



smath

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

Deliverable n 3.8.2

INTERIM EVALUATION REPORT OF PILOT ACTIVITIES

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		Barcelona Activa	

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 – SCOPE & OBJECTIVES

The objective of SMATH is to strengthen the competitiveness of creative industries in the MED area by structuring “Smart Atmospheres” as innovative clustering of cultural engines and value enhancing services. SMATH raises awareness of the need to better connect cultural productions and business interests in order to fully develop the potential of creative industries. The relation between cultural productions and creative business has so far been more theorized than practiced. Abstract models assume that a “cultural core” would almost automatically inspire new creative entrepreneurship. Policy evaluation and evidence from research have shown that is rarely the case. Culture and creativity, close in theory, in practice tend to operate within distinct modes of production that may even diverge. The project capitalizes on this evidence to shape a new, specific spirit of collaboration between culture and creativity. Social innovation is proposed as the trigger of such an improved connection, implemented with the creation of Smart Atmospheres. It is through the multiplication of social ties and the strengthening of relational bonding that smart atmospheres are generated. In particular, the objective is to embed in richer collaborative atmospheres the two aggregates of “cultural engines” and “value enhancing services”. Such social innovation will be sustained with greater mutual knowledge, cross-fertilization and a highly focused development of practice-based models and tools.

SMATH aims at developing a new asset of policies tools, fostering collaboration among different stakeholders each of the four helix scheme. Therefore, SMATH will test how cultural and creative worlds (including academia, enterprises, public administration, civil society) can mix together and eventually analyse the impact of their joint work in the cities, in terms of local development, social cohesion and social innovation.

2. SUMMARY

--Needs of CCIs companies: Perception of the main support service needs (both for partners and beneficiaries)

The importance of Cultural and Creative Industries has been acknowledged in different EU policy documents that stresses the importance of cultural and creative industries (CCIs) in the economy and job creation, in promoting and preserving cultural diversity, strengthening social cohesion and increasing Europe’s attractiveness internationally. CCIs play a key role in reindustrialising Europe and trigger innovation spill-overs in many other sectors, from manufacturing to education or social inclusion.

The principal need of CCIS companies is the access to finance, access to sustainable and diversified funding remains a key issue. Public funding for culture has been dropping in recent years in most EU Member States. Access to private funds remains a challenge as commercial financial institutions have traditionally viewed cultural projects as excessively risky because their assets are intangible, i.e. talent and creativity.

Creative entrepreneurs are still very much focused on social and cultural values, while their traditional clients are mostly households, public administration or the ones coming from the sectors of education, health, construction and tourism. Such market positioning of the creative entrepreneurs is limiting them in approach to the traditional industries

in the MED area, which represents the large potential for new business opportunities. Another need of the CCIS is the access to finance, as the public sector funding is continuously decreasing, while commercial banks perceive cultural projects as risk investment.

Main support services should trigger more effective collaboration between CCIS and traditional industries and should support Local Regional Authorities and Managing Authorities to define innovative financial schemes and frames that will trigger joint project development between CCIS and traditional industries.

--Motivation: Perception about the tendencies, opportunities and challenges for CCIs internationalization strategies (for beneficiaries), launch of a sound support programme (partners)

Culture and creativity play a crucial role in our societies today and in shaping our European future, because of their dual cultural and economic role, triggering positive impact in other sectors of society, such as education, innovation or healthcare. Audiovisual content, such as films and television series, as well as music, literature, theatre and other forms of cultural expression, connect people across borders through powerful human stories and narratives. Thus, Europe's rich and diverse cultures manifest themselves strongly in the daily life of the Union's citizens and enrich their lives as well as strengthening mutual understanding. Furthermore, Europe's culture and creativity are recognised throughout the world and contribute to strengthening the image of Europe as a creative continent and promote our values.

For the CCIs sector, access to foreign markets is quite a challenge for the same reason why their potential remains underutilized on the local markets – orientation to public and EU funds and clients targeting which mostly exclude other industries (such as the traditional industries in the MED area: mechanics, building and furniture) and focuses again on the public sector. On the other hand creative industry clusters are locked into their own industry with no or very limited outreach to other industries. In addition, only a few cross-industry clusters operate and none of them has an explicit focus on linking creative industries with traditional industrial sectors.

