

Social&Creative Community

Project Cases 2020

Project co-financed by the European
Regional Development Fund



MINISTRY OF ENERGY
COMMERCE AND INDUSTRY



UNIVERSITÀ
DEGLI STUDI DI BARI
ALDO MORO





Social and Creative

HORIZONTAL PROJECT

Started in 2016 - Ongoing

Project co-financed by the European
Regional Development Fund

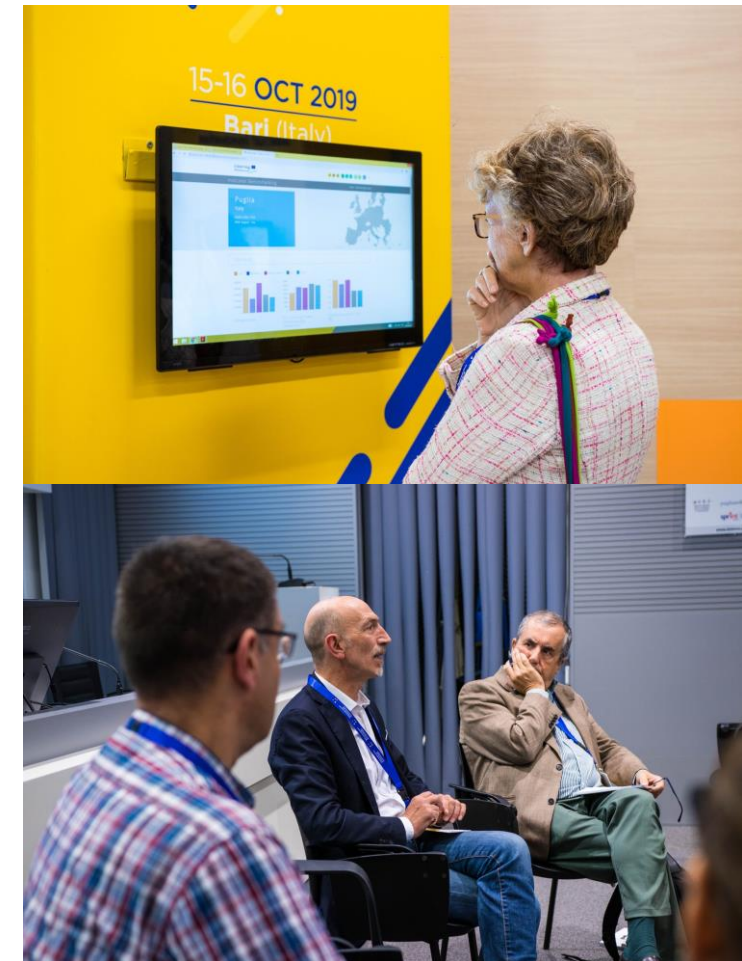


Connecting creatives and social innovators in the Mediterranean

151 organizations from 15 MED, IPA and other EU countries and more than 400 stakeholders, gathered around 11 thematic projects and coordinated by an horizontal project: this is the Social&Creative Community.

Through the modular projects, the Community explores the thousand nuances of creativity and social innovation. Its mission is to pave the conditions for creativity and innovation to happen, by both adopting a participatory approach and new tools to find and elaborate the most suitable solutions to the needs of regional policy makers and citizens; and co-designing a Mediterranean model for creativity and innovation with the actors and stakeholders operating in the MED territories.

The most significant outcomes of the Community are collected and brought to the attention of policy makers, who can use them as a basis for innovative policies.



OBJECTIVES

- Engage and support innovation actors across the Mediterranean
- Build a community with modular projects and local and transnational networks, liaison and interaction with Panoraméd Axis 4 project, as well as with other thematically relevant horizontal projects and their target audiences
- Transfer the most mature results of the Modular Projects through the animation of participatory, interactive events
- Capitalise these results by creating interregional policy working groups across the MED space, aimed at discussing and implementing them into exemplary and reusable policy templates

PARTNERS



8
participants

COUNTRIES



7
countries
involved

DURATION



68
months

TOTAL PROJECT BUDGET



3,008.640,00€

ERDF PROJECT BUDGET



2,870.390,00€

OUTCOMES

- **Semantic Framework**, a search engine tool based on the assessment of a collection of documents and deliverables coming from the past and current MED programming period and project outcomes. The system allows to perform semantic searches, exploring the hidden and unknown connections among MED projects, pilots actions and private&public stakeholders belonging to a same or different thematic domain by indexing, analyzing and searching for collections of heterogeneous documents to extract knowledge through natural language processing, distributive semantics and data visualization techniques.
- **E-Learning toolkit**, a web space which collects and presents the relevant tools developed by the 11 Modular Project in the Community. The tool is addressed to creatives, NGOs, education & research centers, companies, public authorities, policy makers of the MED community to help them to step forward and build their capacity to innovate across a wide range of thematic areas and territories.
- **Thematic mapping** providing information and exploring specific features of the 11 Modular Projects in the Community.



OUTCOMES

- **17 Policy Briefs**, short contribution, with a state of the art analysis and a benchmarking of experiences in each creativity and social innovation subdomain, explaining how "typically MED" resources bring to more entrepreneurship, social and economic prosperity.
- **27 Events**, including international seminars, study visits, network dissemination events, conferences, workshops, webinars and innovation camps
- **4 project cases**, collecting the most relevant results achieved by the modular projects in the Community
- **3 Yearbooks** collecting and articulating the status and results of capitalization at the different modular project stages
- **1 transferring working group**, dedicated to the topic of open innovation for society and analyzing the most mature results of ChIMERA, Coworkmed and Co-Create projects.





