



Project co-financed by the European  
Regional Development Fund



**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.5.1.3**

## **Capitalisation kit addressed to PPPs**

WP n°:	5
Task n°:	5.1.3
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Type:	D
Dissemination level:	PU
Revision:	Final
Due Date:	12-2018
Date of submission:	12-2019

### Executive Summary

The capitalisation kit composed of tools and strategies will provide instruments to support Public Private Partnerships (PPPs) developed during the CO-CREATE project in implementing cross-fertilization activities in each cluster and between clusters using tools including Creative Camps initiatives applying design thinking techniques and app for gamification methods addressed to cluster managers with the support of intellectual property rights instruments. The capitalisation kit addressed to PPPs will be used to capitalise the outputs and results of the testing phase (WP3), in particular the gamification app (3.4.1) and creative camps (3.5.1) and to increase the attention in terms of activities and resources available for clusters and of cross-fertilization actions addressed to Creative and Cultural Industries (CCIs) and traditional industrial sectors in order to identify new models of cooperation, innovation processes and new markets.

CO-CREATE's approach is also about capitalizing CO-CREATE outputs and results at transnational level so as to keep improving transnational activity of innovative clusters and networks. Capitalizing measures will include the setting up of a MED clusters network able to promote cross-fertilization activities with creative sectors and the setting up of a training able to support Cluster Managers on CO-CREATE methods and tools.

Traditional MED sectors (mechanics, building, furniture), often clusters, are one of the most important target groups of CO-CREATE due to their great impact in terms of GDP and employability. The topic of reference, in this sense, is the support to cross-fertilization actions aiming at innovating traditional industrial sectors with the involvement of Creative and Cultural Industries to support them in the highly competitive international context where they operate.

The co-design and creative methods, developed thanks to the activities foreseen in WP3 in particular the gamification app (3.4.1) and creative camps (3.5.1), will be further analysed, summarised and harmonised in order to make the accumulated experience and results more usable for PPPs, thanks to the activities carried out with the support of the capitalisation methodology (D.5.1.1) and the communication activities (D.2.3), and will be transferred using the capitalisation kit (D.5.1.3) consisting in a set of instruments to be applied when undertaking the foreseen communication and capitalisation activities (5.2) to make the main project outputs transferable and to translate them into real-world consolidated methodologies and best practice.

Communication training/seminars through gamification techniques will be organized by each partner involved in the project activities between SMEs from traditional clusters and Creative sectors. The training will give the opportunity to use new communication languages. These will be an important occasion to start the setting up of collaboration

between clusters managers at regional level. At international level the clusters collaboration agreement will set the basis for the creation of an innovative network of clusters that will share and exchange knowledge and expertise to improve their innovation capacities through cross fertilization processes.

Any effective capitalisation kit will help transferring to clusters and SMEs CO-CREATE the methodology to support SMEs involved in creative camps (D.3.4.1) and app for gamification methods addressed to cluster managers (D.3.5.1) to strengthen their competitiveness in domestic and international markets. The capitalisation activity (5.2) addressed to local actors, public and private will aim at favouring the setting up of PPPs in charge to continue the provision of assistance to Clusters and Creative Industries through the take up of methods developed in WP3.

Capitalization tools include: catalogue of best practices and project results for dissemination and exploitation, electronic presentations, creation of contact lists, project website, and (on line) platforms. These are the tools to be used to capitalise the selected project results to the target audience and for internationalization, networking, disseminating knowledge base, promoting best practices and building bridges with other relevant projects.

A balanced mix of messages will be conveyed through the Communication activities to be undertaken in parallel: traditional and non traditional media (article on local newspapers, newsletters, use of social media, social networks profiles – especially LinkedIn, story telling campaign, etc.) will contribute to make cluster managers aware of the importance of cross fertilization to boost products and processes innovation into their traditional clusters, as well as their crucial role on promoting this concept and on creating the right conditions to ease cross fertilization processes into the cluster ecosystem. The communication trainings through gamification techniques will be organized in each of the 10 project partners areas and will be an important occasion to start the setting up of collaboration between clusters managers at regional level.

