

## **Project Acronym: CO-CREATE**

**Project title: Setting up a network of COmpetitive MED Clusters with the  
contribution of CREATive industries**

**Grant Agreement number: 1med151.1m23113**

# **D.3.4.4**

## **Report on Cross Fertilization Events**

|                             |                |
|-----------------------------|----------------|
| <b>WP n°:</b>               | 3 TESTING      |
| <b>Task n°:</b>             | 3.4.4          |
| <b>Partner :</b>            | TVT            |
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## Executive Summary

10 cross-fertilization events, one for each area, were designed to enable to support clusters and creative networks to develop new products and or projects. The idea was to organize a cross-fertilization initiative to promote ideas and projects from creatives, cultural and creative industries and networks linked to the clusters.

This document presents the collection of the results of this deliverable for each Partner of the Co-Creat Project.

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## Presentation

This part presents the work done with the Co-Creat partnership in order to define the Co-Creat outputs on **Cross Fertilization Events**.

Each Project Partner filled out the tables below and send all the dedicated materials to TVT.

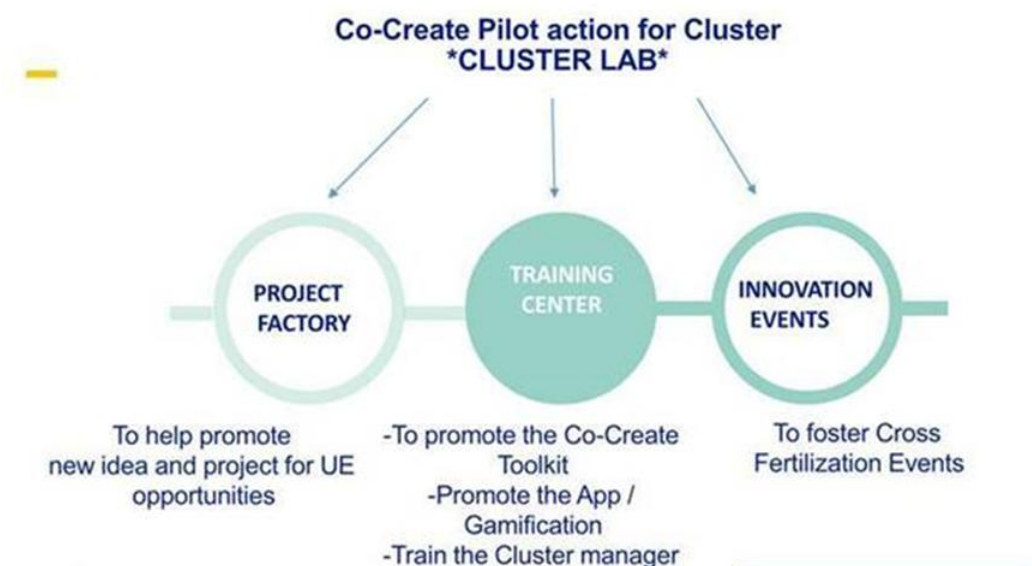
10 Co-Creat cross fertilization events were done for 530 participants.

### 1. General information

The partners participate with a common “Co-Creat” framework called “Cluster Lab” useful to communicate and present the outputs in the same way.

10 pilot areas were concerned with the implementation of the activities.

10 Co-Creat cross fertilization events were done for 530 participants.



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**CO CREATE // ROSS FERTILIZATION PARTNERS' EVENT:**

|   |                           |
|---|---------------------------|
| PARTNER : POLIMI  | REGION :ITALY - LOMBARDIA |
| 3.4.4 Cross Fertilization Event<br>Date : 5/12/2017 + 16/01/2018<br>Number of Participants : 11+ 37 |                           |

|  |                 |
|--|-----------------|
| PARTNER : PP1<br>Veneto Region   | REGION : Veneto |
| 3.4.4 Cross Fertilization Event<br>Date: 29.10. 2018<br>Number of Participants : n/a |                 |

|   |                   |
|---|-------------------|
| PARTNER : JSI   | REGION : SLOVENIA |
| 3.4.4 Cross Fertilization Event<br>Date: 15.06.2018<br>Number of Participants :16 |                   |

|   |                                   |
|---|-----------------------------------|
| PARTNER :<br>READ S.A.  | REGION :<br>SOUTH AEGEAN - GREECE |
| 3.4.4 Cross Fertilization Event<br>Date: 08.12.2017<br>Number of participants :10 |                                   |

