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CO-CREATE Newsletter

N°1 | August 2017



What is Co-Create?

Co-Create aims to set up a network of competitive MED clusters with the contribution of creative industries.



Why this project?

The MED sectors include various types of companies such as **mechanics, building and furniture industries**. These sectors, often structured in clusters, **have a great impact in terms of GDP and employability but they are facing a loss of competitiveness in both domestic and international markets**.

Sadly, this is one result of a **lack of innovation** and generation of ideas for new products and services according to social and technological trends; which is one of the main challenges for these clusters.

What are the objectives?

The overall objective of Co-Create project is to **support the competitiveness of MED clusters of traditional sectors by stimulating cross-industries cooperation** and enabling the promotion of innovative products and services.

By using this **cross-fertilization between creative industries** (cultural, arts, design, advertising...) **and traditional clusters** (Mainly mechanical, building, furniture and IT sectors). Co-Create wants to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management.

Furthermore, this project seeks to **promote the cooperation with new methodologies and tools** addressed to clusters managers, SME's and policy makers.

Finally, Co-Create will 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.

Activities

Past events

10-11th JULY, 2017 · MILANO (ITALY)

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Milano”

Through this meeting partners analysed the status of the art of the project and the communication activities realized so far.

Moreover the consortium used a pro-active approach during the section dedicated to the deliverables of WP3 (model and toolset to be tested, Pilot Action methodology, identification of the users of the pilot actions) in order to provide through laboratories inputs, suggestions and ideas concerning their completion.



29th JUNE, 2017 · BARCELONA (SPAIN)

Co-working Day

The Associació Coworking de Catalunya Cowocat and CoWorkMed project organized the Co-Working Day with parallel sessions and panels, dealing with smart factories, territorial dynamisation, and innovation and social transformation.



28th JUNE, 2017 · BARCELONA (SPAIN)

TALIA Horizontal Project Seminar

This international seminar involved the modular projects in the Social & Creative thematic community. The debated topics were the Social & Creative community; the vision and relevance of co-working practices in the Social & Creative community; the Co-working evidence in the Creative and Cultural Industries; and an Open Discussion with Modular Projects, Horizontal Projects and Local Stakeholders for thematic community building.



17th MAY, 2017 · ALICANTE (SPAIN)

We Are MED

The Interreg MED Programme organized a community building event entitled “We are MED- Going beyond thematic communities”. Partners participated in team building activities and discussed about communication and capitalisation issues and work mythology to be implemented between Horizontal and Modular Projects.



15-16th MARCH, 2017 · BARI (ITALY)

INTERREG-MED TALIA project: Two-day conference event

TALIA Project builds and develops the **Social & Creative community** of the InterregMED Programme by orchestrating the progress and results of individual projects related to Cultural and Creative Industries on the one hand, and Social Innovation (Open Data, Social Entrepreneurship and Public Sector Innovation) on the other.

This project organized 2-day conference for exploring potentials for collaboration and cooperation between the project and the six MED projects (CHIMERA, CO-CREATE, COWORKMED, PROMINENT, OPENDOORS, CREATIVWEAR).

26-27th JANUARY, 2017 · VENICE (ITALY)

Kick-Off meeting of Co-Create Project

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transferring) and capitalising. Also they deepened into the Steering Committee rules, administrative and financial issues to take into account by partners during the development of the Project. Finally the coordinator of the Horizontal Project (Talia Project) took part at the meeting in order to illustrate the goals of the project and starting with a cooperation between the two initiatives.

Do not hesitate to contact us for any information you may need!

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Jozef Stefan Institute - SLOVENIA / Zahodna Slovenija

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