Comet	Engineering
Science and Research institution	SISSA - International School for Advanced Studies	Science and Research
Science and Research institution	TWAS - the academy of sciences for the developing world	Science and Research

Science and Research institution	OGS - National Institute of Oceanography and Experimental Geophysics	Science and Research
Science and Research institutions	ICTP - International Centre for Theoretical Physics	Science and Research
Science and Research institutions	ICGEB - International Centre for Genetic Engineering and Biotechnology	Science and Research
Science and Research institutions	Elettra synchrotron Trieste	Science and Research
Euroscience open forum	ESOF2020 - Euroscience Open Forum	Scientific sector
CCI	E.V.E s.r.l	Fashion
Entrepreneurial trade association	UNINDUSTRIA Pordenone	Industrial
Consorzio universitario di Pordenone e Isia Roma design	Pordenone Design Week	Design
CCI	Poetronicart Srl	Cultural and creative
CCI	Mast icc sb	Cultural and creative
Audio-visual sector	VIDEE s.p.a	Media and entertainment industry
Audio-visual sector	Nefertiti Film	Film industry
Audio-visual sector	Slingshot films	Film industry
CCI	Altre forme Udine coop.	Cultural and creative
Entrepreneurship	COMINshop srl	Store design

Cultural association	Blues in villa	Music and performing arts
CCI	ICIDE srl	Design
CCI	Eye Tech	software
Artist run project	MAGMATICA	Photography, Film direction
Audio-visual sector	Art&grafica comunicazione visiva	Visual communication
SMEs representative	Confartigianato Udine	Craftsmanship
Training institution	UNIS&F	Cultural and creative
Cultural Heritage	PAFF!	Arts and Comics

4. Workplan for Zagreb Metropolitan Area (Croatia)

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
1. Working lab	<p>“UNDERSTAND” Getting the team aligned around the context; identifying key drivers/areas/challenging; learning about best practise projects; and going into depth around the key needs, goals and roadblocks by using Design thinking methodology. We will define Persona, Empathy Map and As- Is Scenario with a purpose to understand problem and environment better and gain insight. Design thinking manual with all explanations. Deliverable: As- Is Scenario</p> <p>Duration: 1 day.</p>	3th week of June 2019
2. Working lab	<p>“EXPLORE- light” Learning ideas deeper; exploring dynamic experiences across industries; brainstorming and maturing key features and themes into core concepts. Deliverable: big ideas roadmap and prioritization</p> <p>Duration : 1 day</p>	2nd week of September 2019
3. First workshop	<p>“EXPLORE- finish”- finishing and elaborating concrete ideas</p> <p>Deliverable: 20 elaborated ideas</p> <p>Duration : 1 day</p>	2nd week of October 2019
4. Second workshop	<p>“PROTOTYPE” starboarding the core concepts in the context of the key user needs; identifying the key To-Be Scenarios to drive best customer experience.</p>	December 2019

	Deliverables: Storyboard, TO- Be Scenario, Business model canvas Duration: 1 day	
5. Third workshop	“TRANSFER INTO A BUSINESS PLAN”- capitalization prototype into a business plan (template for business). Deliverables: 10 business plans developed Duration: 1 day	Januar y- Februa ry 2020

Part 2: Cultural and creative ecosystem

Creative Nest participant	Professional profile	Entity/organisation	Creative/cultural sector
Krešimir Čanić	Project manager	Fablab.hr	Publishing
Ana Armano Linta	Designer	Armano Linta Ltd.	Design
Josipa Vukelić	Project manager/curator	Kontejner/bureau of contemporary art	Contemporary art
Veselko Leutar	Expert associate	Trešnjevka Cultural Centre	Art
Ivana Reić	Designer	Individual professional	Design
Dragana Koljenik	Librarian	National and University Library in Zagreb	Library and heritage
Maja Priselac	Journalist	National and University Library in Zagreb	Library and heritage
Valentina Lulić	Designer	Individual professional	Design

Mia Jukić	Designer	Individual professional	Design
Maroje Sabljic	CEO	Divan FYI	Performing art
Nikolina Jelić	Owner	Kubus studio	Architecture and design
Kristian Sabol	Video editor	Park Avenia Ltd.	Video production
Dario Vuljanko	Croatian Natural History Museum	n/a	Museum
Petra Bilić Križan	Creative director	Dizajncafe Ltd.	Design
Kristina Pongrac	Coordinator	Platform for Social Center Čakovec	-
Ivona Milovanović	Librarian	National and University Library in Zagreb	Library and heritage
Dubravka Davidović	President	“Tur Kultur-Croatian Association for Tourist and Cultural Routes”	Heritage
Velibor Mačukatin	Academic sculptor	“Art organisation “5”-sculptor studio”	(Visual) Art
Ivana Čadovska	Librarian	National and University Library in Zagreb	Library and heritage
Iva Lulić	Photograph freelancer	...	Photography