|  |                    |
|--|--------------------|
| PARTNER : KIM  | REGION : Catalonia |
| 3.4.4 Cross Fertilization Event<br>Date: 25.05.2018<br>Number of participants : 14 |                    |

|   |                            |
|---|----------------------------|
| PARTNER : SECARTYS  | REGION : CATALONIA         |
| 3.4.4 Cross Fertilization Event<br>Date: 13.12.2017<br>Number of participants : 42  |                            |
| PARTNER : SECARTYS  | REGION : ANDALUCIA         |
| 3.4.4 Cross Fertilization Event<br>Date: 15.11.2017<br>Number of participants :13   |                            |
| PARTNER : CCI KILKIS  | REGION : CENTRAL MACEDONIA |
| 3.4.4 Cross Fertilization Event<br>Date: 12.01.2018<br>Number of participants : 18  |                            |
| PARTNER :<br>ZICER  | REGION : Croatia, Zagreb   |
| 3.4.4 Cross Fertilization Event<br>Date: 04.12.2017<br>Number of participants : 54  |                            |
| PARTNER : TVT   | REGION : PACA              |
| 3.4.4 Cross Fertilization Event<br>Date: 27.06.2018<br>Number of participants : 291 |                            |

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REGION: PT170 – Lisbon Metropolitan Area

3.4.4 Cross Fertilization Event

Date: 28.02.2018

Number of participants : 24

2. **Description of the action**

a) **Participant overview**

▪ Communication on the **Cross Fertilization Events**

In order to involve Clusters targeted invitations were send to members, clusters - communities and associated partners (public and private stakeholders).

▪ Main type of participant were at the Co-Create Cross Fertilization Event :

|                        |   |
|------------------------|---|
| Project holders        | X |
| SMEs                   | X |
| Cluster Managers*      | X |
| Creative Networks      | X |
| Creative Industries    | X |
| Public Authorities     | X |
| Students               |   |
| EU experts             |   |
| Other (please specify) |   |

▪ The **Cluster and the Creative networks** that were involved (name, type of sector, main activities, website...):

[TVT]

- Pôle Mer Méditerranée”: Business and Innovation Sea Cluster focused on maritime activities located in the Technopole de la Mer next to Toulon. It brings together local authorities, entrepreneurs and their networks, R & D centers and higher education organizations with the objective of sustainably developing the maritime and coastal economy in the Mediterranean, in Europe and at an international level.

[www.polemermediterranee.com](http://www.polemermediterranee.com)

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-“43.117”: a network of entrepreneurs, project pholders and start-ups of the digital ecosystem of the Var, supported by TVT Innovation. The aim of 43.117 is to structure a network of partners, key players in the region committed to innovation and digital.

<http://www.43117.tl/>

- French Tech Toulon Ruche Digitale is part of the national French Tech network on #EdTech and #Entertainment. It represents the innovative ecosystem of start-ups and digital companies in the Toulon area. Indeed, the territory has nearly 1,300 digital companies and more than 100 new start-ups per year. The French Tech Toulon Ruche Digitale seeks to federate the local ecosystem, detect success stories and support companies and startups of the territory towards growth and national and international outreach.

[www.toulon-ruche-digitale.fr](http://www.toulon-ruche-digitale.fr)

- IMQ (Institut méditerranéen de la qualité): the local industrial network, which is the key link in technological transfer between R&D and business, as it contributes to the promotion of new technologies, economic development and business competitiveness. The IMQ now represents a network of more than 60 industries.

<http://www.imq-fr.com/>

- Incubateur Paca Est: a business incubator that helps early stage companies linked to public R&D research .

<http://www.incubateurpacaest.org/>

- France Active PACA: support and funds social innovation in the Provence-Alpes-Côte d'Azur region, allowing many SMEs to access finance.

<http://www.esia.org/>

- Var Business Angels: a network of private investors that helps finance innovative SME.

<http://vba.tvt.fr/>

- UIMM: the employers' organisation for the industrial companies. They gather and represent companies of all sizes, from a wide range of industry sectors: mechanical industry, shipbuilding, aerospace, spatial industry, automotive and train industries, information & technology, electronical and optical products, nuclear industry and household equipments.

[www.uimm.fr](http://www.uimm.fr)

- Port des Créateurs, a new creative and cultural cluster located in Toulon.

