



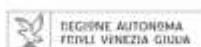
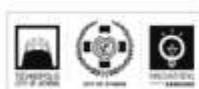
**smath**

**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**

**Agency for Territorial Marketing**



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

# Table of contents

Table of contents ..... 3

1. Summary of the workshop..... 4

2. Annexes..... 5

## 1. Summary of the workshop

In cooperation with regional chamber of craft and regional development agency the Agency for Territorial Marketing has organized an online workshop for regional policymakers and innovation stakeholders as a part of the European MED Project “SMATH” The event took place on December 3th, 2020. Due to the Covid-19 emergency the event was held online by using the Google Teams video conferencing platform.

The pandemic situation caused several negative consequences towards cultural organizations in the Podravje region, from which reduced number of activities and lack of financing are the most severe. Therefore, new development models, such as the SMATH project one, present new orientations in the current world situation and open discussion about rethinking regional cultural and economic development through the support of culture (culture as a strategic field of the local economy).

Beside the project information practical examples of digitalization and cooperation between CCIs and SMEs were presented by a local CCI Atelje Virtua. From public level – regional development agency practical information about the support in investment attraction and public financing has been given, as well as examples of networking events for CCIs with traveling industry. Presentations were concluded by a discussion with experts and answering questions of participants.

The workshop represented a reflection on the current state, with the aim to look towards new forms and tools for the resources procurement and usage. It aimed to explore connections between the worlds of art, culture, entrepreneurship, business & design and how collaborations between these areas can generate social impact and contribute to improving life in the region.

The workshop with an open access has been proposed on online platform, with the participation of public stakeholders, CCIs and operators in other fields of professional and economic activity. The seminar has been promoted through local partners websites and newsletters, through direct invitation addressing the project stakeholders and other dissemination actions undertaken.

A total of 24 participants took part at the event. The profile of the attendees was mostly representatives from CCIs, SMEs (including beneficiaries of the Smath project). There were representatives of public institutions, project managers at public and private institutions and personnel from intermediary organisations (such as chambers).

## 2. Annexes



### VABILO

#### TOVARNA IDEJ

3.12.2020

10:00 – 12:00



SPLETNI DOGODEK

V sodelovanju z Območno obrtno zbornico Maribor in Mariborsko razvojno agencijo vas želimo prispevati k oblikovanju podjetniškega okolja, ki bo tradicionalna mala in srednje velika podjetja spodbujalo k “drugemu življenjskemu ciklu” in oblikovanju novih poslovnih priložnosti z ustvarjanjem vrednostih verig, povezanih s partnerstvi na področja digitalnih inovacij, zasebnega financiranja in digitalizacije.

Delavnica bo namenjena predstavitvi aktualnih aktivnosti in primerov sodelovanja s podjetji.

#### PROGRAM:

**9:50 – 10:00 Registracija udeležencev**

**10:00 – 10:20 Uvodni pozdrav in predstavitev aktualnih projektnih aktivnosti za podjetja Leonida Polajnar, direktorica OOO Maribor., Marjana Savič, namestnica direktorice**

**10:20 -10:40 Podporne storitve za podjetja na področju iskanja investorjev**  
*Božidar Pučnik, Mariborska razvojna agencija*

**10:40 -11:00 Primer aktivnosti digitalizacije poslovanja podjetij**  
*Aleksander Legen in Gabriela Zgaga, Atelje Virtua*

**11:00 – 11:15 Predstavitev B2B dogodka in spletne platforme »DIGITHON turizem«**  
*Vladimir Rudl, Mariborska razvojna agencija / Evropska podjetniška mreža*

**11:15 – 12:00 Razprava (individualna srečanja)**

*Prijave in dodatne informacije:*

*agency@territorial-marketing.eu, tel.: 041 367 202*