Renata Brezinščak	Museum pedagogue	Croatian Natural History Museum	Museum
Nina Križan	Production assistant	Dance ansambl company	Music and Performing Arts
Sofija Klarin Zadravec	Consultant for the development of the Croatian digital library	National and University Library in Zagreb	Library and heritage
Nela Marasović	PR	National and University Library in Zagreb	Library and heritage
Ante Livajić	PR	National and University Library in Zagreb	Library and heritage
Sonja Brstilo	Freelancer artist	Sonja Brstilo Illustration	Visual (Arts)
Ana Babić	Librarian	National and University Library in Zagreb	Library and heritage
Mihaela Visinski	CEO	Event rooster	Design

5. Workplan for Maribor (Slovenia)

Part 1: Preliminary sequence of activities 2019

Activity	Short description	Expected date
1. World Café	A 4 hour interactive event with artists and SMEs from creative & cultural sector, in order to activate Smart Atmospheres. Presentation of business ideas, networking, development of ideas for cooperation between artists and SMEs. Location: Maribor	May th 24 th , 2019
2. WorldCafe	A 4 hour interactive event with artists and SMEs from creative & cultural sector, in order to activate Smart Atmospheres. Presentation of business ideas, networking, development of ideas for cooperation between artists and SMEs. Location: Murska Sobota	th June 5 th , 2019
3. Design thinking seminar	A 2-hour interactive seminar to introduce the hybrid projects to the basics of project management and sustainability	May th 24 th , 2019
4. Individual meetings with artists and SMEs	Individual meetings with participants of WorldsCafes and Info days. Definition of cooperation proposals, partnership expectations and development of business plan / coaching steps.	June-July 2019
5. Working labs – initial	A 3-hour working session with artists and SMEs from creative & cultural sector, for the purpose of developing joint concepts starting from each's own interests. Methodology: design thinking / brainstorming techniques. 2 – 3 events	th 4 week of August 2019

	with smaller groups.	
6. Working labs – advanced	Follow up to the initial working lab, a 3 hour working session to refine initial concepts, deepen hybridization/matchmaking and cluster emerging concepts into the areas of social innovation, urban regeneration and responsible tourism. 2 – 3 events with smaller groups.	th 4 week of September 2019
7. Business negotiations & marketing communication seminar	A 2-hour interactive seminar to introduce the basics of business negotiations and marketing communication for CCI entrepreneurs.	th 4 week of October 2019
8. Cooperation / meetings with regional stakeholders	Individual meetings with regional / national stakeholders: presentation of creative nests and development of cooperation ideas.	May – September 2019
9. Definition of Creative Nests services, membership and operation	Definition of priorities, main sectors and activities.	May – September 2019

Part 2: Cultural and creative ecosystem

Creative Nest participant	Professional profile	Entity/ organisation	Creative/ cultural sector
Aleksander Legen	Creative director	Aleksander Legen s.p.	Design & digital communication

Manja Jeric	Ambiental artist, Designer	Art Society Soraj	Visual arts
Polona Pokljukar	Designer	Polona Pokljukar	Design of personal and home decor
Blanka Kvas	Cultural animator.	Društvo Reisefiber	Responsib le tourism
Dusanka Vrelec	Sales manager	Zavod Marchburg	Visual art
Jose Emilio Abarca	Sales representative	Vive Eslovenia	Responsib le tourism
Barbara Stancer	Artist, Writer	Mao-Tara Energy Art	Visual arts
Karmen Kurade	Potery designer	Loncarstvo lestenci	Pottery design
Masa Gulic	Architect	MG Design	Architectu re
Ana Granda Jakse	Designer / managing director	Deram Journey d.o.o.	Textile & design
Miro Mihec	Media communication manager	Etika d.o.o.	Ethical advertisin g & marketing
Jure Kralj	Photograph	Jure Kralj s.p.	Photograp hy
Lucija Zitnik	Artist	Lucija Zitnik	Art forging
Milena Kolsek	Sales manager	Milena Kolsek s.p. / Migowood	Design and manufact ure of

			wooden products
Vladimir Rudl	Head of Dpt / internationalization expert	Maribor Development Agency	Regional development agency
Andreja Budar	Project leader – CCI	Maribor City Municipality	Local municipality
Ales Skalic	Project leader	RC Murska Sobota	Regional development centre
Leonida Polajnar	Managing director	Regional Chamber of Craft & Entrepreneurship Maribor	

