

Interreg
Mediterranean



EUROPEAN UNION



SOCIAL & CREATIVE

**TERRITORIAL APPROPRIATION OF LEADING-EDGE
INNOVATION ACTIONS (TALIA)**
THE NICOLAUS HOTEL

BARI



Creativity and social innovation are the enabling forces for prosperity and well-being in the MED space, in line with EU 2020 as well as the specific potentials of the Mediterranean itself. This in a context of **territorial innovation** where innovation is built on the territorial capital specific to a given place or the Mediterranean as a whole.

A **Mediterranean model of innovation** (<http://www.creativemed.eu/>) rooted in collective creativity can be instantiated through three main elements: community scale partnerships, territorial innovation, and trans-local socioeconomic ecosystems. These unfold an **innovation landscape** that blends different types of innovation into a complex process of territorial development.

The **TALIA project** applies this model to build coherence between the six Interreg-MED projects funded in 2016 promoting creativity and social innovation in areas ranging from cultural and creative industries and co-working spaces to innovative public procurement.

This **two-day launch conference** presents both TALIA and the six MED projects and explores potentials for collaboration and cooperation. Participating organisations will have the opportunity to present their own work and discuss strategic directions with local entrepreneurs and policy initiatives from the Puglia region as well as leading European experts trying to implement the Creative MED Model towards a new methodology.

AGENDA

1ST SESSION

LAUNCH CONFERENCE AND NETWORK DISSEMINATION EVENT

15 MARCH 2017, 9:00-13:15

9:00	Registration of Participants and Welcome coffee	
9:30	Loredana Capone <i>Apulia Region, Regional Minister of Economic Development</i> Vito Albino , <i>Extraordinary Commissioner of Regional Agency for Technology and Innovation</i> Gennaro Ranieri , <i>Sole Administrator of Innovapuglia Spa</i>	Welcome Speeches
10:00	Nuno Vaz Silva <i>Interreg MED Programme – Joint Secretariat, Project Officer</i>	How to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices
10:20	Adriana Agrimi <i>Apulia Region, Head of the Section Research, Innovation and Institutional Capacity</i> Jesse Marsh <i>CreativeMED Expert</i>	Creativity and social innovation in Europe. The CreativeMED model and beyond
11:00	Giuseppe Rubino <i>Apulia Region</i> <i>Head of the Section Territorial Cooperation</i>	Apulia Region within the European Territorial Cooperation
11:15	Vincenzo Bellini <i>Creative Apulia District, President</i>	
11:30	Cornelia Fischer, University of Evora, Chair for Immaterial Cultural Heritage Eric Seulliet, France Living Labs, Vice-Chair Alicia Bueno, INSULEUR Network, Technical Committee Member Mikel Oleaga, ImpactHub, EU Cluster Representative Aldo Patruno, Apulia Region, Director of Tourism, Economy of Culture and Development of the Territory Department	A Mediterranean innovation model for EU H2020 and the MED space
12:30	Vito Albino, Regional Agency for Technology and Innovation, Extraordinary Commissioner	Conclusions
12:45	Nuno Vaz Silva <i>Interreg MED Programme – Joint Secretariat, Project Officer</i>	Presentation of Modular Projects for the parallel sections
13:15		Networking Lunch

2ND SESSION

EUROPEAN STRATEGIES AND THEIR IMPLEMENTATION BY THE EUROPEAN COOPERATION IN THE MEDITERRANEAN

15 MARCH 2017, 14:30-18:30

14:30-16:00

Parallel thematic session of round tables cross-cutting at Modular Projects

These sessions have the objective to apply the Creative MED model to the themes of the Modular projects in order to tune the model towards a new methodology

<p>Chairperson: Open DOORS Lead Partner, Anci Lazio (IT) - Caterina Praticò</p>	<p>Sharing Economy</p>
<p>Discussants: TALIA Partner, Guadalinfo – Alberto Ruiz</p>	<p>Facilitator: CreativeMED expert, Thanos Contargyris</p>
<p>Ljubljana Technology Park (SL) Institute of Entrepreneurship Development (SL) Barcelona Activa (ES)</p> <p>Talia Associated Partner (tbc) Network of Insular Chambers of Commerce of Greece</p> <p>Local experiences and stakeholders - EXFADDA, Roberto Covolo</p>	<p>Open DOORS 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 intends to promote the creation of a formal Mediterranean network, defining a network's joint strategy and an 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, developing real and concrete experiences of Sharing Economy.</p>

