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CO-CREATE Newsletter

N°3 | November 2018



Activities

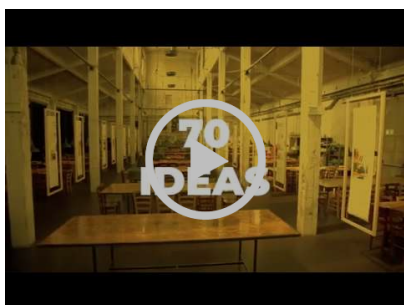
Past events



Between December 2017 & October 2018, different locations

Co-Create pilot activities

The pilot activities of the Co-Create project are coming to their end. During these last months, the consortium partners have carried out 3 types of activities. The first ones had been concentrated on cross-fertilization activities and co-design between traditional industries' clusters and the creative sector, resulting in a total of 12 cluster managers trained in the use of methods and tools of design thinking, IPR and available funding opportunities; the second had developed a total of 18 creatives camps resulting in a total of 200 strong solutions for the challenges identified during the cross-fertilisation events; and , finally, the third one, are resulted in the development of 10 funding schemes to foster linkages between enterprises, universities and research centres at regional/national/international level or incentives to encourage creative businesses.



19th and 20th April 2018, Milano, ITALY

International Creative Camp

If you could not be present, now you can see of the activities carried out during the showcase of the best Innovative projects born from the cocreation 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.

19th October 2018, Venice, ITALIA

Pilots evaluation

Last 19th October the Advisory Board members met in Venice to evaluate proper development of the project piloting activities, allowing to know objectively, what has been done, who and how many agents have participated, the development of the main

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implemented in all regions



October 2018, different locations

Co-Create transfer activities

The main activities performed within the Co-Create project are setting of training activities and pilot activities. However main project outputs also have to be effectively transferred to the target uses and the appropriate set of tools in form of toolkit has to be in place in order that this transfer of knowledge and skills is done in right way.

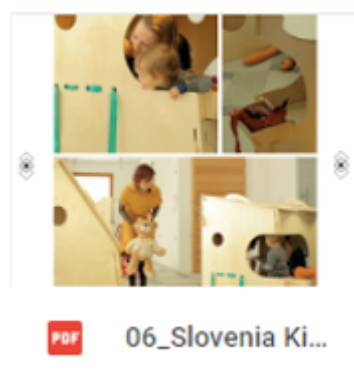
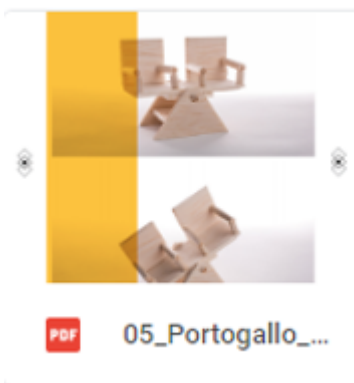
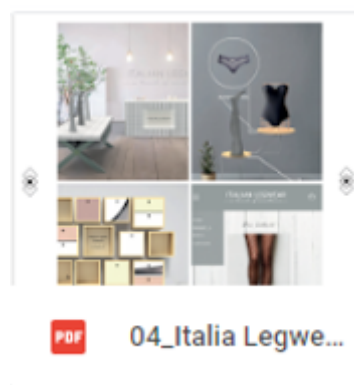
For this purpose, 10 Open Days and 12 specific seminars for policy makers, SMES and business association, academia and R&T centres are being carried out across partners' regions. You can find more information in our [website](#).






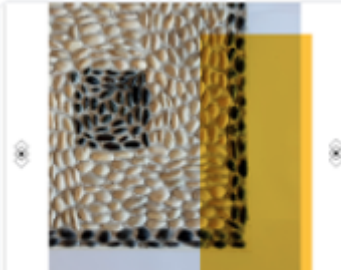



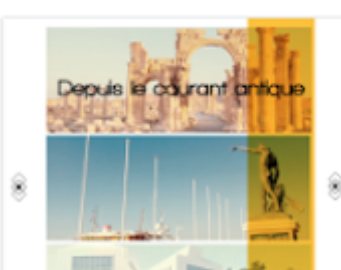


CO-CREATE EXPERIENCES

What has been created?

Are interested in knowing what kind of innovative products or services have been created under the Co-Create project? Take a look the XX presented during our International Creative Camp!

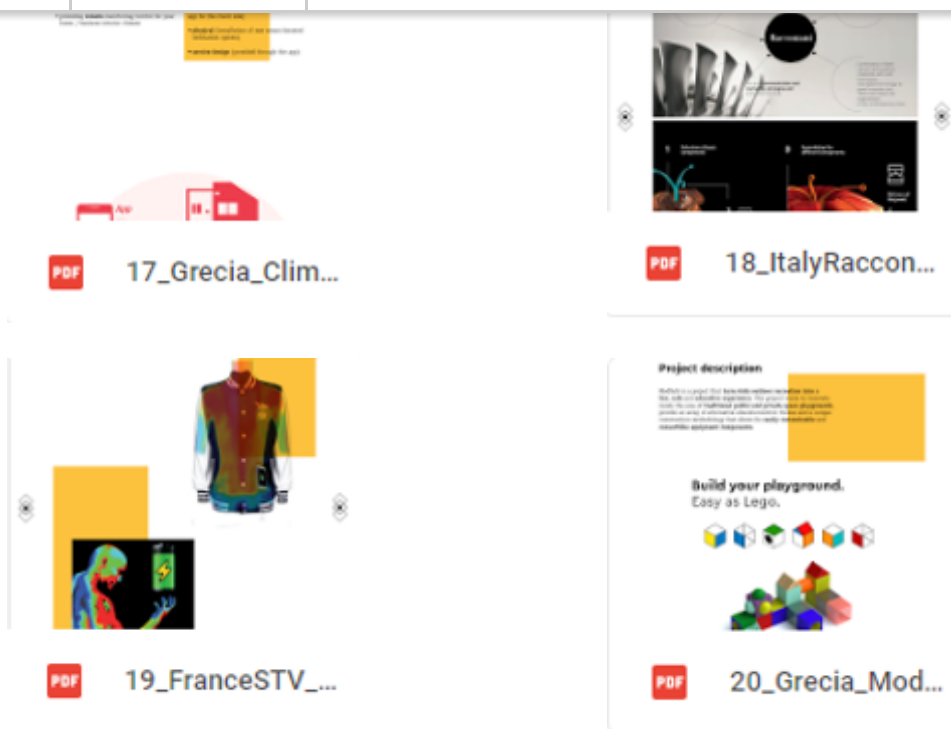


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What is Co-Create?

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.

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Project co-financed by the European Regional Development Fund

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