



Interreg
Mediterranean



EUROPEAN UNION



Prominent MED

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Prominent MED

Public pROcureMent of INnovation boosting greEN growTh in MED area

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Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable
growth - PI 1.b

1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED
area

Deliverable 2.2.1

Periodical Reports on activity in the thematic community (third)

WP2 – Project Communication

*Activity 2.2: Participation to Thematic Community: the contribution to horizontal projects and
Transnational Platforms*

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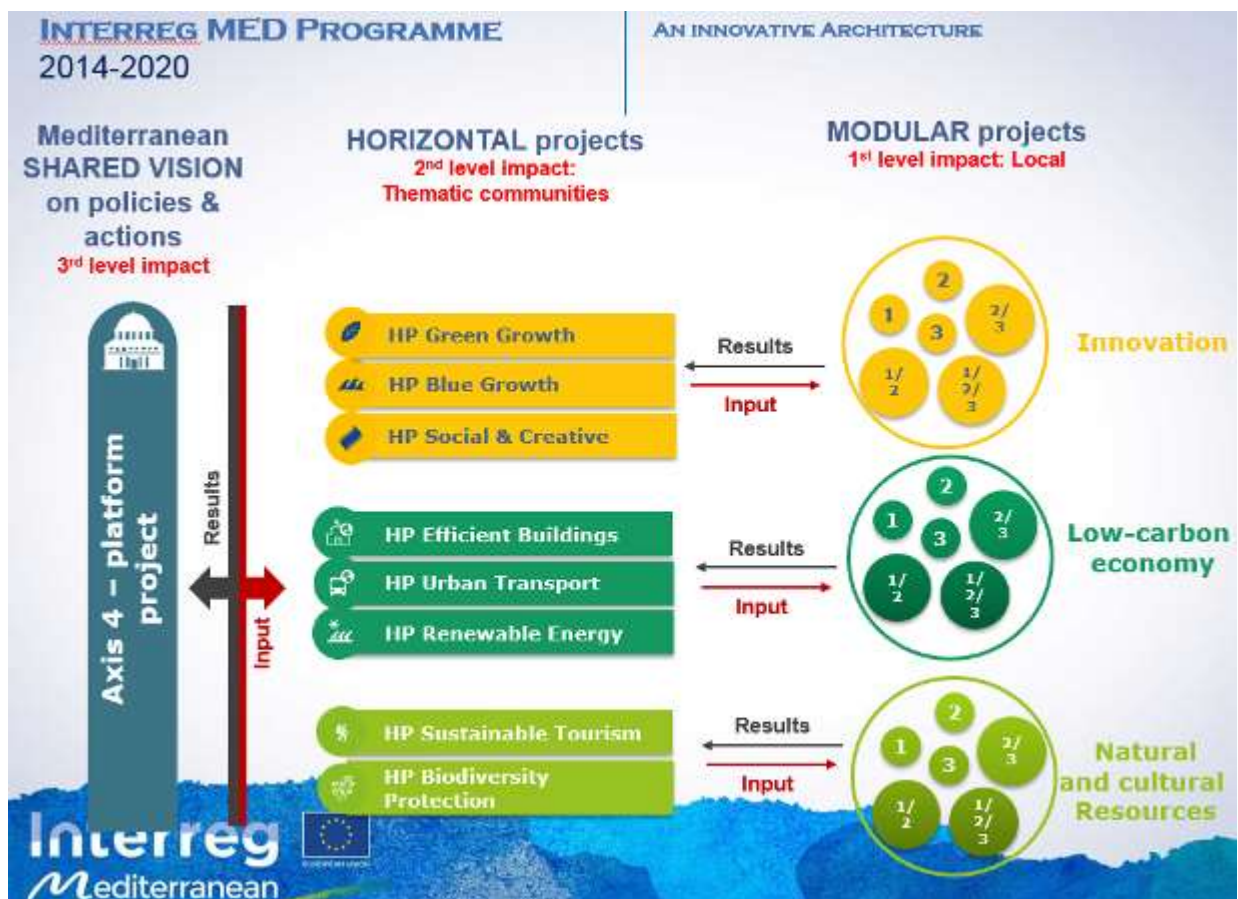
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Introduction MED Living Architecture

Within the new MED Programme architecture, the 3 levels of impact are ensured by **modular and horizontal projects and by the governance platform project of Axis 4.**

In the diagram shown below, the stakeholders of the 3 levels of impact are requested to develop synergies in order to **initiate and feed “win-win” dynamics** where each element has its own specific role, **which is just as complementary as it is essential.**



In particular, modular and horizontal projects are **closely interconnected** and hold **key roles that complement one another**, hence the need to foster the **creation and exploitation of functional and robust synergies.**

Modular projects respond to the needs of territories from a *bottom-up* approach, through project objectives, deliverables and results.

