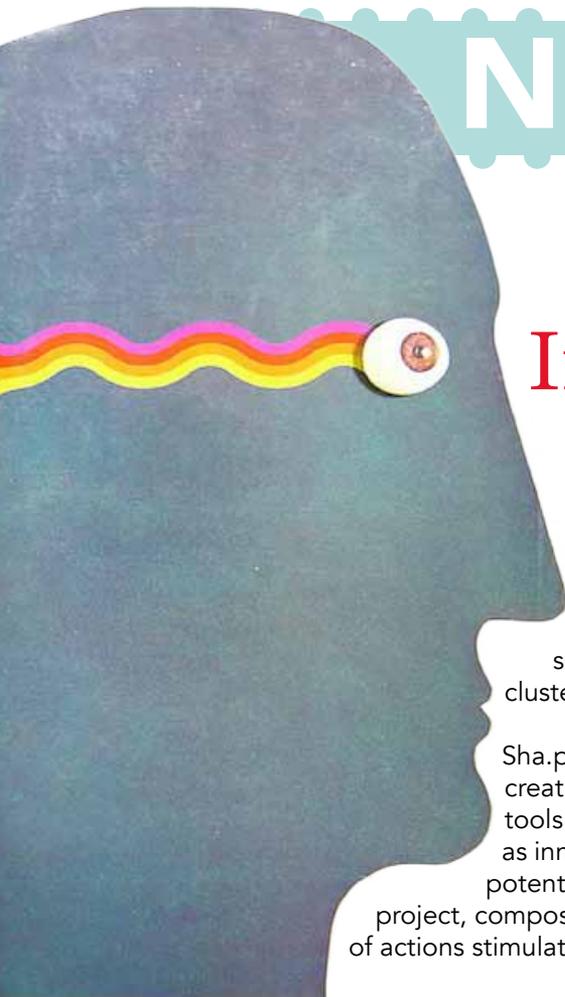




SHARING PRIOR EXCELLENCE AND SUPPORT FOR THE MED CREATIVE ASSET

Newsletter

#1/dec13



Introduction to the Sha.p.e.s. project

The Sha.p.e.s. project focuses on the excellences of the Creative Economy in the Mediterranean. This area has the highest concentration of appreciated talents, brands and know-how worldwide. The creative asset directly or indirectly produces cultural products and includes not only commercial, manufacturing or service enterprises but also artists, public and non-profit organizations – all dealing with creativeness and excellence. For this reason, Sha.p.e.s. deals also with the “governance” theme. In fact, the so-called creative cluster cuts across multiple economic and institutional sectors and competences, and does not constitute a cohesive sector in the traditional sense of a productive cluster.

Sha.p.e.s. capitalizes tools, experiences, models and results of 10 different projects, dealing with innovation, creativity and their governance. The final aim of the project is to create a common toolbox of all available online tools running in a Sha.p.e.s. Resource Centre and share and transfer consolidated methodologies and services as innovation drivers. Moreover, it aims to create a common operating model for assessing territorial innovation potential and for boosting the promotion of innovation policies and creative businesses. The partnership of the project, composed by 13 partners from Italy, Spain, Greece, Portugal, Slovenia, France is engaged in the implementation of actions stimulating knowledge, technology sharing and awareness raising.

by Caterina Praticò (National Association of Italian Municipalities Lazio), Project Coordinator

Sha.p.e.s. Launch Conference

Sha.p.e.s. partner Andalusian Institute of Technology (IAT) organized the Launch Conference of the project, held in Seville on the 1st October 2013. The event marked the starting point of the project and hosted the presentation of the several outputs that will be capitalized by the partners.

Following the welcome address by Mme Maria Fernandez on behalf of IAT, the conference was opened by the Project Coordinator, Ms Caterina Praticò. Ms Praticò explained the objectives and principles of the Sha.p.e.s. project, laying emphasis on capitalization and its meaning for the Mediterranean area, where the geography of creative industries is still incomplete. The speech focused on how to stimulate synergies among policies, methodologies and tools in order to promote creativity,

knowledge and innovation in the different Mediterranean regions. Capitalisation should be achieved by the social, economical and cultural points of view thanks by putting together models, guidelines, methodologies and tools from the partners' former experiences. Then partners presented the products that they will capitalize within the framework of the project.

The conference was followed by a Knowledge Fair, wherein partners presented to each other the main results and outputs of the original projects – a lively way to share experience and knowledge from former projects.

by Charo Camacho (Andalusian Institute of Technology)



Outputs to be capitalized (matching questionnaires)

In line with the MED Programme capitalization process which aims to let actors and stakeholders to learn lessons and share achievements from cooperation projects, Sha.p.e.s partners engaged in a peer review process to transfer methodologies for knowledge sharing, models, online and training services between partners. As a result of the peer reviews, the mutual interest for transfer of twelve project achievements was assessed.

