

## Main outputs and expected impact

**Cross-fertilization toolkit** as instrument to favour innovation, support and manage cross-clusters initiatives, of Clusters and SMEs,

**380 SMEs supported** on innovative projects.

The setting up of a **transnational innovation network between traditional and creative industries.**

**Manifesto** to promote cross fertilization and to enlarge the network.

**Cross-fertilization methodology** to contribute to the development at MED level of more competitive clusters.

## 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/Setúbal - MADAN PARQUE**

PORTUGAL / 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 S.A.**

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 Region - Energeiaki**

GREECE / Νότιο Αιγαίο



**Setting up a network of Competitive MED Clusters with the contribution of CREATIVE industries**

[co-create.interreg-med.eu](http://co-create.interreg-med.eu)



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## Background

Mechanics, building and furniture are traditional MED sectors with a great impact in terms of GDP and employability. These sectors, often clusters, are suffering a lack of innovation able to strengthen their competitiveness in domestic and international markets.

The competition from other countries is strong and social trends require new solutions: innovation is necessary to win competitors. Actually, the generation of ideas for new products and services according to social and technological trends is one of the main challenges for these clusters.



## Description



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.

## Transnational cooperation

Transnational cooperation is required to MED clusters and SMEs. MED clusters have to learn to work together to tackle market challenges. Looking at the social and climate changes, new products and services will be required and new markets and industries will emerge.

The transnational approach is also required to promote SMEs individually. Suffering a lack of innovation and internationalization strategies and facing a competition that goes beyond national borders, SMEs need initiatives of transnational scope where to exchange information with key actors both from demand and supply supported by funding schemes and calls at European level.

Finally, CO-CREATE point of view is transnational as it intends to set up a transnational community of multimedia and digital competence providers to support innovation for clusters, organize a cross-clusters initiative to promote ideas from youths and creatives addressed to traditional sectors at transnational level.