Therefore, modular projects **form the basis of the Programme architecture**, and the following steps of developing thematic communities and feeding the governance platform could not happen without them.

At the **next step** we have the **horizontal projects** – they capture valuable elements from the modular projects within each specific thematic objective and sub-themes foreseen by the three thematic axes, summarise and disseminate them on a transnational level, whilst providing a framework to enhance synergies.

As a result, horizontal projects have a crucial part to play in **capitalising and transferring the transnational impact** of the modular projects through the development of **thematic communities at a Mediterranean level**.

At the same time they formalise the link between the deliverables and results produced by the modular projects and the governance platform of the Axis 4, thus enabling its “*evidence-based*” approach. Indeed, the thematic working groups implemented by the Axis 4 will base their work on the productions of the modular projects that have been taken up by the horizontal projects.

The horizontal projects act as a **bridge between the modular projects and the strategies and models developed at policy level by the governance platform**, by sector and transversally. The steering provided by the Axis 4 platform is transferred to the community of local stakeholders so that they embed it into their ongoing planning and implementation process, including the identification and definition of new projects.

Those new initiatives will therefore surely respond in a better manner to the needs and challenges identified at transnational level, in a more **relevant, focused and competitive way**. Ultimately they will keep on supplying a sustainable **circular dynamic, both bottom-up and top-down**.

This periodical report will describe Prominent MED project interaction within its thematic community (Social and Creative) stressing, in particular, quality aspects, such the level of interexchange of information, info on results, on innovation, possibility of networking and synergies with other projects.

TALIA Horizontal project

Creativity and social innovation are the enabling forces for prosperity and well-being in the MED space, in line with EU 2020 as well as the specific potentials of the Mediterranean itself. This in a context of territorial innovation where innovation is built on the territorial capital specific to a given place or the Mediterranean as a whole.

A Mediterranean model of innovation (<http://www.creativemed.eu/>) rooted in collective creativity can be instantiated through three main elements: community scale partnerships, territorial innovation, and trans-local socioeconomic ecosystems. These unfold an innovation landscape that blends different types of innovation into a complex process of territorial development.

Territorial Appropriation of Leading-Edge Innovation Actions (TALIA) is the horizontal project, coordinated by the Research Section, Innovation and Institutional Capacity of the Apulia Region, which intends to build and develop the social and creative community of the InterregMED Program, supervising the progress of the individual modular projects funded in 2016 within the Priority Axis "Cultural Industries and Creative and Social Innovation" and favoring interaction among them.

Partners of TALIA project, in addition to Regione Puglia (lead partner), the Union of Greek Chambers of Commerce (UHC), the National Institute for Research in Computer Science and Automation - INRIA (France), the Agency for Economic Development of City of Prijedor - PREDa (Bosnia-Herzegovina), Consortium for the Company Information and knowledge of Fernando de los Rios (Spain) and the 'European Network of Living Labs ENoLL (Belgium).

Prominent MED is part of the MED Creative and Social Innovation community together with the following projects:

- "openDOORS"
- "CO-CREATE"
- "COWORKMED"
- "ChIMERA"
- "CreativeWear"

First contacts between Prominent MED as MP and HPs

The new methodology and structure of the MED Programme was introduced firstly during the Lead Partner Seminar held in **Nice on November 8th-9th 2016**.

During this Seminar, Sviluppumbria representatives, as Prominent MED Lead Partner, had the chance to have a first look on the new proposed approach.

As results of this Seminar, LP got useful information on:

- How to contribute to an Interreg MED thematic community;
- How to use and to transfer project results into the MED territories and outside;
- How to think wider: from a single project to a network.

This last point represents a key issue for Modular Projects, as it means a change of perspective on project implementation. Each Modular Project is not a stand-alone project producing effects for its partners that may be replicated in other MED territories in the future, each MP is part of a process of interaction and exchange since the beginning with the aim to increase projects impact and, step by step, to reach and influence policy makers.

TALIA kick off meeting, launch conference and networking dissemination event

Talia kick off meeting was held in Bari (Italy) on March 15th-16th 2017.

