

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

*Dear reader,  
Welcome to the first Co-Create  
newsletter!*

[View in your browser](#)

# CO-CREATE Newsletter

N°2 | June 2018



Opt-In to continue receiving project information from Co-Create



## 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

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Between December 2017 and March 2018, different locations

## Training activities to educate operators and managers of intermediary organisations from traditional and creative sectors.

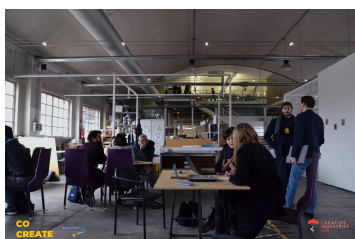
The objectives of the training activities were to educate operators and managers of intermediary organizations from traditional and creative sectors in the field of Design Thinking, Co-Creation, Cross-Innovation, Cross-fertilization and Gamification. For this purpose, operators and managers of local intermediary organizations were fully trained through local trainings.



Between November 2017 and April 2018, different locations

## Cross-fertilisation events

Cross-fertilization events, with the participation of representatives from the traditional sector's clusters and SMEs from the creative sector, have been carried out aimed to support them in the development of new products and services. The events, through mechanisms as pitching or B2B, allow the creative sector to establish initial approaches to the traditional sector challenges, as a basis for the activities developed during the regional creative camps.

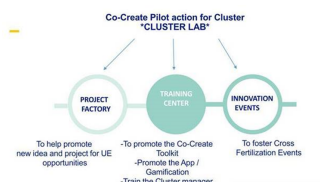


Between November 2017 and April 2018, different locations

## Regional Creative Camps

A total of 104 cross innovative projects emerged from the 13 regional Creative Camps carried out to help both industrial and creative sectors to create, through co-creation techniques, strong solutions for the challenges identified during the previous training and cross-fertilisation events. After the celebration of the Regional Creative Camps that involves more than 150 companies (SMEs and CCIIs), two innovative projects from each of the 10 European pilot area of the Co-Create Project were selected to be present in the International Creative Camp in Milan during the Milan design week 2018.

Watch the video of the event: <https://youtu.be/pWBlgXPjuoM>



Between December 2017 and September 2018, different locations

## Support activities

The Co-Create partnership is working on several support activities for the European Med Cluster's stakeholders, members, SMEs and partners. Until the end of September 2018, the Co-Create pilot actions will support cross fertilization activities for Clusters with a gamification process to engage cluster managers, 12 training courses on Design Thinking and IPR issues, 10 seminars to inform clusters and creative networks on EU opportunities and 10 cross fertilization events to support clusters and creative networks.

The partners will share a common Co-Create framework called "Cluster Lab" to communicate and promote their outputs.

The Co-Create clusters activities are ongoing until the end of September 2018.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

## Co-Create Project at “Caixaforum Sevilla”

Through this meeting partners analysed the status of the art of the project, focusing on the current implementation of the testing activities and establishing the mechanism for the celebration of the International Creative Camp in Milano during the Design Week (19-20<sup>th</sup> April 2018). On the other hand, under the coordination of Veneto Region, partners are also start to work on foundations for the elaboration of the feasibility studies for financial instruments to support the Cross-Industry Clusters and Cross-innovation in the generation of ideas for new products and services according to social and technological trends, that will serve as a basis for the future development of 10 Calls for Proposal by regional / national authorities or financial bodies. The discussion focused even on activities addressed to Cluster managers, IPR assistance to SMEs involved with Creative Camps, use of the Gamification tool under development and strengthening the impact on the MED Area with the transferring activities.



18<sup>th</sup> and 19<sup>th</sup> April 2018, Rome, ITALY

## Kick-Off meeting of Co-Create Project

Built on the concept of Fablab: "Fabrication Laboratory", "MADE in MED - crafting the future Mediterranean" presented the first results of the 90 projects co-financed by the Programme in a unique way. A conference articulated around three transversal themes: climate change, blue economy and inclusive growth outlined the projects' achievements. An exhibition gave a taste and concrete feeling of the project results and activities. And last but not least, politically-oriented round tables, allowed to scale-up the discussions, look beyond the current situation and together craft the future cooperation in the Mediterranean.



