



# smath

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

**Deliverable n. 4.5.1**

**Workshop addressed to Policy Makers and  
Innovation stakeholdersfor**



Project co-financed by the European  
Regional Development Fund

## Project information

<b>Acronym</b>		smath	
<b>Title</b>		Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area	
<b>Name of the Lead Partner organisation</b>		Veneto region	
<b>Project Nb</b>		3225	
<b>Duration of the project</b>	<b>Starting date</b>	2018-02-01	<b>Number of months</b>
	<b>Ending date</b>	2020-12-31	35
<b>Programme priority axis</b>		Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth	
<b>Programme specific objective</b>		1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area	
<b>Call for projects</b>		3rd call	
<b>Type of project</b>		Testing	
<b>Internal ref number</b>		3MED17_1.1_M2_084	
<b>Partner responsible for the deliverable</b>		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

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## 1. Summary of the workshop

Please give a brief description of the event and its objectives, speakers and speeches, total number of participants and their profiles.

*The workshop was held on September 28, 2020. in the Zagreb Innovation Center with the aim of strengthening the cultural and creative sector through support systems for policy makers and innovation stakeholders, their active involvement in nest activities and the implementation of measures and creating preconditions for their development.*

*The workshop was attended by representatives of Croatian Agency for SMEs, Innovations and Investments (HAMAG BICRO) and Optimizacija (Invento Capital Partners)*

*HAMAG BICRO (Croatian Agency for SMEs, Innovations and Investments) is a reference institution for every entrepreneur in the Republic of Croatia, supporting the development of small and medium-sized enterprises, improving the innovation process and encouraging investments.*

*INVENTO Capital Partners is specialized in fostering innovation in Balkan Region by working on a business development of start-ups /SMEs and building connections with industry, researchers and entrepreneurs, businesses and markets across Europe*

*At the workshop ZICER presented overall SMATH approach, main projects achievements and ideas generated looking at CIS industries and related cross-innovation actions, and WP4 deliverables: guidelines, practical instruments and information on how to carry out the transfer of activities to interested stakeholders.*

*We discussed the role of CCI, economic trends and analyzed European experiences and good practice in the context of CCI support. Together with representatives of HAMAG BICRO (Board Member, Head of development service and PR manager) and COO of Invento Capital Partners we identified the dimensions of interventions: measures aimed at creating a favorable environment for the development of CCI (institutional framework and mapping studies, awareness raising, services and information), measures to strengthen the cultural and creative industries including: networks and clusters, access to finance, incubation of creative businesses, physical infrastructure and capacity building, and measures to ensure the impact of CCI impacts on the rest of society (innovation and productivity, education and lifelong learning, social innovation, tourism and branding, regional development and sustainability.*



## 2. Annexes

Please enclose the following annexes:

### 2.1 Agenda and invitations



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ZADAR INNOVATION CENTRE





**SMATH PROJEKT**

Cilj projekta je ojačati konkurentnost kreativnih industrija na MED području strukturiranjem „pametnih atmosfera“ kao inovativnog grupiranja ~~(clusterova)~~ kulturnih pogona i usluga koje unapređuju vrijednost.

SMATH podiže svijest o potrebi za boljim **povezivanjem kulturnih produkcija i poslovnih interesa** sa ciljem potpunog razvoja potencijala kreativnih industrija. Povezanost između kulturnih produkcija i kreativnih tvrtki dosad je bila obrađivana više u teoriji nego u praksi. Apstraktni modeli pretpostavljaju da bi postojanje kulturne jezgre gotovo automatski **inspiriralo novo kreativno poduzetništvo**. Kultura i kreativnost koje su u teoriji bliske, u praksi imaju običaj djelovati u sklopu specifičnih oblika produkcije koji se čak mogu i razilaziti. Projekt koristi ove dokaze kako bi oblikovao nov i specifičan duh suradivanja između kulture i kreativnosti. Društvena inovacija je predložena kao okidač za takvu poboljšanu povezanost koja je implementirana putem stvaranja pametnih atmosfera. Pametne atmosfere se generiraju multiplikiranjem društvenih veza i jačanjem relacijskog povezivanja. Cilj će se poglavito ugraditi u bogatiju kolaborativnu atmosferu, agregate „kulturnih pogona“ i „usluga koje unapređuju vrijednost“.