The two-day launch conference presented both TALIA and the six MED projects and explored potentials for collaboration and cooperation. Participating organizations had the opportunity to present their own work and discuss strategic directions with local entrepreneurs and policy initiatives from Apulia region as well as leading European experts trying to implement the Creative MED Model towards a new methodology.

Prominent MED was represented by Sviluppumbria, as Lead Partner and the Portuguese partner IrRADIARE (Project Communication WP Leader).



During the first day, after an initial public session to introduce TALIA horizontal project, its aims focusing on how creativity and social innovation in Europe may represent an innovation model for EU H2020 and the MED space, the II session started. It was structured in a more interactive way, dividing all the Modular Projects in parallel thematic session of round tables.

Prominent MED session, focused on Public Procurement of Innovation, was chaired by Mr. Marco Di Ciano representing TALIA project and moderated by Mr. Jesse Marsh, CreativeMED expert. The Project Manager of Prominent MED, Mr. Diego Mattioli, presented the project underlying Prominent MED challenging and innovative aspects and also project state of the art.



During the second day (TALIA KICK OFF MEETING SESSION WITH MODULAR PROJECTS – March 16th), each Modular Project had to chance to present its features, aims, objectives, expected results in a plenary session to all the other MPs included in the thematic community. It was the occasion to share perspectives, point of views and to establish first contacts among project partners that could be the starting point for future synergies and possible collaboration.

Feedbacks and insights

During this event, Prominent MED attracted the interest of the invited audience, even if its contents are not exactly in line to those of all other MPs enclosed in the “MED Creative and Social Innovation community” more focused on creative and cultural industries.

Prominent MED wants to use Public Procurement of Innovation in relation to innovative energy efficient materials and processes for public building energy refurbishment. In this sense, its topic may affect the “Green Growth” and the “Efficient Buildings” thematic communities. The possibility to explore and to establish synergies also within other thematic

communities could be an asset for Prominent MED but also for the proposed structure of the MED Programme.

Nevertheless, several contacts have been activated in the framework of TALIA horizontal project, namely with:

- the Apulia Region that had know-how and expertise on innovation procurement, even if more at the level of pre-commercial procurement;
- the network of Living Labs, represented by Mrs. Brigitte Trousse (INRIA France);
- representatives of “Co-create” project: Co-Create objective is to support cross-fertilization processes between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management. The project will promote the cooperation with new methodologies and tools addressed to clusters managers, SMEs and policy makers.

In this sense, in particular the Veneto Chamber of Commerce (LP), may represent an interesting partner for exchanging know-how and for attracting the interest of cluster enterprises around the subject of Prominent MED PPI: innovative materials to be used in the foreseen interventions for the refurbishment of public buildings.

We are MED event

We are MED was held in Alicante (Spain) on May 17th, 2017.

On May 17th, 2017 in Alicante, the Interreg MED Program organized an event entitled "We are MED - beyond thematic communities".

The event aimed at developing a common working methodology to strengthen the bonds for the construction of an Interreg MED community.

Prominent MED was represented by Sviluppumbria, as Lead Partner, the Portuguese partner IrRADIARE (Project Communication WP Leader) and the Spanish partners.

Goals

- Create a working dynamic among all thematic communities and find a common working methodology;
- Promote team spirit;
- Improve the capitalization process of the next medium-term transnational event;
- Identify possible problems, solutions and good practices.



Feedbacks and insights

Interreg MED's eight project-themed communities began working on their modular projects, following approval of the first projects in 2016.

However, in addition to the activities carried out in each thematic community, it is very important to induce synergies and cross-cutting discussions between them, creating a joint working dynamic and a sense of belonging to the Interreg MED community of stakeholders.

In this context, the project partners participated in team building activities in the morning and in the afternoon, they discussed communication and capitalization issues, as well as the work method to be implemented between horizontal and modular projects.

This fruitful interaction aimed to improve the transfer of results and prepare the capitalization process to be highlighted later during the medium-term transnational event in April 2018.

This event was therefore the best occasion to begin to build the bases for this joint process and to identify cross-cutting themes, as well as to gather projects of different themes.

International Seminar “Co-working evidence in the creative and cultural industries”

COWORKMED modular project meeting was held in Barcelona (Spain) on June 28th-29th 2017

The event was organized by TALIA horizontal project during the COWORKMED modular project meeting backed to COWOCAT Coworking Day 2017 and it involved the participation of modular projects in the Social & Creative thematic community, associated partners and key stakeholders in the thematic area.