Chebec

PILOT PROJECT

2nd call - Started in 2017 - Concluded

Project co-financed by the European
Regional Development Fund



Hacking the Mediterranean economy through the Creative and Cultural sector

Chebec tackles CCI main challenge in the Mediterranean: supporting Cultural and Creative Industries (CCIs) access to new markets while keeping their own identity, with the aim to favour MED clusters attractiveness for creative people.

Starting from already existing best practices to be re-adapted and adjusted on CCI main needs, Chebec aims to develop an effective set of tools able to answer to the innovation challenge, designing a transnational favourable environment for CCIs, with common support facilities, actors and rules. The project is experimenting an integrated support program for companies and professionals, developing international competences and contacts.



OBJECTIVES

- Increase the economic sustainability and the job creation (and maintenance) of CCIs through an innovative, combined and comprehensive approach in term of support services
- Develop an effective set of tools able to answer to the innovation challenge, designing a transnational favourable environment for CCIs, with common support facilities, actors and rules

PARTNERS



10
participants

COUNTRIES



6
countries
involved

DURATION



30
months

TOTAL PROJECT BUDGET



2,000.000,00€

ERDF PROJECT BUDGET



1,700.000,00€

OUTCOMES

- **3 webinars**: “Strategy and partnership: supporting the creative ecosystem” by Tom Fleming; “Creative community colliders: how to create an atmosphere for fundamental changes instead of incremental innovations” by Koen Snoeckx; “Crisis as a time for culture” by Charles Landry
- **A pilot programme** in the 9 regions interested by the project, including 400 training hours, 1,276 consultancy hours, mobility actions (80 trips, 2 mobility actions in Seville and Marseille), matching events, and innovation voucher scheme
- **82 beneficiaries** from 9 Mediterranean Countries, including professionals, startup, enterprises, associations
- **Innovation Vouchers**, an innovative tool aimed at giving an additional support for the development of collaborations between organisations in MED regions, cross activities, internationalisation actions and innovation processes; with a budget of 62,500€, 21 internationalisation plans were funded



OUTCOMES

- [International readiness tool](#), designed to evaluate strengths and weaknesses of cultural and creative organizations before going international
- [Training guide on internationalisation for cultural and creative entrepreneurs](#), that gives the resources and strategic thinking to assess the viability and steps to be taken on each company internationalization process
- [CCI cluster and network map](#), a tool with data supplied by project partners to provide a set of useful elements facilitating readability, visibility and networking
- [Analysis of Covid-19 impacts](#), a report analysing and understanding the impact of the Covid-19 crisis on the beneficiaries, and providing an overview of the challenges encountered and the efforts still to be made





ChIMERA

STUDY PROJECT + PILOT PROJECT

1st call - Started in 2016 - Concluded

Project co-financed by the European
Regional Development Fund



Innovative cultural and creative clusters in the Mediterranean area

ChIMERA aims at enforcing innovation of Cultural and Creative Industries (CCIs) at European level through the development of transnational clusters, European networks and territorial synergies among companies, research centers, public authorities and civil society.

The project stimulates direct links and synergies among the CCIs actors at transnational & local level and elaborates strategies to develop innovative clusters or networks in CCIs. This transnational cooperation aims to enhance the role of the CCIs as a valuable asset for the MED area and creates sustainable growth for all the countries involved.



OBJECTIVES

- Improve capacity for innovation within the CCIs with the help of both public and private actors
- Build up and consolidate an international network of CCI clusters/ecosystems supporting innovation and cross-border cooperation in the CCI sector
- Outline, test and implement efficient innovation ecosystem/cluster models in the CCI sector