The communication WP will contribute to make familiar to a wider range of SMEs belonging to traditional sectors concepts as innovation, cross fertilization and design-thinking, as well as the great importance to protect their IP when opening to new collaborations or markets. Communication will be used also to show entrepreneurs the importance to adopt the new methodologies (Creative Camps) to trigger innovation processes into their companies in order to maintain or improve their strategic position in the domestic and or international market.

The capitalisation kit will support the Capitalization actions also aiming at the setting up of PPPs in charge to continue the provision of assistance to Clusters and Creative Industries. Ultimately, a model of cooperation for follow up activities by the Partners and local networks will be identified. Follow up plans will be developed for the sustainability of the PPPs developed during the project following the activities addressed to Clusters (3.4) and SMEs (3.5) and a Memorandum of Understanding (MoU) will be signed by Project Partners

(PP), Local and Regional Authorities (LRAs) and key stakeholders in charge to support clusters policies and innovation in order to continue the collaboration and the support on cross innovation. Meetings and workshops will involve all these actors and will bring to the elaboration of the cross-fertilization manifesto, that will be the basis for the follow-up activities by the Partners at local and transnational level (network of desks).

The capitalisation kit will benefit and be integrated with the communication and promotional tools (D.2.1, D.2.2 D.2.3 D.2.4) developed as defined in CO-CREATE communication plan (Activity 2.1) and the Media and communication activities (Activity 2.3).

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### 1. Introduction

This Report has been elaborated by Regione Veneto (PP1) in the execution of the Activity 5.1 “Definition of the contents and elaboration of the capitalisation methodology”, D.5.1.3, “Capitalisation Kit addressed to PPPs”, and is addressed to the CO-CREATE PPPs in order to give them tools and specific indications on the implementation of the Capitalisation Work Package (WP5) and support for the Capitalisation activities.

In particular, the capitalisation kit to be used to transfer to PPPs the outputs and results of the testing phase, app for gamification methods addressed to cluster managers and methodology to support SMEs involved in creative camps (D.3.4.1 and D.3.5.1), will consist of a set of instruments to be used to transfer into consolidated best practices the main outcomes of the project, to support cluster managers to include the gamification app and the creative camps within their innovation processes to foster innovation and encourage use of design thinking and cross innovation and to increase their attention in terms of activities and resources available for the Clusters.

Meetings, seminars and workshops will involve all these actors and will lead to the elaboration of the Cross-fertilization manifesto, that will be the basis for the follow-up activities by the Partners at local and transnational level (network of desks).

The capitalization kit (D.5.1.3) will allow to transform the state-of-the-art of existing knowledge developed thanks to CO-CREATE D.3.4.1 and D.3.5.1 into a methodology that is directly useable by PPPs by preparing and providing the know-how, tools and methods, such as guidelines, process design, tool-boxes, and adaptation portfolios, that are required for the capitalization of the project results. The kit will include a catalogue of the gamification app and creative camps (D.3.4.1 and D.3.5.1) that will be taken to the organized meetings, seminars and workshops with SMEs and cluster managers to disseminate the project results. The catalogue will also be available on a dedicated area of the CO-CREATE project website.

The capitalization toolkit and procedure ensures that all possible channels and opportunities are used for the project’s outcomes to reach as many potential final users as possible like: organisation of transfer workshops, training sessions, e-learning process, and technical support dedicated to raise the awareness of potential “importers” of practices and to demonstrate the added-value of knowledge re-use. This will be organised drafting transfer guidelines.

Operational tools and methodologies include also: participative methods, publications (brochure, factsheets on good practice, etc.), events (thematic workshops, peer-review, policy learning event, matchmaking event, etc.), database of good practice validated by experts, database of practitioner, online collaborative tools, experts helpdesk, participative method of capitalisation involving various types of stakeholders, mainstreaming of good

practice, possible use of KEEP database with the access to many other projects consistent with the same topics.

The CO-CREATE capitalisation process will be supported by the Horizontal project Talia and the parallel capitalisation activities.

