



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 stakeholders**



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	2020-12-31	35
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

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1. Summary of the workshop

The four final SMATH workshops and seminars were packed together, from a public communication point of view, as part of a cycle called "Intersections". This cycle was co-organised with the Interreg-med project Chebec, with which synergies were detected at an earlier stage.

"Intersections" was a series of online seminars and digital open activities that aimed to explore the connections between the worlds of art, culture, entrepreneurship, business and design, and how collaborations between these areas can generate social impact and contribute to improving life in cities.

In doing so, the four seminars in the cycle promoted the results, tools and knowledge generated in the framework of the Euro-Mediterranean projects SMATH and CHEBEC, funded by the European Commission in the period 2018-2020.

The first event of the series was organized on July 13th 2020, and corresponded to the objectives, target audience and suggested contents of D4.5.1, "Workshop addressed to Policymakers and Innovation stakeholders". The event had a structure in three phases, and was conducted by Antònia Folguera, radio journalist and cultural manager.

First, a joint introduction to the achievements and outputs of the Chebec and Smath project was presented to the online attendees. Promotional videos of both projects were also displayed. This was delivered by Xavier Dumont, project manager of the Chebec project at Barcelona Activa, and by Marc Aguilar, advisor to the Smath project at the Barcelona Institute of Culture.

This was followed by an open dialogue on the experience of the Smath and Chebec projects. In this part, four beneficiaries discussed their participation in the support programmes launched by both projects, and highlighted the value they extracted from the experience. The speakers were: **Laura González - Chiquita Room (SMATH, Contemporary art); David Gómez- Dark Senses (SMATH, videogames); Elise Moreau - Elisa Keisenen - Iniciativa Sexual Femenina (CHEBEC, Dance); Juan J. Ochoa - Pianista (CHEBEC, Music).**

Finally, the event was closed with a conversation between Herman Bashiron Mendolicchio (University of Barcelona) and Teresa Badia (Culture Action Europe), on hybridization experiences between Art, Culture and Entrepreneurship, and their outlook and perspectives in the post-Covid world.

A total of 66 participants registered via the Eventbrite page of the event, in response to the several mailings, newsletter information, web news and other dissemination actions undertaken in the previous weeks. Of these, 35 attended effectively the event.

The profile of the attendees was mostly representatives from cultural, artistic and creative SMEs (including many beneficiaries of the Smath and Chebec projects). Also, there were several public officers from local city councils, programme managers at public and private cultural institutions, personnel from

intermediary organisations (such as clusters and professional associations), and attendees from academic institutions.

2. Annexes

2.1 Agenda and invitations

Agenda of the event:

https://drive.google.com/file/d/1iolu7XJGt_vPyWfJ2qE_tYYg43yo6C2l/view?usp=sharing

Production timeline and speaker bios:

https://drive.google.com/file/d/1yovgS3hHQ03leG0ys0_tlioJGLvMi5Rp/view?usp=sharing

Event mailing:

<https://drive.google.com/file/d/1XxKXDewrTdJde0wYw3Aoave0EcyCqO1l/view?usp=sharing>

Web note:

https://drive.google.com/file/d/1Vgke2_k8JZU-ZdZn93fxHqKjnBSHN1fd/view?usp=sharing

Eventbrite registration page:

<https://drive.google.com/file/d/1ifQB6VmpPCKaMiCNI-mt965lb6zRDsfc/view?usp=sharing>

2.2 Presentations

No PPT slides were used in the event. Two videos were displayed:

Smath promotional video: <https://vimeo.com/437053543/>

Chebec promotional video: <https://www.youtube.com/watch?>

2.3 List of participants

Registered participants:

<https://drive.google.com/file/d/1oDecQ3DV5t8xbYFsScHxC9OxUvloOwJa/view?usp=sharing>

Attending participants:

<https://drive.google.com/drive/folders/1ouZGALaX9aKBokjCWllg6ITFPyf8k?usp=sharing>

2.4 Other relevant documents

No relevant other documents were produced.