The event aimed at creating synergies and transversal cross debates that emerged among the eight Interreg MED thematic communities on the previous events and to facilitate the engagement of clusters of stakeholders involved in the Creative and Social Innovation developments in transnational co-creation processes, through interactive discussions.

The event occurred in two days, the first dedicated to International Seminar and the second to co-work. Prominent MED was represented by the Spanish partner UPV – Polytechnic University of Valencia.

Goals

- follow-up with the work of the MED thematic communities’ framework “Modular and Horizontal projects, a living architecture”.
- Promote the cohesion of the Social & Creative community by facilitating engagement of clusters of stakeholders (SMEs, Academia, Public actors, etc.) involved in the Cultural and Creative Industries and Social Innovation developments in transnational co-creation processes.
- highlight co-working evidence in the creative and cultural industries, as this seminar was organized during the CoWorkMed modular project meeting backed to COWOCAT Coworking Day 2017.

Feedbacks and insights

During the second day, on the 29th of June, parallel sessions and panels occurred. The debates focused on smart factories, territorial dynamization, innovation and social transformation. In this context, the project partners participated in the debate and discussed about innovation issues, as well as engagement of stakeholders in the projects.

TALIA horizontal MED project international seminar "INNOVATION AND CLUSTERING IN THE CREATIVE AND CULTURAL INDUSTRIES"

Seminar "INNOVATION AND CLUSTERING IN THE CREATIVE AND CULTURAL INDUSTRIES was held in Ljubljana (Slovenia) on April 10th, 2017

On April 10th, 2017 was held in Ljubljana, Slovenia, the TALIA horizontal MED project international seminar "INNOVATION AND CLUSTERING IN THE CREATIVE AND CULTURAL INDUSTRIES" as a part of ChIMERA International conference and investment forum of creative and cultural industries (CCI)

Prominent MED was represented by the Croatian partner REA North, that participated as a panelist.

Goals:

- Networking and exploring potentials for collaboration and establishing cooperation pillars, for all those who deal with the issues of innovation in the social and creative industry.
- Promote creativity and social innovation in the Mediterranean, in areas ranging from creative industries and co-working spaces to innovative public procurement, thus contributing to build a common landscape that blends different types of innovation into a complex process of territorial development.
- To gather recommendations from the best practices and to find out about the new chances in the Creative and Cultural sector.
- To spread knowledge on sharing and collaborative economy.
- Highlighting innovation and clustering evidence in the creative and cultural industries.
- Involve modular projects in the Social & Creative thematic community, associated partners and key stakeholders in the thematic area.



Feedbacks and insights

Within the course of Talia seminar, a thematic community think-tank panel has been organized. The think-tank panel aims to:

- give evidence on how project Prominent MED can help to improve the innovation and clustering capacity of creative and cultural industries;
- discuss with modular projects, horizontal projects and local stakeholders the working examples and tested models of transnational/transregional network of CCI clusters;
- evaluate tailored services to meet innovation needs and to identify suitable public supply or demand side measures.

The panel was moderated by Jesse Marsh, TALIA expert and moderator of the Think Tank session and Gaetano Grasso, representing TALIA Lead Partner Regione Puglia.

The panel name was organized under the name "Improve innovation capacities and clustering evidence in Creative and Cultural Industries" with the following participants:

- City of Gent (TALIA associated partner): Bart Rosseau
- Impact Hub (TALIA Associated Partner): Salvo Fallica

- CHIMERA (MED Modular Project): Cinzia Lagioia, Puglia Creativa
- Co-create (MED Modular Project): Gasper Juvancic, Josef Stefan Institute
- Prominent MED (MED Modular Project): Denis Premec



An Open Discussion with Modular Projects, Horizontal Projects and Local Stakeholders has been conducted with these topics:

- Share working example and tested models of transnational and/or transregional network of CCI clusters
- Evaluate tailored services (training key actors, mentoring new entrepreneurs, international trade/ partnering, financial opportunities and schemes, etc.) to meet innovation needs
- Identify/prioritize suitable public supply or demand side measures

Talia network dissemination event in Attiki

Talia network dissemination event in Attiki - Athens School of Fine Arts, December 1st, 2017

On December 1st, 2017 Talia horizontal project organized a dissemination event in Greece, with the participation of all the modular project belonging to the Social and Creative community, represented in particular by the Greek partners.

Prominent MED was represented by Sviluppumbria, as Lead Partner.

