



# smath

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



Project co-financed by the European  
Regional Development Fund

## **Deliverable n. 4.5.1**

### **Workshop addressed to Policy Makers and Innovation stakeholders for**

**Partner : TVT Innovation**

## 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

TVT Innovation organized the SMATH's 4.5.1 workshop addressed to Policy Makers and Innovation stakeholders during an online event due to the Covid crisis.

It allowed to communicate on the SMATH project outputs and opportunities for the innovation stakeholders and policy makers of the Provence Méditerranée Metropolitan area.

The **4.5.1 workshop addressed to Policy Makers and Innovation stakeholders** took place online on December 17, 2020 within the final networking event of the year of the digital cluster called 43.117. It was organized with 2 presentations and one gamification event to foster interaction and networking.

We had 36 participants including the innovation stakeholders and important start-ups from the innovative ecosystem, Creative and Cultural SMEs and part of TVT's team.

## 2. Annexes

Please enclose the following annexes:

### 2.1 Agenda and invitations

*Agenda*

*Thursday December 17, 2020 SMATH workshop during the 43.117 digital network event.*

*Online Event 18h30-20h*

**Title: *Mixing innovation, creativity and entrepreneurship***

Introduction How can we mix innovation, creativity and entrepreneurship?

Presentation of the Smath Project and associated quiz session

Gamification session: Escape Game & networking session

### 2.2 Presentations

The workshop started with the welcoming address by the President of the network 43.117 Kévin Pardo and TVT's general manager Patrick Valverde.

Laetitia Amiot European Project Manager at TVT Innovation presented the SMATH video that was made to promote the project. She also described the project's objective, its partnership and its main

achievement. She also presented the Toulon Creative Nest and the dynamic that was enhanced by the project for the visual art sector and the promotion of entrepreneurship. Leading to the new European Creative Hub Network membership for TVT.

The participants were then invited to an online gaming session to promote the knowledge sharing and virtual networking. The gaming session was done virtually by creating an Escape Game session within the new Creative District Chalucet that was recreated.

## 2.3 List of participants



Project co-financed by the European  
Regional Development Fund

APERD 43.117 by TVT  
Listing Participants et Membres  
jeudi 13 décembre 2021



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ANNA-LOU BRÉMONDY	BRÉMONDY	ANNA-LOU	<a href="mailto:Annaloubremondy@gmail.com">Annaloubremondy@gmail.com</a>
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Votre participation à cet événement implique l'accord tacite d'apparaître sur les supports de communication de TVT et de figurer dans sa base de données.  
Vous pouvez demander un retrait vous concernant à tout moment.



LE DÉPARTEMENT





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## 2.4 Other relevant documents

