



# smath

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

## D.3.7.3. Setting up a international service to promote the cooperation in MED area

### METHODOLOGY



**Interreg**  
Mediterranean



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	
<b>Partner responsible for the deliverable</b>		Technopolis City of Athens SA	

### 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

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## Table of Contents

1. Introduction .....	4
2. Methodological Framework.....	5
<i>Service rationale - Why?.....</i>	<i>5</i>
<i>Actions for the service implementation .....</i>	<i>5</i>
<i>Selection of project holders for participating in the service and dissemination process.....</i>	<i>6</i>
<i>Identification of international partners.....</i>	<i>7</i>
3. Time plan .....	9
4. 3.7.3 deliverable template .....	10
1. Introduction .....	13
2. Description of the pilot activities implemented.....	14
2.1. Selection of project ideas for participating in the service, preparatory work and initial approach ...	14
2.2. Short description of the beneficiaries .....	14
2.3. Matrix of the Matches.....	15
2.4. Suggestions for further steps.....	15

# 1. Introduction

The present document is the methodology for the pilot implementation of the deliverable Setting up a international service to promote the cooperation in MED area.

This deliverable aims to provide concrete recommendations and a shared approach to SMATH's partners that will offer some support to their beneficiaries (2 project ideas per creative nest), which will help them to communicate their idea to the market and recognize. The key point of the service is to assist the beneficiaries to find partners, that would not be able to find in their own and collaborate.

The methodology will be separated in two axis:

- 1) The first axis is the dissemination of some project ideas (2 per nest) around the MED creative Cluster
- 2) The second axis is the identification of 3 potential international partners for the 2 project ideas by the partners.

Main objectives of this Methodology can be listed as following:

- To introduce the main concept of the service;
- To give detailed instructions to the Creative nests for the preparation for the implementation of the service at a local level;
- To suggest to partners how to select the project ideas
- To inform the Creative nests on the reporting requirements for the implementation of this service to the beneficiary projects and at a project level and guidelines on how to fulfil;
- To enable the efficient implementation and coordination of the service;
- To ensure a common transnational approach.

## 2. Methodological Framework

### Service rationale - Why?

The development and implementation of this pilot service has been designed with a view to support CIs and cultural engines in order to promote the internationalization of their project ideas and support them to approach new markets.

This is the final service offered to the members of the creative nests. The 3 project holders that will be selected to participate will be among the project holders that participated in the previous services. The project holders must be incentivized to continue to engage with the creative nests and this service should build on the experience and results deriving from the implementation of the previous services.

This document describes the contents of this service and it includes guidelines, developed by Technopolis City of Athens that will help the creative nests to implement this service.

The main challenge for the implementation of this service is to identify the most promising projects and identify for them, the appropriate organizations/firms/investors/cultural engines that possess the necessary knowledge, resources and interest to collaborate with the project holders in order to reach a win-win collaboration. This service will also help in the development of each creative nests

The output of this service, on project level, will be an Activity Report (1 Report D.3.7.3 per Creative Nest).

### Actions for the service implementation

This section presents the basic framework of the activity implementation. Each Creative Nest is responsible to implement this service on a national/regional level and it should follow this framework and the guidelines included in this document in order to achieve the desirable results according to the design of the SMATH project.

The framework should be adjusted/customized according to available time and the creative nest should consider the profile and the specific needs of each project holder.

The key actions that the PPs should undertake are:

- 1) Initially, each partner should **choose 2 teams** of his nest and send to Technopolis a brief description (including links, social media etc.). Technopolis will compose a document with all the 14 teams (2 teams \* 7 creative nests) and will send it to partners in order to **promote it roundly to the nests**.
- 2) For the 2 selected teams the partners should identify 3 potential international partners following the guidelines and the template and inform the 2 teams.
- 3) Finally, the partners should report the implementation of the activities.

## Selection of project holders for participating in the service and dissemination process

The first step of the service is the selection of the project holders, located in the SMATH project area, that will participate in the service.

### Selection Criteria and process

The selection of the beneficiaries per Creative Nest is a responsibility of the National/Regional Creative Nests and the criteria should be mainly qualitative. In order to assist the Creative Nests in the selection of the project holders, this methodology suggests taking into account the following factors and play a crucial role in the identification of the project holders with the biggest potential in cultural and creative industry.

- **Selection of 2 beneficiaries to support them in potential partner identification and disseminate them roundly in the MED Creative Cluster.**

Some criteria that are proposed to be taken into consideration by the partners are:

- **Participation on the most activities under SMATH project**
- **Implemented business plan under deliverable 3.5.4 of SMATH Project**
- **Technology Readiness Level**

The Technology Readiness Level (TRL) of a technology is indicative of the level of maturity of that technology and it provides a common scale of measuring the status of development of a technology and it is applicable in all technological fields. There are 9 levels of technological readiness with TRL 1 being the lowest and TRL 9 the highest. The definition of each Technology Readiness Level can be found in the table below:

Technology Readiness Level	
TRL 1	Basic principles observed
TRL 2	Technology concept formulated
TRL 3	Experimental proof of concept
TRL 4	Technology validated in lab
TRL 5	Technology validated in the relevant environment
TRL 6	Technology demonstrated in the relevant environment
TRL 7	System prototype demonstration in operational environment
TRL 8	System complete and qualified
TRL 9	Actual system proven in operational environment

If the TRL level does not apply to the project holders' idea, it may be adjusted to the level of service, product, idea, system etc.