<p>Chairperson: <u>Co-Create</u> Lead Partner, Chamber of Commerce of Venice Rovigo Delta Lag. (IT) – Roberto Sandrini, Patrizia Reddi</p>	<p>Cross-Fertilization</p>
<p>Discussants: TALIA Partner, EnoLL – Paolo Aversano</p>	<p>Facilitator: CreativeMED expert, Jesse Marsh</p>
<p>Veneto Chamber of Commerce (IT) KilKis Chamber of Commerce (EL) Ribera Consortium (ES) Cimbal (PT) Development Agency of South Aegean Regio - Energeiaki S.A. (EL) Polytechnic of Milan</p> <p>Talia Associated Partner (tbc): Impact HUB</p> <p>Local experiences and stakeholders - Scuola Open source, Alessandro Tartaglia</p>	<p>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. 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-fertilization processes between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management. The project will promote the cooperation with new methodologies and tools addressed to clusters managers, SMEs and policy makers.</p>

<p>Chairperson: <u>CoWorkMED</u> Lead Partner, Agency for Sustainable Mediterranean Cities and Territories (FR) - Léonard Lévêque</p>	<p>Co-working Process</p>
<p>Discussants: TALIA Partner INRIA – Brigitte Trousse</p>	<p>Facilitator: CreativeMED expert, Francesco Molinari</p>
<p>Group Union Marsiglia (FR) Barcelona Accelerator (ES) Croatian independent association (HR) Spanish Association for internationalization Catalonia (EL) University of Valencia (ES) Ljubljana Technology Park (SL) IrRADIARE, Science for evolution – (PT) University of Maribor</p> <p>Talia Associated Partner (tbc): France Living Labs</p> <p>Local experiences and stakeholders - TheQube, Salvatore Modeo</p>	<p>Addressing the "innovation gap" that characterizes Mediterranean territories, CoworkMED will develop a new model of entrepreneurship and social innovation by favouring cooperation and operational bridging between public actors, universities, training centres and "mainstream" clusters together with civil society.</p> <p>CoworkMED will promote co-working processes and their transnational organization as a lever of social innovation in the 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 MED metropolitan areas.</p>

16:00-16:30 Coffee Break

16:30–18:00

Parallel thematic session of Labs and round tables cross-cutting at Modular Projects

<p>Chairperson: <u>Creative Wear</u> Lead Partner, Municipality of Prato (IT) – Paolo Guarneri, Lorena Vidas</p>	<p>Textile & Clothing</p>
<p>Discussants: TALIA Partner, PREDA – Goran Rodic</p>	<p>Facilitator: CreativeMED expert, Thanos Contargyris</p>
<p> Foundation Development and Innovation Catalonia (ES) Andalusian Institute of Technology (ES) Textile Industrial Association (EL) Textile Confederation (BE) Textile Research Institute of Valencia (ES) FoundationTextile Museum of Prato Talia Associated Partner (tbc): University of Evora Local experiences and stakeholders - Dhitech, Francesco Matteucci </p>	<p> CreativeWear intends to revitalize 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. CreativeWear will extend the on-going H2020 TCBL -Textile & Clothing Business Lab- project (which complements techno-industrial with social innovation) to creative clusters in the MED space: it will test adaptation of the TCBL 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. </p>
<p>Chairperson: <u>ProminentMED</u> Lead Partner, SVILUPPUMBRIA - Agenzia di sviluppo Umbria (IT) – Diego Mattioli, Consuelo Benedetti</p>	<p>Public Procurement of Innovation</p>
<p>Discussants: TALIA Lead Partner Apulia Region – Adriana Agrimi</p>	<p>Facilitator: CreativeMED expert, Jesse Marsh</p>
<p> University of Zagreb (HR) University of Valencia (ES) Metropolitan Area Lisbon (PT) Ljubljana Technology Park (SL) Foundation Development and Innovation Catalonia (ES) Local experiences and stakeholders - Innovapuglia, Francesco Surico </p>	<p> The main idea of the project proposal focuses on the use of Public Procurement of Innovation (PPI) procedures supported by the European Union (EU) in order to stimulate the development of innovative technology systems and solutions in the field of energy efficiency and their market uptake. Project 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. </p>

