



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 for**

**Partner responsible for the report
Pôle ICP**



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

This workshop was organized within a larger event, called “La Rentrée du Pôle” which gathered members of the cluster (enterprises working in the field of Heritage services and CCI) and policy makers representatives (ACCM Municipality and Arles City Council). This event had the scope to sensibilise attendees about the SMATH model, its achievement at regional level in order to present the benefits of emerging innovation projects within the CCI sector and in collaboration to European partners.

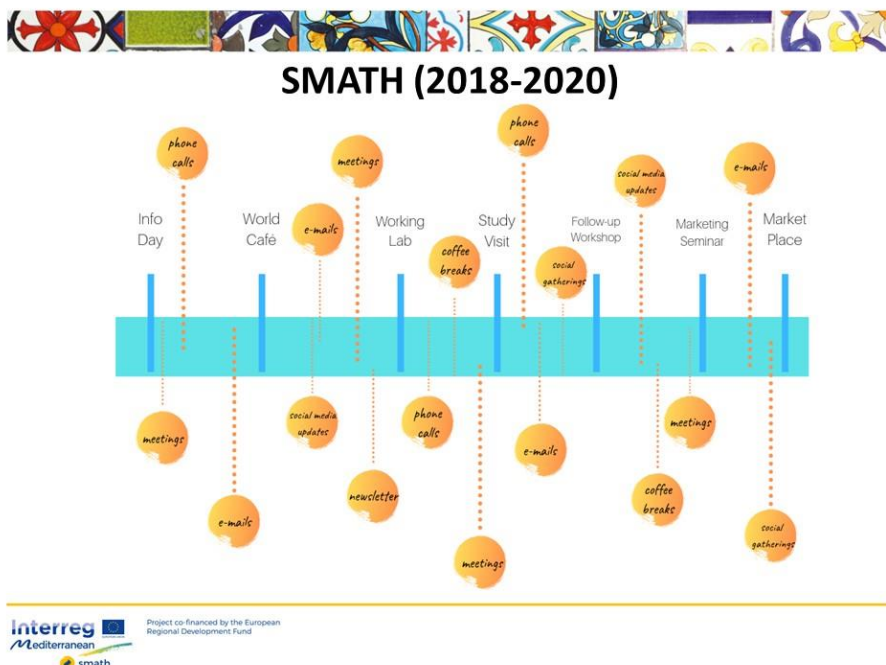
After the presentation of a detailed overview of the SMATH model and its ramifications at local level, a discussion was engaged in how policy makers can influence or promote the CCI sectors in their economic development strategy for local and regional councils.

2. Annexes

Please enclose the following annexes:

2.1 Agenda and invitations

2.2 Presentations





Les activités du NEST Pays d'Arles

21 Événements SMATH

5 Présentations informelles

150+ Parties prenantes touchées

200+ Grand public touché

6 Projets soutenus



À venir :

4 Interventions SMATH centrées sur les retours d'expériences

1 Accompagnement du projet Lauréat pour une campagne de com. ciblée

1 Evaluation finale du projet



the creative nest
Pays d'Arles,
France

The creative nest is a project of the Pays d'Arles, France, which aims to create a digital culture platform for the region. The project is co-financed by the European Regional Development Fund and the Pays d'Arles. The project is led by the Pays d'Arles and the European Regional Development Fund.

let's meet the projects!



LE BIS
The project is a digital platform for the region, which aims to create a digital culture platform for the region. The project is co-financed by the European Regional Development Fund and the Pays d'Arles. The project is led by the Pays d'Arles and the European Regional Development Fund.



Mediterra
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Vertices
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Flamnote
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2.3 List of participants

Name, Surname	Institution	Function / job
Duquesne Juliette	Inter-Made	Responsable émergence
Ludovic Fasa	ilotopie	Administrateur
Martinet Gilles	Aslé Conseil	Directeur
Cochet sandrine	Mairie d'Arles	conseillère municipale Smart city
Marie José Justamond	Les Suds à Arles	Présidente
Pams Françoise	Mairie d'Arles	conseiller municipal
Jarmasson Lionel	Canopée	Directeur - Designer
Martine Sousse	Il était deux fois	CIR
Miki P. Nectoux	Mikidesign / Mobiterre	Designer
Rota Philippe	LUMINAGORA	Chargé de projets
Chiron Karin	Agence AK	Directrice
Brie Patrice	CCIPA	Chargé de mission Numérique
Bouquin Ethel	Ipsos Facto	
Elias Lecocq	Praxis & Culture Conseil	Fondateur
Vaisse Pierre	LEMON	Réalisateur-associé
Simon D'Arves Blanc	La pierre au carré	Associé
Stéphanie Dick	Stéphanie Dick eurl	gérante
Christophe Fernandez	Mouton Noir Production	Directeur
Bruno SCHNEBELIN	ilotopie	directeur
Thibault SEVENET	GEOPAT	directeur
BLOT Eric	Parc naturel régional des Alpilles	Directeur
NYS Mireille	Aix-Marseille Université	MCF Histoire de l'Art Responsable pédagogique formations pro patrimoine
Proust Rico	Tchookar-tech	responsable technique
Bertrand Laetitia	Pôle ICP	Directrice
Lamotte Ludivine	Pôle ICP	Chargée de communication
Baltag Olga	Pôle ICP	Chargée de projet européen

2.4 Other relevant documents