### **1.1 MED context and CO-CREATE project**

The overall objective of the Interreg MED Programme is to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices (technologies, governance, innovative services...), reasonable use of resources (energy, water, maritime resources...) and supporting social integration through an integrated and territorially based cooperation approach. Under this aim, the Interreg MED Programme supports projects that will promote a more resource-efficient, competitive and greener economy in the Mediterranean area.

Priority Axis 1 aims at strengthening innovation capacities of public and private actors of Mediterranean regions and support smart and sustainable growth. It grants a specific attention to blue and green growth, cultural and creative industries, and social innovation that represent strong development and jobs potential in Mediterranean regions. It underlines the need to strengthen innovation clusters, economic sectors, value chains and networks throughout MED regions.

Specific Objective (SO) 1.1 is “to increase transnational activity of innovative clusters and networks of key sectors of the MED area” to improve innovation capacities of public and private actors involved in green and blue growth sectors, cultural and creative industries and social economy through stronger transnational cooperation and better connections between actors of the quadruple helix (research bodies, businesses, public authorities, civil society). The objective is especially addressed to improve empowerment of these actors with, within and between existing clusters, economic sectors and networks.

The MED economy is made up mainly of SMEs whose economic weight is proportionally greater than in other EU economies and the level of innovation of MED SMEs is currently below the EU targets. SMEs and clusters and public administration need to progress their innovation capacity by improving their connections among different sectors, strengthening the cooperation at different levels and promoting interdisciplinary approaches going beyond local boundaries.

CO-CREATE will tackle the challenge of increasing transnational activity of innovative clusters and networks in the MED key sectors (in the fields of construction and eco-construction, materials, mechanical, including chemicals and plastics, biotechnologies and IT) through testing and capitalising a cross-fertilization model addressed to the traditional clusters of building, furniture, mechanical and IT sectors, receiving inputs from the creative industries.

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.

Main outputs will be a cross-fertilization toolkit as instrument to favor innovation of Clusters and SMEs, 380 SMEs supported on innovative projects, the setting up of a transnational innovation network between traditional and creative industries and a Manifesto, to promote cross fertilization and to enlarge the network.

CO-CREATE will also contribute to the development at MED level of more competitive clusters through the elaboration of a cross fertilization methodology and toolkit to support and manage cross-clusters initiatives.

CO-CREATE approach is also about capitalising CO-CREATE outputs and results at transnational level in order to keep improving the transnational activity of innovative clusters and networks. Capitalising measures will include the setting up of a MED clusters network able to promote cross-fertilization activities with creative sectors and the setting up of training activities able to support Cluster Managers on CO-CREATE methods and tools.

The Capitalisation kit developed by D.5.1.3 will be used for the capitalization activities addressed to PPPs, to include the gamification app and creative camps within their working plans ad to increase their attention in terms of activities and resources available for the Clusters, the Creative Industries and SMEs of reference, in view to increase the quality and the quantity of the cross-fertilization and cross-innovation processes.

CO-CREATE aims at integrating strategies, methodologies and outputs developed by several projects into one methodology, one set of services and financial instruments. The first concentrates on cross-fertilization activities (Clusters&Creatives) and co-design; the second will see the creative camps, the IPR services and the gamification; the third will see financial schemes. The pilot actions are for Clusters (improving skills), for SMEs (generate ideas) and for Local Regional Authorities (ROP ERDF 2014-2020 SO1 and SO3) to support clusters & SME innovation). Deliverables from WP3 will be capitalised. In particular, the capitalization kit developed for PPPs (D.5.1.3) contains the main instruments to implement the activities aimed at capitalising to clusters (clusters managers) and SMEs the following project deliverables:

- D.3.4.1: app for gamification methods addressed to cluster managers to foster innovation and encourage use of design thinking;
- D.3.5.1: methodology to support SMEs involved in the 18 creative camps foreseen by the project taking into consideration the results of the 18 creative camps organized and the 180 cross innovation projects developed.

