



SOCIAL & CREATIVE

TALIA YEARBOOK 2017

Finding Trail, Gaining Momentum

SOCIAL AND CREATIVE INNOVATION
IN THE MEDITERRANEAN

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About

The TALIA project aims at building and developing the Social & Creative Community within the Interreg MED Programme, by boosting cohesion, procuring coherence and discovering synergies among the funded projects promoting creativity and social innovation as well as cultural and creative industries.

TALIA deals currently with 11 projects involved in the above fields (see their full list at the end of this booklet), and supports them in exchanging their experiences and results, sharing common concerns and visions, disseminating the respective policy recommendations and aggregating their local and trans-local networks.

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- Regional Government of Apulia (IT), Department of Economic Development, Innovation, Education, Training and Employment, with the support of its in-house company Innovapuglia and ARTI, the region's Agency for Technology and Innovation
- PREDA-PD, Agency for Economic Development (BH)
- ENOLL, European Network of Living Labs asso (BE)
- GUADALINFO, Fernando de los Ríos Consortium for the Information and Knowledge Society (ES)
- UHCC, Union of Hellenic Chambers of Commerce & Industry (EL)
- INRA National Institute for Research in Computer Science and Applied Mathematics (FR) – until October 2017
- University of Bari, Department of Computer Science (I) – since October 2017

The TALIA Associated Partners include the following:

- University of Evora, Unesco Chair (P)
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Foreword

This publication appears on the eve of the “MADE in MED” event in Rome, which will gather for the first time all the running projects of the Interreg MED programme 2014-2020, including those belonging to the Social&Create Community, who fall under the spotlight of the TALIA horizontal action.

This coincidence looks like a wonderful opportunity to further disseminate the remarkable set of achievements that the projects belonging to this cluster can already showcase, particularly to the members of the other MED communities – such as Renewable Energies, Sustainable Tourism and so on – who certainly also have plenty of successful evidence to share on partly overlapping themes.

More generally, as this is pretty much in line with the general aims of TALIA, we would also like to facilitate a bit of regional and local policy lesson drawing, by framing the key project results within a higher level scheme, which will also be presented in Rome, that of Inclusive Innovation, which we see as an indispensable bridge between Inclusive R&D – which helps to mainstream the integration of end users in the process of product, service and technology developments – and Inclusive Growth – a key pillar of the Europe 2020 initiative, but also relevant for the forthcoming Multiannual Financial Framework (MFF) post-2020.

I hope you will enjoy reading this document, as I did while setting up to prepare this brief introduction.

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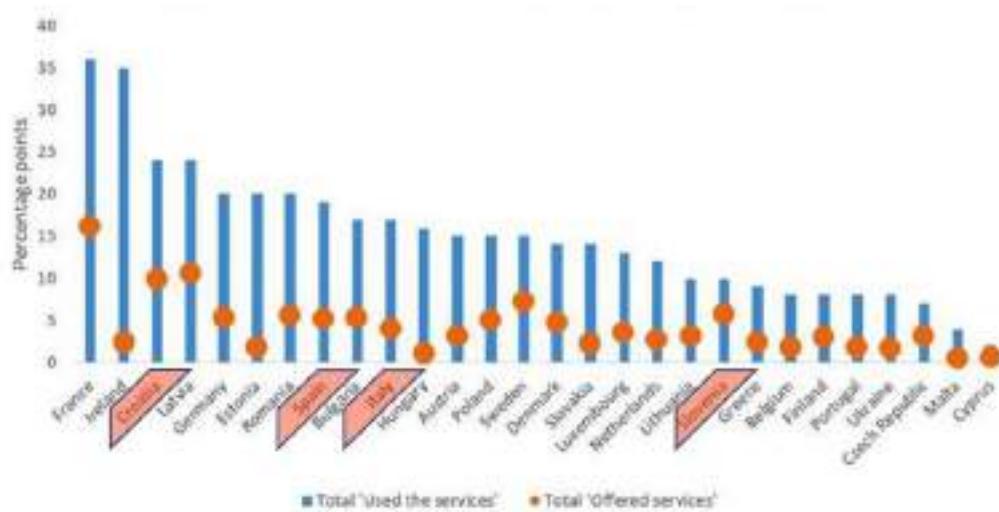
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A Year (and a half) of Living Spectacularly

Launched in late September 2016, the first bunch of six modular projects¹ belonging to the Interreg MED Social & Creative Community have soon started to deliver their results. Notably the [OPEN DOORS](#) and [COWORKMED](#) Studying projects – both characterised by a relative brevity compared to the others of this cluster – have tackled two emergent phenomena of the Mediterranean scenario of innovation policy and practice: the Sharing Economy on the one hand and the Co-working spaces – later evolved as “third places” with respect to “home” and “work”, as theorized by the American sociologist Ray Oldenburg – on the other.

As reported by the OPEN DOORS [benchmarking study](#), the total revenues from the sharing economy within the EU increases from around 1 billion euros in 2015 to 36 billion euros in 2016. While this estimate may just be equal to 0.2% of EU GDP, recent trends indicate a continuous, rapid expansion. In addition, the share of individuals participating in online platforms is large and growing (from roughly 1 in 3 people in France and Ireland to at least 1 in 10 in Central and Northern Europe – see Figure 1). In the Mediterranean area, Croatia after France is the country with the second highest number of people using these services, followed by Spain and Italy. France, followed by Croatia and Slovenia, is also leading the group of MED countries in terms of number of people who have offered these services.



While this phenomenon looks pervasive indeed, both within and outside the MED area, the OPEN DOORS [comparative analysis](#) sheds light on some territorial and institutional aspects that can help explain regional/local differences – from the legislative framework to telecommunication and internet related aspects. The [SWOT and needs](#)

¹The MED Programme 2014-2020 structures its implementation projects according to a common set of modules: Studying, Testing, and Capitalisation. Individual Modular Projects adopt one or more of these modules according to the level of maturity of the issue and the approach followed.

[analysis](#) complementing the OPEN DOORS study concludes that the sharing economy is a field of specialization that's common to several MED regions and may provide a foundation for a transnational innovation strategy (including agriculture, agri-food production and processing, finance, tourism, housing, trade, textile etc.).

The [Valencia Declaration](#) signed on October 3rd, 2017 is promoting the constitution of a EU-wide stakeholder cooperation network for the sharing economy, to further the knowledge of the processes and mechanisms that facilitate its development and to support organisations, companies and individuals who are developing sharing and collaborative experiences as well as open innovation ecosystems.

Likewise, the COWORKMED [census of coworking spaces and services](#) and the accompanying [survey of legal frameworks](#) in the participating countries and regions, have confirmed the high relevance of this emergent phenomenon for the MED national and regional innovation policies and practices. Additionally, they have led to the delivery (within the [terms of reference for the elaboration of a supportive digital platform](#)) of a concise and widely shared definition, reading as follows:

A coworking space is a physical space aiming to build and implement a dynamic community of users sharing a propensity to foster collaborative, open and sustainable relationships. Coworking spaces are actively managed to promote these goals, also by organising events and activities supporting mutual learning and exchanges and by developing new functional typologies and interactions with other services or centres'.

Just as the previous project, COWORKMED points at the creation of a cooperation and operational briefing between public actors, universities, training centres and 'mainstream' clusters together with civil society.

