

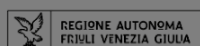


# smath

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

## Deliverable D 3.5.3

Promoting market orientation for culture-based  
products/services



**Interreg**  
Mediterranean



Project co-financed by the European  
Regional Development Fund

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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	
<b>Partner responsible for the deliverable</b>		TVT Innovation	

### 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. Purpose of the deliverable

Each project will work on promotion market orientation for culture-based product/services.

(AF) Each Nest has to organize a **market place** where CIs operators will present their projects to an audience of public agencies and private firms in view to check their market orientation and expand the domain of stakeholders interested to cooperate.

The suggested **frame** was a market place made in partnership with another event dedicated to culture, entrepreneurship, innovation or creative industries/cultural sectors with an innovative storytelling to pitch the projects. Potential coordination is possible with the 3.6.1 Pitching event.

Target: 10 + 5 projects holders

Expected Deliverable: 7 reports (one for each project area).

For all the partnership, 56 projects were supported within the organized off and online Market Places.

As task leader, TVT is collecting information on the way and the outputs of the local implementation of the activity with the following deliverable format.

## 2. Overview and SMATH partner's activities

### PARTNER : TVT Innovation

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	TVT Innovation
PROJECT AREA :	South Region PACA / France
Name of market place and brief description?	Murex+ SMATH Market Place
Date(s) of implementation :	04 December 2020
Location?	Online
Number of Projects presented?	5

### How was done the Developing marketing strategies for Cis operators?

Because of the Covid crisis we had to figure out a new way to handle the market place for our Creative Projects .

**Please describe the audience? Was there public agencies? And private firms?**

The audience is the innovation and creative ecosystems of the local and regional area.

Interesting links with the Murex Festival communities and participants.

**Please describe if interesting links / networking / partnerships were created?**

**Were this activity linked with others activities of WP 3.5 *Enhancing managerial capabilities of cultural engines?***

***Please describe***

Yes it was integrated as an outcome of the support programme Creative Starter and a way to meet investors and potential partners for future developments.

**Please describe at least ONE best practice to share**

The idea to integrate it to an already existing Cultural and Innovation Event that allows to have a broader audience and better professional perspectives.

PARTNER : Ca'Foscari University of Venice

3.5.4 REPORT Developing marketing strategies for CIs operators	
PARTNER Name + logo:	Ca' Foscari University of Venice, IT 
PROJECT AREA :	Veneto Region
Name of market place and brief description?	SMATH Market Place Event  At the beginning of September SMEs selected the project they wanted to work with, this resulted in a total of 13 projects (CCIs+SMEs) that were presented in a 10minute pitch format to an audience of entrepreneurs and local authorities. The presentation was followed by a convivial moment intended to further cement connections between SMATH participants and the people attending.
Date(s) of implementation :	September the 27 <sup>th</sup> 2019
Location?	Villa Settembrini, Mestre (Ve)

Number of Projects presented?	13
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**How was done the Developing marketing strategies for Cis operators?**

The Market Place was intended as an opportunity for the projects hatched within the SMATH Veneto Region nest to be presented to an audience comprised of potential investors and local authorities.

**What was the format of the market place? Was it linked to another event ?**

The projects were presented in a 10minute pitch format to an audience of entrepreneurs and local authorities. The presentation was followed by a convivial moment intended to encourage interaction between SMATH participants and attendees (potential investors, local authorities). It was also intended as the first rehearsal for the Pitching Event planned for Mid November so it worked also as a training opportunity (be concise and be on point).

**Please describe the audience? Was there public agencies? And private firms?**

The audience was comprised of local authorities, entrepreneurs, CCIs and SMEs not part of the SMATH project but that were interested in the Art&Business model.

**Please describe if interesting links / networking / partnerships were created?**


It was a networking opportunity for all those who attended.

**Were this activity linked with others activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*? Please describe**

It came right on the heels and was consequential to the follow-up meetings and worked as training opportunity/rehearsal for the Pitching event




PARTNER : ZICER

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	Zagreb Innovation Centre 
PROJECT AREA :	Zagreb
Name of market place and brief description?	Startup factory- Zagreb Connect  Market place was organized within Zagreb Connect - International Startup Conference. SMATH project leaders had the opportunity to present there ideas generated through Creative Nest. Each of them had 3 min pitch in front of the investors, local public authority (representatives of City Office for Economy, Energetics and Environment protection) and entrepreneurs. The conference was streamed live and followed by more than 180 people online.
Date(s) of implementation :	December 3,2020
Location?	Zagreb Innovation Centre, Avenija Dubrovnik 15 and via online

Number of Projects presented?	5
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Partner : FVG

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	Friuli Venezia Giulia Autonomous Region 
PROJECT AREA :	Friuli Venezia Giulia Region
Name of market place and brief description?	As Covid restrictions took place all around the Country, our marketplace was composed of virtual meetings, in which beneficiaries exposed their project presentation, to a panel of experts.