### **1.2 Activities foreseen and organization of D.5.1.3 - Capitalisation kit**



### addressed to PPPs

Having in mind the context of the MED programme and the main objectives pursued by the project, D.5.1.3 - Capitalisation kit addressed to PPs is based on the construction/preparation of a set of different tools and strategies to be used to capitalise the results of D.3 (D.3.4.1 and D.3.5.1) to clusters (clusters managers) and SMEs.

The kit will collect and harmonize the instruments developed by the CO-CREATE project and will include some elements useful for their further use during the capitalization activities.

The capitalisation kit addressed to PPPs (D.5.1.3) will have the goal to support the capitalization activities to transfer the gamification app (D.3.4.1) and the methodology to support SMEs involved in creative camps (D.3.5.1) to support the implementation of the new app and methodology to include these within SMEs and clusters managers policies and best practices and to increase their attention in terms of activities and resources available for their innovation processes.

Activities foreseen for the preparation of the capitalisation kit addressed to PPPs include the following:

- Identification of the deliverables to be capitalised (D.3.4.1 e D.3.5.1) addressed to cluster managers and SMEs;
- Valorisation of the experience by transforming it into usable information;
- Use/dissemination of experience gained. <sup>[1]</sup><sub>[SEP]</sub>

These activities are developed in relation to the Communication of the Programme.

Communication training/seminars through gamification techniques will be organized by each partner involved in the project activities between SMEs from traditional clusters and Creative sectors. The training will give the opportunity to use new communication languages.

In order to ensure the proper valorisation and dissemination of project results the following actions are required:

- elaboration of a guideline to PPPs in the adoption of project results and the exploitation within their innovation processes;
- completion of a catalogue of best practices and project results for dissemination and exploitation;
- preparation of electronic presentations;
- creation of contact lists;
- regular updating of the CO-CREATE website;
- participation of partners to national and international conferences;
- support to the application and the monitoring of project results within the targeted area and other regions and incorporation of project's results in the future local / regional primarily and even national innovation strategies; <sup>[1]</sup><sub>[SEP]</sub>

- identification of other funding and institutional opportunities in the whole MED area for continuation of support towards the utilization and integration of project's outcomes;
- identification and cultivation of connections with other projects and organisations working in the same field for exchanging experiences and furthering concepts;
- exploration of promotion of CO-CREATE outcomes and results beyond the areas directly linked to the project;
- selection of ideas from the SMEs that will attend the seminars and continuation of their support even after the conclusion of the project through soft activities such as assistance for networking with other organisations within or outside their country, etc.;
- transformation of the experiences the SMEs gained via the Seminars and the 1:1 assistance into the storytelling to support the related campaign (D.2.2.3);
- elaboration of scientific papers and articles for publication in national and international journals related to innovation and creativity.

The following tools are expected to be utilized for the promotion of project and its results after CO-CREATE completion:

### 1. CO-CREATE website:

Each partner will incorporate a link on his/her organization's website to the CO-CREATE project so that all possible visitors can access it. This tool is important as the CO-CREATE website can and should be reached by all target groups and could effectively offer a real support to the different actors involved. The CO-CREATE website will be constantly updated with information and news and will remain online also after the project end for a period of at least five years.

### 2. Creation of contact lists:

Contact details such as phone numbers/faxes/e-mails/etc. of clusters managers and local and regional policy makers, liaison offices of local universities, local and national media, managers of large or medium sized enterprises, owners of firms, organizations conducting research, representatives of Chambers of Commerce, etc. are expected to be recorded in a Contact Database that will start being developed during the project, as stated in the Communication Plan. This Database will allow every member of target groups to be approached by e-mail, phone or any other available mean of communication.

### 3. Providing special materials to target groups:

The CO-CREATE project brochure together with the CO-CREATE storytelling instruments (2.2.3) to be sent to partners local network in order to respectively attract their interest and motivate them.

### 4. Use of mass media:

The press or any other means of mass media – as long as feasible to be addressed after the project conclusion – could be addressed in order to inform the wider public about the results of the project and motivate them to visit the project's website and obtain its results.