PARTNERS



10
participants

COUNTRIES



7
countries
involved

DURATION



30
months

TOTAL PROJECT BUDGET



2,470.882,00€

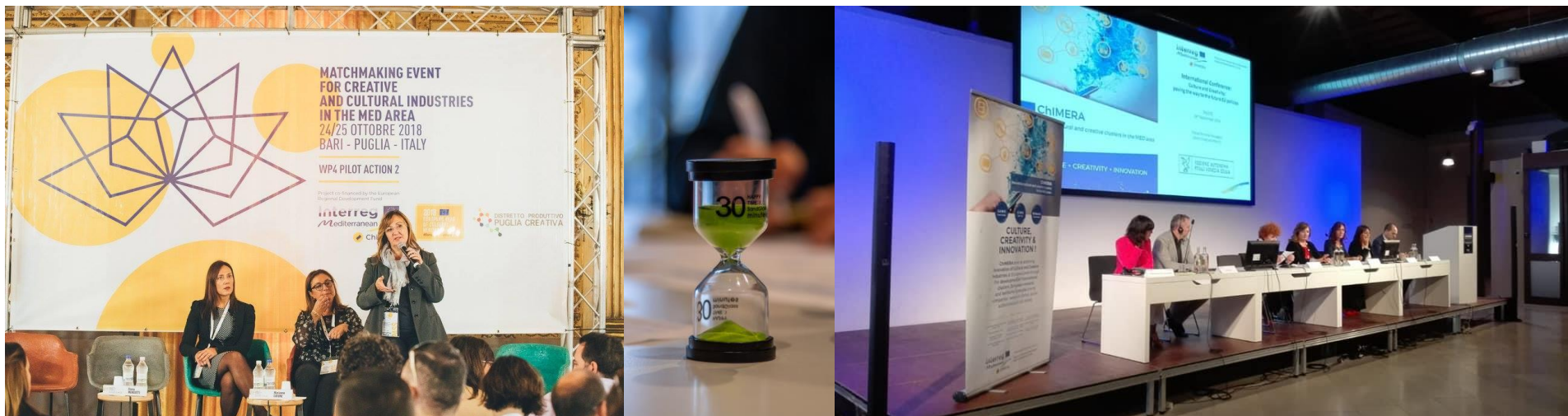
ERDF PROJECT BUDGET



1,969.638,70€

OUTCOMES

- **Methodological tool for the development of regional CCI sector**, going through regional analysis, SWOT analysis, frontrunner analysis and related capacity building process of main CCIs actors (quadruple helix representatives)
- **9 Regional analysis** of latest developments in the cultural creative sector relating to innovation-promoting initiatives, **9 Frontrunner Analysis**, **9 Regional Strategic Action Plans** to develop CCIs sector, **9 cluster business plans**
- **Many events**, such as an **International conference and Investment Forum** of CCIs in Ljubljana (SL), a transnational training for 32 cluster managers (2 sessions in Matera - IT and in Terrassa - SP), and 2 transnational conferences (a launch and a final event both in Trieste - IT)



OUTCOMES

- The experience of the Friuli Venezia Giulia Region as LP of ChIMERA led to the promulgation of a **regional law for the creation of a CCI cluster** (which European legislation considers the most effective form of aggregation to develop its potential), and the publication of a call for tender for the selection of a cluster manager with a budget of € 450,000 to protect and enhance cultural assets and activities, and to support businesses in the region





Co-Create

PILOT PROJECT + CAPITALISATION PROJECT

1st call - Started in 2016 - Concluded

Project co-financed by the European
Regional Development Fund



Setting up a network of competitive Mediterranean clusters with the contribution of creative industries

The project supports cross-fertilization processes between creative industries and traditional clusters and contributes to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management.

Co-Create promotes cooperation using new methodologies and tools addressed to clusters managers, SMEs and policy makers.



OBJECTIVES

- 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
- 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
- Support the competitiveness of MED clusters of traditional sectors by stimulating cross-industries cooperation and enabling the promotion of innovative products and services

PARTNERS



16
participants

COUNTRIES



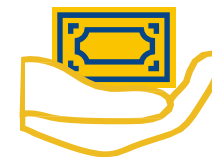
4
countries
involved

DURATION



36
months

TOTAL PROJECT BUDGET



2,711.815,33€

ERDF PROJECT BUDGET



2,305.043,03€

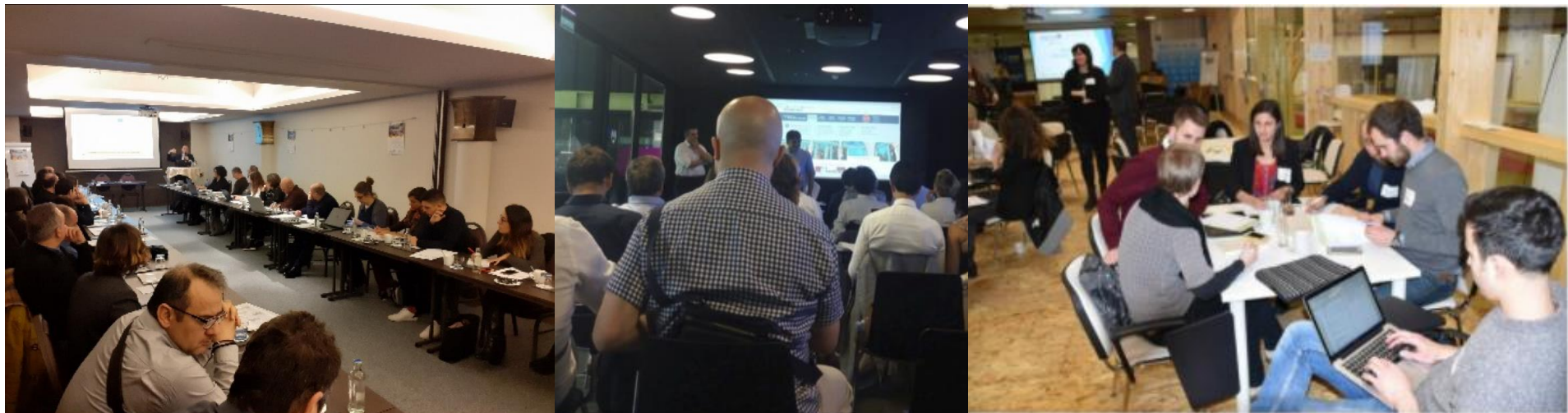
OUTCOMES

- Methodology to support SMEs with Creative Camps
- Pilot action addressed to clusters, including **10 cross-fertilization Open Days**, **12 training courses** on design thinking methods and tools, and intellectual property right issues, and **10 seminars on EU opportunities**
- Pilot action for SMEs, including 18 creative camps originating 180 cross innovative projects, practical assistance on intellectual property right issues, **CO-CREATE International Creative Camp** in Milan (IT) in April
- Pilot action for policy makers, consisting of **10 feasibility studies**, **10 call for proposals schemes**, and **12 workshops**



OUTCOMES

- [Cross-fertilization Toolkit](#) containing a set of tools to foster cross-fertilization among SMEs and clusters in the Mediterranean Area with assistance of comprehensive set of tools
- [Cross-fertilization Manifesto](#) for the Mediterranean area
- **10 monitoring plans** for the sustainability of the local private and public association
- **10 Memoranda of Understandings** by private and public, local and regional authorities and interested parties





CoWorkMED

STUDY PROJECT

1st call – Started in 2016 - Concluded

Project co-financed by the European
Regional Development Fund



Social innovation research on coworking clusters

COWORKMED is a research project about coworking and third places in Mediterranean countries. It promotes coworking as a lever of social innovation in the Mediterranean region.