	During the three weeks before marketplace, beneficiaries made their own presentation, which received support and feedback by the tutor.
Date(s) of implementation :	11, 12, 13 of May
Location?	Online, Zoom platform
Number of Projects presented?	7

## Qualitative / quantitative indicators

### How was done the Developing marketing strategies for Cis operators?

Marketing strategies came directly from the work the seven projects were already doing on Business Model.

The seven projects reached different development degrees: we had some of them already able to test a first delivery within the market, deepen knowledge about the target and adjusting prizes. Others are strengthening partnerships in order to improve their marketing strategies.

Comments and feedbacks coming from the panel of experts during the marketplace were considered very precious and enlightening by the beneficiaries.

### What was the format of the market place? Was it linked to another event ?

We managed marketplace as the final event of the “first iteration” of the Business Modelling phase: for every project, the tutor suggested a structure to build a presentation, in which the beneficiary could expose the object of the project, value proposition, target chosen, an idea about marketing strategy, costs and revenues, team and competences, next steps.

### Please describe the audience? Was there public agencies? And private firms?

The panel of experts was composed by entrepreneurs, angel investors, mentors, Tech Pole Directors, incubation and acceleration experts, innovation managers, social enterprise founders, funding experts.

### Please describe if interesting links / networking / partnerships were created?

Stefano Parisotto from UNIS&F, panel member, after the presentations gave the opportunity to attend startup labs, for free.

A lot of names and potential partners were suggested during the marketplace.

### Were this activity linked with other activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*?

Yes of course. The marketplace was strictly linked to other activities of WP 3.5., in particular with the Coaching assistance path, during which the Nest projects have been coached in various management skills essential for the strong and successful implementation of the idea, and with the activity 3.5.4. “Developing marketing strategies for Cis operators” that represented for the project ideas the occasion to work on their business plan and investment plan. The Marketplace was somehow conceived as the test bench during which the projects could present themselves, and the improvements done thanks to SMATH, to an audience of experts in view to check their market orientation and expand their network and domain of stakeholders interested to cooperate.