As noted in [TALIA Policy Brief n. 4](#), broader implications can be drawn from this analysis for the policy approaches trying to address some of the key challenges of the MED area, including youth unemployment, coping with austerity, and balancing territorial development. These implications can be clarified by comparing aspects of the coworking concept to traditional approaches to economic development, as suggested below:

Aspect	Traditional development	Coworking approach
Employment	Promote job creation by relaxing protection and freezing wages.	Shift emphasis to the production of social and economic value, risk sharing
Infrastructure	Technical infrastructures for business development	Social infrastructures for shared governance
Capital	Financial and venture capital focusing on startups	Network capital building on transnational relations

Public sector role	Promotion of intermediary institutions	Quadruple helix participation in commons governance
Territorial development	Concentration on urban innovation hubs	Valorise smaller cities and secondary territories

Another set of implications derives from the proposed inclusion of coworking spaces within Ray Oldenburg's concept of third places, also including churches, parks, recreation centres, hairdressers, gyms, or any other space where people can connect, exchange ideas and build relationships. This concept can be extended to the societal sphere to incorporate spaces between the individual private and the openly public, which allow for individual engagement and creativity while being bounded by a shared purpose and governance structure.

In this context, public policies promoting coworking spaces can aspire not only to attract talents and provide new opportunities for youth, but also to mobilise collective energies ultimately aiming at territorial innovation and regeneration.

Over time, the search for (when existing) and the construction of (if missing) "hubs of networked relations and knowledge exchanges" between local and/or non-local actors has marked another milestone with the [CREATIVWEAR](#) testing project. Here the way its overarching aims have been declined – paying a new attention to creativity, personalised design, and artisan and small-scale production for territorially specific value chains in customer-driven business models – is through the establishment of a network of Creative Hubs that experiment different ways of supporting cooperation between creatives, artists and Textile & Clothing enterprises.

The five 'founding members' of the network include:

- a Social Hub (in Modlica, SI), exploring new ways of designing and producing garments and accessories (e.g. hats) putting together the creative skills of local designers, the dispersed knowledge of former I&C small businesses, and a number of disadvantaged persons who are integrated in the (prevalently hand-made) manufacturing process;
- a Crowd Hub (in Palermo, IT), exploiting the potentials of match-making technology and human creativity and innovativeness, thanks to an original KCI platform ([WAVE](#)) that promotes the encounter of demand and supply of micro finance for bottom up and user driven concepts and solutions;
- a Heritage Hub (in Prato, IT), managed by the local Museum of Textiles, and focused on the creation of an open, freely accessible, database of ancient, historical and innovative design concepts and patterns – initially coming from the local area, but soon to be extended also to other I&C districts and clusters;

- a Technology Hub (in Valencia, ES), specialized in experimenting original creative and sometimes ambitious combinations and cross-fertilisations of materials, components, processes, methods and tools from both within and outside the I&C research and innovation hubs,
- an Art Hub (in Athens, EL), aggregating and mobilizing artists and creative persons for the modernisation and enhancement of local I&C industry through idea contests and diffused innovation initiatives that can add value to local activities and be replicated or extended trans-nationally.

After a first round of experimentations within the territorial borders of each local pilot, now the CREATIVWEAR partnership is engaged in procuring the birth of or simply 'twinning' with similar and/or complementary Creative Hubs in the MED area and beyond.

The 'open Call for Expressions of Interest can be accessed [here](#).

In [IA_1A Policy Brief](#), the proactive role played by these "third places" (in the case of COWORKMED) or "creative hubs" (in the case of CREATIVWEAR) has been brought near to the concept of Knowledge Champions, finding its origin some 20 years ago in the literature and practice of Knowledge Management and also having some touchpoints with Rogers's theory of the diffusion of innovation, particularly the definition of Change Agents contained therein.

In both prospects, however, the concept stays confined within the borders of a single organisation. Our proposal is to adapt/expand its scope to the induction of proximity (in the meaning of Ron Boschma²) between local and non-local actors, thus contributing to a region's capacity to grasp, understand and process knowledge coming from outside.

In short, Knowledge Champions help create a favourable climate to knowledge creation, transfer and assimilation, which is preliminary to diffused innovation.

² According to Boschma, there are five relevant dimensions for proximity, which all exceed geographical closeness:

- Cognitive: notably occurring when two or more actors share a common knowledge base with diverse but complementary capabilities. This is seen as an important precondition for diffused communication and learning.
- Organisational: when those actors are part of the same (within or between) organisational arrangement designed to be adequately conducive to learning and innovation.
- Social: generally associated with the existence of personal/professional ties between actors – a mixture of embedded and market relations that facilitate interaction and cooperation.
- Institutional: brought about by shared, formal and informal institutions (rules of the game, culture, habits and values, workplace routines) facilitating trust and reciprocity amongst local actors.
- Spatial/relative, transcending physical co-presence thanks to the progress of technology (e.g. social media) and allowing a fortiori mix of local 'buzz' ('face-to-face contact) and trans-local 'pipelines' (communication circuits).

considered in all its possible meanings (i.e. technological, organisational, social, institutional, etc.). Based on the examples provided above, we argue that a key contribution of inter-regional cooperation is to point at concrete ways for enhancing the contribution of Knowledge Champions to territorial proximity and agglomeration economies, broadly defined as advantages or costs of quality due to the spatial concentration of productive resources and actors (population, firms, institutions, infrastructure or social capital).

On a pretty similar vein, the Studying and Testing project [PROMINENT MED](#) focuses on the use of Public Procurement of Innovation (PPI) procedures in order to stimulate the development of innovative technology systems and solutions in the field of energy efficiency and to achieve their market uptake.

This project (still ongoing to date, thus needing time to deliver most of its results) looks very interesting for two reasons. First, it aims to demonstrate that local authorities (especially the smaller sized ones of a region or country), if adequately instructed and supported, can become 'smart buyers' of innovative products and solutions, appropriately customized and tailored to their needs. As a result, they can improve the quality of service offerings to the citizens while at the same time boosting the market opportunities of recently developed innovations. In this sense, the Knowledge Champions of the smallest MED communities are – laudably – identified in the public administration bodies operating in the respective territories.

Second, and immediately related to that, these public actors if taken individually, cannot easily think of making the necessary progress towards the acquisition of a capacity to design and/or implement "intelligent procurement" policies. This is why PROMINENT MED aims to deliver a reusable model that can be adopted by local authorities from within the partnership and then evaluated, adjusted and successfully transferred to similar contexts of the MED area.

The model will be refined across four local pilot experimentations as well as the creation of a trans-local PPI learning network and the promotion of peer-to-peer cooperation between involved partners and local clusters – like in the case of OPENDOORS.

Two more projects belong to the first batch of funded projects, active since September 2016 but due to their more complex structure, still ramping up towards a full deployment. The testing and Capitalizing project [CO-CREATE](#) supports cross-fertilization processes between creative industries and traditional clusters, thus contributing to test new co-design and creative methods applied to entrepreneurs and cluster managers. In turn, the Studying and Testing project [CHIMERA](#) aims to improve the innovation capacities of cultural and creative industries through strengthened transnational cooperation and connections among companies, research bodies, public authorities and civil society.