6. Workplan for Barcelona Metropolitan Area (Spain)

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
SMATH Info Day	Co-located with the MED Conference to promote the contribution of Cis to Social Innovation	May 2019
LOCAL World Cafe to validate the toolbox to support Cis in the identification of business ideas rooted in local culture.	World Cafe organized for the PPs operators to share insights, transfer information and adapt the tools to the needs of Cis.	May 2019
2 nd SMATH Info Day event in a Cultural Heritage site	Event and info day devoted to the potentialities of a closer cooperation between Cis and their core cultural engines, hosted at Fabra & Coats Art Factory in Barcelona	June 2019
SMATH Open call process	Open call for cultural and creative agents to submit innovative proposals with potential for hybridization and social impact. The proposals will be evaluated and ranked, and the top 25 cultural and creative agents will enter the SMATH Creative Nest process	June-July 2019
2 Working labs with the 20 ideas	Working labs to proceed with the cooperation and deepen the structure of the projects.	September 2019
Awareness	Seminar for cultural engines (ie. artists,	September

Seminar on managerial, financial and marketing instruments.	actors, musicians, directors...) to learn marketing and commercial methods and strategies.	2019
3 Local study visits	Project ideas will be clustered in 3 areas of social innovation (Responsible tourism, social cohesion, urban regeneration). Each of the 3 clusters will participate to a local study visit to get to know SMEs and start-ups working in these domains	October 2019
3 Follow-up workshops	Three follow-up workshops with the SMEs from the sectors to reach 5 joint-cooperation opportunities.	October 2019
Project marketplace at Smart City Expo 2019	In the Fair/Market place the selected projects (20+5) will present their projects to an audience of public agencies and private firms with the objective of checking their market orientation, gaining contracts, and exploring potential financial opportunities.	November 2019
Coaching assistance on managerial skills	<p>In this phase, the 10 most mature projects will be selected to continue strengthening their market potential. The definition of a business model for each hybrid project will be worked out, as well as the development of a prototype that will be tested in experimental or market environments. The communication and marketing channels of the projects as well as the possible sources of financing will also be worked on.</p> <p>Definition of the business model (accompaniment by definition of the value proposal based on the analysis of the environment, and accompaniment in the development of a prototype and</p>	December 2019 - February 2020

	<p>to test the idea)</p> <p>Marketing and communication, including the definition of a strategy for digitization and social networks (development of the strategic and operational digital marketing of the project)</p> <p>Financing resources (crowdfunding, etc.)</p> <p>Actions to improve the entrepreneurial and managerial skills of the participants, such as planning, leadership and team management, communication or negotiation.</p> <p>The objective of this phase is to define a feasibility plan. The methodology will be based on participation in specific sessions and group workshops and in individual support for each project. Starting from the finalized business plans, the projects will pass to the next phase, internationalization and networking.</p>	
Transnational training in Arles (France) addressed to CCIs	5 CCI operators per area will participate to a 2-day event in Arles to strengthen the cooperation between cultural and creative operators; learn how to protect ideas and apply for private and public funding.	March 2020
8 Networking and internationalization marketplaces	<p>In the Fair/Market place the selected projects (10) will present their projects to an audience of public agencies and private firms with the objective of checking their market orientation, gaining contracts, and exploring potential financial opportunities.</p> <p>Participants will be coached and present their projects to the following fairs, marketplaces and venues:</p> <p>BizBarcelona Sónar+D al PrimaveraPro Fira B'Ars Foro d'Inversors d'ESADE</p>	April – June 2020

	Cluster Audiovisual VerKami (crowdfunding platform) Patrociname (crowdfunding platform)	
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Part 2: Cultural and creative ecosystem

