smath

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

Deliverable n. 4.1.1
Methodology for the Implementation of Transferring phase

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	Friuli Venezia Giulia Autonomous Region		

Consortium:

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

Ca' Foscari University of Venice , IT

Friuli Venezia Giulia Autonomous Region, 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

Table of contents

1. Framework of the Transferring action

The purpose of this document is to present the Methodological framework that will be applied in the WP4 "Transferring".

1.1 Objective of the Transferring

The transferring phase aims at enhancing the transfer of SMATH Knowledge and replicating it "outside" the WP3 pilot activities.

Moreover, transferring phase aims at ensuring Nests and Med Cluster sustainability.

1.2 What will be transferred?

The transferring actions will concern the main object of SMATH pilot activities in terms of activities, process, tools and achievements. Moreover, the Transferring phase will start from the Interim Evaluation of the Testing activities (Activity 3.8). The Interim Evaluation will provide the opportunity to identify lessons learnt and success cases related to Nests performances in terms of "smart atmospheres" (creation of collaborations, cross-contaminations and cross-innovation actions involving cultural sites and actors, ideas "CI-driven").

1.3 When will the Transferring be implemented?

The transferring phase is developed from 12/2019 till the end of the project.

The model of agreements to set up PPPs to strengthen Creative Nests' operativeness (D.4.2.4), the sustainability plan for the Creative MED Cluster and Smath Platform (D.4.4.1), the sustainability plan for each Nest (D.4.4.3), the follow up actions to support social innovation in Med Area (D.4.4.2) will ensure SMATH sustainability and transferring of its results after the project end.

1.4 How is the Transferring organized?

WP4 is structured in five tasks (Activities 4.1; 4.2; 4.3; 4.4; 4.5) and produces several deliverables, as shown in Figure 1 - WP4 Helicopter view.

Activity 4.1 "Coordination of WP" is coordinated by Friuli Venezia Giulia Autonomous Region;

Activity 4.2 "Strengthening the marketing potentials of Cis" is coordinated by Zagreb Innovation Centre;

Activity 4.3 "Action plan" is coordinated by Veneto Region;

Activity 4.4 "Sustainability of creative Nests and Med Creative cluster" is coordinated by Agency for Territorial Marketing;

Activity 4.5 "Transferring activities to strengthen the impact of SMATH project" is coordinated by Friuli Venezia Giulia Autonomous Region.