Those facts should be taken into account when considering internationalization strategies of CCIs, as well as the fact that chambers of commerce and other support providers are quite generous to support ICT industry internationalization, as they have the potential for fast growth and expansion, unlike CCIs.

3. GENERAL PROBLEMS, SOLUTION AND RECOMMENDATIONS

- Barcelona Activa SA SPM, ES

One problem was regarding the process to search for beneficiaries, several channels were open to assure a minimum number of attendees. The channels open to recruit those participants are: web page of Barcelona Activa (BA), web page of local stakeholders, open day, newsletter of BA and local stakeholders.

Some problems were how to assure a satisfactory participation in the Med Conference .

To solve those problems Barcelona Activa have hold several meetings with the Institute of Culture of Barcelona (ICUB) and both Barcelona Activa and ICUB have held several meetings as well with different cultural stakeholders of the city in order to involve them in the MED Conference.

Another problem was how chose the Scientific Committee Members and respect the schedule of SC constitution. The permanent contact with all project partners contributed to resolve this problem.

- Ca' Foscari University of Venice , IT

- Autonomous Region Friuli Venezia Giulia , IT

One problem identified concerns the scepticism encountered with regards to the capability of a public administration, as the Region, to respond to the needs of the business world. Such issue was expressed during one of the activities promoted. To face this scepticism, PP FVGAR “invested” more in the methodology used to approach the target beneficiaries of the activities.

- Institute of Culture of the Municipality of Barcelona, ES

In general, the activities planned by ICUB proceeded smoothly and without major complications. A major concern in the run-up to the kickoff of the Barcelona Creative Nest was to maximise participation in the SMATH Open call, the mechanism agreed between local project partners ICUB and BASA to articulate the process of engaging

and selecting the community of the local Nest. To this end, a larger effort than originally envisioned was launched to identify and recruit participants, with very targeted communications to high-value prospective participants. The effort was successful and yielded a satisfactory community in both qualitative and quantitative terms.

- [Technopolis City of Athens SA, GR](#)

Another problem we faced is the administrative issues and the national bureaucratic procedures for launching tenders for public procurement, caused unpredictable delays in the implementation plan of many deliverables. However, presently the public procurement process is in the pipeline, where contracts for external expertise services are going to be signed very soon and the implementation of deliverables will go forward smoothly. Due to this, there have been some delays in the implementation of the pilot actions. Nevertheless, there has been a reconstruction of the time plan and activities in order to be implemented according to the guidelines and provide all services to the stakeholders

- [The Culture and Heritage Industries Cluster, FR](#)

- [TVT Innovation, FR](#)

We had to take some time to gather the different stakeholders from the creative sector, digital economy & innovative ecosystem. To get some help we decided to work with a cultural incubator in order to better engage the cultural core. The cultural incubator that was selected, Le Port des créateurs, is familiar with the visual art sector stakeholders and already works to support cultural entrepreneurs. An important work of institutional, cultural and digital partner's identification was made in collaboration with Le Port des créateurs to involve a larger part of the visual arts sector's members.

We think it was very interesting to be able to join in a Smart Atmosphere process the public and private stakeholders coming from tech, innovation, digital, culture and arts & CCI.

- [Agency for Territorial Marketing Ltd., SI](#)

The first problem was the process of searching for beneficiaries where several channels were used to assure a minimum number of attendees. The channels open to recruit participants were: common events with regional SME supporting agencies, web page of the Agency for Territorial Marketing (ATM), web page of local stakeholders, info days, LinkedIn page of ATM and social media of local stakeholders. To solve those problems ATM has also organised several meetings with the Maribor Development Agency (observer).

Another problem was how network all target groups. The problem was solved with step by step approach where individual meetings were held with all interested participants and their expectation discussed. Afterwards the Working Lab process has started. This way compatibility of participants was provided and discussion about common ideas was initiated.