[www.leportdescreateurs.net](http://www.leportdescreateurs.net)

- CLUSIR PACA EST, that brings together R&D, public authorities and universities.

[www.clusir-paca.fr](http://www.clusir-paca.fr)

- The “agiliteurs” are a brand new community in Toulon, which is very active around agile, collaborative and iterative practices. The objective is to propose to individuals from different sectors to meet and exchange around these collaborative practices.

[www.lesagiliteurs.com](http://www.lesagiliteurs.com)

- Les Voix du Web: the network of the actors and experts in web content: bloggers, influencers, web communicators, the Toulon area, the Var and the PACA region.

<http://voixduweb.fr/>

- Dev / var is a network of IT developers in the Toulon area. The goal is to enable local developers to come together and discuss the technologies they use in a user-friendly environment.

<https://devvar.org/>

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- Les acteurs du changement: bring together entrepreneurs and citizens interested in social innovation initiatives in the Var region.  
<http://www.tvt.fr/Vous-informer/Actualites/Creation-et-Developpement-de-l-innovation/La-Communaute-des-Acteurs-du-Changeement>
  - Toulonux: they support the development of free software in the Var.  
<http://toulonux.org/>

#### [ZICER]

Primarily wood clusters representatives from different regions in Croatia, several product design firms etc. (participants list is attached below).

- Croatian Wood Cluster

Croatian Wood Cluster is the largest wood cluster in Croatia with more than 70-member companies. Croatian Wood cluster is representing wood processing sector on all levels improving sustainable competitiveness and promoting inter-sectoral and trans-sectoral cooperation. (<http://www.drvniklaster.hr/>)

- VIRIDIS

Cluster VIRIDIS is a non-profit organization with the main task to create a critical mass of information, knowledge, skills and technology. VIRIDIS wood cluster is open to new members, for new knowledge, resources, technology and experience and encouraging connections with international networked structures. (<http://www.viridis.hr/en/>)

- Wood cluster Herzegovina

The main goals of the Wood Cluster of Herzegovina are strengthening the competitiveness of member woodworking companies, establishing and ensuring cooperation, networking and creating opportunities for exchange of knowledge, and supporting education and professional development. (<http://dkh.ba/>)

- InnoRenew Coe

The InnoRenew CoE is an independent research institute, formally established in 2017 within the InnoRenew CoE project. At the institute, a research about renewable materials and sustainable buildings is being conducted, and the scientific knowledge is transferred into industrial practice. (<https://innorenew.eu/>)

- DURA

DURA Development Agency is a professional, non-profit organization for supporting small and medium-sized entrepreneurs in the city of Dubrovnik. (<http://dura.hr/>)

#### [JSI]

- Slovenian wood industry cluster: The Institute is a non-profit organization founded in 1999 by 17 woodworking companies and two institutions, as a Wood Industry Development Centre. In 2003, the Institute was renamed the Wood Industry Cluster. The Wood Industry Cluster comprises a third of employees in forestry and wood-processing industry and the most important research institutions in Slovenia. (<http://www.lesarski-grozd.si/en/>)
- Centre for creativity: The Center for Creativity (CzK) connects, promotes, represents and supports the activities and development of the cultural and creative sector (KKS) in Slovenia.



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Through its programs, it promotes the empowerment of the potentials of the social and economic value of the sector and connects it more actively with the economy, science, education and other sectors. <https://www.czk.si/>

[KIM]

- 22@ NETWORK: A private business association that gathers the major organizations of the district, large companies, universities, research centers, and a large network of SMEs and startups with activity in the district. Since 2004, 22@Network BCN has been the main association of the innovative, technological, and creative sector of the city of Barcelona. With more than 125 associates, it is responsible for the consolidation of the 22@District as a dynamic, transformative, and an advanced technological space. The 22@Network facilitates the integration of entrepreneurial organizations and professionals to the dynamics of 22@. By facilitating the networking, interaction, and relationship with the neighborhood of Poble Nou (<https://www.22network.net/web/inici/?>).
- CECOT: Cecot is a multisectoral Catalan employer organization created in 1978 representing six thousand entrepreneurs and comprises 38 professional unions and associations in Catalonia (<http://www.cecot.org/>)
- CANÒDROM - Parc de Investigació Creativa: The Creative Research Park is a space for innovation and entrepreneurship for talented individuals in the creative and cultural industries. A space that is at the service for cultural entrepreneurs to turn their creative ideas in sectors such as the arts, technology and science, into new services and products. A benchmark for movers and shakers, and the industry. An open space for research and creativity. A space for the city and the citizen. (<https://canodrom.com/en/>)

#### ***b) Cross Fertilization Events***

- Type of format(s) used for the Cross Fertilization Event (networking event, hackathon, meetings, B2B, Pitch session ...:

[TVT] For the Cross-fertilization event TVT used the format of a networking event and of B2B meetings, allowing each cluster to meet with other clusters in an entertaining way.