The methodologies for knowledge sharing include:

- § The CreaMED Open Book, a publication collecting main creative experiences developed in several Mediterranean regions, raising awareness and encouraging regions to design and undertake more creative initiatives and supporting policies.
- § The KnowInG Resource Centre and on-line communities, a tool for providing on-line services through the typical approach of wikies in improving knowledge, creativity and innovation.
- § The Smart+ Methodology for strategic exchange of good practices for the improvement of the SMEs innovation capacity
- § The In.FLOW.ence Business incubator for transnational cultural cluster, an online platform acting as a community allowing transnational business to network and cooperate.
- § The SCORE Local Focus Groups for innovative technologies and sustainable best practices – benchmarking and benchlearning – through a virtual community of key stakeholders to assess and promote innovative and sustainable technologies applicable to existing buildings.

Further worthy-to-mention methodologies developed by the original projects are:

- § The Local Balance of Innovation, a methodology and a set of indicators to measure the local level of innovation, providing a tool for the improvement of innovation policy making at local level

- § The In.FLOW.ence Model for evaluation and simulation of quality of living environments, a useful tool for policy makers in order to define more adequate interventions for placing local business as well as their products for stimulating innovation at local level for vital and liveable places.
- § The In.FLOW.ence local capitalization seminars, a participatory methodology for the involvement of the local stakeholders in a process finalized to create a common vision of local development based on local resources and environmental sustainability.

Among online services to be capitalized are:

- § The Texmedin Digital Library, a database and a methodology to valorise the cultural and industrial heritage to boost excellence of Mediterranean SMEs.
- § The HIDDEN Innovation toolbox, for business multifunction organizational and marketing innovation provided online.
- § The INS-MED eMarketplace, a smart on-line directory aimed to get SMEs' creative products and services accessible worldwide.

Finally, among services as support are training methodologies and experiences developed by different projects, such as:

- § The CreaMED creative training, a methodology designed for companies involved in the creative process and providing creative tools to solve daily company's problems or to generate new ideas.
- § The KnowInG laboratories of creativeness and on-line communities created on the social networks, aiming to help entrepreneurs to market their ideas in a global market and to use digital marketing tools in an effective way.
- § The Texmedin Design Challenge, an educational experience and methodology to involve young designers to deliver new and creative products based on the cultural heritage.



Europe 2020: Europe's growth strategy

Europe is going through a period of critical economic and social transformation. The current economic crisis with its severe employment and social consequences for many European citizens has torn down decades of economic and social progress and exposed structural weaknesses in its economy. On top of that, the ageing of Europe's population, fierce global competition and climate change have turned out to be burning societal challenges. The sustainability and adequacy of Europe's health and social security systems as well as social policies in general is at stake. Structural reforms based on national efforts of Member States, but built on the single market, the cohesion policy and other EU policies are more and more compelling.

In order to tackle these issues, the EU and its Member States launched in 2010 a strategy for sustainable growth for the coming decade: the Europe 2020 strategy. The Europe 2020 strategy is about delivering growth that is: smart, through more effective investments in education, research and innovation; sustainable, thanks to a decisive move towards a low-carbon economy; and inclusive, with a strong emphasis on job creation and poverty reduction.

The strategy sets five ambitious objectives, on employment, innovation, education, social inclusion and climate and energy, to be reached by 2020 through seven "flagship initiatives"

1. Innovation Union, aiming to improve conditions and access to finance for research and innovation, so that innovative ideas can ultimately be turned into products and services and thereby create growth and jobs.
2. Youth on the move, aiming to enhance the performance of education systems and to facilitate the entry of young people into the labor market.
3. A digital agenda for Europe, aiming to speed up the roll-out of high-speed Internet and uptake of ICTs.
4. Resource-efficient Europe, aiming to help separate economic growth from the use of resources through the shift towards a low-carbon economy.
5. An industrial policy for the globalization era, aiming to improve the business environment for SMEs and supporting the development of a strong and sustainable industrial base able to innovate and compete globally.
6. An agenda for new skills and jobs, aiming to modernize labour markets and empower people by developing their skills and improving flexibility and security in the working environment.



7. European platform against poverty, aiming to ensure social and territorial cohesion by helping the poor and socially excluded to get access to the labour market and become active members of society.

Each Member State has adopted its own national targets in each of these areas. Concrete actions at EU and national levels support the strategy. Europe 2020's actions are supported by the EU's multiannual budget for 2014-2020

and, in particular, by the Structural Funds, which are deployed in the Member States to boost economic growth and support economic and social reforms and job creation.

For more information please visit:
http://ec.europa.eu/europe2020/index_en.htm

21.01.2014 – 22.01.2014

Province of Lucca will organize the Knowledge Seminar and Peer Review meeting in Lucca. Partners will transfer to the others the tested origin methodologies: training, animation, business model innovation, local balance innovation.