The project develops a model of entrepreneurship and social innovation by favouring cooperation between public and private actors including universities, training centres and clusters, in order to assess the potential of such synergies.

COWORKMED gathers a pluralistic partnership able to carry out a study that will pave the way for future testing activities.



OBJECTIVES

- Develop links and synergies between enterprises, research and development centers, higher education sector and civil society, following the quadruple-helix approach, along with coworking spaces and micro-factories
- Increase transnational activity of innovative clusters and networks of key sectors of the Med area
- Ensure that ideas and knowledge are transformed into socio-economic value for Mediterranean economies and territories
- Study and access potential synergies between coworking processes, micro-factories and mainstream clusters operating in key sector in the Med area

PARTNERS



7
participants

COUNTRIES



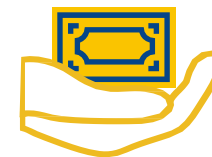
5
countries
involved

DURATION



18
months

TOTAL PROJECT BUDGET



600.00,00€

ERDF PROJECT BUDGET



509.976,63€

OUTCOMES

- **Thematic factsheets** ([Croatia](#), [Tuscany - IT](#), [Greece](#)) including comparative country information on the state of coworking and coworkers; public perception, typology, coworking benefits, challenges, legal framework and support and the future potential of coworking
- [Database on legal framework](#) concerning coworking theme at EU, MED, national and regional level
- [Catalogue of MED coworking spaces and services](#), a census of coworking spaces and coworkers in order to identify their geographical and urban localization
- [Map of the MED coworking spaces](#) registered in the framework of the project
- **5 local and regional workgroups / transnational workshops and 6 thematic webinars**





CreativeWear

PILOT PROJECT

1st call - Started in 2016 - Concluded

Project co-financed by the European
Regional Development Fund



Creative clothing for the Mediterranean space

CreativeWear project aims at revitalizing the crisisridden T&C sector through a new attention to creativity, personalized design, and artisan and small-scale production, for territorial value chains led by customer-driven business models.

The project seeks to recover and valorise the design heritage and “making” knowledge of Mediterranean cultures by bringing renewed creative energy to T&C clusters and industrial districts.



OBJECTIVES

- Revitalize the textile & clothing industry by fostering creativity, personalized design, artisan and small-scale productions
- Bring new energy to creative T&C clusters by reinforcing their creativity-based innovation capacity and integrating their activity into emergent transnational value chain
- Test adaptation of the TCBL network model to existing creative clusters

PARTNERS



10
participants

COUNTRIES



5
countries
involved

DURATION



28
months

TOTAL PROJECT BUDGET



2,221.050,00€

ERDF PROJECT BUDGET



1,887.892,50€

OUTCOMES

- **338 Textile&Clothing and Cultural&Creative companies** involved
- **77 events, 27 international activities, 44 joint projects T&C+CCI** carried out within the CreativeWear project
- **12 CreativeWear Hubs**, acting as supply promoters and demand prescriptors: the Heritage Hub in Prato - IT; the Social Hub in Ljubljana - SL; the Technology Hub in Valencia - SP; the Crowd Hub in Palermo - IT; the Art Hub in Athens - GR; the Identity Hub in Bari - IT; the Fashion&Design Hub in Igualada -SP; the Skills Hub in Thessaloniki - GR; the Sustainability hub in Biella - IT; the Innovation Hub in Bidart - FR
- A **Final evaluation** providing evidences of the changes in the regional innovation ecosystems following the implementation of five regional pilots



OUTCOMES

- A [CreativeWear Model](#) for creativity based business model innovation
- A [CreativeWear Capitalisation Study](#) that illustrates the project achievements with an eye on their capitalisation into regional innovation policies of the MED area
- A [Heritage Database](#), a software aimed at facilitating the digitization of textile archives that belongs to manufacturing companies producing fabrics and yarns, interested in making their own heritage an innovative and creative resource as well as a key element for future production and new market strategies





MD.NET

INTEGRATED TERRITORIAL PROJECT

2nd call - Started in 2017 - Ongoing

Project co-financed by the European
Regional Development Fund



Mediterranean Diet – When Brand Meets Peoples

MD.NET aims to build on the Mediterranean Diet
- a UNESCO World Heritage for immaterial culture
- to address the severe natural and demographic
problems faced by Mediterranean rural regions.

The baseline for transnational cooperation is a
platform to transfer experiences from regional level
Living Labs and Community-Led Local Development
initiatives, blending comprehensive concepts with
innovative tools.



OBJECTIVES

- Help the stakeholders of the whole chain of Mediterranean Diet to develop innovative integrated branding for its products and services and hi-tech networked complementary services to reinforce the involved actors capacities and visibility
- Attract new territories to the UNESCO Med Diet Convention and allow their actors and new generations to build new offers based on it, notably with slow tourism formula and new promotion schemes in the international market
- Promote the cooperation of quadruple helix stakeholders