### 5. Supplementary dissemination material:

The posters of the project together with the brochures, etc could be put in partners institutions places of public view, such as the foyer or reception point. Partners could also provide posters and flyers to their network so that they can put them in their own public view areas, if possible.

### 6. Electronic Presentations:

The electronic presentation of the CO-CREATE project that has been developed during the project can also be used as dissemination mean after the project's completion. Any partner wishing to participate in any conference or seminar or event being relevant to the CO-CREATE project can make a presentation or reference to CO-CREATE to encourage interest in the project. The presentation will include a long version of 3 slides and a short version of 1 slide. All partners should then translate it into their own languages.

### 7. Building “bridges” with relevant projects:

CO-CREATE is part of a wider pool of projects elaborated in the Mediterranean area that deal with the promotion of innovation in various ways. In order to accelerate spill-over effects on regional level across all partner countries the project partners shall identify relevant projects so as to ensure that future events of these projects shall capitalize on the knowledge accumulated and classified under CO-CREATE and will also inform their own networks of contacts respectively.

### 8. Use of project's social media profiles beyond project's end life

### 9. Exchange of results in platforms, events and databases of other institutions, e.g. EC and KEEP

### 10. Link the activities carried out during the project and results achieved to the most relevant initiatives and policies (and strategies) at EU, national and regional level, related to green growth and the project specific

### 11. Identification and selection of new entities acting as distribution channels based on the evolution of the project results. It is a fact that an ongoing process nurturing interactivity between partners and potential users via adequate channels will produce more useful results targeting real needs.


## **1.3 Capitalisation kit addressed to PPPs: methodological recommendations**

When elaborating the capitalisation kit, the underlying principle should be that of going beyond “disseminating information” ensuring that work is carried out by the PPs on existing results to go one step further. The capitalisation kit for the valorization of D.3.4.1 e D.3.5.1 addressed to PPPs aims at transferring into new methodologies and best practices the outputs of the project. It will be also necessary to ensure that instruments, practices and methodologies are effectively taken on board by all actors concerned, and applied at local,

regional, national or European level.

The formal engagement of the relevant decision makers should be envisaged when structuring the project. Stakeholders should be involved in the planning of the capitalisation actions from the very beginning so that they gain ownership of the whole process.

The capitalization kit preparation and the capitalisation actions should be carried out in close collaboration with the Communication & Dissemination Plan of the project so as to ensure maximisation of synergies between the related activities and also elimination of all potential cases of overlaps. All possible channels and opportunities should be used for the projects outcomes to reach as many stakeholders as possible. Communication should be the “right hand” of capitalisation, and the former should help the latter to reach the proper target groups.

Considering that several Interreg programmes have undertaken capitalisation approaches and practices, the repository of capitalisation practices and approaches offered by the Interact project could be exploited as it identifies, classifies and compares these initiatives. Interact provides a structured environment, as well as technical tools, for capitalisation across programmes (networks) and to support this process with expertise in facilitation and communication. 

SMEs of traditional MED sectors (mechanics, building, furniture), often clusters, are one of the most important target groups of CO-CREATE due to their great impact in terms of GDP and employability. The topic of reference, in this sense, is the support to cross-fertilization actions aiming at innovating traditional industrial sectors with the involvement of Creative and Cultural Industries to support them in the highly competitive international context where they operate.

Research centres, business associations, chambers of commerce, universities and all other organizations that promote Creativity and Innovation through their role and work (projects) are also a basic target group of the project. These organizations constitute both a group that influences innovation policy plans and implementation, but also act as potential beneficiaries. In addition, all these organizations have a lot of relevant experiences, knowledge in innovation issues, financing, etc. and some of them (chambers, business associations, business parks, etc.) are strongly connected with SMEs. Consequently, they need to be involved in and reached through the project and afterwards to provide their views, suggestions and experiences.

Business Intermediary organizations can act as local operators and are those subjects belonging to the economic environment, which act as a joining link between the Market and the Private companies. According to the national laws, they can be either private or public and they have strong relationships with the local businesses, establishing in some cases a membership structure, being situated in a good position able to provide companies with support, information and services.