25.02.2014 – 26.02.2014

Urban Planning Institute of the Republic of Slovenia (UIRS) will organize the Steering Committee and Coordination Committee meeting in Ljubljana: 1,5 day meeting.

Shapes Open Forums for Public stakeholders:

The purpose of the open forum for public stakeholders is to collect the interest/critical points of local public actors snes about the adoption of SHAPES MODEL AND TOOLBOOK. The local actors that will be involved are public entities dealing directly or indirectly with innovation policies and programs:

- Technicians responsible of innovation programs/actions at NUTS III and NUTS IV level; Technicians responsible of industry, research, education and training sector;
- Decision maker at NUTS III and NUTS IV level dealing with innovation policies, industrial policies and education;
- Professional and economic organizations;
- Public innovation centres;
- Research centres and Universities;
- Training agencies;
- Chambers of commerce.

1. Federación Aragonesa de Municipios, Comarcas y Provincias (FAMCP) organizes the event on 14 February 2014;
2. BIC Lazio, CNR, and ANCI Lazio, organizes the event on 4 February 2014 in Viterbo at the Cultural Incubator of BIC Lazio;
3. Municipality of Prato organizes the event in February 2014;
4. Urban Planning Institute of the Republic of Slovenia (UIRS):
 - Open forum for Public sector 18.02.2014 (or around these dates);
5. University of Algarve organizes the event on 19 February 2014;
6. READ S.A. organizes the event at the end of February 2014;
7. Province of Lucca organizes the event at the beginning of march 2014.
8. CCIMP organizes the event on 14 February 2014;
9. IAT organizes the event at the end of February 2014.
10. CERTH organizes the event on 28 February 2014;
11. EUROKOM organizes the event on 8 february 2014.



16.01.2014 - 17.01.2014**Social Entrepreneurs: Have Your Say?**

Have Your Say! is a 2-day event in Strasbourg on 16–17 January 2014 that will bring together all the stakeholders to discuss the issues we face. This is a great opportunity for all those interested in the field to come together, “united in diversity”, to co-create a coherent pathway and continue building a healthy and vibrant social entrepreneurship sector right across Europe.

“**Social Entrepreneurs: Have Your Say!**” event on social entrepreneurship in Europe which will enable you to:

- discuss the issues YOU want and feed that into the conclusions of the event
- learn from foreign experiences and create networks
- have your own stand to showcase your success

Take part in the event!

For more information please visit:

http://ec.europa.eu/internal_market/conferences/2014/0116-social-entrepreneurs/index_en.htm

05.02.2014 – 08.02.2014**Interactio14 : “Languages of Interaction Design”**

On February 5 to 8 2014, the Interaction14 conference will take place. This edition’s theme is “Languages of Interaction Design”, and the event will take place in Amsterdam, the Netherlands. Registering is now opened, so sign up to take part in the conference and/or workshops.

Organization: The Interaction Design Association (IxDA) is the initiator of the event. They have a large network of over 55.000 members all over the world. The 2014 event is formed with the help of two big Dutch academic partners: the HKU University of the Arts Utrecht (Games and Interaction department) and Delft University of Technology (Design for Interaction department).

Student Design Challenge: This year’s challenge for students is based on the theme “Information for Life”, where participants search for ways to improve the health record systems world wide to make this information as accessible as possible. The focus must lie on how, where and when these records are distributed to contribute to health care and education. The deadline is December 8th! Apply here.

For more information please visit:

<http://interaction14.ixda.org/>

22.02.2014 – 02.03.2014**Design connects: everybody and everything!**

From February 22 through March 2, 2014, designers, architects, representatives of the economic and business sectors as well design aficionados from around the world will meet in Munich for the third time at MCBW 2014. Their objective: to sensitize the public to design and its relevance to our society, culture and economy. It takes connections and the exchange of ideas and opinions across industries to ensure the depth that creative people need to develop truly innovative works. Players in all disciplines of design are confronted today and will continue to be confronted in the future with technical, cultural, economic, social and demographic developments. These players must promote connections across disciplines, and themes from which novel areas of work can evolve. This is only one of the reasons why MCBW has become the industry’s focal point and meeting place since its inception in 2012.

Three themes, one goal: Societies, technologies and brands are the key drivers of design. This is why MCBW 2014 will centre on the three themes: “Design: Connected to technology”, “Design: Connected to brands”, and “Design: Connected to culture”.

MCBW MOMENTS – mindscapes for design: Conferences, workshops and labs – for 2014, the special exhibition MCBW MOMENTS – mindscapes for design – has evolved into a forum for design knowledge. Supplementary exhibitions will provide further depth of detail for the focal points of the conferences.

Simultaneous workshops will interconnect design and business, the economy, and society. Topical themes will be selected and elaborated on interactively.

For more information please visit:

<http://www.mcbw.de/en.html>

