



**Chebec**  
**Hacking the Mediterranean economy through the Creative and Cultural sector**

Project number 3115

Priority Axis 1: Promoting the Mediterranean innovation capacities to develop smart and sustainable growth

Objective 1.1: To increase transnational activity of innovative cluster and networks of key sectors of the MED area  
3.3 Transnational services test: trainings, mobility and matchmaking

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## 1. Executive Summary

The 1st mobility action event was organized in Sevilla Chamber of Commerce on April 2-3 of 2019, gathering more than 80 participants from mediterranean countries.

Beneficiaries:

Companies and professionals of cultural and creative industries with international vocation. Beneficiaries of Chebec Programme + local Sevillian professionals upon specific demand of some beneficiaries.

Main objectives of the event were:

- Bring together cultural and creative industries at local, regional and Mediterranean level
- Promote and enlarge networking actions between companies and professionals of the sector, through Pitching sessions, B2B, and an exhibition space
- Carry out entrepreneurial and cultural meetings

The Sevilla Mobility Action gathered more than 80 participants during a two-day event where experts and professional of Cultural and Creative Industries from Spain, Italy, France, Portugal and Bosnia-Herzegovina had the chance to exchange and network at the headquarters of Chamber of Commerce of Seville.

The event was the framework to receive information on ICC sector in Andalusia with a special emphasis on strategic projects in Sevilla municipality thanks to the support and the participation of key regional and local stakeholders such as: Andalusian Agency of Foreign Promotion, Culture and Arts Institute from Municipality of Sevilla, and Andalusian Agency of Cultural Institutions. The event included specific sessions by experienced speakers who introduced cultural and artistic mobility in terms of internationalization of ICC sector.

The event was highly interactive with different sessions that focused on engaging participants in a very dynamic networking. A pitch session organized in Day 1 allowed all the participants to gain first-hand overview on participating CCI professionals. Afterwards, participants engaged in a very dynamic networking and met in pre-arranged and targeted B2B meetings for discussing project set-ups and collaborations in the framework of Chebec pilot action.

Day 2 started with a round table gathering key stakeholders to approach mobility and internationalization of cultural and creative industries, bringing up different perspectives according to their experience.

Afterwards, participants visited cultural centres (Sevilla Cultural Factory and Espacio RES) and had the opportunity to meet with cultural managers and professionals.

## 2. Mobility Action Event Agenda

**AGENDA**  
**2nd APRIL 2019**

09,00 h.      **Registration of participants**

09,30 h.      **Opening**

**Mr. Francisco Herrero León**

President of the Official Chamber of Commerce, Industry and Shipping of      Seville

**Mrs. Vanessa Bernad González**

Managing Director of Andalusian Agency of Foreign Promotion      (EXTENDA)

**Mrs. Isabel Ojeda Cruz**

Managing Director -Culture and Arts Institute from Seville- Seville      local      government

**Mrs. Almudena Bocanegra Jiménez**

General Manager- Andalusian Agency of Cultural Institutions

- 09,45 h. Strategic Projects for Culture in Sevilla**  
**Mrs. Isabel Ojeda Cruz**  
Managing Director -Culture and Arts Institute from Seville- Sevilla local government
- 10,00 h. Cultural creative industry in Andalusia**  
**Mrs. Almudena Bocanegra Jiménez**  
General Manager- Andalusian Agency of Cultural Institutions
- 10,05 h. Foreign promotion of cultural, creative industries in Andalusia**  
**Mr. Cesar Mateos -**  
Head of Consuming Goods Area at Andalusian Agency of Foreign Promotion  
(EXTENDA)
- 10,45 h. Presentation the initiative Chebec Project**  
**Mrs. Lucie Sanchez**  
Aster (Italy)
- 11,00 h. Coffee break**
- 11,30 h. Cultural and artistic mobility in terms of internationalization**  
Mr. Herman Bashiron Mendolicchio PhD  
Professor and researcher- University of Barcelona

- 12,15 h.      Presentation of participants companies**  
Professionals pitch presentation/ participants companies- 3 min.
- 14,00 h.      Lunch time**
- 15,15 h.      Presentation participants companies**  
Professionals pitch presentation/ participants companies- 3 min.
- 16,00 h.      Networking sessions- B2B**
- 17,30 h.      Closing**
- 20,45 h.      Social Dinner**

**AGENDA**  
**3 de APRIL 2019**

- 09,15 h.      Registration of participants**
- 09,45 h.      Round table: how to approach mobility and internationalization  
of cultural and creative industries.**

Moderated by: Herman Bashiron Mendolicchio PhD.