All project partners are involved in the implementation of each WP4 Activity and actively contribute to the development of the Transferring at local level.
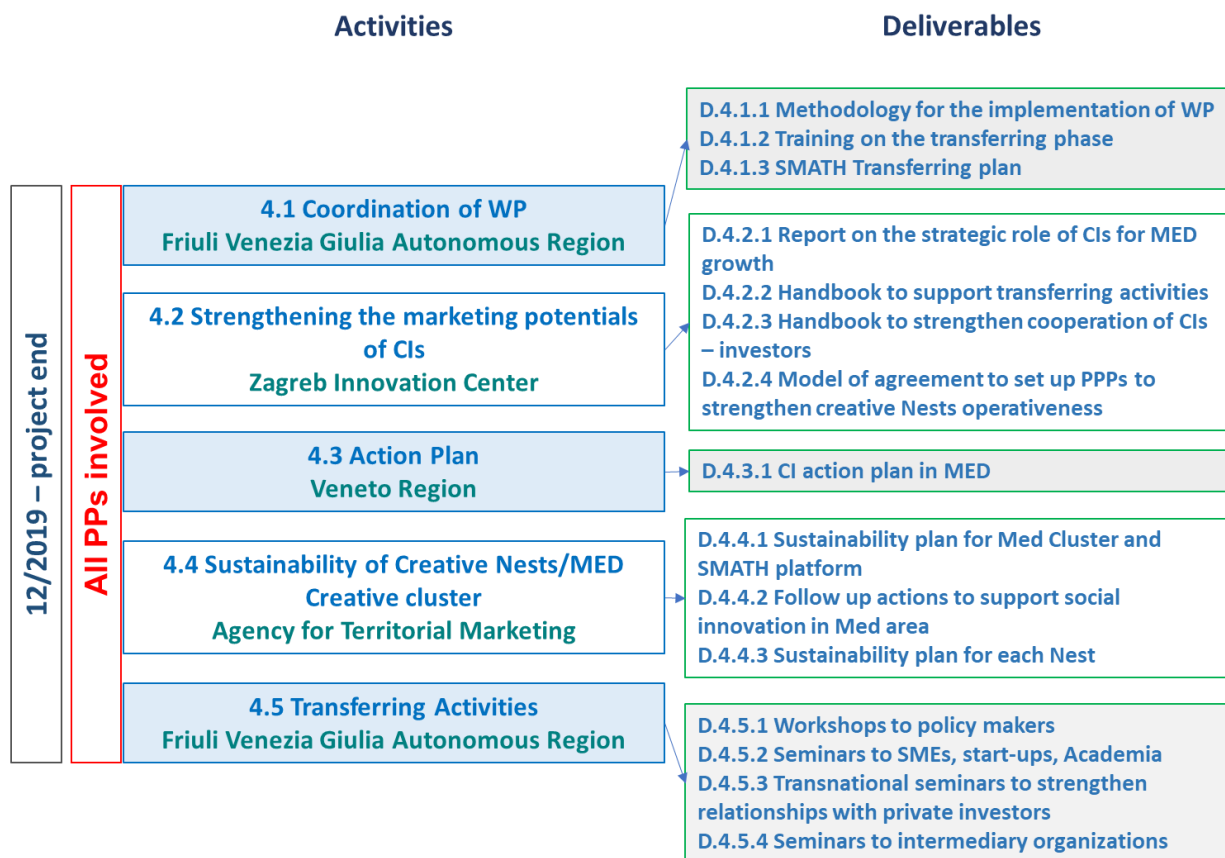
Activities	Deliverables
4.1 Coordination of WP Friuli Venezia Giulia Autonomous Region	**D.4.1.1 Methodology for the implementation of WP** **D.4.1.2 Training on the transferring phase** **D.4.1.3 SMATH Transferring plan**
4.2 Strengthening the marketing potentials of CIs Zagreb Innovation Center	**D.4.2.1 Report on the strategic role of CIs for MED growth** **D.4.2.2 Handbook to support transferring activities** **D.4.2.3 Handbook to strengthen cooperation of CIs – investors** **D.4.2.4 Model of agreement to set up PPPs to strengthen creative Nests operativeness**
4.3 Action Plan Veneto Region	**D.4.3.1 CI action plan in MED**
4.4 Sustainability of Creative Nests/MED Creative cluster Agency for Territorial Marketing	**D.4.4.1 Sustainability plan for Med Cluster and SMATH platform** **D.4.4.2 Follow up actions to support social innovation in Med area** **D.4.4.3 Sustainability plan for each Nest**
4.5 Transferring Activities Friuli Venezia Giulia Autonomous Region	**D.4.5.1 Workshops to policy makers** **D.4.5.2 Seminars to SMEs, start-ups, Academia** **D.4.5.3 Transnational seminars to strengthen relationships with private investors** **D.4.5.4 Seminars to intermediary organizations**

(Timeline: 12/2019 – project end, All PPs involved)

Figure 1: WP4 Helicopter view –WP4 Activities and deliverables

2. Logical approach: key actions and steps

WP4 process is based on various logical steps that can be summarised as follows:

- Standardization and fine tuning of the contents to be transferred;
- Definition of transfer tools and methodologies;
- Identification of potential beneficiaries and users of pilots' outputs in terms of Actors, Sectors, Areas in the MED areas;
- Identification and implementation of Activities to transfer SMATH knowledge (ex.: targeted seminars / workshops; sustainability plans and targeted activities).

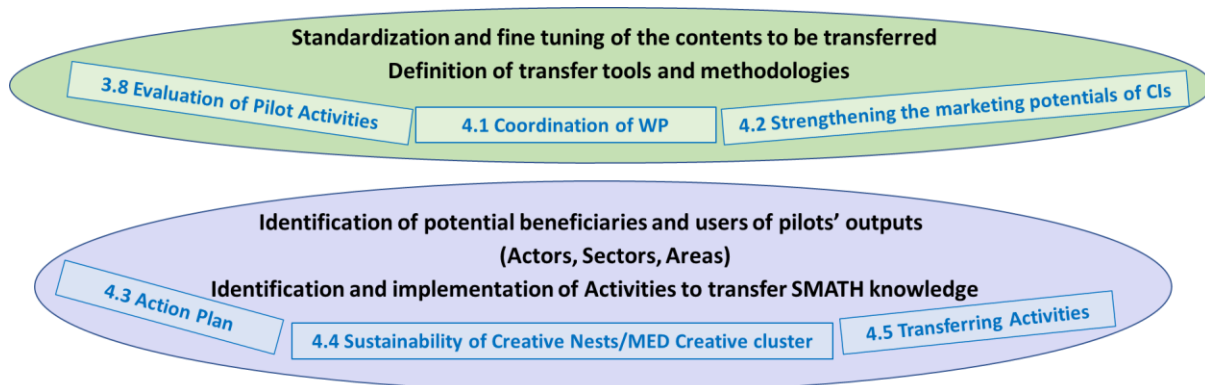The Figure 2 shows WP4 logical steps and related Activities.