Creative Nest participant	Professional profile	Entity/organisation	Creative/cultural sector
Alejandro Martín	Commissioner and Cultural Manager	Spit up	Visual arts Art, Science and Technology.
Alfonso Pardo Zapatero	Space Evangelist, coder & musician	Made Makerspace Barcelona	Maker Culture
Alvaro Muñozledo	audiovisual content, interactive and communication	Mapping World-Lab	motion graphics, videomapping
Ana Fernández-Aballí	Responsible for Research	The Xixa Theater	Social theater
Annie Cabarubias	Management	Yes We Dance	Representation of dancers
Antonio Fajardo Ruiz	Classical music	Notte e Giorno Musicateatre Barcelona	Musicateatre
Antonio Lama Cortés	Cultural manager	Patrocíname SL	Cultural and Creative.
Ariadna Torner i Chufí	Professional violinist, project manager of	Aupa Quartet	Artistic / creative sector

	multidisciplinary plinars and social integration.		
Arnau Serra Pòrtulas	Digital social innovation project technician.	General Direction of Digital Society - Generalitat de Catalunya	public administratio n
Barbara Pita-Rocha Raposo	Urban spaces management, International Business Development Specialist, Intercultural mediation (China)	coodin	business sector
Bernat Espigulé	Mathematician, researcher, science Communicator a nd artist	Complex Trees	Academy, scientific software, 3D- Printing
Brunella Mariani	Project manager	Barcelona Activa	
Carlos Pérez Gómez	Project manager	galactinet	business
Daniel Marzo Ortega	Multimedia Artist, Technical Production and Production Management	Eyesberg Lab SL	Multimedia art
Daniel Pérez González	Artistic Programmer Small Festival Format, Producer Technician.	demo productions	music, organizing cultural events
Daniela Jacques Aviño	Actress / Director	Cia. Maria La Culpa	Creative- Cultural
David Ordinas	creative director	Shivver	Virtual reality

Llopis			of scenic arts
Diana Escobar Vicent	Cultural management in the fields of museology, scientific dissemination and innovation. Biologist training and pianist.	Institute of Culture of Barcelona	Cultural
Diego Salazar	Cultural manager	Cooperative Connected	Culture, education and communication
Esther Ferrer Llinars	Cultural manager	UB	
Francesc Benlliure Moreno	Manager and cultural producer	MATICS Barcelona	digital arts
Francisco Gallego Arredondo	Editor and author of board games and mobile devices	Gdm Games	Game
Gabriela Berti	Director of contents of the Ideogram Foundation, independent commissioner, writer and university teacher	Ideograma Foundation	Foundation, programs related to culture, art and development of the social fabric
Gemma Prenafeta Ribera	CEO	Sharify	Advertising
Isadora López Pagán	Theater scene multidisciplinary and independent of the arts live	Antic Teatre - Espai d'creació SLU	performing arts
Javier Picornell Pérez	Manufacture of physical supports	RecordSprint SL	Music

Jordi Diaz Marcos	Nanotechnologist, chemist, disseminator and scientific communicator	UB / ACCC	Science and Art / Nanotechnology
José Ignacio Vaaliña Fratini	Multimedia Artist and Developer	Eyesberg Lab SL	Art Multimedia
Juanjo García Díez	Economist	Scene Communication	Cultural and business sector. Project development. Cultural sponsorship
Karen Odelot Capdevila	Director and manager of areas of urban management	Coordination	business sector
Laudelí Arnau Ribera	Social educator, artist clown	Laudelí Arnau Ribera - Trompitsols performing arts applied	Creative, cultural ...
Marc Aguilar Santiago	Cultural Researcher and Project Manager	Bit Cultural Lab	Digital cultural and social innovation
Marc Garcia Sanchez		Rebobinart	Urban art
Marc Sala Capdevila	Opera singer (tenor) and music publisher.	Belcanto Lovers	Opera: Music and scenic arts
Maria Ríos		Cooperative Connected	
María Royuela Maldonado	Cultural and heritage management, transmedia cultural happenings	PopUp Art	Creative

Mariela Brito Luna	Architect		Participatory design
Marisol Robertson Cortés	Actress / Director	Cia. Maria La Culpa	Audivisual
Mireia Manjón	Communication technique	UOC Dimmons	Digital innovation, Research
Nevenka Pavic Sabioncello	Multidisciplinary Plastic Artist.	Asociación Cultural La Gloria Art Factory	Visual and plastic arts
Nicole Woodman	Studio Manager - audiovisual sector	Devicers	Creative Sector
Núria Casellas Caralt	Board game designer	Cucafera Games	Games, Board and street games.
Nuur Ydalga Palacio	Art, Dance, Teconology and Creation.		Creation and culture
Oriol Agulló	Project Manager	Cooperative Knots	Scientific culture
Oscar Sahún	Game designer, entrepreneur and GameBCN Project Manager.	GameBCN	Creation of video games
Paco Gramaje Calatayud	Audiovisual production	Paco Gramaje Studio	Videomapping For Scenic Arts And Dance
Pat Gonzalez Garcia	Founder and CEO	Monday Innovation Lab	Social Innovation
Patricia Ordaya	Technical activities	The Xixa Theater	Social theater
Paul Adelantado	Researcher	Cyborg	

