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EUROPEAN UNION



**SOCIAL & CREATIVE**

## **Policy Briefing n. 7**

# **SOCIAL AND CREATIVE INNOVATION: A GROWING COMMUNITY**

Project co-financed by the European  
Regional Development Fund

The INTERREG MED Programme selects the actions to fund through a series of Calls for Proposals, which often include the policy goals of the Social and Creative Innovation Community: Cultural and Creative Industries on the one hand, and Social Innovation (comprising Open Data, Social Enterprises, and Institutional Innovation) on the other. The majority of funded projects follow the so-called Modular approach, which provides a common overall workplan based on the modules: Studying, Testing, Transferring, and Capitalising. TALIA Policy Brief n. 1 provided an introduction to the overall method and introduced the six Modular Projects approved in the first INTERREG MED Call: four in the area of Cultural and Creative Industries and two in the Social Innovation domain. This new Policy Brief continues that approach, presenting the five Modular Projects approved in the second Call: three of them address Cultural and Creative Industries and two Social Innovation.

## INTRODUCTION

Innovation is playing an increasing role across European policies at all levels, especially within the National and Regional Smart Specialisation Strategies for the 2014-2020 programming period. A broader concept of innovation is also taking shape, which blends technological and industrial advances with new societal dynamics, institutional procedures, service models, and organisational forms. The social dimension of innovation adds to and merges with the others, enabling to attain more ambitious transformational goals. In parallel, the known link between innovation and creativity is being reinforced, which promotes cultural and creative industries as a complementary force for regional and local development.

As EU Member States and Regions of the MED space are implementing their provisions for creativity and social innovation in local Smart Specialisation Strategies, these new

policies are also being explored in the INTERREG MED Programme, especially considering how broader concepts of innovation seem particularly apt to represent the original traits of the Mediterranean spirit and culture. The Programme's first Call for Proposals identified six initiatives in two main thematic areas, which all began their activities in November 2016. (See TALIA Policy Brief n. 1 for greater detail).

Four projects work in the area of promoting innovation clusters in Cultural and Creative Industries:

- **ChIMERA**: Innovative cultural and creative clusters in the MED area.
- **CO-CREATE**: Setting up a network of Competitive MED Clusters with the contribution of CREATIVE industries.
- **CreativeWear**: Creative Clothing for the Mediterranean Space.
- **openDOORS**: Designing a network of cOOperating cREative communities for developing a Sharing economy.

Two focus on different aspects of Social Innovation, namely Social Enterprises and Institutional Innovation:

- **COWORKMED**: Social Innovation Research On Coworking Clusters.
- **ProminentMED**: Public pROcureMent of Innovation boosting greEN growTh in MED area.



The Programme launched a Second Call in February 2017, open either to single-module projects (Testing and Capitalising modules only) or integrated projects (including all three modules: Studying, Testing and Capitalising). From this Call, five new projects joined the Social and Creative Innovation Community, with two Integrated Projects and three implementing only the Testing Module.

As a result, three more projects now work in the area of promoting innovation clusters in Cultural and Creative Industries:

- **CHEBEC**: Hacking the Mediterranean Economy through the Creative and Cultural sector (Testing Module).
- **SMATH**: Smart Atmospheres of Social and Financial Innovation for Innovative Clustering of Creative Industries in MED Area (Testing Module).
- **MD.NET**: Mediterranean Diet – When Brand Meets Peoples (Integrated Project).

And two more focus on different aspects of Social Innovation, namely Open Data and Social Enterprises:

- **ODEON**: Open Data for European Open innovatiON (Testing Module).
- **+RESILIENT**: Mediterranean Open Resources for Social Innovation of Socially Responsive Enterprises (integrated Project).

## THE PROGRAMME'S SECOND CALL PROJECTS OVERVIEW

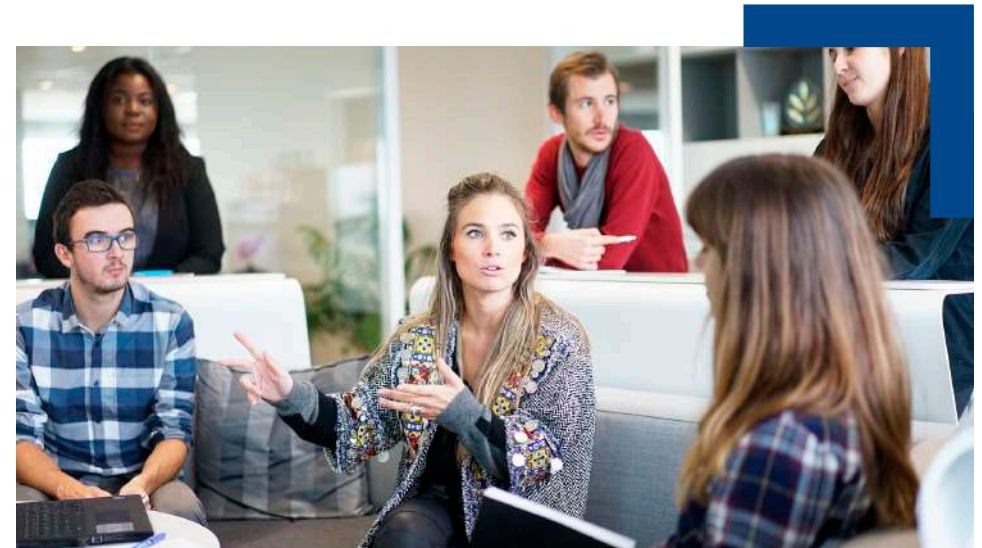
The first group includes the following:

**CHEBEC** tackles the Cultural and Creative Industry's (CCI) main challenge in the Mediterranean: support access to new markets while keeping their own identity, with the final aim to favour MED clusters' attractiveness for creative people. To do so, **CHEBEC** is experimenting an integrated support program for companies and professionals, developing international competences and contacts. The program includes training, consultancy, mobility actions, matching events and an innovation voucher scheme to concretely favour transregional collaborations. Competence building activities will be realised also for policy makers and support organisations to improve the effectiveness of their actions. Outputs will be analysed and transferred at regional levels matching S3 priorities, to ensure **CHEBEC** findings last in the long run. <https://chebec.interreg-med.eu/>



One of the main challenges for clusters in the Cultural and Creative sector is improving the connections between the cultural core engines and creativity. Only by making the best of synergies between the wealth of heritage traditions, values and symbols and the business environment can their economic potential be fully exploited. **SMATH**'s main goal is thus 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". Operationally, **SMATH** supports start-ups and SME development in the CC sector, facilitates access to "culture factories" and value enhancing services (private and public finance), develops innovative clustering among CCIs and is setting up joint cooperation through PPPs with investors and public actors.

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



## THE SOCIAL INTERFACE OF DATA

The Mediterranean Diet is an integral part of the Mediterranean identity, inscribed in the UNESCO List of Intangible Cultural Heritage. This 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. The main goal of **MD.NET** is to strengthen exploration of the Mediterranean Diet according to the UNESCO Med Diet Convention, blending comprehensive concepts with innovative tools. The project is leveraging both traditional and creative measures (such as sharing economy and living labs), promoting the cooperation of quadruple helix stakeholders to lift the Mediterranean Diet economy to new quality levels.

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

The second group includes the following:

The **ODEON** project aims to exploit the potential of Open and Big Data to promote the growth of innovative Clusters and SMEs linked to their local Smart Specialisation priorities, with a focus on green/blue growth on the one hand and Cultural and Creative Industries on the other. 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 previous projects and initiatives to be capitalised through the project. **ODEON** then focuses on supporting Public institutions to increase the quantity and quality of open data and 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.

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

**+RESILIENT** addresses the need for innovation conducive to the increased socially-responsive competitiveness of SMEs and companies operating in the social economy. 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 and successful models with social relevance and impact, creating socially-responsive value chains at a transnational level. **+RESILIENT** is an integrated project that establishes a structural approach to policy & practice improvement of emerging dynamics in social innovation. The overarching process is based on the intertwined use of open data and the creation of transnational socially-responsive value chains.

<https://plus-resilient.interreg-med.eu/>



## THE INTERREG MED PROGRAMME'S SOCIAL AND CREATIVE INNOVATION COMMUNITY

The coherence and impact of Social and Creative Innovation initiatives in the Interreg MED programme are supported by the TALIA project: Territorial Appropriation of Leading-edge Innovation Actions. The TALIA workplan foresees three strands of action:

- **Engagement and support:** Liaison and interaction with modular projects and their local and transnational networks, with the purpose of community building as well as helping them to interact with each other and their target audiences.

- **Communication:** This includes the web spaces for interaction and dissemination among researchers, practitioners, and policy makers, as well as regular events at the local and national levels.

- **Attaining impact:** This involves the identification of opportunities to extend the most prominent results across the MED space and the EU thematic policy agendas.

TALIA builds on these on-going activities to translate results as they unfold – in real time, so to speak – into useful instruments for policy action, through a series of intermediate steps:

- An **aggregation of evidence**, scaling up from the granular level of specific pilot interventions to the operational scale of policy actions.

- The development and testing of relevant **indicators for creative and social innovation**, including context, process, result, and impact dimensions.

- Application of thematic frameworks based on a **TALIA common model of Mediterranean innovation**, to facilitate access to MED innovation project resources and players when and where needed.

The regular production of policy briefings and roadmaps contributes to key debates in national and international forums, and in parallel helps partners and participants in MED innovation projects to align their work to on-going policy priorities.

We also remind you that one of the opportunities offered by the Social&Creative Community to regional and national policy makers is to receive a fresh and frequent update of the transnational activities supported by the Interreg MED programme that can help enhance and reinforce the effectiveness of innovation policies.

Want to stay up to date with activities and events related to Social&Creative Community in the MED programme? **Sign up to the newsletter at** <https://us14.list-manage.com/subscribe?u=7c0acc36fc6130b0cd2231719&id=ab07710453>



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