These two on-going projects are both exploring the role of clusters in relation to cultural and creative industries from complementary perspectives.

e-CO-CREATE starts from clusters in traditional sectors – mechanics, construction and furniture – and aims to promote cross-fertilisation of innovative business concepts through interaction with cultural and creative actors.

e-CHIMERA instead focuses on clusters in the cultural and creative industries, looking to develop common models for networking, business development and investment funding.

A SWOT analysis of the MED area identifies cultural and creative industries – including a range of activities from the performing arts to advertising – as one of four sectors with greatest strategic interest. These industries are a specific priority in 2 National and 15 Regional Smart Specialisation Strategies of the MED space, and indirectly relevant to other priorities such as design based manufacturing, services and tourism, which appear in quite a few more.



At broader EU level, as shown by this screenshot taken from the FyF@EBS3 platform of the Seville-based ITC (<http://s3p.itc.ec.europa.eu/>), there are 106 entries in the Smart Specialisation Strategy Database:

- 9 Member States with a national priority on culture and creative industries (AT, BG, DK, MT, PL, PT, RO, SI, SK);
- 9 Member States without any priority even at regional level (CY, CZ, EE, HR, HU, IE, IT, LV, NL);
- 10 Member States with regional, but not national, priorities (BE, DE, FI, ES, FR, IT, NF, PL, SE, UK).

The most attended regional/national Smart Specialisation Strategy objectives include

- the development of regional culture and creative industries (58 instances)
- the linkage of culture and creative to traditional industries (72 instances)

At least in the majority of observed cases, there is perfect alignment with the EU “mainstream thinking” – exemplified, among others, by a 2012 [Policy Handbook](#) – on how to create favourable conditions for the emergence or to strengthen the capacity of

existing cultural and creative industries. On the one hand, the need is highlighted for further development and empowerment of cultural and creative industry players. On the other hand, the value of “spill-over effects” is emphasized, from cultural and creative industries to other sectors of the economy and society.

However, the geographical distribution of Smart Specialisation Strategy priorities does not match that of the employment share of cultural and creative industries in full, probably because:

- many smart specialisation strategies have interpreted cultural and creative industries as opportunities rather than realities;
- the concept of “sectorial specialisation” badly applies to cultural and creative industries, while the cross-sectoral or “niche” innovation does;
- this scenario can also be a by-product of diffused and deep exercises in entrepreneurial discovery at regional/national levels – as prescribed by the official EC guidelines for smart specialisation strategy design.

Additionally, the promotion of enterprise partnerships seems to be limited to the high-end industries that can take benefit from the cultural and creative industries’ outputs and collaborations. This is coupled with a relative lack of attention to enterprise participation in external networks, which would be of tantamount importance for the development of cultural and creative industries. The reason why this aspect is not in focus of regional and national policy making is probably due to the “inward-looking” perspective of many Operational Programmes as well as the informal division of work with other, centrally managed programmes like Creative Europe and H2020 itself.

A possible contribution of territorial cooperation to changing this state of affairs is therefore the promotion an evidence-based shift from local to trans-local partnership building within the regional policy approaches. Such contribution can be framed in the context of the Interreg MED programme’s objective, relevant for all Seascala & Creative Community Initiatives, which reads as follows: “To increase transnational activity of innovative clusters and networks of key sectors of the MED area”. The two ongoing projects CHIMERA and CO-CREATE are already bringing significant evidence in that direction.

The importance of cultural and creative industries for the Interreg MED programme is further witnessed by the recent approval – within the second round of funding – of two more projects focused on those industries, notably CHESEC and SMATH. However, since they haven’t yet properly kicked off at this time, a fuller coverage of their aims and purposes (beside what is briefly sketched at the end of this publication) will be realised in the next edition of the yearbook. Same goes for the remaining three modular projects belonging to the same batch, namely MD.NET, ODEON and RESILIENT.

The Mediterranean as Social&Creative “Hub of Hubs”

Putting some of these sparse pieces together, an initial vision materializes of the MED area as host to a variety of local and regional knowledge management, innovation diffusion, capacity building and proximity induction processes – most of which are effectively promoted by the initiative of Interreg MED funded projects.

As noted in [TALIA Policy Br of p. 2](#) published during this period, one of the key obstacles preventing a full appreciation of these dynamics is the fact that the predominating model of how innovation works has very little to do with the features of the place where it happens. Innovation is generally considered to be a predominantly economic phenomenon, having as object a given technology, process, or organisational model. It is widely recognised that different sectorial or disciplinary perspectives contribute to the success of an innovation, but these are not related to cultural factors or any specific attribute of place. This leads to an “aspatial” model of innovation (i.e. lacking spatial features) where we all speak business English, offices are located near to airports, and markets are global. In this context, the contribution of the local dimension – beyond a recognition of differences in local markets – can be considered hardly relevant.

In addition, innovation funding inevitably shapes the behaviour of actors and the collaboration models they adopt. When innovation initiatives are funded by a specific corporation, attention is generally paid to bringing value to the company, even open innovation approaches are ultimately company-centric. If the source is regional funding, then the focus is generally on bringing together local actors and building regional clusters, even regions’ internationalisation programmes focus more on commercial relations more than cooperation. If the source is European funding (including initiatives such as the Interreg-MED programme), the focus is on bringing added value at the transnational level, even when local authorities are involved, the funding mechanisms rarely allow to build a critical mass of players at the local or even national level.

As a result of these differences, the competencies and organisational models for the people and institutions engaged in innovation at different scales are often quite separate. As a result, within a given region, those working in corporate, European, and/or local and regional innovation initiatives are often separated by language, methodology, and normative practices. Quite often an institution or company will have a separate “European office”, based on the networking and linguistic competences required, that too often risks being cut off from the mainstream activities and policies that are more “internal”.

However, if we look at the evidence (for us, compelling) generated by the running projects of the Social&Creative Community of Interreg MED, the profile of a Mediterranean “Hub of Hubs” starts to emerge. From the sharing platforms of OPEN

DOORS to the coworking spaces of COWORKMED, from the Creative Hubs of CREATIVWEAR to the intelligent public buyers of PROMINENTMED, up to the culture and creative industries in CHIMERA and CO-CREATE, the examples presented above are notable because they show what Knowledge Champions do, rather than calling them as such. As a matter of fact, a key role of interregional cooperation – and particularly of the MED programme – is to bring further Knowledge Champions to the attention of regional and national policy makers.

In structural terms, we are speaking of all but legal enties – except, maybe, for the cooperation networks – and more specifically of projects, initiatives, or cultural artefacts (e.g. the PPI Modell) deriving from the local implementation of interregional (MED level) cooperation by existing (local and non-local) actors.

Looking at MED results, policy makers can see which actors in the territories are quite active as Knowledge Champions and which industry sectors are most affected by them. Patterns of transition and impact generation can be identified at different geographical levels, highlighting the ways of contribution to the different dimensions of proximity and therefore, to a broader concept of agglomeration economies, still driven by knowledge spillovers, but not necessarily related to co-location and co-presence of all involved actors.