		Foundation Labs	
Quim Soler Pujadas	Musician and Cultural Manager.	Tradicionàrius Artisan Center	Music
Raul Montero	Creativity and technology	Drawjay	Art and technology
Ricard Benítez Hernández	Journalist and technician of digital social innovation projects.	Government of Catalonia. General Direction of Digital Society	Public administration
Sheila Braided bracket	Address Civic Center	Club Lleuresport - Pere Quart Civic Center	Cultural
Sonia Espí	Promotion of research in musical technology	Music Technology Group - Pompeu Fabra University	Music and technology
Viviana Hirsch Kaiser	Educational projects, social art	Viviana Guasch, plastic artist	
Xavier Granada	Audiovisual production; Distribution and production of performing arts;	Magrana	Audiovisual and Performing Arts

7. Workplan for Athens Metropolitan Area (Greece)

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
World Cafe	Presentation of best practices of existing projects on the 3 thematic areas and follow-up session on innovative collaborations in order to create awareness on the possibilities of hybridization between cultural operators and creative industries	25/6/2019
Working lab - initial	A 3-hour working session with the 25 creatives + 25 cultural, for the purpose of developing joint concepts starting from each's own interests. Methodology will probably be a brainstorming technique	End of September 2019
Working lab - advanced	Follow up to the initial working lab, another 3 hour working session to refine initial concepts, deepen hybridisation/matchmaking and cluster emerging concepts into the 3 areas of social innovation	End of September 2019
Seminars to	Operators of cultural engines	Mid of October

operators of cultural engines	interested in strengthening the cooperation and create new collaborations with other SMEs, will attend a seminar about management, financial and marketing instruments	2019
3 study visits	Selected projects from each thematic area of social innovation will participate in a study visit and a follow-up workshop respectively, to identify the 5 joint cooperation opportunities	End of October 2019
Management and sustainability seminar	Seminars to introduce the hybrid projects to the basics of project management and sustainability	Mid of November 2019
Market orientation for culture-based products/services	Market place where CIs operators will present their projects in order to check their market orientation and expand their stakeholders pool	1st week of December 2019
Regional info day	The regional info day will demonstrate the piloting phase progress	1st week of December 2019
Developing business plans	Each project will be assisted to finalise a business plan for potential investors	Mid of January 2020
Setting up local network of	Organization of a pitching event with selected private investors and	Mid of February 2020

private investors	financial institutions	
The crowdfunding experience	Promotion of one project per nest through the crowdfunding platform	End of February 2020

Part 2: Cultural and creative ecosystem

Creative participant	Nest	Professional profile	Entity/organisation	Creative/cultural sector
Yannis Skaltsas		Artist	Athens School of Fine Arts	Visual arts
Georges Pero		Innovation Manager	Meso Events	Music Productions
Maslintzi Dora		Marketing manager	Shedia art	Advertising
George Sachinis		Cultural Manager/Actor	UrbanDig project	Performances/Cultural Dialogue
Vee Bougani		Startup owner & cultural manager	Sustainable Gastronomy	Gastronomy
Aggeliki Demertzi		Researcher on CCIs clustering	National Technical	

		University of Athens	
Matina Magkou	Cultural Manager	Municipality of Athens	Cultural Productions
George Manias	IT consultant	Epsilon Innovation	IT Development
Christos Alexopoulos	Composer	Puzzlemusik	Music Production
Panagiotis Panagiotopoulos	Software Developer/Musician	Performants	Startup/Music Concerts
Orianna Antonaropoulou	Project Manager	This is Athens - Municipality of Athens	Tourism Development
Laschou Mandy	Scenic Designer	Selina	Production Design
Matoula Koutsari	Cultural Manager	Goethe Institut	Cultural Productions
Christina Hatz	Singer/Songwriter	Funky Leopard Studio	Artist Residencies
Eva Kalogeropoulou	Designer	Krama Studio	Industrial Design

Maria Drosou	Architect	Industrial Gas Museum Shop	Industrial Design
Katerina Antonaki	Graphic Designer	Athens University of Graphic Arts & Design	Graphic Design