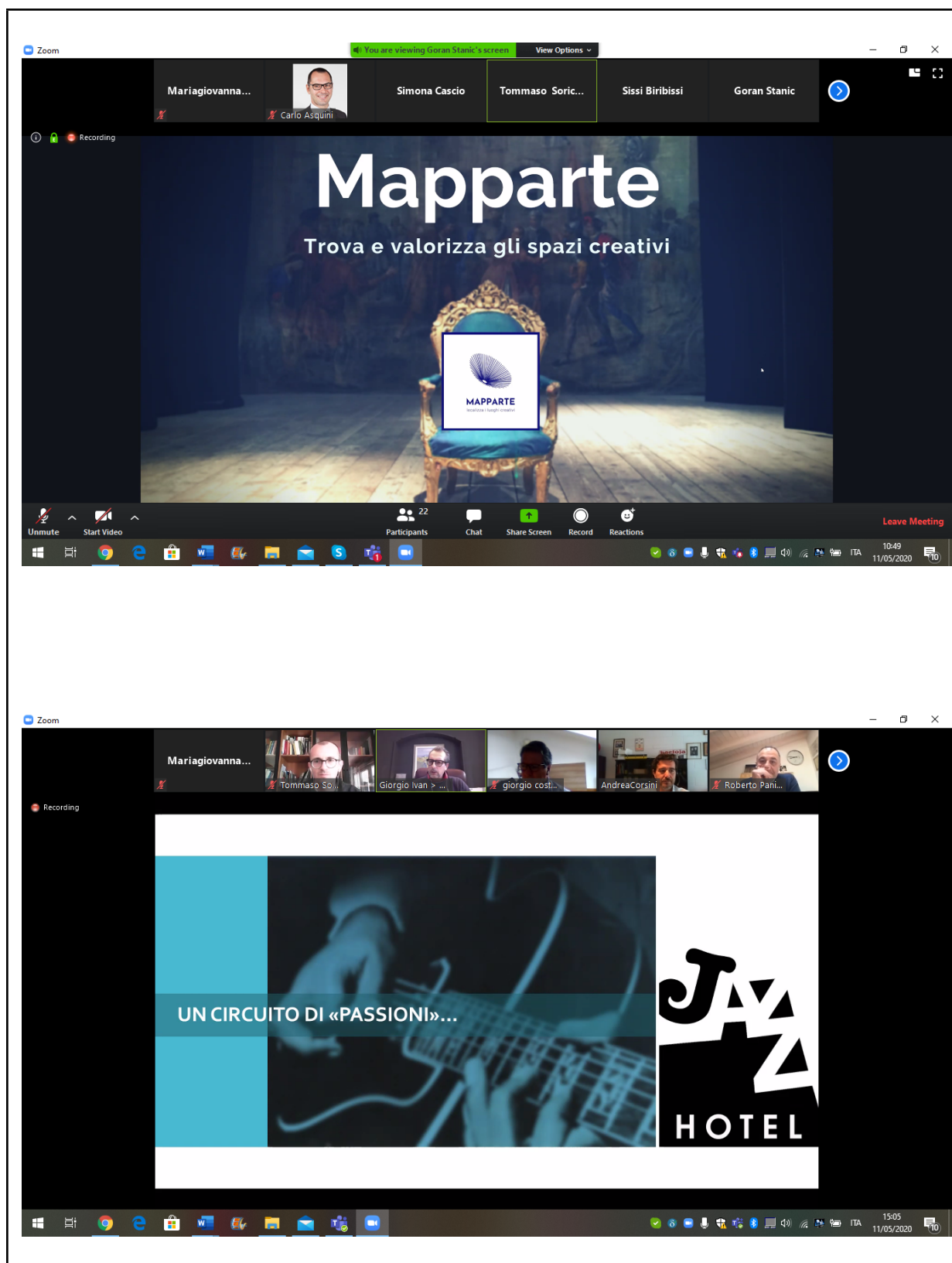
### Any issue faced or best practice to share?

Very well scheduled virtual meetings (1), with an engaged panel of experts (2) and trained projects (3) were the crucial ingredients to reach useful outputs.

With beneficiaries was shared the idea that marketplace would have been an occasion to test presentations and to collect insights about the project idea and Business model.

All the project teams were daily supported by our tutor, with User Experience Design approach and tools.

## Reporting materials



**PARTNER : BA / ICUB**

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	Barcelona Activa+ICUB
PROJECT AREA :	Barcelona
Name of market place and brief description?	<b>Smart City Expo World Congress</b> exists in order to empower cities and collectivize urban innovation across the globe. Through promoting social innovation, establishing partnerships and identifying business opportunities, the event is dedicated to creating a better future for cities and their citizens worldwide.
Date(s) of implementation :	21.11.2019
Location?	Fira Barcelona
Number of Projects presented?	10

**How was done the Developing marketing strategies for Cis operators?**

This activity was aimed to acquire new perspectives and strengthen their project with the interaction with the attendees (private investors and financiers) and Exhibitors.

**What was the format of the market place? Was it linked to another event ?**

The event is based around the values of social inclusion, sustainability and empowerment, and is dedicated to promoting awareness, understanding and critical reflection on the smart urban revolution.


**Please describe the audience? Was there public agencies? And private firms?**

Among the audience there were cultural institutions such as : Sonar+D, Primavera Pro, Cluster Audiovisual , Fundació Catalunya Cultura; and the financial Institutions: Verkami, Esade Ban

**Please describe if interesting links / networking / partnerships were created?**

All those institutions engaged to promote the Smath results and to help the 10 projects beneficiaries to find financial support and to get visibility.