PARTNERS



13
participants

COUNTRIES



9
countries
involved

DURATION



48
months

TOTAL PROJECT BUDGET



3,727.330,00€

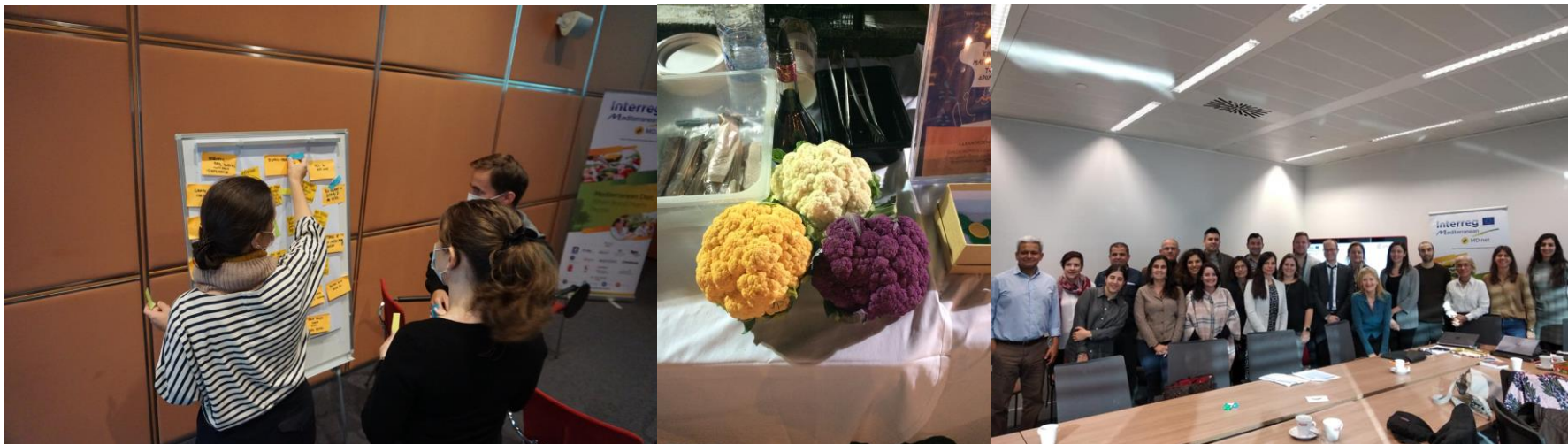
ERDF PROJECT BUDGET



3,429.195,00€

OUTCOMES

- An [analysis](#) of Mediterranean Diet products, stakeholders, policies and best business practices
- A knowledge and cluster cooperation [platform](#)
- **13 living labs**, one per partner, to discuss the MD.net vision and strategy to promote the Med Diet values Mediterranean Diet International Course in Faro (Portugal, November 27-29, 2019) to prepare the partners to implement the national trainings taking place during the first semester of the coming year
- [MD.net Training on-line Platform](#)
- **7 international webinars** to promote Mediterranean Diet values available on [YouTube](#)



OUTCOMES

- **Mediterranean Diet International Course** in Faro (Portugal, November 27-29, 2019) and **39 national training courses** developed between February 2020 and February 2021 (3 courses per each of the 13 partners)
- **27 co-creation workshops** in each partner's territories (September 2020 - March 2021)
- **MED Diet Declaration**, with the objective of defending, preserving and promoting the Mediterranean Diet values across all sectors, such as agriculture, food production, health, culture, sport, education, economy, tourism, rural development and sustainability
- Selection of **65 innovative products/services** (at least 5 per partner) companies with the aim of launch the companies, give them advisory support, exchange experiences





Odeon

PILOT PROJECT

2nd call - Started in 2017 - Concluded

Project co-financed by the European
Regional Development Fund



Open Data for European Open Innovation

ODEON project addresses the exploitation of Open Data and aims at strengthening the relationship between digital agenda, e-government strategy, the open data platforms implemented at several levels and the availability of Open Data to support innovation process within Interreg Mediterranean Area.

The project addresses also local, regional and national authorities to implement better e-government policies, and the existing clusters and SMEs in the field of Open Data in digital technologies with the goal to encourage entrepreneurship.



OBJECTIVES

- Establish and test the model and instrument connected with this model, needed to build an innovative data cluster, made out of SMEs, start-ups & research institutes. The goal of this cluster is to develop Open Data's entrepreneurial, market and social value
- Support local sustainable service providers (Data HUBs), which have the ability to influence public institutions, to publish Open Data of good quality
- Influence policies on data mining