**SMATH radionica namijenjena kreatorima politika i inovacija**

**Opći cilj**

Ukazati na važnost poticanja kulturnog i kreativnog sektora kroz sustave podrške kreatora politika i inovacija

**Teme**

- SMATH pristup, ciljevi i predstavljane dosadašnjih aktivnosti
- Razvojna uloga kulturnog i kreativnog sektora
- Podrška razvoju KKI- potencijal, podizanje svijesti, politike i strategije
- Prezentacija smjernica, praktičnih instrumenata i informacija o načinu provođenja prijenosa aktivnosti zainteresiranim akterima
- ~~Spill-over~~ efekti KKI
- Diskusija i sljedeći koraci

**Vrijeme i mjesto**

**28.9.2020.**  
Zagrebački inovacijski centar, Avenija Dubrovnik 15,  
Paviljon 12 (1.kat) u 11 sati (dvorana A)  
[www.zicer.hr](http://www.zicer.hr)

## 2.2 Presentations



### ACTIVITY 4.2 Strengthening the marketing potentials of CIs

Main project's achievements, success cases and ideas generated looking at CIs industries and related cross-innovation actions involving Cultural sites and actors will become a model of intervention.

In this activity, a report will support the transferring activities addressed to Regional authorities, organizations and networks operators working on the MED Growth.

An handbook will be elaborated to give guidance and practical instruments and info how to conduct transferring activities addressed to all actors potentially interested.

In the second phase of the activity an handbook with success cases and practical instruction both for CIs' operators and Investors will be elaborated, followed by a model of agreement for the follow-up activities.



#### D. 4.2.1 REPORT ON THE STRATEGIC ROLE OF CIs FOR THE MED GROWTH

Proposed content:

1. Introduction
2. Relevance of the CCI in Europe
  - 2.1 Impact of CCIs to employment
  - 2.2 CCIs entreprises
  - 2.3 Competitiveness and framework conditions of the CCIs
3. CCIs WITHIN "SMATH" PROJECT CREATIVE NESTS
  - 3.1 Friuli-Venezia Giulia (IT) nest
  - 3.2 Barcelona (ES) creative nest
  - .....
4. Barriers hindering faster growth of the CCIs
5. SMATH project approach as the new social innovation model
6. Cultural engines & business oriented creative industries cooperation generated by the SMATH project



#### D. 4.2.3 Handbook to strengthen the cooperation of Creative Industries and Investors

As a result from the pilot activities with the involvement of crowdfunding platforms, public and private Investors and networks of financiers, an handbook with success cases and practical instruction for Cis' operators and Investors will be elaborated

#### D. 4.2.4 Model of Agreement to set-up PPPs to strengthen Creative Nests'operativeness


The model of agreement will support the follow-up and the transferring actions by the Partners. The Private and Public Partnership will be considered one opportune instruments to support the follow-up of the SMATH actions.




#### D. 4.2.3 Handbook to strengthen the cooperation of Creative Industries and Investors

- Handbook will consist of 2 sections with 2 subsections each:
  1. Practical information for CCI operators
    - 1.1. How to organize a pitch for the investors
    - 1.2. Basics of crowdfunding
  2. SMATH success cases
    - 2.1. Pitching events and results
    - 2.2. Supported crowdfunding campaigns

## 2.3 List of participants





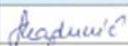


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### PARTICIPANT LIST

SMATH PROJECT: „Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area“

Date and place: September 28, 2020, Zagreb Innovation Centre, Avenija Dubrovnik 15, Pavišion 12/1

D 4.5.1 „Workshop addressed to Policy Makers and Innovation stakeholders“

Name and Surname	Organisation	Email	Function	Signature	Do you accept to be contacted for survey and additional information collection purposes
Heleena Madunac	HANAG-BICRO	heleena.madunac@hanagbicro.hr	PR		YES
Iva Kufalinać	HANAG-BICRO	iva.kufalina@hanagbicro.hr	Marketing i PR		YES
Puk. Peko Bobek	HANAG-BICRO	puk.peko@hanagbicro.hr	Operativni Upravitelj		YES



\*I hereby give consent for my personal data to be used exclusively for the purpose of SMATH EU project's event cost justification





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## 2.4 Other relevant documents

