

Interreg
Mediterranean



EUROPEAN UNION



SOCIAL & CREATIVE

**TALIA HORIZONTAL PROJECT
INTERNATIONAL SEMINAR**

4^h October 2017 – Ljubljana (Slovenia)

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**, led by Apulia Region (IT), is the horizontal project aiming at building and developing the Social & Creative community within the InterregMED Programme, by boosting cohesion, coherence and synergies among the six Interreg-MED projects funded in 2016 promoting creativity and social innovation in areas ranging from creative industries and co-working spaces to innovative public procurement.

Following the **TALIA project Launch Conference** held in Bari (Italy) in March and, especially, after the “**We are MED. Going beyond thematic communities**” event held in Alicante (Spain) in May where synergies and transversal cross debates emerged among the eight Interreg MED thematic communities, this **International Seminar** is based on a high to low level approach:

- following-up with the work of the **MED thematic communities** framework “Modular and Horizontal projects, a living architecture”.
- cohesion of the **Social & Creative community** by facilitating engagement of clusters of stakeholders (SMEs, Academia, Public actors, etc.) involved in the Cultural and Creative Industries and Social Innovation developments in transnational clustering processes.
- highlighting **innovation and clustering evidence in the creative and cultural industries**, as this seminar will be organized during the ChIMERA modular project meeting backed to International Conference, creative exchange and investment forum for Cultural and Creative sector

The TALIA International Seminar will take place on 4th October 2017 and will involve the participation of modular projects in the Social & Creative thematic community, associated partners and key stakeholders in the thematic area.

TALIA MED PROJECT INTERNATIONAL SEMINAR
“INNOVATION AND CLUSTERING IN THE CREATIVE AND CULTURAL INDUSTRIES”

4TH OCTOBER 2017, 11:00-13:00

Muzej za arhitekturo in oblikovanje, Pot na Fužine 2

11:00	Thanos Contargyris <i>UHCC expert</i> <i>ChIMERA Seminar Buddy Partner</i>	International seminar purpose
11:10	Adriana Agrimi <i>Puglia Region, Head of the Section Research, Innovation and Institutional Capacity</i>	TALIA Project: the Social & Creative community
11:20	Jesse Marsh <i>ENOLL expert</i>	TALIA Vision and relevance of ChIMERA practices in the Social & Creative community
11:30	Thematic community think tank <i>Moderator: TALIA expert</i> <i>Invited speakers</i> <ul style="list-style-type: none"> • Waag (TALIA associated partner) • Impact Hub (TALIA Associated Partner) • Francophone Living Labs Networks (TALIA Associated Partner) • ChIMERA (MED Modular Project) • Co-create (MED Modular Project) • Prominent (MED Modular Project) 	Improve innovation capacities and clustering evidence in Creative and Cultural Industries
12:30	Open Discussion <i>with Modular Projects, Horizontal Projects and Local Stakeholders</i>	- Share working example and tested models of transnational and/or transregional network of CCI clusters - Evaluate tailored services (training key actors, mentoring new entrepreneurs, international trade/partnering, financial opportunities and schemes, etc.) to meet innovation needs -Identify/prioritize suitable public supply or demand side measures
12:50	Marco Di Ciano <i>InnovaPuglia, in-house company of Puglia Region</i>	Wrap up and conclusions
13:00	Networking lunch and speed meetings	

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