The event was articulated in three main parts:

- Presentation of modular projects;
- Possible synergies among project and partners;
- Cooperation perspectives at Regional, National and Mediterranean level.



Goals:

- Boosting cohesion, coherence and synergies among Interreg Med projects promoting creativity and social innovation in Culture and Creative Industries;
- Sharing common concerns and visions among the Modular projects;
- Exploiting the possibility to create opportunity of cooperation in the Greek context.

Feedbacks and insights

Innovation was a key word of this event. Each modular project had the chance to highlight the innovative features of its approach and how it can be used by other interested stakeholders, i.e local authorities, clusters of industries, chambers of commerce, research institutions, startups, incubators.

Prominent MED showed how it can be possible to merge the creativity also in the procurement sector, using as an example the activity of the Municipality of Narni (IT), that is applying public procurement of innovation to the refurbishment of a local school, not only from a structural point of view but also looking at a creative, innovative and colored environment for pupils. The approach attracted the interested of local incubators and startups participating in the event, thinking about a possible application of the model also in the Greek context.



Made in MED

We are MED was held in Rome (Italy) on April 18th- 19th, 2018.

On April 18th- 19th, 2018 was held in Rome, Italy, the MADE in MED event. The event aimed to present the first results of the 90 projects through a conference and an exhibition.

Prominent MED was represented by Svilupumbria, as Lead Partner and the Portuguese partner IrRADIARE (Project Communication WP Leader).

The conference was articulated around three transversal themes: climate change, blue economy and inclusive growth and have been divided in three major parts:

- A first day where the most successful results/initiatives and their impact were presented.
- A second day dedicated to scaling up strategic actions with PANORAMED where a presentation of the project took place. Capitalization of the project results to contribute to the development of new projects and influence policies was discussed.
- Also in the second day the current vision for the future of cooperation in a medium and long term, and how Programmes, projects and stakeholders fit in was discussed.



Goals:

- Illustrate, through concrete results of Modular, Horizontal and Governance projects, how the Interreg MED Programme architecture has become a “living” integrated process with tangible contributions, where thematic communities speak in one voice.
- Demonstrate the added value of transnational cooperation and more specifically of the Interreg MED Programme by showcasing project results from a transversal perspective;
- Encourage integration with other programmes;
- Reinforce our message at local and European policy level.

Feedbacks and insights

During the first day, the Social & Creative community projects presentation took place the impact of each project was presented. It was also illustrated how they contribute to three main areas: Climate change, blue economy and inclusive growth.

The second day was focused on the Interreg MED vision and the post-2020 perspective. The project representatives participated in the round tables dedicated to the discussion about synergies and territorial impact and how they contribute for a sustainable prosperous Mediterranean.

The event was an opportunity to convey the idea and values of co-working, knowledge sharing and innovation and also to look towards the future of cooperation in the Mediterranean. Also several contacts have been made in the framework of the Social & Creative community.



Social & Creative – International Seminar

TALIA project international seminar was held in Palermo (Italy) on October 18th- 19th, 2018.

On October 18th- 19th, 2018 was held in Palermo, Italy, the TALIA project international seminar. The event was included within the context of the Vestino Festival that ran from 18 to 22 October 2018, directly organised by Creative Wear, one of the Modular Projects from the Social & Creative Community.

The main objective of the TALIA International Seminar was to increase transnational activities of innovative clusters and networks in the MED area in order to share insights on the contribution of creativity to the sustainable development of the MED space, towards an emergent vision of inclusive innovation.

The morning session was open to the public, with presentations of the Social & Creative Community Vision and from each of the on-going projects.

The afternoon was closed-door co-creation session, in which the representatives of the different projects was interactively define their common ground and identify how the Social & Creative Community can support them in building together the share vision for a new form of inclusive innovation in the Mediterranean.

Feedbacks and insights

A total of 40 participants from a wide range of Modular Projects attended the event to discuss and reflect on the 4 main elements of the MED Innovation Vision, namely Community Scale Partnerships, Territorial Innovation, Trans-local Socio-Economic Ecosystems and Collective Creativity. Their feedback was very relevant to make the process of shaping together the MED Innovation Model more co-created and inclusive. Also, the role of different approaches was explored and the potentials for cross-fertilisation identified and several contacts have been made in the framework of the Social & Creative community.







TALIA Horizontal Project - Network Dissemination Event

TALIA Horizontal Project - Network Dissemination Event was held On November 28th, 2018 in Seville, Spain.

