
Creative Starter

Practical guide

The Support program

Dedicated to creative & innovative entrepreneurs

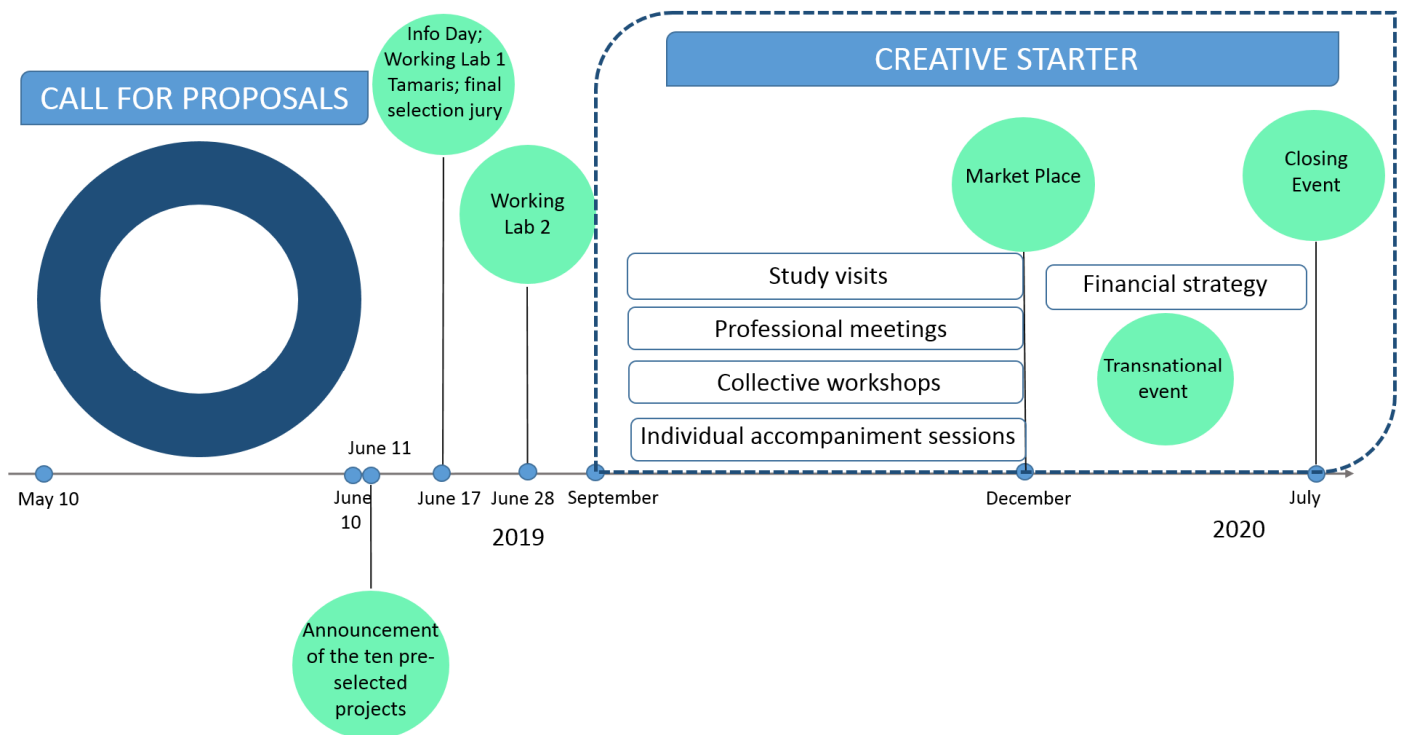
TVT Innovation & Le Port des Créateurs (PDC) manage the Creative Starter support program part of the SMATH project co-financed by the European Regional Development Fund (ERDF).



Creative Starter

The Creative Starter program


It is a support program which aims to help project holders working in the field of visual arts to formalize and develop their professional activity (they can work alone or with a team).