Selected members from this second layer community could join the Regional Innovation Board to be developed, based on their experience, level of influence on local level, etc.

The business sector and in particular SMEs are the “end users” who need to be reached and invited to discuss about their needs and problems concerning creativity and innovation development (organisational culture, financing and funding finding, implementation of creativity techniques, etc.). As stated in the Communication Plan, CO-CREATE PPps should attempt to get the innovative SMEs of the region involved in the project.

Representatives of the business sector shall be participating in the Regional Innovation Board to be developed and are expected to promote the interests of the business sector and SMEs in particular.

Regular events, publications, etc. will ensure that the business sector and SMEs are informed on the outputs of CO-CREATE should be conducted.

Other interested parties – General Public<sup>[11]</sup> Results of the project have to reach the public in a broad sense on a regional and national level. During the project and according to the budget available, partners will decide on tools to use in order to support wide dissemination effect. In case it is not affordable to use expensive media tools (television, radio), all other tools are going to be used to support dissemination.

## 2. Reference documents

- Interreg V – B Mediterranean (MED) Cooperation Programme 2014-2020
- Interreg V – B Mediterranean (MED) Cooperation Programme 2014-2020. Programme Manual – Interreg MED Modular Projects (last update: 01/02/2019)
- Interreg V – B Mediterranean (MED) Cooperation Programme 2014-2020. Programme Manual – Interreg MED Strategic Framework (last update: Jan 2017)
- INTERACT - Capitalisation approaches and practices in Interreg. From concept to practice, December 2017
- CREAMED – Fostering creativity and innovation in the Mediterranean Area as key elements for Regional Sustainable Development\_ CreaMED Alliance”, Thessaloniki, April 2012, 4<sup>th</sup> version
- URBACT – Driving Changes for better cities – Guide to capitalisation . Version 10, Feb 10, 2004
- Application Form: AF\_1\_Modulaire – Co-Create (Ref : 1204 | Version : 5 | Approved (major))

### **3. Objectives and Outputs**

The main objective of D.5.1.3 is generating knowledge that can directly be used for capitalization activities addressed to PPPs by preparing and providing the know-how, tools and methods, such as guidelines, presentations, catalogues, and adaptation portfolios etc., that are required for capitalization activities.

These will help support the competitiveness of MED clusters by increasing the innovation capacity of SMEs, clusters and public actors improving their connections among different sectors, strengthening the cooperation at different levels and promoting interdisciplinary approaches with innovative products and services going beyond local boundaries. In particular, PPPs will be supported in implementing new methodologies aimed at fostering cross fertilization and innovation.

#### **3.1 Final Goals and main Outputs of the Capitalization Kit addressed to PPPs (5.1.3)**

The capitalization kit (D.5.1.3) will allow to transform the state-of-the-art of existing knowledge developed thanks to CO-CREATE D.3.4.1 and D.3.5.1 into information that is directly useable by cluster managers by preparing and providing the know-how, tools and methods, such as guidelines, process design, tool-boxes, and adaptation portfolios etc., that are required for the capitalization of the project results.

The capitalization toolkit and procedure ensures that all possible channels and opportunities are used for the projects outcomes to reach as many potential final users as possible like: organisation of transfer workshops, training sessions, e-learning process, and technical support dedicated to raise the awareness of potential “importers” of practices and to demonstrate the added-value of knowledge re-use. Drafting of transfer guidelines.

Operational tools and methodologies include: database, events, participative methods, publications (brochure, factsheets on good practice, etc.), events (thematic workshops, peer-review, policy learning event, matchmaking event, etc.), database of good practice validated by experts, database of practitioner, online collaborative tool, expert helpdesk, participative method of capitalisation involving various types of stakeholders, mainstreaming of good practice, use of KEEP database.

The main activities will be addressed to PPPs to include the gamification app and the methodology to support SMEs involved in creative camps within their innovation strategies ad to increase their attention in terms of activities and resources available for the Clusters, the Creative Industries and SMEs of reference in view to increase the quality and the quantity of the innovation processes.