- Raül Abeledo Sanchís PhD. - Econcult:
- Research area in the cultural and tourism economy - University of Valencia.

- Catalina Bejarano - European Projects Coordinator - 3 Mediterranean Cultures Foundation
- Kurt Grösch - Director Flamenco Dance Museum Sevilla
- Carla Magro Dias - Representative of Festival FIKE and Festival FIME- Evora
- Oscar Hernández - Communication and Design - Engranages Culturales

**11,00 h.      Coffee break**

**11,30 h.      Visit to cultural centers- meetings with cultural managers and professionals**

Cultural factory- Cultural and Arts Institute of Seville (ICAS) Seville City Council

**14,00 h.      Lunch time**

**15,30 h.      Meetings with cultural managers and professionals**  
RES Espace

**17,00 h.      End of the Mobility Action**



### 3. Description of the activities developed during the event

ACTIVITY	SUMMARY - CONTENTS	POSITIVE POINTS	POSSIBLE IMPROVEMENTS	RECOMMENDATIONS
DAY 1				
<b>PLENARY SESSION</b>	Plenary session including presentations on measures and key programmes at local and regional level for Andalucía. In addition, a presentation on measures and programmes for internationalization of CCI from Andalucía was made by the Regional Agency for External Promotion of Andalucía, Extenda. Sevilla City Council introduced main key on-going programmes for CCI dynamization in the city. Chebec was introduced by Lucie Sanchez from Aster (Lead Partner)	Involvement of Institutional representatives at local level is positive with regards to increase Chebec visibility at institutional level. Better knowledge and understanding of local and regional context for beneficiaries coming from Med Countries in view to their exchange with beneficiaries from Andalusia. Increased knowledge on existing internationalisation programmes and actions for CCI sector.		For further mobility actions, and since Chebec forecasts a budget for travelling of stakeholders-associated partners, it could be interesting to organize an exchange between policy makers-institutional representatives from local context and those that would attend mobility actions as observers.
<b>SESSION: CULTURAL AND ARTISTIC MOBILITY IN TERMS OF INTERNATIONALIZATION</b>	Specific session on cultural and artistic mobility by Herman Bashiron (Researcher at University of Barcelona- Founder of InterArtive): <b>8 main issues discussed on challenges and characteristics of CCI international mobility:</b> <ul style="list-style-type: none"> <li>• Mobility as a learning</li> </ul>	Specialized and experienced speaker on cultural and creative industry mobility, bringing ideas to audience to take into account when thinking to start international mobility. Session proved to be very positive since many participants approached the	More interaction between speaker and participants during the session.	A relevant and experienced speaker is an added value to a mobility action. We have selected Herman Bashiron among other potential speakers, and his contribution to the event in general was very positive, since he did not only participate as speaker, but attended the

ON	<p>process</p> <ul style="list-style-type: none"> <li>• The relationship between Mobility and Knowledge</li> <li>• The obstacles to mobility (migration, visa issues, cross borders..)</li> <li>• The relationship and opposition between Proximity and Globalization</li> <li>• The impact of mobility in civil society and in the local cultural policies and local cultural development</li> <li>• The question of education</li> <li>• From practice to theory: creating a narrative; developing a research system; cultural mapping, circulation of information</li> <li>• Sustainability. How could cultural mobility contribute to a responsible and sustainable transformation of society?</li> </ul>	<p>speaker after the session for more short talks.</p>		<p>full mobility action, and had time to dedicate to specific exchanges with beneficiaries.</p>
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PITCH SESSION	Pitch session organized by country of 3 minutes each participant.	Short presentations, all beneficiaries respected the time scale, and thematic were very varied from different sectors, which kept audience aware	Pitch session was long due to the number of participants.	All support presentations should be ready before the pitch session, since the last-minute uploading takes out time of the pitch and makes session longer unnecessarily.
B2B	B2B were organized: At least 40 B2B were arranged beforehand + spontaneous B2B	Most B2B were arranged in advance with the support of matchmaking tool including a previous consultation of beneficiaries.	More time for the B2B would have been positive, since this is when beneficiaries actually made the most networking.	It is very important to work on the preparation of B2B, of course leaving some room for spontaneous meetings. Chebec partners could mentor the B2B of their country's beneficiaries, and support organizing local partner in the management of the session, in orientating their beneficiaries and managing time and meetings. This way B2B would go smoother, and workload is shared among Chebec partners.
DAY 2				
ACTIVITY	SUMMARY - CONTENTS	POSITIVE POINTS	POSSIBLE IMPROVEMENTS	RECOMMENDATIONS