The event involves the participation of modular projects in the Social & Creative thematic community, associated partners and key stakeholders in the thematic area. Prominent MED project was presented through the presentation of the Portuguese pilot case. The presentation was made by the communication partner, IRADIARE.

The main objective of the event was to build and develop the Social & Creative community within the Interreg MED Programme, by boosting cohesion, coherence and synergies among the six Interreg MED projects funded in 2016 promoting creativity and social innovation in areas ranging from creative industries and co-working spaces to innovative public procurement.

Feedbacks and insights

The event was an opportunity to convey the idea and values of co-working, knowledge sharing and innovation and also to look towards the future of cooperation in the Mediterranean. Also, several contacts have been made in the framework of the Social & Creative community.



INTERVIEWS AND SOCIAL & CREATIVE DOCU-FILM

On April 17th 2019 the LP was interviewed by TALIA horizontal project coordinators on the state of the art of project activities and the project communication team followed the development of some interviews with project partners performed under the development of S&C docu-film, presented in the TALIA final event, organized in Bari in October 2019.

Both interviews and docu-film were the occasion to present how creativity and social innovation has been interpreted in the different approaches followed by the project taking part in the community. In particular, for Prominent MED the innovation has been applied to the sector of the public procurements often crystallized in standard procedures and reluctant to any kind of change.

Mediterranean Forum of Creativity and Social Innovation

The Social&Creative Community Final Event - Mediterranean Forum of Creativity and Social Innovation was held in Bari on October 15th -16th 2019.

Partners, policy makers, stakeholders, experts, creatives and social innovators, academia, media and general public from all the countries of the Northern Mediterranean actively participated of this two-day final conference aimed at celebrating the past three years of successful cooperation and positive impact, demonstrating the work done and the results achieved by the Community and testing the tools provided by TALIA.

Prominent MED was represented by the LP, Sviluppumbria and the partner in charge of communication, IrRADIARE.

The Forum was articulated in different moments. It started on the 15th afternoon with an inaugural talks by Puglia Region and the Interreg MED Programme and speeches by two keynotes, Koen Snoeckx (Collision maker - Luscinus) and Flavia Barca (President of ACUME and expert on cultural policies).



The première of the Social&Creative Community docu-film **MEET “Mediterranean Innovation Tales”** followed.



The day after (16 October) was more technical and completely devoted to the outcomes of the Social&Creative Community reached so far. In the morning parallel sessions the most relevant TALIA project activities and results were illustrated and described: the MED Innovation Vision developed over the three years of the project through different forms of interaction with the on-going Modular Projects; the capitalization strategy set up by TALIA and the tools developed by the project (the Semantic Framework, the E-learning Toolkit and the Thematic Mapping).



In the afternoon 3 parallel sessions have been organized on collective creativity, cultural territorial identity and inclusiveness and sharing with the aim at bringing out the best experiences made during these three years of cooperation and enlarging the Community in the coming years.

Feedbacks and insights

This event was the conclusion of a path that greatly contributed to the enhancement of the social and creative community with a continuous confrontation among modular and HP project partners coming from all the countries of the Mediterranean area. It was the occasion to learn more about creativity and social innovation topics, to establish new cooperation opportunities for the present and the upcoming future, to improve its own skills and to understand a new and possible way of “thinking and making”.

CONCLUSIONS

The new MED architecture allowed to better interact among projects, sharing perspectives, best practices, point of views but also methodologies and tools developed during the project lifetime. At the same time, possibilities of cooperation even after the project end have been put in place.

At the beginning of this process, it seemed difficult, particularly for Prominent MED, to interact in a community dealing with the “colored” creativity sector, presenting our topic of “innovation in public procurement sector”. Anyway, the close cooperation in the community allowed to demonstrate that a new creative and innovative way of thinking can, at the same time, strengthen the creative industry, consolidate coworking spaces, enhance the cultural heritage, modernise public contracting, foster sustainable growth and increase open data.

Innovation and social and creative setting can influence and change European policies. The Mediterranean area is able to develop political strategies and actions that respond to the territories emerging needs, to provide improved results and to create social relationships for new models of cooperation. Thanks to the creation of innovative knowledge and processing instruments the Social&Creative Community makes a concrete contribution to developing these innovative policies. The application of innovative processes, from the sharing economy to cross fertilisation, cuts across several different fields. Their implementation and transferrability of the results is strategic for the future of the Mediterranean area.