### **Main Outputs:**

#### **Output 5.1: cross-fertilization manifesto (Quantity: 1 Tools)**

The cross-fertilization manifesto for the Mediterranean Area will be the final outcome of the meetings with key stakeholders and Policy Makers and will be promoted to enlarge the network of Regional Authorities and key stakeholders using the CO-CREATE model.

The cross-fertilization Manifesto is an instrument addressed especially to Local/Regional Authorities in charge to implement ROP ERDF 2014-2020 concerning Innovation, Technology and Clusters, for the final benefit of SMEs. It reports the guidelines to support the adoption of project results and their exploitation within the funding programme. It allows the transferring of knowledge and methodologies to manage the cooperation between clusters and creative industries. The main output will therefore be the setting up of a transnational innovation network between traditional and creative industries and a Manifesto to promote cross-fertilization and to enlarge the network.

### 3.2 Organization of the activities required to prepare the capitalization kit addressed to PPPs

Activities to be carried out to prepare the instruments to capitalise project results addressed to PM and LRAs and to local actors, public and private, to favor the setting up of PPPs in charge to continue the provision of assistance to Clusters and Creative Industries consist in the following:

- set up of project results database: database of good practice validated by experts, database of practitioner;
- drafting of project publications (brochure, factsheets on good practice, etc.);
- preparation of catalogue to be used during capitalisation events;
- set up of online collaborative tools, expert helpdesk, participative method of capitalisation;
- Drafting of transfer guidelines;
- Open book;
- organisation of events (meetings, seminars and workshops)
- set up of participative methods
- organisation of other events involving various types of stakeholders, (thematic workshops, peer-review, policy learning event, matchmaking event, etc.), mainstreaming of good practice, use of KEEP database
- communication activities to make cluster managers aware of the importance of cross fertilisation and design thinking to boost products and processes innovation into their traditional clusters, as well as the importance to protect and valorise their IP

The capitalization toolkit and procedure ensures that all possible channels and opportunities are used for the projects outcomes to reach as many potential final users as possible like: organisation of transfer workshops, training sessions, e-learning process, and technical support dedicated to raise the awareness of potential “importers” of practices and to demonstrate the added-value of knowledge re-use. Drafting of transfer guidelines

Capitalisation activities, carried out following the instructions of the capitalisation methodology (D.5.1.1), will be carried out using the capitalisation kit developed by D.5.1.3 and will be structured as follows.

According to the Application form, here some guidelines for the organization of the activities:

- a) meeting objective;
- b) meeting target of reference;
- c) proposal of duration: from half to 1 day (4+4 hours);
- d) methodology for the activities: participants shall be organized into one or more working groups where there should be three “core” steps:



- sharing experience and knowledge on cross-fertilization activities implemented and assistance provided to CCIIs (project developed; financing actions undertaken; services; policies and strategies consistent with the topics, etc);
- presentation of the project KIT (D.5.1.3);
- discussion among the participants (how to integrate the KIT into the SMEs activities or future strategic plans). If the workshop will last 4+4 hours, then an additional step should be added at working-group level (with a coffee break) and could consist in participation of one expert as a speaker to explain the main features of the gamification app and the methodology of the creative camos; additionally, the analysis of the pilot actions carried out (task 3.7) could be used to support the analysis by the participants;
- main outputs from the discussion and following steps to be undertaken;
- evaluation questionnaire to collect inputs by the participants .

### 3.3 Capitalisation kit addressed to PPPs: work programme and partners involved

The table below summarises the work program for capitalisation kit addressed to PM (WP5) included in the Application form.

<b>WORK PROGRAMME FOR PREPARATION OF TOOLKIT ADDRESSED TO POLICY MAKERS</b>
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Activity	Output	Deadline	Partners involved
<b>5.1 Definition of the contents and elaboration of the capitalisation methodology – systematizing knowledge</b>	5.1.3 capitalization kit addressed to PPPs	Dec 2018	PP1 is the responsible partner and coordinates the activity. All PPs contribute to produce the capitalisation kit