Overcoming the dividing gap between the local dimension and outward-looking networks can however bring important benefits to all types of innovation initiatives, from three main perspectives:

- in the emergent “place-based” mode, innovation capacity is directly related to collective creativity, which in turn is based on how local communities extract value from their specific territorial assets (natural and physical capital, human, symbolic and cultural capital, etc.). Such cultural and territorial anchoring adds significant value to the innovation processes themselves,

- enhanced local identity reinforces the value and contribution of regional participants in European and global innovation value chains and increases their likelihood of playing a leading role in transnational partnerships,

- linking local and networked innovation initiatives quite simply puts people in contact with each other and allows for circumscribed project partnerships to open up, connect research and piloting from a bottom-up perspective, and significantly increase their market and policy impact. In addition, linking local initiatives to global networks and vice versa improves policy coherence, as individual initiatives connect to form regional innovation ecosystems that contribute more effectively to the high-level innovation

A Vision taking Shape

The TALIA Vision – presented in a specific [TALIA Deliverable](#) - builds on the elements of a structural model for innovation in the Mediterranean space, which was originally developed as a bottom-up hypothesis based on the background projects of the [CreativeMED capitalisation Initiative](#) and is now being validated through its application as a structuring and explanatory model for the projects of the Social & Creative Community.

The three main elements of the model³ are as follows:

- Community scale partnerships: Spontaneous alliances between different types of stakeholders (following the PPPP Public-Private-People Partnership model) with different multi-disciplinary perspectives, at a community scale (i.e. district, town, or urban neighbourhood),
- Territorial innovation: a specific (place-based) form of product-service innovation that is underpinned by technology – predominantly ICT – while primarily driven by citizen needs and the specific features of a given place, natural resources, culture, norms, geographical specificities such as insularity, etc;
- Trans-local socio-economic ecosystems: emergent forms of work and business that shift the emphasis from the single local company or network to a 'trans-local' transaction system that cuts across vertical sectors (e.g. business-oriented cultural associations, peer-to-peer exchanges, etc.), traditional value and supply chain configurations (e.g. ad hoc partnerships, co-working, etc.), and naturally regional borders. Such configurations also tend to promote and/or 'repair' inter-regional value chains.

These three elements contribute to a coherent vision of MED space development, informed by innovation (in all its possible meanings, industrial, social, scientific and institutional) and supported by the dimension of collective creativity that both drives and is driven by each, as shown below.

³ Text from the CreativeMED White Paper, <http://www.creativemed.eu/project-activities/white-paper/38-creative-med-model>

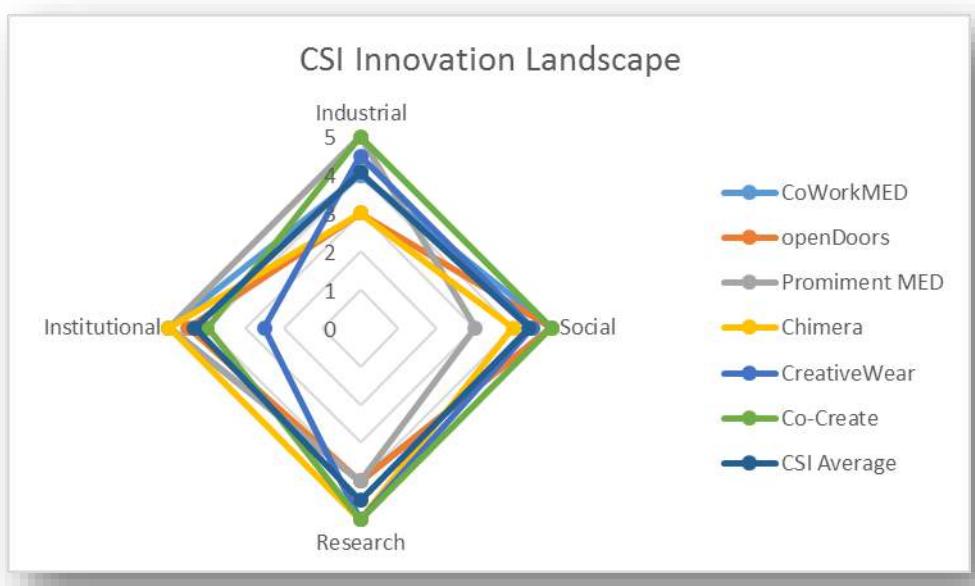


THE MEDITERRANEAN MODEL OF INNOVATION

The TALIA Vision develops this model through a co-creation process involving the Community Modular Projects. The first steps in this process are as follows:

- for each element, an analytical framework is suggested to represent its underlying dynamics.
- that framework is then applied to the projects of the Social&Creative Community, individually and as a whole, to validate the model's ability to represent the MED Creative and Social Innovation ecosystem on the one hand, and explain its dynamics on the other.

For instance, the Lead Partners of the first six modular projects of the MED Social & Creative Community were asked to evaluate, on a scale of 1-5, the degree to which their project focused on each of the four types of innovation.



It became immediately apparent how some projects stood out for their focus.

- OPEN DOORS (sharing economy) and CHIMERA (creative clusters) showed a lower level of interest in industrial innovation
- PROMINENT MED (innovative procurement) demonstrated a lesser interest in social innovation
- CO-CREATE (creativity for traditional sectors) and CREATIVWEAR (creativity for the textile and clothing industry) instead had a low engagement in institutional innovation.

Overall, however, the results showed a surprisingly even distribution across the four types of innovation, with the average value for all projects ranging from 4.0 to 4.5. This shows that the MED Social&Creative Community as a whole is at the forefront of EU innovation policy, exploring the implications of a broad range of forms of innovation in a systemic fashion.

Within this innovation landscape, CreativeMED also hypothesized a set of success criteria for innovation initiatives in the Mediterranean regions. This listing was in fact developed in a previous project, [SMILES](#), which had fostered the development of 100 pilot project concepts, and derived a list of the common qualities among the 20 most successful of these.

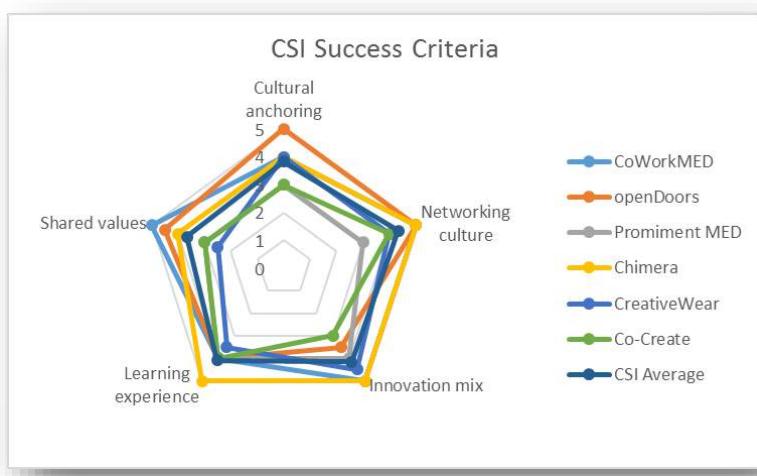
The criteria⁴ are as follows:

1. Cultural anchoring, i.e. having some relevance between the value proposition and the specific cultural heritage of the Mediterranean,
2. Open networked people, with a civic infrastructure that goes beyond the confines of the single organisation to emphasize multi-disciplinary and informal collaboration,
3. Innovation mixes, blending and balancing high technology with traditional practice, and industrial with social innovation,
4. Collective learning, where the value proposition of the business model includes an active role of the user/consumer in a knowledge exchange about the product or service,
5. Shared values, where the new product or service embodies and transmits a broader ethical dimension and contributes to shared value creation.