8. Workplan for PACA Region (Provence-Alpes-Cote d'Azur) - Arles

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
<i>1. Working lab - initial</i>	<p>Content defined according to the results of the World Café. Project ideas already having a partnership to back them, the Lab is structured with a hands-on approach, with the aim of starting to delve into the idea, discussing the available resources, the needs of the project, the costs and/or other specifications.</p> <p>This lab represents the last opportunity to make ideas emerge and pair people with useful and interested partners.</p> <p>Methodology: design thinking, brain storming</p>	<i>3rd week of September 2019</i>
<i>2. Study visits</i>	<p>Participants will be divided into 3 groups, clustered according to the 3 pre-defined thematic domains. Each group visit a company or institution working in their sector. The company(ies) should represent an example and a source of inspiration. Participants should be given the opportunity to understand the inner workings of the organization and residencies could be considered</p>	<i>1st week of October</i>
<i>3. Working lab - advanced</i>	<p>The Follow-Up workshops are the last official occasion to work on the definition/ of project ideas. According to the state of development of each project, it could be: already discussing the details of a business plan; or define</p>	<i>October 2019</i>

	<p>their needs and the direction to be explored with the project. Note that potential project holders which require a little more time finding a match, might need additional time to fine-tune their idea, the resources involved and concretize the proposal.</p> <p>The content and the organization, as well as the methodology, depend entirely of the results from the initial WL.</p>	
<i>4. Creative starter plan</i>	That includes a seminar, fair/market place, specific coaching assistance to the selected projects and the presence of SMATH on local events.	<i>November / December 2019</i>

Part 2: Cultural and creative ecosystem

Creative Nest participant	Professional profile	Entity/ organisation	Creative/ cultural sector
Anais Lacrotte	President	SAS PROVENCE FACTORIZ	Agriculture
Aymar Batetana Casanova	Creative	AWBC	Video Animation
Astrid Nou	Public relations officer	Fondation LUMA	Support to the fields of art, photography, publishing, multimedia.
Bertrand Villien	Project Director	UNIVUP	Digital technologies
Catherine Anaya	University Professor	Univ.Aix Marseille	Education
Catherine Arniac	President of local art association	ART&FACT	Visual Arts

Celine Salvetat	Director 'grands publics'	Museum Arlaten	Cultural Heritage
Chantal Bailly	Member of municipal council- director of culture	Arles Municipality	Local authority
Christele Jacquemin	Fine art Photographer / scent designer		Visual arts
Elodie François		Initiative Pays d'Arles	Business support
Elsa Bonal	Collective intelligence expert	Deja-lá	Communication / adults education and training
Emilie Pautus	Director / owner	Librairie Les Grandes Largeurs	Publishing
Fabrice Paul	President	EDIKOM	Communication
Florine Vanorlé	Project Chief	Mise à Jour	Education, Mediation
Françoise Lacotte	Independent Consultant		Culture Civil society projects
Gac Killian	Manager	Pierre au carré	Cultural heritage
Henri Maquet	Musician		Music
Hervé Schiavetti	Mayor	Municipality	Local authority
Isabelle Dao	Deputy Director	Les Premiers Sud Art Impulse	Business support
Caroline Drummond	Director	Les Premiers Sud	Business support

Paul Fabrice	CEO	Edikom	Cultural engineering
Jean-Bernard Memet	Director	A-Corros	Cultural Heritage
Jean-Guillaume Rougy	Vice-President of local art association	ART&FACT	Visual Arts
José Manrubia	President	Association Flamenco in Arles	Dance, music
Julie Tetrel	Creative Designer		Designer Crafts
Juliette Dusquesne	Director	INTERMADE	Support entrepreneurs /
Karin Chiron	Director	Les Bons Plans / Green et Local	Tourism
Marine Bayle	R&D Engineer	A-Corros	Cultural Heritage
Massimiliano Bigoni	Director / coach	MB informacoach	Adult education
Mario Migliara	Opera producer	Teatro Opera Milano	Opera
Marion Jeux	Cultural Mediator		Designer / artisan
Martine Sousse	Development Director	La Boate	Digital technologies
Mathieu Bertello	Singer	Vice et Vertu	Music
Maud Calmé	Director	Festival Phare	cinema
Mizrahi Rachid	Sculptor with	TadelaktAndC	Visual Arts

	natural materials	o	
Murielle Scalzo	assistant	Festival Phare	Cinema
Nicolas Marion	Project Assistant	Club des Entrepreneurs Terre de Provence	SMEs / support service
Pascal Bois	Photographer	Panouves	Photography
Philippe-Robert Bayle	Musician / composer		Music
Pierre Aumont		University of Avignon	Education, Mediation
Stéphane Kraniewski	Director	Festival Les Suds	Music
Raphaëlle Kellener	Quality and client relations' manager	Tourism Office	Tourism
Thibaut Pourprix	Development Agent	CMAR PACA	Business support
Vincent Mazer	Culture department officer	Sud-Paca Region	Regional Authority
Micky Nectoux	Designer / architect	Micky Design	Design
Christophe Omnés	CEO / Woodcarvers, cabinet maker	Atelier Omnés	Design Crafts
Fabrice Ottier		Atelier 288	
Florence Maille	Cultural project Manager	Fondation LUMA	Support to the fields of art, photography, publishing, multimedia.
Frederic Baranger		Atelier AGORA	Support to artists / vocational training