<p>Chairperson: ChIMERA Lead Partner, Regione Friuli Venezia Giulia (IT) – Elena Mengotti</p>	<p>Creativity and Clustering</p>
<p>Discussants: TALIA Partner, UCH – George Assonitis</p>	<p>Facilitator: CreativeMED expert, Francesco Molinari</p>
<p>Productive District Puglia Creativa (IT)</p> <p>Andalusian Institute of Technology – IAT Andalusia (ES)</p> <p>Creative Thinking Development (EL) Regione Basilicata (IT)</p> <p>Local Company of Initiatives and activities Malaga (ES)</p> <p>University of Algarve (PT)</p> <p>Nice Côte d'Azur Chamber of Commerce and Industry (FR)</p> <p>IrRADIARE, Science for evolution – (PT)</p> <p>Local experiences and stakeholders - Creative Puglia District, Cinzia Lagioia</p>	<p>Cultural and creative industries (CCIs) represent highly innovative SMEs. For participating regions CCIs is a strategic sector of development as underlined in their RIS3s, but this potential is hampered by a gap of information on CCI local environment, innovation and market barriers and a lack of tailored support to stimulate innovation, internationalization and cross fertilization. ChIMERA main objective is to improve innovation capacities of CCI public and private actors through strengthened cooperation among companies, research bodies, public authorities and civil society. Thanks to ChIMERA, CCIs key actors will improve their innovation capacities acquiring the opportunity to cooperate in a transnational network; clusters members will benefit of tailored services to meet innovation needs and regions will strengthen innovative CCIs clusters and concretely pursue innovation strategies on CCIs.</p>

18:00 - 18:45

Plenary session

18:00 – 18:30 Wrap up and conclusions by Creative MED facilitators

18:30 – 18:45 Closing remarks by Nuno Vaz Silva

20:30 Social dinner
"Drinking-Thinking-Talking"

TALIA KICK OFF MEETING SESSION WITH MODULAR PROJECTS

16 MARCH 2017

9:00-13:00

AGENDA

9:00	Participants Registration and welcome coffee	
9:15	Nuno Vaz Silva <i>Interreg MED Programme – Joint Secretariat, Project Officer</i>	Welcome
9:20	Adriana Agrimi <i>Head of the Apulia Region Section Industrial Research, Innovation and Institutional Capacity</i> <i>Marco Di Ciano, Innovapuglia, Responsible for the Research and Innovation Service</i>	Opening of the session
9:30	Andrea Coluccia <i>Creative Europe Desk Media -Bari Office</i>	Creative Europe MEDIA sub-programme
10:00	<ul style="list-style-type: none"> • ChIMERA • Co-Create • CoWorkMED • CreativeWear • Open Doors • ProminentMED 	Modular project presentations of the next six months activities <i>(10 min each)</i>
11:00	Moderators: Jesse Marsh, Francesco Molinari <i>CreativeMED Experts</i>	Interactive Session with Modular projects <ul style="list-style-type: none"> - Stakeholders georeferencing - Planning of joint events - Procedure for mapping stakeholders - Collection and aggregation of data from Modular Projects
12:00	Valeria Citarella <i>Apulia Region, TALIA Financial Manager</i> Rosa Giannini <i>Apulia Region, Technical referent for European Affair and Projects</i>	TALIA Project contractual and financial issues Memorandum of Understanding
12:30	Adriana Agrimi/Marco Di Ciano	Conclusions
13:00-14:15		Light Lunch

TALIA Study Visit
16 March 2017, 14:30-23:00
Visits to local innovation centres

14:30 – 15:30 Exhibition

Cosmologies, new models from Extreme Present: is an installation, a series of conversations and workshops organized by Parasite 2.0. A fanta-space where playfully experiment new and different ways to deal with things, with body and nature, ironically playing with an obscure and indecipherable future, which we cannot read.