⁴ Text from the CreativeMED White Paper, <http://www.creativemed.eu/project-activities/white-paper/> 38 creative-med-model



Here again the Social&Creative Community was asked which criteria were more important for their projects, and again there is a relatively even coverage of responses (the average ranges from 2.7 to 4.3).



However, the differences between projects are more marked than for the previous question, thus demonstrating a broader range of objectives. In particular:

- COWORKMED (coworking spaces), as might be expected, places a high value on networking culture, innovation mixes, and shared values
- OPEN DOORS (sharing economy) instead targets cultural anchoring and networking culture
- PROMINENT MED (innovative procurement) has the greatest emphasis on innovation mixes and learning experience
- CHIMERA (cultural clusters) values networking culture, innovation mixes, and learning experience
- CREATIVEWEAR (creativity for the textile and clothing industry) has the greatest emphasis on innovation mixes, followed by cultural anchoring and networking culture
- CO-CREATE (creativity for traditional sectors) favours networking culture and learning experience.

What emerges is thus a rich panorama of different objectives, generally as a result of the project topic and/or the approach taken, for a highly dynamic Social&Creative Community.

From Alicante to Rome

On 17th May 2017, the Interreg MED JS invited the eight thematic communities formed by the funded projects of late 2016 to Alicante, for a first get-together event, which has been followed by others in the meantime (such as Seville, 28th September 2017, Athens, 22 November 2017 and Marseille, 22nd February 2018).

The purposes of the Alicante meeting were manifold, including:

- to create in each project a greater degree of self-awareness and a deep sense of belonging to a broader, macro regional, community of stakeholders;
- to induce synergies and transversal cross debates between the thematic communities (both at the level of modular projects and the corresponding horizontal actions), right from the start of the respective activities;
- thus, to emphasise/highlight/showcase the inherent knowledge of each thematic community and procure opportunities for knowledge exchange and peer to peer sharing with the others;
- as a result of the above, to procure mutual learnings by extracting and harvesting common ideas, tools and methods, which would also help improve the global results of the Programme.

The event also started a preparation process for the mid-term transnational event to be held in Rome, on 18th & 19th April 2018. By then, the early results of the modular projects would be available, which would be presented in a harmonised way, to avoid overlaps and identify potential cross-cutting themes.

On 27th September 2017 in Seville, the kick-off meeting of the PANORAMED project was organised. This is a governance platform project set out as an interactive dialogue system among the key players in the MED area – most Member States and many Regions being actively involved in it. The main goal of PANORAMED is to gather in an innovative and permanent dialogue and informed decision-making the MED national and regional public authorities and stakeholders. Specifically, the initiative will support the definition of transnational governance frameworks for the joint identification and implementation of shared approaches, policies and strategic projects on the themes defined as priorities for the area. These include, at the moment, Maritime and Coastal Tourism (maritime transport linked to tourism cruises, integrated coastal and maritime tourism, innovative and sustainable tourism offerings); and Maritime Surveillance (maritime security, marine environment, multimodal maritime transport).

With the mid-term transnational event coming closer, the concept of Inclusive Growth has started to gain credit within the Interreg MED community, as encompassing several key event topics to be presented and discussed in Rome, such as: innovative entrepreneurship, collaborative economy, sharing economy, public procurement, energy, poverty, cultural heritage, migration, access to public facilities, smart solutions for sustainable and inclusive societies etc.

Being one of the three pillars of the Europe 2020 strategy, together with Smart and Sustainable growth, Inclusive Growth summarizes the ambitious policy objective of fostering a high-employment economy, while at the same time delivering social and territorial cohesion in the EU.

For what has been described previously, the Social&Creative Community of the MED programme actively contributes to Inclusive Growth under 3 main angles, which are:

- Social innovation (with a peculiar focus on coworking and sharing economy, through bottom-up collaborative approaches);
- Institutional innovation (paying attention to innovative procurement and creative industry support practices in local and regional public administrations);
- Industrial innovation (with a focus on market crafting, through building on territorial capital and bringing innovation to traditional industries).

Additionally, and with specific relation to the R&D transfer dimension in the MED area, the perspective of Inclusive Innovation has been added to the picture, thanks to the constructive and convincing contribution of TALIA. According to this view, inclusive does not only refer to the engagement of those social groups that are usually peripheral to growth and development processes, but also and particularly to the need for a place-based exercise of entrepreneurial discovery, trying to identify local and trans-local actors whose behaviour can be said to be conducive to diffused innovation in a territory. Where the term innovation must be considered in all its possible meanings – i.e. technological, organisational, social, institutional, etc. – which also means to re-define the core elements of growth.

Indeed, most R&D results that are applicable in the MED area combine innovative technical features with the adoption of collaborative protocols and approaches, mixing technological and social innovation. This mixture is also at the core of the Mediterranean “Hub of Hubs” model, centred on territorial capital and the cultural adaptation of transferred methods and tools.

In particular, the MED projects from the Social&Creative Community contribute to R&D transfer towards less “innovative” territories, or create specific conditions for scaling up and out, in the following manner:

- in the perspective of economic inclusion, by bringing creativity and design to traditional (as well as innovative) industries;
- in the perspective of social inclusion, by promoting the adoption and support of coworking and sharing economy practices;
- in the perspective of territorial inclusion, by identifying the Knowledge Champions who are able to procure opportunities for mutual learning and exchange of practices from within other regions and localities.

From Validation to Capitalisation: The Next Big Challenge

The following table shows how the assumptions behind the individual statements of the TALIA Vision are made explicit together with the functional role of the TALIA model in validating those assumptions. A more robust analysis of the six projects from the first round (together with those joining the Socio & Creative Community through the second MED Call) will soon be provided in a new version of the TALIA Vision deliverable.