- **Market Readiness Level (MRL)**

The Market Readiness Level (MRL) of a technology is indicative of the maturity of a market need and it offers a scale that indicate the level of knowledge that an innovative venture has for the market that it is going to target. There are 9 levels of technological readiness with MRL 1 being the lowest and MRL 9 the highest. The definition of each Market Readiness Level can be found in the table below:

Market Readiness Level	
MRL 1	Unsatisfied needs have been identified
MRL 2	Identification of the potential business opportunities
MRL 3	System analysis and general environment analyzed
MRL 4	Market research
MRL 5	Target defined
MRL 6	Industry analysis
MRL 7	Competitors analysis and positioning
MRL 8	Value proposition defined
MRL 9	Product/service defined
MRL 10	Business model defined coherently

The selection of the two project holders should be done by the partners by 16/10. By this date partners should also send to Technopolis the project ideas description of the 2 teams, along with contact details (site, social media). Then a document with all the description of the teams will be developed and circulated to all the selected beneficiaries of the nests by email.

## Identification of international partners

In order to start the identification of international partners for the two selected teams, the Creative Nest's expert should take into account the findings from the previous services (i.e Business plan, notes for the team from its participation in the pilots) like thematic area, needs, targeted market, offerings etc. together with the available information that the expert will identify through a desktop research.

For the identification of potential partners that will match to the needs/offers of the project holders PPs should act as an intermediary. An intermediary is a firm or person (such as a broker or consultant) who acts as a mediator on a link between parties to a business deal, investment decision, negotiation, etc. Intermediaries usually specialize in specific areas, and serve as a conduit for market and other types of

information.

In this case, the role of the intermediaries will be done by PPs, who will identify potential partners for two (2) project ideas via desktop research with the aim to inform them about the new partnerships that the teams could achieve.

In particular, SMATH partners should:

1. Select 2 projects in order participate in the service.
2. Each partner should identify international partners for the project holders and CCIs operators that could suit the project. The result of this step will be a “matrix” with all the necessary information. A proposed number of matches for each project holder is three..
3. The matrix could have the following form:

<b>Project Holder (Name)</b>	<b>Potential Partner 1</b>	<b>Potential Partner 2</b>	<b>Potential Partner 3</b>
Name			
Brief Description of the partner			
Website			
Common points			
Potential collaboration / concept			

4. After filling the “matrix”, the partner should inform the project holders/beneficiaries about the findings
5. Reporting of the results of the service filling the template attached.

The attached template filled by the partners will be the official deliverables of the project and in particular will finalize the deliverable 3.7.3. Setting up an international service to promote the cooperation in MED area. In total, 8 Reports will be elaborated (1 Report per Creative Nest).

### 3. Time plan

Deadline	Actions
16/10/2020	Selection of two project ideas per creative nest and sending their description to Technopolis
20/10/2020	Development of the document consisted of the idea's description and sending to partners by Technopolis
10/11/2020	Circulating the document to all of the creative nests, identifying international partners and reporting

## 4. 3.7.3 deliverable template



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**Smart atmospheres of social and financial innovation  
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### Deliverable 3.7.3

**Setting up a international service to promote the cooperation in  
MED area**



REGIONE DEL VENETO



Department of Management



Agency for Territorial Marketing



ZAGREB INNOVATION CENTRE



Ajuntament de Barcelona



Barcelona Activa



TECHNOLOGICAL POLIS OF ATHENS



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA



pôle  
culture  
& patrimoines



TVT innovation  
Network for Territorial Value Transformation



EUROPEAN UNION



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## Table of Contents

1. Introduction .....	13
2. Description of the pilot activities implemented.....	14
2.1. Selection of project ideas for participating in the service, preparatory work and initial approach ...	14
2.2. Short description of the beneficiaries .....	14
2.3. Matrix of the Matches.....	15
2.4. Suggestions for further steps.....	15

## 1. Introduction

The present report is developed in the context of SMATH project under Activity 3.7 - Promotion of Cooperation to enhance Internationalization and deliverable 3.7.3. - Setting up an international service to promote the cooperation in MED area.

Its scope is to present the is the identification of 3 potential international partners for the 2 project ideas to help the beneficiaries to promote their project ideas to the market and approach operators from CIs and cultural engines in order to achieve new collaborations.

The key actions that the PPs should undertake are:

- 1) Initially, each partner should **choose 2 teams** of his nest and send to Technopolis a brief description (including links, social media etc.). Technopolis will compose a document with all the 14 teams (2 teams \* 7 creative nests) and will send it to partners in order to **promote it roundly to the nests**.
- 2) For the 2 selected teams the partners should identify 3 potential international partners following the guidelines and the template and inform the 2 teams.
- 3) Finally, the partners should report the implementation of the activities to this template

The proposed timeplan for the delivery of D3.7.3 is by 10/11/2020.

## 2. Description of the pilot activities implemented

### 2.1. Selection of project ideas for participating in the service, preparatory work and initial approach

(Brief description of the project ideas selected, the selection process and the criteria for the selection of the project ideas that will be involved in the service, the approach and the communications with companies and organisations involved, activities implemented)

Max 500 words

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### 2.2. Short description of the beneficiaries

	Beneficiary No1	Beneficiary No2
Name of the project		
Short Description of the project		
Thematic area		
Targeted market		
The offering concept		
Needs of the project idea - team		

## 2.3. Matrix of the Matches

(Please, provide the matrix with the identified potential parnters.)

<b>Project Holder 1 (Name)</b>	<b>Potential Partner 1</b>	<b>Potential Partner 2</b>	<b>Potential Partner 3</b>
Name			
Brief Description of the partner			
Website			
Common points			
Potential collaboration / concept			

<b>Project Holder 2 (Name)</b>	<b>Potential Partner 1</b>	<b>Potential Partner 2</b>	<b>Potential Partner 3</b>
Name			
Brief Description of the partner			
Website			
Common points			
Potential collaboration / concept			

## 2.4. Suggestions for further steps

Max 500 words

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