- [Zagreb Innovation Centre Ltd., SI](#)

The only problem worth to highlight is the lack of interest among the potential beneficiaries. Despite ZICER, published a public call for idea application and used multiply communication channels to reach target groups, including the INFO DAY and once again repeated the public call, only 19 ideas were submitted by the applicants. The same problem appeared in the following activities (working labs) where a drain of beneficiaries occurred, despite the attractiveness of support offered by the project. Therefore ZICER invested a lot of efforts to keep the beneficiaries focused on the project activities.

4. ACTIVITIES

- *Interest: number of beneficiaries admitted/candidatures received (for partners)*

- [Barcelona Activa SA SPM, ES](#)

As Barcelona Activa we have received 40 candidatures, and we have admitted 25 persons/projects.

- *Percentage of activities carried out in accordance with application form*

At the end of July Barcelona Activa with ICUB held the selection process, and from September until November the first Phase of the programme was developed. Barcelona Activa organised three study visit (in emblematic culture sites of Barcelona), two Working Lab and one first Seminar on Management and Sustainability. Furthermore 10 projects took part in the Smart City World Congress.

- [Ca' Foscari University of Venice , IT](#)
- [Autonomous Region Friuli Venezia Giulia , IT](#)

In accordance with AF, PP FVGAR has implemented the following activities:

On 21st February, 2019 PP FVGAR organized one **Info-day**, held in Udine in the framework of the ERDF ROP call presentation with the aim of informing the audience about SMATH project.

The **Open-day** realized by PP FVGAR was held in Pordenone on 2nd March, 2019. It was included in the opening ceremony of the *Pordenone design Week*, the week of design workshops organized by ISIA Roma Design.

The **World Café** was organised by FVGAR on 22nd March 2019 at PAFF Building of Arts and Comics (Villa Galvani, Pordenone).

The **Marketing Seminar**, organized by PP FVGAR in Trieste at Area Science Park on June 28, 2019, successfully involved about 100 participants coming from the CCI and traditional SMEs world.

The **Pitching Event** was held in Udine on 19th September, 2019 and it was addressed to CCI operators.

Next steps:

- A Training course in FVG Creative Nest will be held in Udine on 21st November, 2019.
- SMATH Working Labs will be held in Udine on 22nd November, 2019.
- The Study Visits will be on 24th November, 2019 in the “Open Factory 2019” Framework.

- [Institute of Culture of the Municipality of Barcelona, ES](#)

As the Barcelona Nest is managed jointly by BASA and ICUB, BASA's inputs for this section apply as well to ICUB.

- [Technopolis City of Athens SA, GR](#)

Technopolis City of Athens SA opened a call to social media and targets to gather about 30 - 40 candidatures of whom 15 project ideas will be selected for Greek Creative Nest.

- World Café** was held on 25/06/2019,
- **Info Day and Cultural Heritage site Event** will be held on December 5th 2019
- **1st working Lab** will be organized on January 7th 2020 and the **2nd working lab** on January 14th 2020
- **3 study visits** for each social innovation sector and 3 follow-up workshops will be held on January 21st January 2020
- **Marketing Seminar**, along with other five seminars that we will offer to our members will be held on 4, 11, 18, 25/2 and 3, 10/3 2020
- **Coaching** will be consisted of 4 coaching sessions, that will take place on February and March 2020,
- The **fair/market place** with the **Pitching Event** will be organized on 24th of March 2020

- The Culture and Heritage Industries Cluster, FR

- TVT Innovation, FR

Interest: number of beneficiaries admitted/candidatures received (for partners)

TVT Innovation received 19 pre-application for its SMATH Creative Starter call for projects, 10 were preselected and 5 were finally admitted.

Percentage of activities carried out in accordance with application form

Since today several activities have been carried out by TVT:

- World Café: April 04th 2019
- Identification of the Creative Nest Model & launch of the Toulon Var Creative Nest

-Info Day, Cultural Heritage Site Event & 1st Working Lab: June 17th 2019

-2nd Working Lab: June 28th 2019

-Creative Starter Workshop “Cross Diagnosis”: September 13, 2019

- Study Visit on Sustainable Tourism & Cultural seminar: October 10, 2019

+ Related communication activities: video, web articles, photos, social networks...