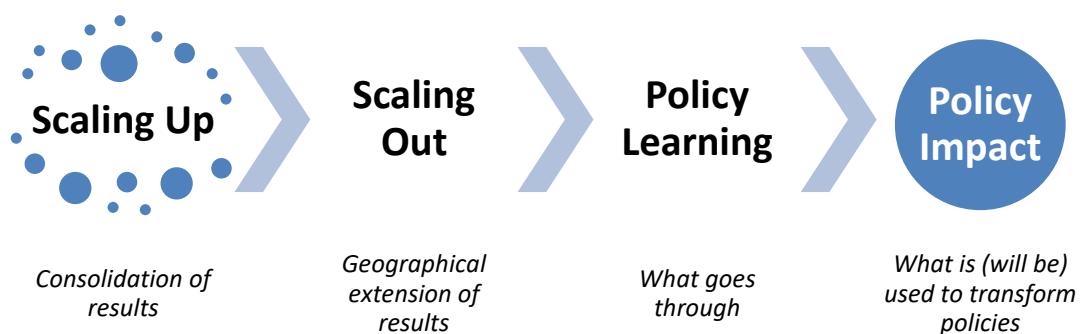
VISION STATEMENT	ASSUMPTION	ASPECT TO VALIDATE	ROLE OF TALIA MODEL
The harmonious development of the effectively and the Mediterranean area is made possible by the development unleashing of new and unforeseen innovation potentials.	Innovation can demonstrate the conditions for harmonious development of innovation.	The conditions for harmonious development of innovation.	Demonstrate the link between innovation & the S&C community and harmonious development.
The Mediterranean culture provides the ideal climate for development of a new mode of innovation.	There is a specific Mediterranean Model of innovation.	The ability of the TALIA Model to describe innovation processes in relation to territorial needs.	Highlight the aspects of S&C project innovation strategies.
Socio and Creative innovation play a driving role in defining the specifically Mediterranean mode.	Creativity and social innovation are the specific characteristics of the Mediterranean community.	The contribution of the S&C community to the innovation objective overall.	Highlight the role of creativity in S&C project innovation strategies.
The Mediterranean mode of innovation is being validated and instantiated in practice.	S&C projects instantiate the TALIA Model.	Coherence between project innovation strategies and the TALIA Model.	Provide a coherent framework for innovation & the S&C community.
The uptake of effective innovations results from an Triple (Quadruple) Loop Learning.	Capitalisation through policy uptake of innovation initiatives is a learning process.	Effectiveness of tools used to support triple loop learning processes.	Provide a framework to structure indicators promoting process learning.
Realisation of the TALIA Vision occurs through the transformation of individual projects into active participants in an evolving Mediterranean-wide innovation ecosystem.	Projects can and are willing to participate actively in the S&C community as a transnational innovation ecosystem.	Ability of projects to complement each other's innovation strategies in a systemic fashion.	Highlight the specific contribution of individual projects to the broader S&C innovation dynamics.

The elements thus validated of the TALIA Vision provide the foundation on which to build and connect the other main TALIA tools: Semantic Framework, Indicator System, and Capitalisation Strategy.

The TALIA Capitalisation Strategy aims at identifying suitable transition strategies towards the following specific objectives:

- consolidation of results from the modular projects and their adoption at regional/national level as a follow up to project activities;
- geographical extension of results to other contexts, via replication, transfer, adaptation, networking, learning, etc.;
- actual uptake of a project result or recommendation on the part of the relevant target policy makers;
- possible transformative effects on higher-level policy frameworks and in general the practice of policy making.

The transitioning architecture is structured in four steps as depicted in the Figure:



In TALIA, however, Capitalisation is by no means an abstract attempt at sense making, done when the projects have come to end. Quite the opposite, it is an organic set of initiatives (a list of which can be found at the end of this section) responding to the logic of integrating community building and networking – another contractual task of our project – with the goal of communicating and highlighting modular project results in a convergent fashion, naturally prone to stock taking.

For instance, the specific area of capitalisation devoted to Scaling Up and Scaling Out is now being implemented through the three following activities:

- Geo-referenced mapping of project and pilot stakeholders
- Creation of inter-project creativity and social innovation communities
- Engagement of EU and global innovation networks and forums

These initiatives are complemented by specific community building and networking activities, with the aim of favouring openness, relationship and proximity within stakeholders and their multiple competencies suitable to take benefit from the project outputs.

Such activities include:

- Networked dissemination
- International seminars

The outcomes of the above activities are projected on:

- Thematic maps
- Indicators framework

The thematic maps aim to show the geographical distribution of MED local communities of Creative and Social Innovation, not limited to modular project partners, but also including any other linked stakeholder, interested in gaining value from or bringing value to the individual project and socially its local plots.

Furthermore, specific indicators (including context, process, result, and impact dimensions) resulting from the TALIA vision are linked to the thematic maps, showing the innovation potential of the whole running exercise.

For instance, the specific area of capitalization devoted to Policy Learning and Impact is now being implemented through the three following activities.

- Framing modular project concepts into a 'Mediterranean mode' of creativity and social innovation
- Aggregation and mapping of modular project results to generate policy evidence
- Promotion of triple loop learning in regional / national / EU policy makers

These initiatives are complemented by specific community building and networking activities with the aim to promote innovation in policy making built on evidence and lessons learnt from modular project outputs.

Such activities include:

- Study visits
- International seminars

The outcomes of the above activities are projected on:

- Policy Briefs
- Capitalisation reports (TALIA Yearbooks)

Through policy briefing, TALIA Capitalisation targets national and regional authorities, framing the results of modular projects with relevant policy concepts and learning objects. Furthermore, the regular production of briefs contributes to keeping the debate in national and international forums on critical issues and with a clear focus on sustainability.

The TALIA Yearbooks collect the results and articulate the status of capitalisation at the different project stages, thus contributing to disseminate the most prominent results of modular projects across the MED space and the EU thematic policy agendas.

In order to support and further implement this approach, a Semantic Framework is now being developed, based on specific queries on the MED Projects database. Thanks to it, modular project stakeholders and policy makers will be enabled to a deeper understanding of project results, using available facilities such as a pre-imposed taxonomy, a collection of keywords and a list of suggested associations between documents of various nature, belonging to different projects and thematic domains.

Overview of TALIA initiatives (October 2016 – March 2018)

Date and Place	Short description	Attendees
October 2016	Skype telcos with the Lead Partners of the Modular Projects	Apuia Region, All modular projects
Nice, 8-9 November 2016	Interreg MED Lead Partner Seminar	Apuia Region, INRA
Nice, 10 November 2016	TALIA Kick-Off Meeting with Modular Projects representatives	All TALIA partners, All modular projects but CO-CREATE
Terni, 30 November 2016	Meeting with OPEN DOORS Lead Partner	Apuia Region
Terni, 30 November – 1 December 2016	PROMENADE Kick-Off Meeting	Apuia Region
Frascati, 6-7 December 2016	C-MFRA Kick-Off Meeting	
Prato, 6-7 December 2016	CREATIVWEAR Kick-Off Meeting	Apuia Region
Marseille, 13-14 December 2016	COWORKMED Kick-Off Meeting	INRA, Apulia Region
Venice, 26-27 January 2017	CO-CREATE Kick-Off Meeting	
Bari 15-16 March 2017	TALIA Kick-Off Meeting and Conference	All partners, All modular projects
Alicante 17 May 2017	Interreg MED Community Building Event	Apuia Region
Barcelona, 26 June 2017	Joint international seminar COWORKMED-TALIA "Co-Working Evidence in the Creative And Cultural Industries"	All partners, TALIA associates, COWORKMED and OPEN DOORS
Seville, 27 September 2017	PanoramED project Kick-Off Conference	Apuia Region
Seville, 28 September 2017	Interreg MED Meeting with Horizontal Projects 2017	Apuia Region, ENELI
Ljubljana, 3 October 2017	TALIA session at the CHIMERA project meeting	ENELI
Ljubljana, 4 October 2017	Joint international seminar CHIMERA-TALIA "Co-Working Evidence in the Creative and Cultural Industries"	Apuia Region, ENELI, UCC, C-MFRA
Athens, 22-23 November 2017	Interreg MED Meeting with Horizontal Projects	Apuia Region, ENELI, Cuadralito, UHCC, PRFDA
Athens, 1 December 2017	TALIA Dissemination Event in Attiki	Apuia Region, UHCC, OPEN DOORS, PROMENADE
Rome, 16 January 2018	Bi-lateral meeting with PanoramED project representatives	Apuia Region, ENELI