<b>ROUND TABLE</b>	<p>How to approach mobility and internationalization of cultural and creative industries?</p> <p>Round table included experts from involved at different level of the value chain of CCI:</p> <ul style="list-style-type: none"> <li>• Research and University</li> <li>• European Projects</li> <li>• MSMEs</li> <li>• Museum</li> <li>• Festival organization</li> </ul>	<p>Speakers from different backgrounds with different approaches and views of the mobility challenges.</p> <p>High interest from public and many arising questions and comments after the presentations of each speaker. Debate was active and fruitful</p>	<p>More time should have been allocated to the session, since we ran out of time for further comments and questions from audience.</p>	<p>Multi-disciplinary and background selection of speaker was very positive and enriched the quality of round table.</p>
<b>STUDY VISITS</b>	<p>Visit to <b>Factoría Cultural</b>: Factoria cultural is a space for meeting, to bring culture to the neighbors of the South Polygon and, in turn, to end prejudices and psychological barriers of the rest of Seville on one of the most punished and impoverished neighbourhoods of the country.</p> <p>Visit to <b>RES working space</b>- A creative resilience universe Foundation destined to create a sustainable ecosystem that provides people and start-ups with the critical elements necessary to build</p>	<p>During the visit, Amapola López, manager of the Centre, explained to the participants the grounds of the Factoría, expected results to ensure sustainability of the space, and also introduced the on-going multi-disciplinary campus with the focus of “Contextual Art in Periphery”. The campus is an encounter of art (contemporary, music, digital narratives, audiovisual, performing arts) that aims to train and produce a series of transdisciplinary works in public area.</p>	<p>Visit to Factoría Cultural was very interesting, although it was difficult to assess the sustainability of the project due to the short lifetime activity of the space. In addition, it would have been interesting to hear some testimonies of users.</p>	<p>It is important to leave space for study visit in the framework of transnational mobility action. It helps to bring closer participants to local groups, professionals and local context. It is inspirational to beneficiaries and also facilitates additional contacts and synergies.</p>

	successful and socially responsible projects and businesses.	Visit to Espacio RES consisted in get an insight into the management model of Espacio RES, meetings with start-ups, and was interested under a point of view of confluence of capabilities, management model and creative hub.		
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## 4. Beneficiaries profile & feedback

### Beneficiaries' profile

Chebec 1st international mobility action was characterized by the participation of a wide scope of beneficiaries. The mobility action did not target specific sectors and was open to all types of beneficiaries from ICC, opening the scope of open synergies between participants.

A total of 39 beneficiaries were involved and participated in all activities scheduled for the two-day event.

Profiles and activities of beneficiaries participating in Sevilla Mobility Action:

SUB-SECTOR	DESCRIPTION	REGION	PARTICIPANTS
VISUAL ARTS	Sculpture	PORTUGAL - CIMAC	2 beneficiary organizations
	Ceramic		
	Crafts	SPAIN - UVEG	2 beneficiary organizations

PERFORMING ARTS	Theatre	PORTUGAL- CIMAC	2 beneficiary organizations
	Circus		
	Dance		
	Festivals	SPAIN – Barcelona Activa	3 beneficiary organizations
		SPAIN - CCSEV	1 beneficiary organization
PERFORMING ARTS	Music production	SPAIN - CCSEV	3 beneficiary organizations
	Music performance	ITALY - Art-ER and Municipality of Bologna	1 beneficiary organization