- [Agency for Territorial Marketing Ltd., SI](#)

Until end of October 2019 the Agency for territorial Marketing has received 22 candidatures: individual meetings have been organised and 15 project ideas discussed.

Percentage of activities carried out in accordance with application

At the end of August 2019 the ATM held the first selection process and from September until November 2019 the first Phase of the programme was implemented.

ATM has organised one study visit (Sorajj), prepared one Working Lab and implemented seminars on the use of Design Thinking methodology (during the regional info days and World Cafes). Development of training programs on business negotiation and market communication took place.

- [Zagreb Innovation Centre Ltd., SI](#)

- *Interest: number of beneficiaries admitted/candidatures received (for partners):17*

- *Percentage of activities carried out in accordance with application form: 85%*

5. OUTPUTS

- *Expectations in the entrepreneurs' competence improvement (both for partners and beneficiaries)*
- *Expectations in the number of new commercial contacts (both for partners and beneficiaries)*
- *Mid and long term expected impacts at territorial level (for partners)*

- [Barcelona Activa SA SPM, ES](#)

The piloting phase consist of several activities addressed to economic stakeholders representing cultural “engines” and creative industries and stress the hard connection of CCI with Social Innovation (social cohesion, urban regeneration and responsible tourism). An important effort has been done to consolidate the local partnership with all the stakeholders that are key to reach the project's aims, moreover to support the beneficiaries in financial and funding opportunities. Among those stakeholders there are cultural institution like: Sonar+D, Primavera Pro, Cluster Audiovisual , Fundació Catalunya Cultura; and the financial Institutions: Verkami, Esade Ban. All those institutions engaged to promote Smath results and to help the projects beneficiaries to find financialization and to get visibility

The entrepreneurs ‘competence improvement will be focalised on the second and third phase of pilot activities.

Regarding a number of new commercial contacts , directly 10, indirectly all people attending the Smart City World Congress.

The following requested point will be analysed in March 2020, when all selected projects will meet in Arles and it will possible to decide how to proceed to their internationalisation and also they can give an answer about their degree of satisfaction.

The impact at territorial level is satisfactory, so as in the MED Conference, organized by BA on the 14th of May, aimed to promote the link between Cis with Social Innovation, focused on social cohesion, urban regeneration and responsible tourism. More than 150 people participated in the event, with a high participation of international actors.

- [Ca' Foscari University of Venice , IT](#)
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- [Autonomous Region Friuli Venezia Giulia , IT](#)

The activities promoted in the framework of the SMATH project allowed the development of several specific competencies and contributed to the creation of synergies and networks between operators of the cultural and creative sector and the traditional one. Trading strategies, communication, marketing and management elements have been addressed during the training activities and the other occasions for growth offered to the target beneficiaries to support them in the correct development of their project ideas. All the initiatives have always been positively welcomed with active participation and good contributions from the actors involved.

Concerning the degree of satisfaction in transnational services: the Pitching event held in Udine on the 19th September 2019 brought around 5 project ideas, developed by artists and operators belonging to the CC sector, to present and show their innovative ideas to 4 different national and international incubators, to the professionals working within these institutions and to other professionals who attended the event that represented a great occasion for the creation of new profitable contacts. Positive feedback have been collected also with regards to the speed-dating activity organized during the World café that took place on March 22nd at PAFF Building of Arts and Comic where several CC operators and artists, coming from both local and international areas, had the opportunity to meet, confront and match their innovative ideas.

As regards mid and long term expected impacts at territorial level, we consider it really satisfactory, a relevant interest of the territory and active participation from the target group was registered with regards to all the initiatives planned within the SMATH project.

- [Institute of Culture of the Municipality of Barcelona, ES](#)

As the Barcelona Nest is managed jointly by BASA and ICUB, BASA's inputs for this section apply as well to ICUB.