14:30-15:30 Visit to Puglia Design Store (meeting with Apulian creative designers)

16:00-17:00 Visit to Atelier by Peppino Campanella workshop (Polignano a Mare, BA)

<http://www.peppinocampanella.it/it/home/>

Store "Nalj Jewels" by Mimmo Demattia e Annalisa Mirizzi <http://www.nalj.it/>

17:00-17:30 Tormaresca appetizer to be enjoyed out on the terrace of Peppino Campanella

18.30-20:00 Visit to Ex Fadda Urban Laboratory (San Vito dei Normanni, BR)

Meeting with Roberto Covolo e Domenico De Pascale of "LA MANTA – Communities handcraft and arts"

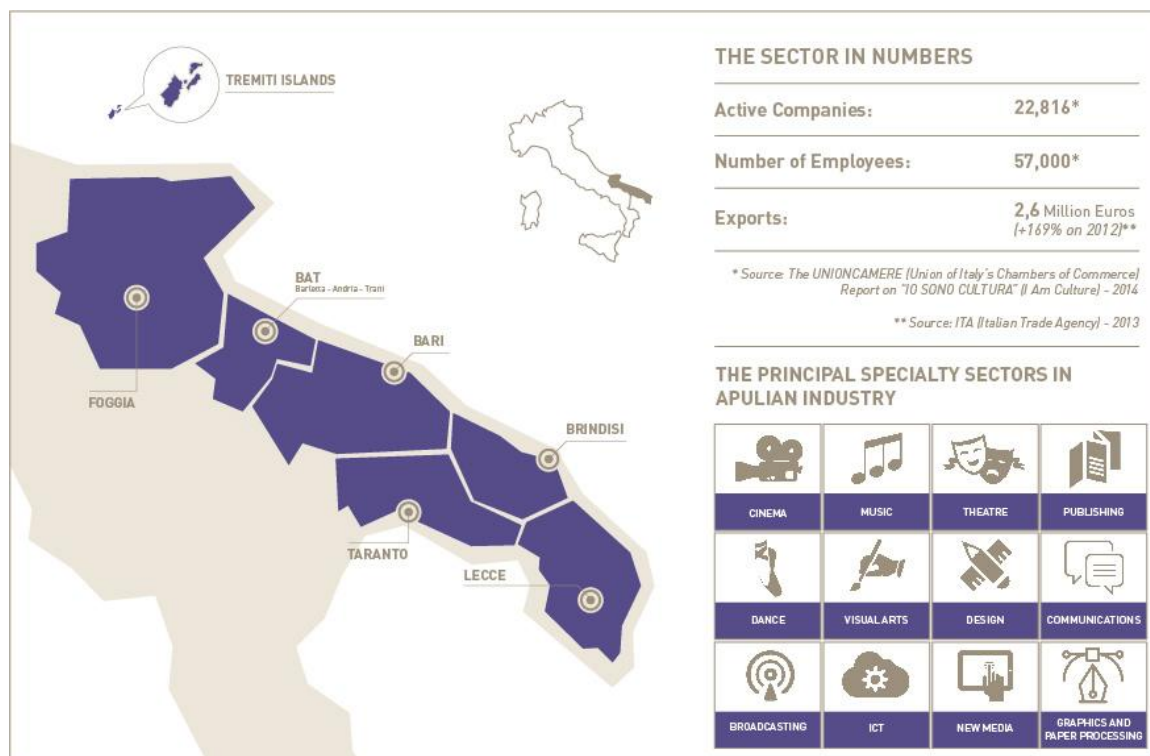
https://www.facebook.com/pg/lamantartigianatodicomunita/about/?ref=page_internal

20:00 Dinner

22.30 Departure to Bari

The Creativity sector in Puglia

<http://internazionalizzazione.regione.puglia.it/industria-creativa>





GENERAL INFORMATION

CONGRESS VENUE

THE NICOLAUSHOTEL

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Ph. + 39 080 5682111
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REGISTRATION IS MANDATORY AT

[HTTP://WWW.SISTEMA.PUGLIA.IT/SISTEMAPUGLIA/TALIA](http://www.sistema.puglia.it/SISTEMAPUGLIA/TALIA)

OFFICIAL LANGUAGE

The official language of the event will be English.

Simultaneous translation from/to Italian will be provided during the Plenary session on 15th March

For further info: infotalia@regione.puglia.it

In collaboration with



Partnership

Lead Partner



Regional Government
of Apulia
(Italy)

Technical Support



Project Partners



Agency for Economic
Development of City
of Prijedor
(Bosnia-Herzegovina)



European Network
of Living Labs
(Belgium)



Fernando de los
Ríos Consortium
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Organizing Secretariat

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