Laurence Vaidie	Graphiv designer		Design
Sebastien Hébrard	Economic development officer	ACCM	Local authority
Andre Geyer	Social economic officer	ACCM	Local authority
Eric Juan	Director	IPA	Business support
Romain Francou	Project Officer	PETR Pays d'Arles	European Funds (FEADER) Intermediary authority
Astrid Abel	Project officer	CPIE RPA	Environmental
Maureen Pette	Administrator	City Creative Theory	Culture
Lionel Jarraillon	CEO	Canopee	Communication Marketing Advertising
Marie Piles	Director	CAE Mine de talents	Project Management
Florent Lupi	Cattle breeder	Manade Albert La chapelle	Agriculture
Annakarin Quinto	Photographer	Le boudoir 2.0	Visual arts

9. Workplan for PACA Region (Provence-Alpes-Cote d'Azur) - Toulon

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
1. Working lab – initial (1)	A 3 hour action-training workshop on how to elaborate an good project presentation with the 10 preselected projects. The methodology of the Pitch was used by mixing the traditional canvas format with creative & cultural elements to adapt the workshop to the participants' needs.	June 17, 2019
2. Working lab – advanced (2)	After the initial working lab, the projects selected had access to the Murex Festival dedicated to digital culture and creativity to meet stakeholders, European entrepreneurs and we able to assist to conferences and workshops with international speakers.	June 28, 2019
3.Creative Starter	A 6 months program (between June and December 2019) to support managerial capabilities of the selected projects (5). The projects selected will benefit from seminars, individual coaching, collective workshops, study visits, professional meetings and networking events.	Between June and December 2019
4. Marketing Strategy session	This collective session will be manage with a common framework of Business Plans and Investment Plans to follow/fill in. External experts could be mobilized like Business Incubators, BA	By December 2019

	mentors...	
5. Market Place	This event will probably be organized in partnership with the second Murex Festival edition dedicated to culture, entrepreneurship, innovation and creative industries/cultural sectors	Tbc 2020

Part 2: Cultural and creative ecosystem

Creative Nest participant	Professional profile	Entity/organisation	Creative/cultural sector
William ACKER	Administrator	Le Port des créateurs	Cultural incubator
Christophe AIGUIER	Cultural project manager	Municipality	Cultural Stakeholder
Loïc ALEGOT	Entrepreneur	Tinsel Emotion	Social and cultural innovation
Laetitia AMIOT	EU & International project manager	TVT Innovation	Business Innovation center
Clémence BALAZEIRO	EU & International project Intern	TVT Innovation	Business Innovation center
Audrey BARRIERES	President & Director	Culturevent	Music/Events
Charlotte BLOTTIERE	Programs Deputy Director - EU & International Head Manager	TVT Innovation	Business Innovation center
Isabelle	Art Center	Villa Tamaris	Cultural

BOURGEOIS	Director		Stakeholder
Julien CARBONE	Director	Le Port des créateurs	Cultural Incubator
Julie DOGDU	Entrepreneur	Tinsel Emotion	Social and cultural innovation
Tiffany DUMAS	Entrepreneur	43.117 digital network	Digital network
Christophe GALOU	Photographer	Keen Photographers	Photography
Lionel GIROD	Director	StepAT	Digital - Data - Conservation of works of art
Nathalie HAVEZ	Entrepreneur	Kultiv	Digital Technologies dedicated to culture
Margaret IRAGUI	International Development Officer	Camondo Méditerranée	Design / Decorative arts
Wilfrid JAUBERT	Director	CAUE Var	Architecture, Urbanism and environment
Patrick JOUFFRET	Entrepreneur	Atelier 360	Design
Cédric LERIBLE	Co-Director	Revue Teste	Edition
Martin LEWDEN	Artist	Martin Lewden	Visual arts
Julie LIGER	General coordination of festivals and	Villa Noailles	Cultural Stakeholder