		PORTUGAL - CIMAC	4 beneficiary organizations
		FRANCE - AMI	1 beneficiary organizations
<b>AUDIOVISUAL AND MULTIMEDIA</b>	Cine	FRANCE – ARTY FARTY	2 beneficiary organizations
	Video		
	Photography	SPAIN - UVEG	2 beneficiary organizations
		ITALY - Art-ER and Municipality of Bologna	1 beneficiary organization



		PORTUGAL - CIMAC	1 beneficiary organization
		SPAIN - CCSEV	1 beneficiary organization
<b>EDITION</b>		SPAIN- UVEG	1 beneficiary organizations
<b>DESIGN</b>	Fashion design	FRANCE – ARTY FARTY	2 beneficiary organizations
	Graphic design		
	Product design	FRANCE - AMI	1 beneficiary organizations
		ITALY – LAZIO REGION	2 beneficiary organizations
		Bosnia – Herzegovina - SERDA	2 beneficiary organizations
		PORTUGAL - CERDA	1 beneficiary organization

<b>PUBLICITY COMMUNICATION</b>	Communication and branding	SPAIN - CCSEV	1 beneficiary organizations
<b>OTHERS</b>		SPAIN - CCSEV	3 beneficiary organizations

### **Beneficiaries feedback**

After the event, a survey was sent to all participants. Complete results of the survey will be included in the deliverable 4.5.1 “Report on Pilot Evaluation”, although the main conclusions have been analysed to be included in this report and to draw the necessary lessons learnt before next mobility action.

As general remark the majority of beneficiaries were very satisfied with the organization of the event, the opportunities that the event provided them to interact with professionals of the sector as well as with logistics.

As far as possible improvements for future mobility actions are concerned, beneficiaries suggest to explore alternative paths, such as:

- Round tables with different topics for all partners to share knowledge and good practices.
- Visits to cultural venues, agents and promoters in the cities hosting the sessions

- Provide participants with more information about the other participants (e.g. short text intro, contact info, expertise, intended collaboration directions)
- More interaction between beneficiaries focusing on the b2b rather than in the elevator pitch, or make it more proactive.
- A portal in which all the participants can interact with one another in order to increase networking.
- Improve interaction among beneficiaries with specific work dynamics to establish synergies and collaboration.
- Assistance from companies with more mature and developed projects, as well as with clearer needs and objectives.

## 5. Conclusions and remarks

International mobility action seeks to provide a general framework for matchmaking in Cultural and Creative Sector, bringing together beneficiaries from different sectors that are looking for new collaborations and synergies. Sevilla Mobility Action was the first test in Chebec, and for most of the beneficiaries it was also their first international experience. In this sense it served as lighthouse experience for further mobility actions in the framework of Chebec, and met expectations regarding bringing together an important number of professionals, involving local and regional stakeholders, organizing study visits, and enabling first matchmaking among Chebec beneficiaries. Indeed it also opens the room for improvements and changes, regarding contents and logistics (agenda for beneficiaries was rather dense and an extra half-day would have been positive, for example), as well as opportunities to follow the model for the rest of partners who are going to organise the action.

Preparation is crucial for success, not only from the organizing part, but also from the beneficiaries' side. As part of their internationalization plan, Chebec beneficiaries had the chance to prepare their mobility action in Sevilla, mainly in the framework of pitch session, which was a first for most of

them. One of the recommendations that can be conveyed to beneficiaries who will be selected to participate in one of the next two transnational mobility actions to be taken place in Chebec (Marseille and Bologna) is that they could take the opportunity to prepare and study their market and possibilities that the area they are going to visit can offer them before travelling.