- [Technopolis City of Athens SA, GR](#)

- *Expectations in the entrepreneurs' competence improvement (both for partners and beneficiaries)*

The improvement of entrepreneurs' competence is a common objective for the partners. The acquisition of new skills in the field of management, marketing, pitching, financials and other business processes is major to develop a new project idea or improve the existed one. After the delivery of services of the creative nests the beneficiaries will manage to complete their project idea.

- *Expectations in the number of new commercial contacts (both for partners and beneficiaries)*

Technopolis City of Athens has a big network of businesses, public actors, intermediaries, and financial opportunities. In the fair/market place and pitching event all stakeholders of 4 Helix will be invited to attend the event and our members will have the opportunity to make new contacts with them.

- *Expectations of the number of concrete internationalization projects developed also through innovation vouchers (both for partners and beneficiaries)*

The actions for extroversion of the teams are important for the evolution of the project ideas and the boost of social economy. The selected project ideas will have their first chance to communicate with other teams in Arles, where new contacts will be achieved

- *Expectations in user's degree of satisfaction in transnational services: trainings, mobility and matchmaking (for partners)*

We will select five teams to attend the transnational event in Arles and have the opportunity to networking with other stakeholders from other countries.

- *Mid and long term expected impacts at territorial level (for partners)*

Our aim is to support the SMEs and Startups in the field of Creative and Cultural industries and increase the awareness of this sector so that new opportunities will occur and new products or services will be developed.

- [The Culture and Heritage Industries Cluster, FR](#)

- [TVT Innovation, FR](#)

- *Expectations in the entrepreneurs' competence improvement (both for partners and beneficiaries)*

The objective of developing entrepreneur's competencies is central for the partners and the project holders. After individualized support sessions it appears that their needs are quite linked. Getting skills on establishing a communication/marketing strategy, identifying competitors & partners, formalizing a clear service offer, finalizing business and investment plans, etc.. are central for the development of their project.

- *Expectations in the number of new commercial contacts (both for partners and beneficiaries)*

As TVT is part of the entrepreneurship ecosystem in the Var area, all of the five project holders will be able to meet investors (Var Business Angels Network, France Active, BPI) during workshops or events (market place, transnational event in Arles). As the focus is now on the structuration of the service offer concerning the projects, this contact phase will be important in December 2019 and will continue in 2020.

- *Expectations of the number of concrete internationalization projects developed also through innovation vouchers (both for partners and beneficiaries)*

The internationalization of the supported projects is encouraged through market place and transnational events. As five projects are integrated in our Creative Nest all of them will be part of these events and benefit from these opportunities. Furthermore, as a French delegation of CCI professionals was invited to participate at the HUB Montreal event (November 18 to 21) we invited the 5 projects to submit their candidatures in order to enhance collaboration with Canada on the cultural field.

They also will be invited to the 2d edition of the Murex International Digital and Creative Festival that will take place in Toulon next May.

- *Expectations in user's degree of satisfaction in transnational services: trainings, mobility and matchmaking (for partners)*

We selected only 5 projects were selected to enable us to focus on answering their needs and expectations.

- *Mid and long term expected impacts at territorial level (for partners)*

The structuration and support of the visual arts sector at the local level is the main mid-term challenge and its internationalisation the long term one. For that, both cultural, innovative & digital structures and public authorities need to be involved to support the creativity and innovation potential of the sector.

- [Agency for Territorial Marketing Ltd., SI](#)

The piloting phase has included several activities addressed to economic stakeholders representing cultural “engines” and creative industries, targeting the topics of social cohesion, urban regeneration and responsible tourism. At the beginning the consolidation of local partnership took place. The most important stakeholders were contacted personally in order to support the project activities and to identify resources for sustainable development of services. Among those stakeholders there was the city municipality (project office involved in implementation CCI projects), Centre for Creativity (national office in Maribor) and the local SME supporting network SPOT (involving chambers, SME supporting institutions, development agencies). All partner institutions were engaged to promote Smath services and to participate at the events.

The entrepreneurs 'competence improvement has started with regional Design Thinking seminars. Majority of activities will be implemented in the second and third phase of pilot activities.

The process of creation of new commercial contacts has started after individual interviews with participants. Project partners were contacted in order to provide first contacts.