Figure 2: WP4 logical steps and related Activities.

Going into detail, the first task (Act. 4.1) aims at coordinating and supervising the overall transferring WP and at providing Project Partners with a clear indication on the objectives of transferring. In fact, the Activity will provide the logical approach of the transferring phase (D. 4.1.1), a training addressed to Project Partners to learn what has to be transferred and instruments to be used (D. 4.1.2) and operational indications and guidelines for the other WP4 tasks (4.1.3).

The second task (Act. 4.2) aims at ensuring the transferability of the Nests in partners' and Med area by outlining the SMATH intervention scheme. The intervention scheme is constituted by several complementary components necessary for a successful transferring. These components are represented by: an overview on opportunities and potentials of CCIs for the development of Med Area with a focus on social innovation (D. 4.2.1); standardized Nests' tools and activities and methodological guidelines to conduct transferring activities addressed to all actors potentially interested (D. 4.2.2); a practical tool to involve crowdfunding platforms, private and public investors, and other interested and potential funders (D. 4.2.3); a standard model to formalize (make them durable) Nests' territorial relationships within all the involved actors (D. 4.2.4).

Activity 4.3 concerns the policy level: its aim is to strengthen the CIs sector as pillar of the MED economy and important leverage for the social innovation. The task will deliver an action plan with policy recommendations for regional, national and Med policy makers and with possible synergies with other sectors such as digital technologies etc.

Activity 4.4 aims at ensuring the sustainability of Nests and their network (Med Creative cluster) and the continuity of SMATH platform. The sustainability at MED transnational level (MED creative cluster, SMATH

platform, social innovation in MED area) will be pursued by outlining a sustainability plan (D. 4.4.1) and by follow-up actions (D. 4.4.2) while at local level each Nest will elaborate its own sustainability plan (D. 4.4.3).

The last activity (Act. 4.5) represents the tangible transferring actions of SMATH outputs and standardized & practical tools towards other potential users and beneficiaries not previously involved in the project. Each area will organize dedicated events to different targets such as policy makers and innovation stakeholders (D. 4.5.1); SMEs, start-ups and Academia from Cultural and Creative sectors (D. 4.5.2); private investors (D. 4.5.3); intermediary organizations (D. 4.5.4).

3. Key elements of the Transferring

Transferring process involves different aspects, that will be described in the following sections.

3.1 Which are the target groups?

Transferring will be developed towards potential beneficiaries and users of SMATH "tools" & achievements that have not been previously involved in the Testing phase. Therefore, Transferring target groups belong to the same reference CCIs sub-sectors reported in the guidelines for WP3, such as:

- *Cultural Core/ The Arts*: Literature; Music; Performing Arts; Visual Arts;
- *Other Core Creative Industries*: Film, Video, Radio & TV; Museums, Galleries and Libraries; Photography;
- *Related Industries*: Advertising; Architecture; Design; Fashion;

and are represented by the following actors:

- *Cultural engines*: Theatres, Museum & cultural tangible heritage, Cultural events/traditional events, Performing arts, etc.).
- *Creative Industries Operators*: Industries that develop products and services (arts/antiques trade; architecture; fashion; publishing; advertising; crafts); Industries that develop creative expression products (music; visual and performing arts; film and photography; radio and TV); Industries relying on technology and ICT (internet and software; digital game and animation; graphic and web design). Those industries can have different legal forms (SMEs, Associations, artists, performers, single entrepreneurs, cooperatives).
- *Investors*: crowdfunding platforms; public and private investors (banks; banking foundations; public holding incubators, venture capitals, seed funders etc.); network of financers (business angels).
- *Other stakeholders*: Local / regional / national authorities; Policy makers; Innovation stakeholders; Organizations and networks operators working on the MED Growth; All actors potentially interested; Civil society organizations.