Marseille, 22-23 February - Interreg MED Meeting with Horizontal Projects - Apulia Region
2016 FNELI

Overview of Clustered Projects

Title and Acronym	Short description	Further information
Creative Clothing for the Mediterranean Space (CREATIVEWEAR)	<p>CREATIVEWEAR revitalizes the crisis-ridden Textile & Clothing (T&C) sector through a new attention to creativity, personalised design, and artisan and small-scale production for territorially specific value chains in customer-driven business models.</p> <p>CREATIVEWEAR extends the on-going H2020 TCRi project (which complements techno-industrial with social innovation to return 5% of capacity to Europe and obtain a 20% reduction in environmental impact by 2025) to creative clusters in the MFD space (integrating them into the broader TCRi ecosystem).</p> <p>CREATIVEWEAR aims both to recover and valorise the design heritage and tacit "making" knowledge of T&C in Mediterranean cultures (MFD-Texmecin), and to bring new energy to creative T&C clusters by reinforcing their creativity-based innovation capacity and integrating their activity into emergent transnational value chains (CreativeMFD).</p> <p>CREATIVEWEAR tests adaptation of the TCRi network model (which couples Design, Making, and Place-labs with Business Pilots in innovative value chain scenarios) to existing creative clusters such as museums, creative hubs, fashion schools, design centres, volunteer organisations, etc.</p> <p>Testing in CREATIVEWEAR unfolds across months 15-42 of the 48-month H2020-TCRi project, perfectly aligning the development of the complementary approaches.</p> <p>The transferrable CREATIVEWEAR model thus allows for greater coherence with ERDF and ESF policy frameworks in different national and regional contexts.</p>	<p>Creativity-based innovation in textile and clothing - Call for expressions of interest https://creativewear.interreg-med.eu/index.php?c=7505</p> <p>TCRi project: https://tcr.i.ee/</p> <p>CreativeMFD project: http://www.creativemfd.eu/</p>
Designing a Network of Cooperating Creative Communities for Developing a Sharing Economy (OPEN DOORS)	<p>OPEN DOORS actualizes the "transnational innovative clusterization" process realized within the MFD capitalization experience. In fact the project is built on the heritage left by 5 capitalization projects which, as one result of the capitalization process, have produced a number of communities, networks and services dealing with creativity and innovation as drivers for a smart and sustainable growth.</p> <p>Within the project, a chosen number of scientific and institutional partners promotes the creation of a formal Mediterranean network, based on the existing innovative and creative communities addressing the new global challenges of the Sharing Economy.</p>	<p>https://open-doors.interreg-med.eu/</p> <p>Valencia declaration on sharing and collaborative economy https://open-doors.interreg-med.eu/-/news/events/news/detail/actual-test/valencia-declaration-on-sharing-and-collaborative-economy</p>

The proposed study aims to demonstrate how the Sharing Economy can be a driver of economic (business dimension, integrative incomes etc), territorial (subsidiary principle and new available local commodities i.e. transport, accommodation etc - which cover public services' gaps) and social (civil society direct participation) growth. It also defines the network's joint strategy and action plan for offering a mix of innovative services to the creative local communities, enabling them to 'open the doors' to new forms of collaborative economy. The established 'OPEN DOORS' network will be ready, in the next future, to test the innovative services and to develop real and concrete experiences of Sharing Economy.

sharing-collaborative-economy.eu/

**Hacking the
Mediterranean
Economy through
the Creative and
Cultural sector
(CHEBEC)**

CHEBEC is a 30 months project that gathers 10 full and 5 associate partners from France, Italy, Malta, Portugal, Spain and from the Balkans - Bosnia & Herzegovina and Serbia.

<https://chebec.interreg-mee.eu/>

(site under construction)

CHEBEC approach takes inspiration from the fastests boats of the XVIII century used by traders, but also corsairs and pirates to explore, exchange, connect and reinvigorate the MFD economy. CHEBEC tackles Culture and Creative Industry (CCI) main challenges in the Mediterranean: support CCI's access to new markets while keeping their own identity, with the final aim to favour MFD clusters attractiveness for creative people.

CHEBEC will experiment an integrated support program for companies and professionals developing international competences and contacts. The program will include training, consultancy, mobility actions, matching events and an innovation voucher scheme to concretely favour transregional collaborations. Competence building activities will be also set up also for policy makers and support organisations to improve the effectiveness of their actions. Outputs will be analysed and transferred at regional level matching 53 priorities to ensure CHEBEC findings last in the long run. Partners are organizations coming from MFD regions with relevant CCI clusters, with integrated profiles - public authorities, intermediary organizations, Universities and NGOs - wide experience, solid relations with their regions players and EU networks.

**Innovative Cultural
and Creative
Clusters in the
Mediterranean area
(CHIMERA)**

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

<https://chimera.interreg-mee.eu/>

CHEMERA is a unique and innovative European project that aims at enforcing innovation of CCI's at European level through the development of transnational clusters, European networks and territorial synergies among companies, research centres, public authorities and

civil society. C-MFRA brings together a balanced partnership of public authorities, clusters, business agencies, chambers of commerce, innovation centres and universities from Albania, France, Greece, Italy, Portugal, Spain and Slovenia.

C-MFRA partners aim to stimulate direct links and synergies among the CC's actors at transnational & local level and elaborate strategies to develop innovative clusters or networks in CCs. This transnational cooperation aims to enhance the role of the CCs as a valuable asset for the Med area and creates sustainable growth for all the countries involved.

Mediterranean Diet - When Brand Meets Peoples (MD.NET)

MD.NET project challenges the problems of currently neglected and undeveloped opportunities of Mediterranean Diet (MD).

MD is integral part of the Mediterranean identity, described in the UNESCO list of Intangible Cultural Heritage. The MD involves a set of skills, knowledge, rituals, symbols and traditions concerning cultures, landscape, lifestyle, ways to work (crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, sharing and consumption of food products) characterizing a powerful industry.

MD.NET main objective is to strengthen exploration of the MD according the UNESCO Med Diet Convention, broadening comprehensive MD concepts with innovative tools.

The project will use both traditional and creative measures (as sharing economy) starting cooperation of quadruple helix stakeholders in order to lift the MD economy to new quality levels.

Project approach consists of blocks of activities never tried before in MD sectors:

- MD data generating share knowledge and strategies
- MD Brand establishing an Intelligent Marketing to reinforce MD common identity
- MD Inc. boosting creativity and innovation in MD economy
- MD Brain establishing co-working trainings for MD innovation
- MD GCV - Living labs developing integrated activities
- MD TN networking results and consolidating MD network

MD less developed regions would get improved SE implementation as well as durable growth through a MD industry.

Mediterranean Open Resources for Social Innovation of Socially Responsive

-RFSSII IFNT puts together a 4-helix partnership of 6 MED countries to tackle the need for innovation conducive to increased socially-responsible competitiveness of SMEs & stimulate new jobs, especially for companies operating in the social economy.