PARTNERS



10
participants

COUNTRIES



7
countries
involved

DURATION



30
months

TOTAL PROJECT BUDGET



2,000.000,00€

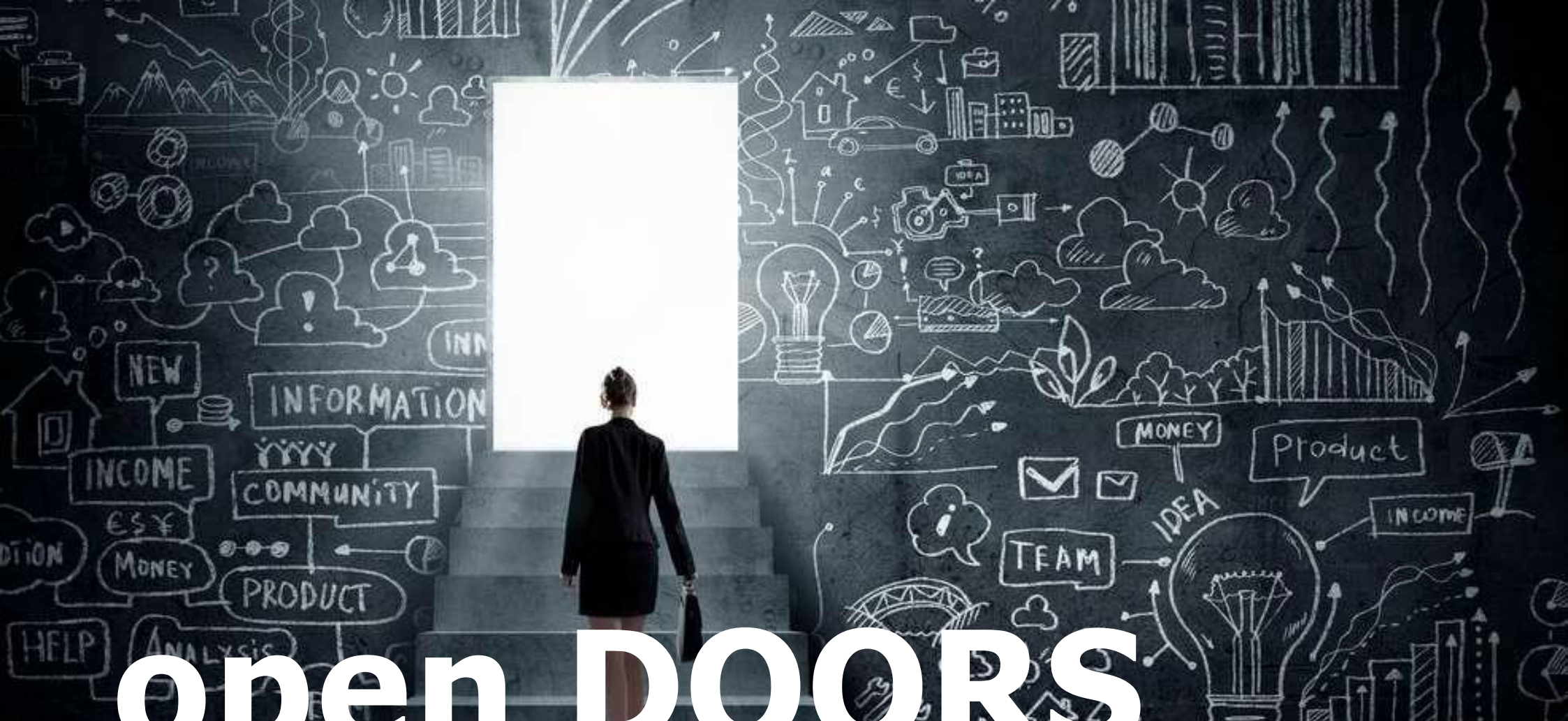
ERDF PROJECT BUDGET



1,700.000,00€

- **7 Data Hubs** in Italy, Spain, Slovenia, France, Montenegro, Greece and Croatia
- More than 20 events, webinars, study visits, workshops, hackathons, summer startup schools, seminars in the project partners countries involved
- [Opendatahubs.eu](https://opendatahubs.eu), a platform hosting open data freely available by the administration, training contents for awareness and capacity building activities and instruments and tools able to assist SMEs, startups for their entrepreneurial initiatives, to develop joint cooperation and innovation paths





open DOORS

STUDY PROJECT

1st call – Started in 2016 - Concluded

Project co-financed by the European
Regional Development Fund



Designing a network of cooperating creative communities for developing a sharing economy

The project explores the potential of the sharing and collaborative economy as a driver of growth for the Mediterranean regions.

Being a study project, it elaborates some papers, mainly on the state of the art and on the available opportunities. Moreover, open DOORS the partnership promotes a Mediterranean network gathering the main actors of the project and the relevant stakeholders addressing the new global challenge of the sharing economy.



OBJECTIVES

- Demonstrate how the Sharing Economy can be a driver of economic, territorial and social growth
- Define the network's joint strategy and action plan for offering innovative services