3.2 Transferring *trajectories*

In the partners areas, Transferring actions can reach target groups by following different *trajectories* or dimensions:

- *Actors' trajectory*: SMATH "tools" & achievements can be transferred towards CCIs actors, traditional SMEs, policy makers, association and other stakeholders that have not been previously involved in the pilot activities and in the Nests;
- *Sectoral trajectory*: SMATH "tools" & achievements can be transferred towards CCIs subsectors not previously considered in the pilot activities and in the Nests;
- *Geographical trajectory*: SMATH "tools" & achievements can be transferred to actors of specific subsectors located in a geographical area not previously covered by pilot activities and Nests.

As it is easily conceivable, the complexity of transferring phase and SMATH replicability is different following the above-mentioned trajectories and depends on specific regional conditions, partners' competences, abilities and institutional role. Therefore, the project partners and/or Nests should evaluate the feasibility and the real effectiveness of its transferring action case-by-case.
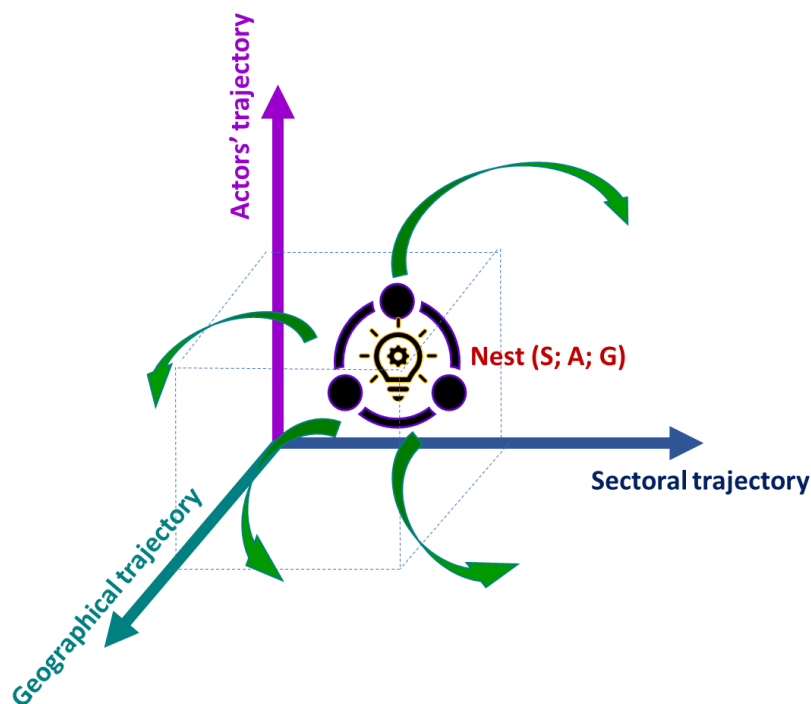

Figure 3: the Figure represents the NEST as a point (or a set of points) within a three-dimensional space identified by a geographical dimension (the area in which the NEST is located or referred to), a sectoral dimension (the sectors represented in the NEST) and an actors' dimension (the different types of actors present in the NEST). *The process of Transferring to territorial areas and / or sectors and / or other actors other than those involved in the testing phase can be viewed as a traceable trajectory in this three-dimensional space. This trajectory will be the combination of the translation along all the three axis or along only two or one axis - to say the "pure" geographic trajectory (by modifying only the area of*

settlement / reference of the NEST and considering the same sectors and types of actors), the "Pure" "sectoral trajectory (by changing the sectors present in the NEST but considering the same area of settlement / reference and the same types of actors), the "pure" actors' trajectory (by changing the actors' types present in the NEST and considering the same area of settlement / reference and the same sectors).

3.3 Modulation of the Transferring

Each project partner will adjust contents and target groups of the Transferring in accordance with its own institutional role, fields of intervention and activities. In fact, Regional Authorities, Development Agencies, Tech Parks and Innovation Centres, Clusters, Universities have different missions, expertise and competencies and the Modulation of the Transferring phase is the logical and structural consequence of the partnership's heterogeneity.

With reference to the contents of the Transferring, they can be adapted by each partner, by considering for instance:

- the performance of implemented activities
- the networking effectiveness of implemented activities
- the transnational potential
- the opportunity to identify potential promoters of SMATH approach within the Nests.

Moreover, the selection of the transferring trajectory/ies will drive the identification of the potential target groups.