19<sup>th</sup> and 20<sup>th</sup> April 2018, Milano, ITALY

## International Creative Camp

A showcase of the best Innovative projects born from the co-creation process among SMEs and CCIs in each European area of the Co-Create Project was held in the scope of the Milan Design Week 2018. The event, offers to the winning projects supporting activities such as networking, matchmaking and pitching activities oriented to present their initiatives to investors and experts.



### CO-CREATE EXPERIENCES

## The experience of the French SMEs in the Co-CREATE project

**“SLOW TECH FASHION”** - The Innovative Body Heat Factory Clothing Technology and **“TELO”** – The Interactive Architectural Timeline were the two French project participating in the Co-CREATE International Camp that has been carried out in the scope of the Milan Design Week 2018 between the 19th and 20th April 2018 in Milan.

**“SLOW TECH FASHION”**, promoted by LMS, a new SMEs that promotes ethical and responsible fashion is focused in the development of an innovative fashion product that will mix fashion & technology to reload electronics using body heat.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

The support we received was of great help to foster a strategic plan and a better design of our project and it allowed us to create an efficient project pitch. The international "Co-Create" event in Milan was of great help to promote our project at a European level and it was a great way to learn from others, exchange experience with the different participants and meet new strategic partners."

She considers that "the methodology and the research done during the Creative Camp enabled us to better define the product we wanted to develop and to better identify the target for our innovation. Through the use of the creative methods and the new perspective brought by the creative networks, we became aware that we actually wanted to develop a unisex fashion product, intended for the 25- to 45-year-olds who enjoy traveling and sports and want to have an efficient use of their electronics equipment and are concerned by environmental issues."

"TELO" aims to promote the quality of local architecture and its environment to communities and the general public.

The challenge was to create a collaborative product in order to illustrate the history of local architectural from antiquity to the present day and promote it to a wide public audience. The Creative Camp gave the team the opportunity to work with creative talents, they ended up with a new project idea: the TELO project, a digital and interactive treasure hunt that will make the participant an active candidate through gamification techniques.

"What really pleased me during my stay in Milan was the exchange between the project participants, who all had different backgrounds. Discovering the different Creative Camp laureates' projects was really enlightening. Moreover, being in Milan during its famous Design Week has really been a rewarding cultural experience."

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

[Forward](#)[Share](#)[Tweet](#)[Share](#)[+1](#)[Pin](#)

Project co-financed by the European Regional Development Fund

**CO-CREATE PARTNERS:****Chamber of Commerce, Industry, Crafts and Agriculture of Venice- ROVIGO DELTA-LAGUNARE - ITALY - Veneto****Veneto Region - ITALY / Veneto****Secartys - SPAIN / Catalunya****IAT - Andalusian Institute of Technology - SPAIN / Andalucía****Toulon Var Technologies - FRANCE / Provence-Alpes- Côte d'Azur****Jozef Stefan Institute - SLOVENIA / Zahodna Slovenija****Association Science and Technology Park Almada MADAN PARQUE PORTUGAL - Setúbal - / Área Metropolitana de Lisboa****Chamber of Kilkis - GREECE / Κεντρική Μακεδονία****Politecnico di Milano - ITALY / Lombardia****Lombardy Region - ITALY / Lombardia****TECES - SLOVENIA / Vzhodna Slovenija****TECOS - SLOVENIA / Vzhodna Slovenija****Incubation for Growth - GREECE / Κεντρική Μακεδονία****Region of Central Macedonia - GREECE / Κεντρική Μακεδονία****Development Agency Zagreb - TPZ - CROATIA / Kontinentalna Hrvatska****KIMbcn Foundation - SPAIN / Catalunya****Development Agency of South Aegean Regio - Energeiaki GREECE / Νότιο Αιγαίο**

**Subscribe**

**Past Issues**

**Translate ▼**

want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