	events		
Maxime LUBRANO	Director & co-manager	Studio 832	Visual arts
Guillaume MALAVOY	Audio Visual and Digital Audio Production Manager	University of Toulon	Audio visual
Olivia MONDOLO NI	Entrepreneurs	Studio A2	Graphic design
Sylvain PITTORINO	Entrepreneurs	Studio A2	Graphic design
Samuel PAYET	Artist & treasurer of the association "Le Nez"	Association "Le Nez"	Visual arts
Pascal SIMONET	Artist/Teacher	École supérieure d'art et de design Toulon Provence Méditerranée	Visual arts
Alexandre TELLIEZ-MORENI	Entrepreneur	Toolong Records	Music label

10. Conclusions and next steps

This document has provided a description of the Creative Nest implementations, at each of the locations piloted in the SMATH project, consisting of an initial sequence of activities to generate smart atmospheres, and the profiling of the prospective participants from the creative and cultural industries which will constitute the core of the Creative Nest communities.

In the coming months, these blueprints will be rolled out in the 8 pilot locations across the Euromediterranean region. This may also require a certain degree of flexibility on the part of the project partners which serve as coordinating entities of each local/regional Creative Nest, to keep responding to changing contexts, emerging opportunities and unforeseen stoppers. In this respect, the aforementioned plans are expected to evolve as well, to provide the most tailored and optimal experience for the participants in the Creative Nests.

11. Annex. Template and instructions to collect contributions from partners

Template 3.3.3 - Preliminary plan to launch national and regional Creative Nests

Purpose and scope of document (as stated in AF)

“According to the needs identified and the sectors selected, each area will develop a plan to set-up the Nests, start the cooperation between “cultural engines” and CIs and identify all relevant actors to be involved.”

Usefulness of this document for you (in plain language)

3.3.3 is a blueprint for your whole Creative Nest process. It has only two sections per local Nest, the first regarding the sequence of activities and the second regarding the actors that are expected to take part in them.

We expect that you will be able to use the contents of Part 1 to outline the whole process to prospective participants and gain traction and credibility with other stakeholders, and Part 2 as a sort of “stakeholder management system” (Call it CRM if you wish) to keep track of the different entities and groups of people you want to keep engaged in your Creative Nest process.

Instructions to fill in the template – please read carefully before producing contents

Part 1: Preliminary sequence of activities

Part 1 lists each of the activities that you will undertake as part of the Creative Nest process of hybridisation. These activities closely follow those already prescribed in the Application Form; however, there is considerable latitude allowed on your side to adjust the timing,

format, location and sequence of the set of activities which you are contractually obligated to perform. For instance, it is clear you have to deliver 3 study visits, but it is up to you to decide (according to what you learned in 3.3.2) if you want the three visits to be in sequence (so one after the other, this way everyone can join and chances of hybridisation may be increased) or in parallel (so everyone splits in 3 separate groups of fewer participants but more aligned interests, perhaps allowing for deeper interactions and more meaningful knowledge sharing).

For demonstration purposes only, some test contents are provided in italics.

Part 2: Cultural and creative ecosystem

Part 2 is a compilation of the entities, institutions, organisations, companies and professionals which will constitute your Creative Nest community. Personal information which you might need internally to carry out the project's activities should be left out of the report or anonymised. Do not include any emails, phone, addresses, etc, but report names, job titles, professional profiles, names of institutions.

For demonstration purposes only, some test contents are provided in italics.

[ADD NAME OF REGION] Creative Nest

Part 1: Preliminary sequence of activities

Activity	Short description	Expected date
1. Working lab - initial	A 3-hour working session with the 25 creatives + 25 cultural, for the purpose of developing joint concepts starting from each's own interests. Methodology will probably be a brainstorming technique	2 nd week of September 2019
2. Working lab - advanced	Follow up to the initial working lab, another 3 hour working session to refine initial concepts, deepen hybridisation/matchmaking and cluster emerging concepts into the 3 areas of social innovation	4 th week of September 2019
3. Management and sustainability seminar	A 2-hour interactive seminar to introduce the hybrid projects to the basics of project management and sustainability	2 nd week of October 2019
...

Part 2: Cultural and creative ecosystem

Creative Nest participant	Professional profile	Entity/organisation	Creative/cultural sector
Robert Smith	Creative director	BestCampaign Agency	Advertising
Ariane Dobbs	Sculptor in recycled materials	Municipal School of Fine Arts	Visual arts
Pepe López	Human-computer Interface developer	HackCollective	Software
...