**PARTNER : TECHNOPSIS**

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	TECHNOPSIS 
PROJECT AREA :	Athens, Greece
Name of marketplace and brief description?	<p>Exhibition of innovative project ideas in the sector of CCIs</p> <p>The marketplace event was held online on 26/06/2020 via zoom platform and was combined with the pitching event under deliverable 3.6.1.</p> <p>TECHNOPSIS, as an initial step, launched a press release in order to attract stakeholders of CCIs in order to inform them and attract them to attend the pitching and marketplace event. In addition, send personalized emails to investors and other stakeholders of CCIs asking them to express their interest for the beneficiary teams. The beneficiary teams had also the opportunity to express interest for other teams. The aim of this activity was to create a schedule with the meetings in advance, that would help us organize better the matching that was following after the pitching. The day of the event the attendees had also the opportunity to express their interest during the presentations of the teams. After the presentations, Technopolis created multiple virtual rooms for the teams and in this way held the personalized meetings. Finally, eight teams presented their project ideas and six matches took place. Fifteen opportunities for collaboration were identified.</p>
Date(s) of implementation :	26/06/2020
Location?	Athens, online version with the use of Zoom Platform
Number of Projects presented?	8 projects were presented. 6 matches took place

**Qualitative / quantitative indicators****How was done the Developing marketing strategies for Cis operators?**

The market place was held online due to COVID-19 situation and combined with the pitching event. The goal of the service is giving the opportunity to the teams to promote their technologies, products and services on CCIs to potential stakeholders, clients and partners from MED area as well as to other actors, increase their network and exchange their expertise on CCIs. Following the presentations of the pitching event, the teams met with different stakeholders that were

**What was the format of the market place? Was it linked to another event ?**

The market place was combined with the pitching event under deliverable 3.6.1 and was held online via zoom platform. It was announced via a press release and was open to the public after a registration to a specific online form.

**Please describe the audience. Was there public agencies? And private firms?**

The audience of the pitching event included different stakeholders like private companies, cultural organizations and public agencies. The number of participants was 15 people.

**Please describe if interesting links / networking / partnerships were created?**

During the event were identified many interesting partnerships that could bring new innovative projects in market. Specifically, 15 potential opportunities for collaboration were identified. These includes cooperation between the teams, between teams and cultural organizations/ private firms/ public bodies.


**Was this activity linked with other activities of WP 3.5 *Enhancing managerial capabilities of cultural engines*?**

No, this activity was only linked to the pitching event under deliverable 3.6.1. Though, the other activities under 3.5 can be considered as preparatory for the teams to develop their capabilities and ideas and get ready to present them and pitch to stakeholders in the context of the events.

**Any issue faced or best practice to share?**

The market place event was not to be held online in the initial planning of Technopolis. Due to COVID -19 regulations we reorganized our activities in order to manage the implementation of the project and the marketplace along with the pitching event was held online.

PARTNER : ATM

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo	Agency for Territorial Marketing Ltd. 
PROJECT AREA	Podravje region. Slovenia
Name of market place and brief description	<p>On June 23th, 2020 the ATO has organized a “market place” event in order to allowing each of the project leaders to present their project ideas in a form of a pitch to an audience composed mainly of entrepreneurs, representatives of local authorities, CCI institutions and companies.</p> <p>This presentation was followed by discussions and networking between the project leaders and institutions/ representatives. The marketplace allowed each of the project leaders to present their projects individually and to get links to potential investors.</p>
Date(s) of implementation	23.06.2020
Location	Ptuj
Number of Projects presented	8

## Qualitative / quantitative indicators

### How was done the Developing marketing strategies for CIs operators?

Each of the selected project was assisted towards the finalisation of a business plan. Within the coaching activities the projects for new products/services have also been assisted by the Nests in order to prepare necessary information for potential providers of financial resources. The « Market place » event was organised as an opportunity for beneficiaries to present their ideas to the public (comprised of potential investors, entrepreneurs, cultural stakeholders and local authorities). After individual presentations a workshop was organized, where the participants had an opportunity to share their experience and to create new ideas.

### What was the format of the market place? Was it linked to another event?

The marketplace was organized as a combination of pitching event towards the audience (10 min presentations of projects), workshop (interaction of project ideas) and fair market (individual meetings). It was organised in a meeting hall of the Ptuj-Ormoz regional museum.

### Please describe the audience? Were there public agencies? And private firms?

Among the audience there were cultural institutions, SMEs from the CCI sector, partners of the projects and public institutions/stakeholders (City Municipality, Tourism promotion office, Employment Unit).

### Please describe if interesting links / networking / partnerships were created?

Institutions and SMEs were invited in order to support project ideas in their process of promotion and market approach, finding financial support and to get visibility. Partnership contacts were created between CCIs that haven't met yet. No new investment partnerships were created because as the potential investors were more keen to have individual contacts. The experience gained by presenting the project to potential investors and public authorities, and getting a feedback, was helpful for beneficiaries because they could improve some aspects of the project ideas.