



Dear reader,
Welcome to the third Co-Create
newsletter!

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CO-CREATE Newsletter N°4 | December 2019



What has happened?



After 36 months, the Co-Create is reaching the end. Project partners are currently capitalising the main results. But what has been done and what results have been obtained? Now you can have the answer in our [project video](#).



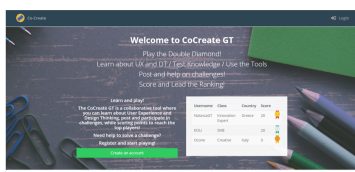
Cluster collaboration agreement

ALL THIS SOUNDS GOOD TO YOU?

Are you a cluster manager and you are interested to take part of a transnational network of traditional clusters and creative industries aimed to exploit presented tools developed in the frame of Co-Create project with good business practice and for the benefit of the final users and society at large?

[Contact us](#), and we will send you our Cluster Collaboration Agreement.

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Co-creation tools

GAMIFICATION

The world of "gaming" is constantly growing and has now entered the vocabulary and the people's lives. **Gamification uses game dynamics and mechanics and simulation in serious contexts** to stimulate "desired requests" towards specifications categories of users (customers, employees, etc.), to generate active commitment (engagement) and encourage the resolution of problems with alternative methods.

The application of the principles of Gamification is increasing, finding application in different Sectors from **creative cultural**

For this reason, the Co-Create partners has develop its own [Gamification Tool](#) oriented to stimulate the innovation between the traditional and creative, resulting in new products and services.

VENICE (ITA) · SEPTEMBER 26th, 2019

Capitalisation Activities: Communication trainings through gamification



As part of our capitalisation activities, the Co-Create partners are carrying out regional/national communication trainings through gamification techniques like this celebrated last 26th September 2019 in



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.

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



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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

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