PARTNERS



7
participants

COUNTRIES



4
countries
involved

DURATION



18
months

TOTAL PROJECT BUDGET



600.000,00€

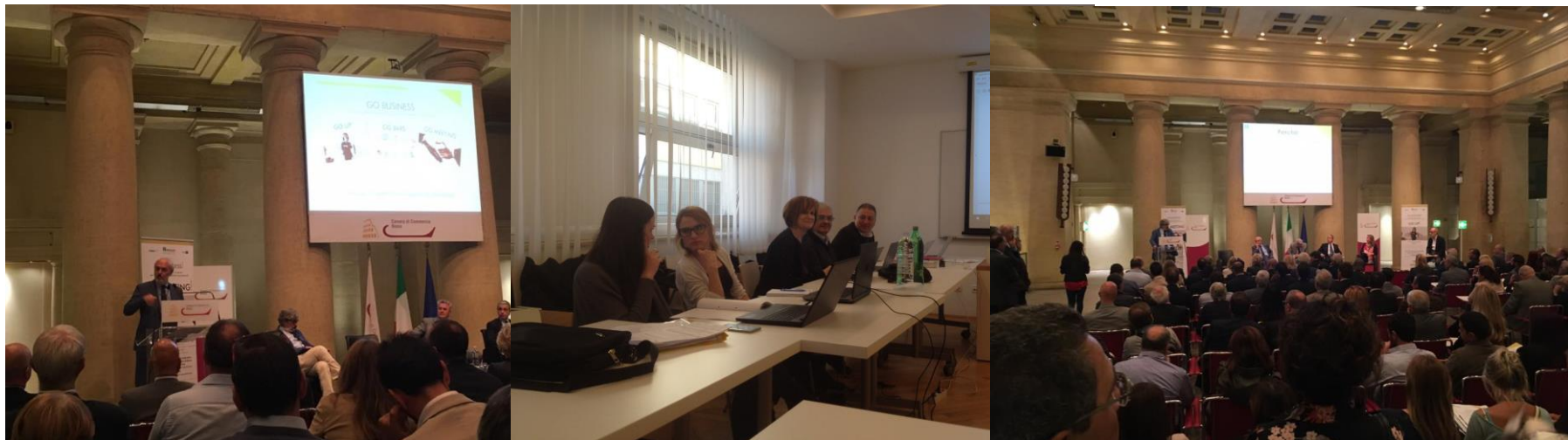
ERDF PROJECT BUDGET



510.000,00€

OUTCOMES

- **Prospective study**, aimed at designing some scenarios of the application of sharing economy schemes in the concerned territories and to measure their potential performance
- **Consultation study**, including all the methodologies used for research, thus enabling the reader to learn what needs, SWOT, comparative and benchmarking analysis and prospective study have shown in all the partner countries
- **Paper “Sharing Economy: Business Models and Regulatory Landscape in the Mediterranean Areas”**, describing the state of the art of the sharing economy in an ecosystemic perspective, including a discussion about the strengths and weakness of business models and regulatory and legal issues in Italy, Spain Croatia and Slovenia



OUTCOMES

- **Map of resources**, including all resources collected and stored in the database geo-referenced for having a clear frame of the concentration and eventual gaps in the territories
- **Intervention strategy**, which defines the main lines that the network follows for exercising its role of promoter and supporter of the sharing economy development
- **Network's Action Plan**, which defines the kind of transnational innovative services that the network will test in a following (eventual) proposal
- Foundation of the **MedShare Network for Sharing and Collaborative Economy in the Mediterranean Area**, established with the Valencia Declaration signed in October 2017, to support SMEs to invest in sharing and collaborative economy, to enhance its services and products in order to offer solution for territorial infrastructural gaps, and to promote open economy and social inclusion



A crumpled blue paper ball sits on a sketchbook page. The page has various sketches, including a large oval with horizontal lines and a smaller square with a plus sign. A pen is visible on the right side of the page. The background is a light gray color.

Prominent MED

STUDY PROJECT + PILOT PROJECT

1st call - Started in 2016 - Concluded

Project co-financed by the European
Regional Development Fund



DESCRIPTION

Public procurement of innovation boosting green growth in the Mediterranean area

Prominent MED focuses on the use of Public Procurement of Innovation (PPI) to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens.

PPI is related to innovative energy efficient materials and processes for public building energy refurbishment.



OBJECTIVES

- Improve the quality of public services, to activate a market demand encouraging the industry to scale up its production chain in order to bring products on the market within a desired quality/price ratio and a specific time
- Implement a transnational collaboration network based on the quadruple helix model (city council, research sector, companies and civil society) to deal with the application of the PPI in the field of energy efficiency of buildings
- Promote the PPI as a key tool to unlock the existing innovative potential and promote the commercialization of innovative high-tech solutions applied to the energy efficiency of buildings
- Attract investments to improve the energy efficiency of public buildings to increase the sustainable development of the territory and improve the competitiveness of companies

PARTNERS



9
participants

COUNTRIES



5
countries
involved

DURATION



36
months

TOTAL PROJECT BUDGET



2,438.360,51€

ERDF PROJECT BUDGET



2,072.606,43€

OUTCOMES

- [MED PPI Platform](#), that brings together all actors with an interest in innovation procurement including local authorities, public bodies, SMEs, experts and academia. The network provides virtual meetings, networking, learning and peer exchange space to enhance understanding and capability, build collaborative partnerships and support the wider uptake of pro-innovation approaches to public procurement in the MEDregion and beyond
- [Guidance for innovation procurement selection](#), to lessen the traditional barriers faced by local authorities and help them in adopting innovation procurement practices. The guidance presents the key steps to design and implement an innovation procurement process
- [Innovation procurement procedure selection report](#), 4 case studies to illustrate the key steps to design and implement an innovation procurement process. These demonstration sites will exemplify the process to follow and the pitfalls to avoid



OUTCOMES

- **4 Pilot Actions** in Alzira - SP (Former factory 'Magatzem de Cucó', in Mertola - PT (Historical Building), in Narni - IT (Gianni Rodari Kindergarten), and in Koprivnica - HR (Koprivnica Kindergarten)
- **"Innovation Procurement of the Year"** prize at Procura+ Award 2020 with the City of Koprivnica Kindergarten renovation





+RESILIENT

INTEGRATED TERRITORIAL PROJECT

2nd call - Started in 2017 - Ongoing

Project co-financed by the European
Regional Development Fund



Setting up a network of competitive Mediterranean clusters with the contribution of creative industries

+Resilient is an integrated project that establishes a structural approach to policy and practice improvement of emerging dynamics in social innovation through an overarching process based on the intertwined use of open data and the creation of a transnational socially-responsive value chain.

This includes studying existing initiatives, adapting and testing, with the final objective of capitalizing them in the MED area.



OBJECTIVES

- Positively influence, adapt/change structural elements of policy governing emerging clusters with high social vocation and responsiveness (SVRC) using technology, open data & successful models with social relevance & impact
- Increase coherence with the socially-driven market requirements as well as employability, entrepreneurship, required competences, support measures & mechanisms (policy, financial etc.) to improve capacities of public & private actors to stimulate growth & jobs
- Mainstream results in existing institutional frameworks that define social innovation at local, national & Structural funds policy level also in view to the next programming period

PARTNERS



14
participants

COUNTRIES



8
countries
involved

DURATION



48
months

TOTAL PROJECT BUDGET



3,578.529,80€

ERDF PROJECT BUDGET



3,438.412,00€

OUTCOMES

- [Analysis of information on Social Vocation and Responsiveness Clusters](#) (SVRC), a cross-referring, connecting and critical assessment of the data collected at regional/country level
- [Transnational + RESILIENT strategy and action plan](#) based on the main outcomes of the study phase to guide and provide common principles, an operational framework and indications for the next phases of the project
- **5 study visits** on urban regeneration in Reggio Emilia - IT, sharing economies and tech-led social innovation in Marseille - FR and Barcelona - SP, Open Data in Zaragoza-Aragón - SP and rural development in Maribor and Podravje Region - SL