The Creative Starter program will take place between June and December 2019 through business support, networking activities and strategic planning with:

- Individual sessions to establish a shared 360° diagnostic & a roadmap for each project;
- Collective workshops focused on business activity (pitch, marketing, communication, financial strategy, social innovation) using creative and participative methods (Agility, Design Thinking...);
- Access to online resources & communication tools dedicated to the project on the SMATH digital website;
- 3 thematic study visits on the SMATH project identified priorities : social innovation, sustainable tourism and urban regeneration;
- Professional networking activities;
- Participation in a Market place (with an exhibition space and pitch event for your project).

In addition to the tailored support, you will have access to professional spaces including coworking spaces and the various workshops / Fab Labs located at Le Port des Créateurs and TVT Innovation.



Between January and July 2020 you will get the opportunity to benefit from the following activities within the SMATH project :

- Help in the search for funding (public and private)
- Participation in the SMATH transnational event
- European networking via the Creative Med network
- An experimentation program in partnership with the cultural stakeholders of the area

This program is co-financed by the ERDF of the Interreg Med Programme and its cost will be fully covered (excluding travel and catering costs) as part of the SMATH project.

The support #Collective workshops & #individual meetings

Workshop 1: Cross-diagnosis

September 13, 2019 (1/2 day)

Location : *Le Port des Créateurs*

Registration required via Doodle

This collective working session will take the form of an in-depth reflection by project holders on the strengths and weaknesses identified within their project. It will also be the opportunity to specify the themes to be addressed during the upcoming collective and individual support sessions in order to co-design the program. The reflection will focus on:

- Team members & skills to be used
- Context & objectives to be achieved
- Service offer
- SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)
- Market & competitors
- The added value and differentiating elements of the project
- Image / communication
- The link with the visual arts sector

Workshop 2: Co-construction of a roadmap

From 16 to 30 September 2019 (2 hours)

Location: *Le Port des Créateurs* or *TVT Innovation (MNI)*

Appointment booking during Workshop 1

During this support session, the project holders will be individually supported by the teams of Le Port des créateurs and/or TVT Innovation in the formulation of a project development strategy. Then, it will be a matter of identifying the expectations and needs of each project following the cross-diagnosis workshop.

These first two workshops will enable TVT Innovation and Le Port des créateurs teams to formalize with the winners the themes to be addressed with the support of experts during the upcoming workshops or meetings.

Thematic study visits

According to the priorities of the Interreg Med programme, 3 thematic visits to symbolic sites on the Var area will be organized.

OCTOBER 2019

Carmignac's Fondation: A key tourist area at the service of sustainable & cultural tourism

Access open to Toulon Var Creative Nest members + Visual Arts Network partners

A major cultural center in Var, the Carmignac Foundation is a new important touristic site that is fully confronted with the challenges of promoting more sustainable tourism. Characterized by its insularity, this visit will be an opportunity to familiarize yourself with the history of the foundation and its development model on the island of Porquerolles. Similarly, this visit will allow project holders to meet visual arts stakeholders participating in the visit.



NOVEMBER 2019

Draguignan's Arthothèque: Urban renewal in the service of culture

Access restricted to Creative Starter's laureates

Formerly a military site, the Draguignan's Arthothèque is now a collection of works accessible to all. It also hosts temporary exhibitions and organizes workshops as actions of mediation & awareness of contemporary art. Developing a large number of activities in the visual arts sector, the focus of this visit will be on a proposal for the practical implementation of the projects in the service of the Arthothèque.



DECEMBER 2019

Saint-Raphaël's MICRO-FOLIES: proximity digital museum

Access open to Toulon Var Creative Nest members

Led by the Ministry of Culture and coordinated by la Villette's museum of Paris, this project aims to make the heritage of partner national cultural institutions accessible to the public. Located in the Saint-Raphaël cultural centre since September 2018, this visit will be an opportunity to discover this place and the treasures it contains, but also to exchange with the people behind the deployment of this system on the territory.



Professional meetings - Marketplace

The Creative Starter program will be also organized by meetings with inspiring professionals in the field of visual arts and the participation in identified Marketplaces. In order to maximize these exchange times, these meetings will take place during key events:

- December 2019: Exhibition & presentation of projects during the production workshops of Le Port des créateurs
- Spring 2020: Participation in the second edition of the MUREX festival dedicated to digital and creative cultures and presentation of projects on the MarketPlace.