The following requested point will be analysed in the first half of the year 2020, when all selected projects will meet in Arles and the decision about next steps of their internationalisation will be made. We also expect to receive their feedback on client's satisfaction.

The impact at territorial level is positive as in the local municipality is supporting the implementation of SMATH activities, especially concerning the identification of target groups and organisation/delivery of services for them. Participants on regional events, organized by the Agency for Territorial Marketing (in cooperation with Maribor development Agency), were also very positive about the planned project activities. More than 80 people from all target groups participated in 4 regional events.

6. DELIVERABLES

- [Barcelona Activa SA SPM, ES](#)
- Deliverable 2.4.3 MED-Conference
- Deliverable 3.1.2 Setting up a Scientific Committee
- Deliverable 3.6.1 Setting-up local networks of private investors interest to work with projects & ideas from Cis.
- Deliverable 3.6.3 Promoting EU funding opportunities addressed to Cis industries
- Deliverable 3.8.1 Monitoring and evaluation Methodology of pilot activities
- [Autonomous Region Friuli Venezia Giulia , IT](#)
 - D.1.2.1 Evaluation Methodology
 - D.2.2.2 Communication Workshop (participation).
 - D.3.1.3 Training course on Cis, Cultural Engines and collaborative innovation (participation).

- D.3.2.2 Reinforcing mutual awareness between “cultural engines” and creative industries in a logic of social innovation
- D.3.2.4 Sharing the working mechanisms of innovative clusters powered by a strategic core of cultural engines
- D.2.4.1 Regional Open Days and awareness raising events.
- D.3.2.3 Strengthening the imaginative potential and entrepreneurial capacity of Creative Industries
- D.3.3.2 Definition of the Creative Nests' membership and operation.
- D.3.3.3 Preliminary plan to launch national/regional creative Nests.
- D.3.4.1 Strengthening the cooperation between CIs and core cultural engines.
- D.2.4.3 MED Conference to promote the contribute of CIs to social innovation (participation).
- D.3.1.2 Setting up a Scientific Committee (contribution).
- D.3.5.1 Awareness seminars addressed to operators of "cultural engines" to promote management, financial and marketing instruments.

- [Technopolis City of Athens SA, GR](#)

Technopolis has implemented and/or contributed in the following deliverables

- D.2.1.1_ Communication Methodology
- D.2.2.1_SMATH Communication Strategy Plan
- D.2.2.2 Communication Workshop (participation)
- D.2.2.3 Communication plan for the social network actions
- D.2.3.1_Project's Corporate Image
- D.2.3.2 Project 1st Leaflet
- D.2.3.3 Project 1st Newsletter
- D.2.3.6 Press releases
- D.2.3.7 Promotion through Social Media
- D.2.4.3 MED Conference to promote the contribution of CIs to Social Innovation
- D.3.1.3 Training course on CCIs, cultural engines and collaborative innovation (participation)
- D.3.2.2 Reinforcing mutual awareness between “cultural engines” and creative industries in a logic of social innovation (contribution)
- D.3.2.3 Strengthening the imaginative potential and entrepreneurial capacity of Creative Industries
- D.3.2.4 Sharing the working mechanisms of innovative clusters powered by a strategic core of cultural engines (contribution)
- D.3.3.2 Definition of the Creative Nests' members and operation (contribution)
- D.3.3.3 Preliminary plan to launch regional Nests (contribution)

- [TVT Innovation, FR](#)

TVT is actually working on the implementation of the activities linked to these deliverables :

- Deliverable 3.2.1: Fine-tuning of the instruments to set-up the SMATH Platform
- Deliverable 3.5.1 Awareness seminars addressed to operators of "cultural engines" to promote management, financial and marketing instruments
- Deliverable 3.5.2 Coaching assistance on management skills for cultural engines
- Deliverable 3.5.3 Promoting market orientation for culture-based products/services
- Deliverable 3.5.4 Developing marketing strategies for Cis operators

[Agency for Territorial Marketing Ltd., SI](#)

Participation at:

- Deliverable 3.1.2 Setting up a Scientific Committee
- Deliverable 3.6.3 Promoting EU funding opportunities addressed to Cis industries
- Deliverable 3.8.1 Monitoring and evaluation Methodology of pilot activities

- [Institute of Culture of the Municipality of Barcelona, ES](#)

- Deliverable 3.3.1 Creative Nests. Elaboration of a portfolio of services and a management model
- Deliverable 3.3.2 Definition of the Creative Nests' membership and operation
- Deliverable 3.3.3 Preliminary plan to launch national/regional Creative Nests

- [Zagreb Innovation Centre Ltd., SI](#)

- 2.6.1 Participation in MED Programme events
- 3.1.3 Training course on Cis, Cultural Engines and collaborative innovation
- 3.2.2 Reinforcing mutual awareness between "cultural engines" and creative industries in a logic of social innovation
- 3.2.3 Strengthening the imaginative potential and entrepreneurial capacity of Creative Industries
- 3.2.4 Sharing the working mechanisms of innovative clusters powered by a strategic core of cultural engines
- 3.3.2 Definition of the Creative Nests' membership and operation
- 3.4.1 Strengthening the cooperation between Cis and core cultural engines
- 3.4.2 Supporting the collaboration and the generation of new projects between Creative Industries and Cultural Engines

7. TARGET GROUPS REACHED AND SYNERGIES AMONG PARTNERS AND ECOSYSTEMS

- Barcelona Activa SA SPM, ES

The target groups reached is represented by cultural and creative professionals from different sectors, so as- among others - photography, music, audio visual, dance, event organization, theatre.

This first phase created a strong synergy among selected projects, the hybridization phase was naturally and spontaneous.

By the other hand the permanent meetings with all the local stakeholders contributed to get more information not only about the access to sustainable and diversified funding but also about the state of art of the sector and their needs.

- TVT Innovation, FR

Around 20 stakeholders (public & private) and 20 Creative entrepreneurs including 5 supported in the Creative Starter are part of the SMATH Creative Nest dynamic and TVT & Le Port des créateurs are working closely with the innovative and cultural ecosystems & linked communities.

- [Agency for Territorial Marketing Ltd., SI](#)

The target groups reached are represented by cultural and creative professionals from different sectors: design & digital communication, visual art, responsible tourism, architecture, photography, pottery design, textile design, event organization. Second groups were regional stakeholders (city municipalities, chambers, SME supporting institutions). The meetings with local stakeholders contributed to get more information about the funding opportunities as well as about the state of art of the sector, ongoing and planned activities including their needs. Planning of common 2020 activities with local stakeholders has started.

This first phase created a synergy among selected projects, the hybridization phase was naturally and spontaneous

8. IDENTIFICATION AND ANALYSIS OF SPECIFIC EMERGENT AND NON-EXPECTED ISSUES (IF ANY)

Nothing to remark

- [Autonomous Region Friuli Venezia Giulia , IT](#)

We identified a relevant interest of the territory in the initiatives planned within the SMATH project. Local SMEs and operators belonging to the cultural and creative sector always actively participated to the initiatives proposed until now bringing their contribution (around 50). In one situation, however, we faced scepticism with regards to the capability of a public administration, as the Region, to respond to the needs of the business world.

9. BUDGET: PERCENTAGE OF BUDGET IN ACCORDANCE WITH APPLICATION FORM

- Barcelona Activa SA SPM, ES

The budget spent is the 35,09% (until October 2019).

- 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

The budget spent is the 30,24% (until October 2019).

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- Institute of Culture of the Municipality of Barcelona, ES

The budget spent is at about 30% (until October 2019)

- Technopolis City of Athens SA, GR

The budget spent is the 21,9 % (until August 2019).

- The Culture and Heritage Industries Cluster, FR

- [TVT Innovation, FR](#)

The budget spent is up to 27%.

- [Agency for Territorial Marketing Ltd., SI](#)

The budget spent is the 38,50% (until end of August 2019).

- [Zagreb Innovation Centre Ltd., SI](#)

The budget spent is the 44,67 % (until 31/08/2019).