OUTCOMES

- **9 benchlearning workshops**, using the collected information for a participatory process of assessment and progressive choice of focus for testing phase
- **9 scoping workshops** and elaboration of 12 Use-case scenarios as prototypes for pilot actions
- **6 webinars** on open data, public service design and social innovation, social entrepreneurship, social responsibility, and social digital innovation
- **[Opensocialcluster.eu](https://opensocialcluster.eu)**, a platform acting as a central point of communication for open data, open data tools, e-courses, document and file sharing, knowledge base, co-creation tools and mapping





Smath

PILOT PROJECT

2nd call - Started in 2017 - Concluded

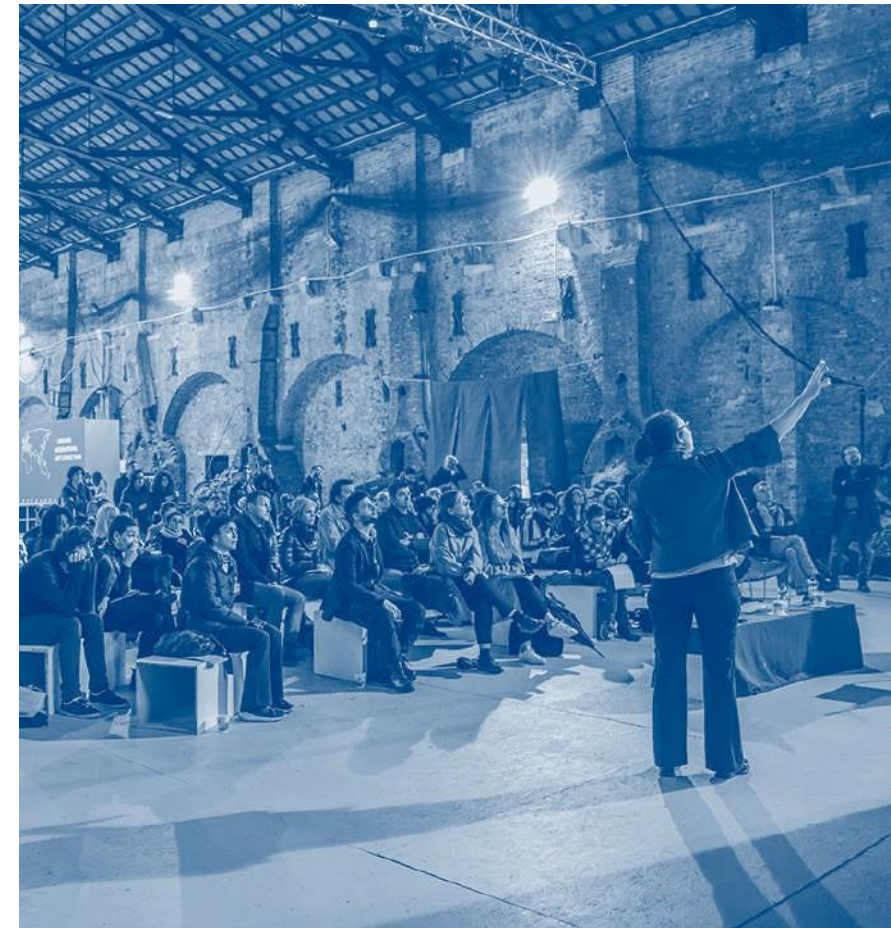
Project co-financed by the European
Regional Development Fund



Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area

Smath supports the development of a prolific atmosphere where CCI's needs can find a tailor-made response.

It aims to generate and strengthen “Smart Atmospheres” able to support start-ups and the development of SMEs in the CC sector facilitating the access to “culture factories” and value enhancing services (private and public finance) and the development of innovative clustering on CCIs and the setting-up of joint cooperation partnerships among investors and public actors.



OBJECTIVES

- Increase transnational activity of innovative clusters and networks of key sectors of the MED area
- Improve the quality and quantity of connections between the publicly oriented domain of culture and the business-oriented domain of creativity
- Generate “Smart Atmospheres” able to support the start-up and the development of SMEs in the cultural and creative sectors

PARTNERS



10
participants

COUNTRIES



6
countries
involved

DURATION



30
months

TOTAL PROJECT BUDGET



2,200.000€

ERDF PROJECT BUDGET



1,800.000€

OUTCOMES

- More than 22 follow-up workshops, pitching events, info days, marketing labs and study visits, seminars, webinars
- **8 Creative Nests** created to improve the synergies between cultural core engines, creative entrepreneurs & stakeholders to foster better economic, social, creative, artistic Impact & synergies in these growing ecosystems. The nests are located in Toulon Var, Zagreb, Maribor, Friuli Venezia Giulia, Athens, Arles, Veneto, Barcelona supporting 76 collaborative projects and composing a **Mediterranean creative cluster** to promote the added-value & synergies in the Mediterranean area
- **Creativenest.eu**, a platform collecting the selected projects part of the Nests, funding opportunities at European level, the crowdsourcing experience, an open call dedicated to people who are looking to get support on the setting-up of their project and need to be connected with other creative innovators



Social&Creative Community

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Regional Development Fund



MINISTRY OF ENERGY
COMMERCE AND INDUSTRY



UNIVERSITÀ
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ALDO MORO