## **Annexes**

Graphic documentation or other material to document the Mobility Action Event

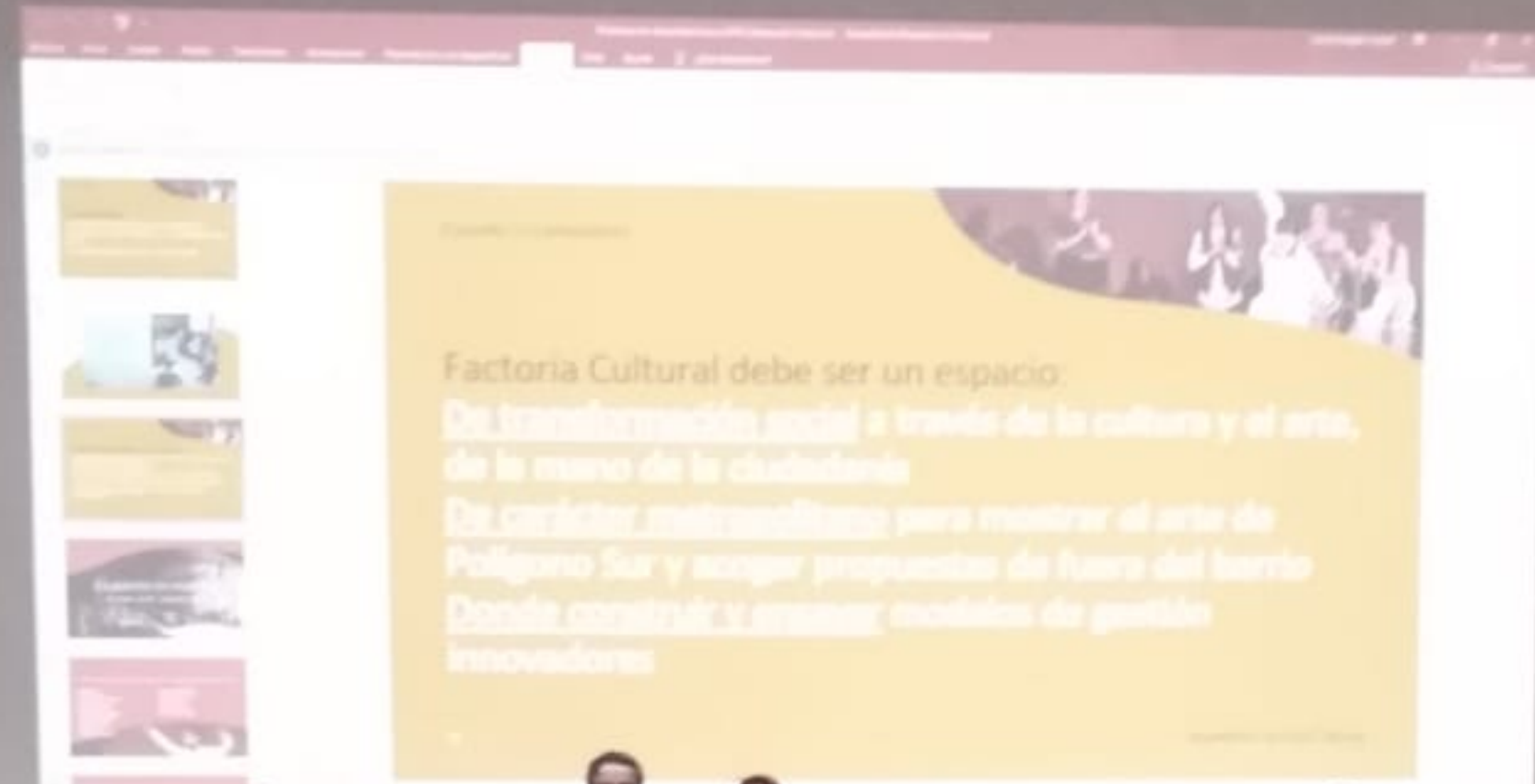
Annexe 1. Pictures

Annexe 2. Mobility Action Invitation









Factoria Cultural debe ser un espacio

De transformación social a través de la cultura y el arte,  
de la mano de la ciudadanía

De corrientes multidisciplinarias para mostrar el arte de  
Polígono Sur y recoger propuestas de fuera del barrio

Donde construir y probar modelos de gestión  
innovadores



2-3  
APRIL  
2019

## INTERNATIONAL MOBILITY ACTION

PROGRAM

**CHBEC**

### BENEFICIARIES:

COMPANIES AND PROFESSIONALS OF  
CULTURAL AND CREATIVE INDUSTRIES  
WITH INTERNATIONAL VOCATION

### OBJECTIVES:

- ➔ Bring together cultural and creative industries at local, regional and Mediterranean level
- ➔ Promote and enlarge networking between companies and professionals of the sector (Pitch, B2B, exhibition space)
- ➔ Carry out entrepreneurial and cultural meetings

### REGISTRATION:



**Official Chamber of Commerce, Industry, Shipping and Services of Seville, Plaza de la Contratación 8 - Sevilla**

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