We organized a networking event

- Each participant was identified and represented the network/community he/she was part of.
- During the event, each participant had to meet the most networks/communities and share information on their activities

[JSI]

It was organized as a seminar with networking. We did use some good practises as we learned through trainings in Milan and through the Methodology that we wrote. Although the event was meant more like a networking, therefore we wanted to encourage the debate among participant on different topics of possible cooperation.

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[KIM] The format of the Cross Fertilisation event turned around X different ideas :

Presentation of the Co-Create project and the Cross-Fertilisation event

Presentation of the cluster members' challenges of the cluster managers and networking between them and the participants of the creative sector.

Pitch on a success case of creative innovation in a traditional industry by Enric del Pozo (Tekman's CEO)

Brief training on the Co-Create project's methodologies

Workshop for a first approach to the solution from the creative sector.

[SECARTYS]

Domotys, the AMB and the CO-CREATE project organized on December 13 in the offices of the Baix Llobregat Regional Council a Cross-Fertilization Day. The objective of this cross-fertilization day was to answer these two questions: *Is there a representative number of agents in the construction sector in the Metropolitan Area of Barcelona as well as the technologies related to sustainability applicable to construction? Is there a desire for transformation or a commitment to disruptive innovation in the sector?*

This cross-fertilization day presented 3 cases of good practices in sustainability focused on three different areas: new construction, rehabilitation and management of the building. Finally, 5 different work groups were carried out, with the objective of identifying the challenges of the sector of sustainable construction in the short and medium term. These inputs have been used for the development of the SWOT analysis developed for the organization of the Creative Camps.

[POLIMI]

The formats used during events were:

- Workshop with networking
- Meetings b2b
- hands-on workshop
- pitching session

During the event, the applied training methodology was the Co-Create one, developed with partners. Specifically, the toolkit developed by POLIMI supported the training: look inside, look outside, look beyond and brief generation canvas.

[ZICER]

Presentation, B2B meetings and round tables and networking event. More than fifty representatives of the SME companies, support bodies, clusters and other organizations from the wood and creative industries participated in this event (Participants' list is attached). After the welcome speech and the

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initial presentation, the concept of the day was presented with the aim to actively engage the SME representatives from the wood and creative industries in B2B meetings and discussions about potential business cooperation. In the presentation, several case studies and examples of the successful cross fertilization projects were presented to emphasize the importance of the cross-fertilization tool which later caused innovative thinking and motivated business representatives to discuss about potential joint collaboration on specific projects and ideas. The workshop supported and facilitated co-creation and innovation of new business ideas and products as a result of the thinking outside the “comfort zone” and collaboration between the traditional and creative industry representatives.

***c) Results and lessons learned***

- Cross-fertilization event’s key success factors
  - Having different type of networks and communities and clusters meet from different sectors: innovation, Social, CCI, industry, digital . . .
  - Bringing together people, who did not know each other from before and they find some synergies on which they can work on in the future.
  - The participants selection (mainly, cluster managers instead of SMEs and individually creative or students).
  - The collaboration with pre-existing networks.
  - The inclusion of success cases pitches.
  - Linking it to the creative camps.
  - Collaboration with clusters and stakeholders relevant in the sustainable construction sector.
  - The inclusion of success cases pitches.
  - It is important to target and select the right combination of participants and to connect people that usually don’t meet to often.
  - The right mix of different entrepreneurs creates an excellent environment for collaboration. In addition, it is important to lead and to guide B2B sessions properly to foster and incentivize exchange of ideas.

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## Annexes

### **Annexe 1 - Deliverables PPs' Reports October 2018**

<https://www.dropbox.com/home/CO-CREATE/CO-CREATE%20Project/WP3%20-%20Testing/task%203.4%20Pilot%20Action%20Step%201%20CLUSTERS>