Equipment & services at your disposal

COWORKING SPACES

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Located in the heart of Toulon, at La Maison du Numérique et de l'Innovation and Le Port des créateurs, you will have access to these work and creativity spaces upon reservation.

Contacts :

TVT's Europe Team: europa@tvf.fr

Le Port des créateurs's team: leportdescreateurs@gmail.com

MEETING ROOMS



Two meeting rooms and a creativity room are available by reservation at La Maison du Numérique et de l'Innovation (6th floor). Moreover, Le Port des créateurs will welcome you with its creation room.

Two meeting rooms within the Cre@TVT incubator (in Toulon, Place Besagne), equipped with LCD screens and videoconferencing access, whiteboard and flipchart, are also available.

* N° R1 with a surface area of 10m², can accommodate 4-6 people

* N° R2 with a surface area of 12m², can accommodate 4-8 people

You also have the possibility to access the workshops and FabLab of both structures on reservation.

Contacts:

TVT Europe team: europa@tvf.fr

Le Port des créateurs Europe team: leportdescreateurs@gmail.com

SERVICES OF EXPERTS

FRANCEACTIVE

Les entrepreneurs engagés

PROVENCE-ALPES-CÔTE D'AZUR

[France Active](#) is a national network which supports entrepreneurs in their financial issues, and gives them access to a unique network of economic and social stakeholders.



[Réseau Entreprendre Var](#) is a network of business leaders that supports new entrepreneurs in the Var area. Its mission is to contribute to the success of new entrepreneurs who have significantly created jobs and wealth through 3 support programs and financing in the form of honorary loans.



[Incubateur Paca-Est](#) is the public incubator for innovative companies certified by the Ministry of Research and Higher Education for the Alpes-Maritimes and Var areas. It supports projects that come from or are linked to French public research. In this context, it offers personalized support, training, the allocation of a financial help during the incubation period and accommodation facilities.

Incoming events

South region

[ART-O-RAMA](#)



Marseille Friche La Belle de Mai //from August 30to September 1st, 2019//

For its tenth edition, the International Contemporary Art Fair will bring together works from 21 galleries from all over the world and 7 publishers who will present their proposals in the new Edition section of the fair. The exhibitions will remain open to the public until September 11.

[Rencontres de la photographie](#)



Arles // from July 1st to September 22nd, 2019//

Through more than forty exhibitions in various exceptional heritage sites in the city, the Rencontres d'Arles have been contributing every summer since 1970 to the transmission of the world's photographic heritage and have become a melting pot for contemporary creation.

[Apéro Réseau 43.117](#)



Toulon // September 12, 2019//

Monthly meetings in a friendly setting to discover or rediscover key digital entrepreneurs in Toulon through constantly renewed themes.

[Octobre Numérique with the support of the Nest Pôle Culture et Patrimoine](#)



Arles // October 3 – November 24, 2019//

Art Tech & Innovation

[Salon des entrepreneurs](#)



Marseille Palais des congrès //October 22 and 23, 2019//

As the largest event for creators, startups and managers in Europe, the Marseille Entrepreneurs' Fair is organized around conferences, events and exhibitions.

Our favorite conference: "Change Makers" conference! Trajectories of entrepreneurs driving change "on October 23rd.

[Forum Var ECOBIZ](#)



Toulon // Novembre 21, 2019//

Combining workshops and conferences, this exhibition is a major event to meet various local communities and business networks.

Around France

Forum national de l'ESS & de l'innovation sociale



Niort //from 6 to 8 November, 2019//

The National Forum on SSE and Social Innovation aims to show how SSE provides relevant solutions to the major challenges facing our society. The 2019 edition is organised around the theme "How the Social and Solidarity Economy & Social Innovation are tools at the service of territories and responses to societal challenges? ».

La Place créative



Montpellier //Novembre 29, 2019//

Combining conferences and events, this forum will be an opportunity to discover the 86 professional exhibitors.

Communication & contacts

WEBSITES

[SMATH project](#)

[Interreg Med program](#)

[Le Port des créateurs](#)

[TVT Innovation](#)

CONTACTS

TVT Innovation Europe Team:

Email : europe@tvf.fr

Le Port des Créateurs Team:

Email : leportdescreateurs@gmail.com