<https://mednet.interreg-med.eu/>
(site under construction)

<https://resilient.interreg-med.eu/>
(site under construction)

**Enterprises
(+RESILIENT)**

It aims to kickstart a process of policy change at regional level in the involved areas resulting in the integration of successful elements into the new Cohesive policy (EU 2020+)

The overall objective is to positively influence, adapt/change the different structural elements of policy governing clusters with high social vocation and responsiveness' (SVRC) by leveraging on innovation dynamics led by technology, open data & successful models with socio relevance & impact, creating socially-responsible value chains at a transnational level.

SVRC are usually codified only at local level, so the project addresses the transnational dimensions as networking and capacity building approach to achieve a critical mass, increase horizontal opportunities for SMEs mobility, employability and for scaling up. *To Cohesive Policy and Funds*

It is an integrated project that establishes a structured approach to policy & practice improvement of emerging dynamics in social innovation through an overarching process based on the intertwined use of open data & the creation of a transnational socially-responsible value chain. This includes studying existing initiatives, adapting and testing, with the final objective of capitalizing them in the MFD area.

Open Data for European Open Innovation (ODEON)

ODEON project aims at supporting the growth of Clusters and SMEs linked to 52 of the areas involved (focusing on green/blue growth and CCS) through the exploitation of Open and Big Data. Starting from e-government policies, the availability and quality of open data to be processed will be assured according to the fine-tuning of tools from projects and initiatives to be capitalized and involved in the project.

ODEON project will then focus on supporting Public institutions to increase the quantity and quality of open data; set-up intermediary services (Digital Hubs) able to offer tailored support for the exploitation of open data by SMEs and Profit Sector in general with innovative services and products.

The testing phase will assure:

- a) the setting-up of National/Regional Digital Hubs (7 totally) able to support the exploitation of linked Open Data addressing dedicated activities according to quadruple helix approach: training, research, development and innovation linked to enhance the competitiveness of Clusters, SMEs and start-ups and contribute to economic growth. A Mac Open DATA Cluster will foster among them linkages in order to increase their innovation and internationalization capacities. Each Region

<https://odeon.interreg-med.eu/>
(site under construction)

will focus on one or more key sectors/applications such as Tourism, Agriculture, Environment, Energy, Culture, CT, Smart Manufacturing;

- b) the testing of services and instruments addressed to SMEs/start-ups; cross-innovation activities.

**Public Procurement of innovation
Boosting Green Growth in the Mediterranean Area (PROMINENTMED)**

PROMINENTMED 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 will be related to innovative energy efficient materials and processes for public building energy refurbishment. The challenge that partners want to face is to study and implement (test) PPI procedures that can be transferred in similar contexts of the MED area. PROMINENTMED will enable the areas involved to procure and implement innovation and boost development of a wide range of innovative products and solutions customized and tailored to their needs. Learning areas will have the opportunity to introduce or catalyze PPI procedures into their public procurement policies enabling faster implementation of local strategies and plans aiming at sustainable development through green growth. At the same time partners and involved clusters will get an opportunity to establish close peer-to-peer cooperation on one side and creation of new networks on the other side. The aim is to improve the quality of public services activating a market demand triggering industry to scale up its products on chain to bring products on the market with desired quality/price ratio within a specific time.

<https://prominent-med.interreg-med.eu/>

Setting up a Network of Competitive Mediterranean Clusters with the Contribution of Creative Industries (CO-CREATE)

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 challenge for these clusters. CO-CREATE objective is to support cross-territorialization processes between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and cluster managers with the support of IPR instruments for their management.

<https://co-create.interreg-med.eu/>

The project will promote the cooperation with new methodologies and tools addressed to cluster managers, SMEs and policy makers. Main outputs will be a cross territorial toolkit as instrument to favour innovation of clusters and SMEs, 380 SMEs supported on innovative

projects, the setting up of a transnational innovation network between traditional and creative industries and a Manifesto, to promote cross fertilization and to enlarge the network. CO-CREATE will also contribute to the development at MFD level of more competitive clusters through the elaboration of a cross fertilization methodology and toolkit to support and manage cross-cluster initiatives.

Smart Atmospheres of Social and Financial Innovative Cluster for Creative Industries in MFD Area (SMATH)

The Cultural and Creative (CC) sectors are some of Europe's most dynamic sectors, with a 4.2% of total EU GDP generated. These sectors' clusters often suffer the lack of conjunctions between their CC components, making the cultural core still unable to fully express its potential in terms of fertilization of creative industries. In this condition, these sectors remain undervalued and unrecognised, especially in terms of their ability to access start-up capital and financing. One of the main challenges in these clusters is improving the connections between the cultural core engines and creativity in order to make the best of the synergies between the wealth of heritage traditions, values and symbols and the business environment that can add to them economic value and fully exploit their economic potential.

SMATH's main goal is to improve the quality and quantity of connections between the publicly oriented domain of culture and the business oriented domain of creativity via innovative forms of clustering "Smart Atmospheres".

SMATH intends to generate and strengthen "Smart Atmospheres" able to support the start-up and the development of SMEs in the CC sector facilitating the access to "culture factors" and value enhancing services (private and public finance) and the development of innovative clustering on CCs level and the setting-up of joint cooperation at PPPs among investors and public actors able to exploit their potential to support growth in the MFD Area.

<https://smath.interreg-med.eu/>
(site under construction)

Social Innovation Research on Coworking Clusters (COWORKMED)

Innovation is a territorial cooperation process involving different categories of stakeholders for the designing of new products and services. Innovation may therefore be considered as a response to the economic crisis. In many Mediterranean territories, independent workers sharing offices are increasing co-creating innovative products with an observed high level of competitiveness and sustainability.

Hence, addressing the "innovation gap" that characterizes Mediterranean territories, COWORKMED will develop a new mode of entrepreneurship and social innovation by favouring cooperation and operational bridging between public actors, universities, training centres and "mainstream" clusters together with civil society.

<https://coworkmed.interreg-med.eu/>

COWORKMFD will promote co-working processes and their transnational organization as a lever of socio-innovation in Mediterranean. Indeed, innovative products emerging from the cooperation of independent workers sharing offices could benefit more and better to mainstream clusters. Optimizing this contribution could also allow the transnational activity of key clusters through the implementation of a mobility scheme connecting ideas and people from co-working areas of the MFD metropolitan areas.

In order to assess the qualitative and quantitative potential of such synergies, COWORKMFD will gather a multi-sectorial and pluralistic partnership able to carry out a study that could pave the way to future testing activities.

Contact us

The MED Social & Creative Community is featured by TALIA, Territorial Appropriation of Leading-edge Innovation Actions, the Interreg-MED Programme's horizontal project promoting the coherence and impact of modular projects addressing the topics of Cultural and Creative Industries and Social Innovation.

You can contact us here: <https://social-and-creative.interreg-med.eu/sr/specia-pages/contact/>

For any comments on this Yearbook, please contact the Lead Partner of TALIA, Regione Puglia, Corso Sonnino 77, 70121 Bari (Italy), by sending an email to mailto:ir@talialadrea-one.pug.it.

The full collection of TALIA policy briefs can be retrieved [here](#).

Want to stay up to date with activities and events related to Creative and Social Innovation in the MED programme?

Sign up to the TALIA newsletter at <https://tinyurl.com/y8u46zv6>.



Social & Creative Community

featured by the Horizontal project TALIA
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