

Interreg
*M*editerranean



SOCIAL & CREATIVE

TALIA Policy Briefing n. 1
SOCIAL AND CREATIVE INNOVATION
IN THE MEDITERRANEAN

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.

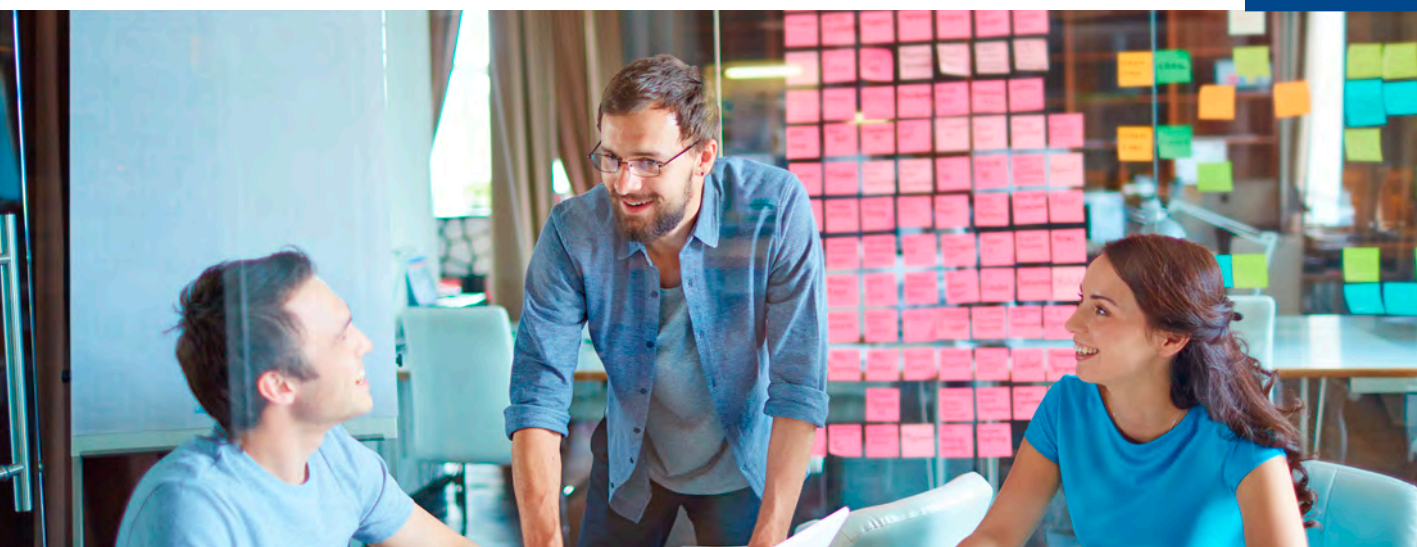
The social dimension of innovation adds to and merges with the others, enabling to attain more ambitious transformational goals. In parallel, the known link between innovation and creativity is being reinforced, which promotes creative industries as a complementary force for regional and local development.

Also, many EU Member States and Regions of the MED space have made provisions for creativity and social innovation in their Smart Specialisation Strategies, and now the time has come to put these new policies into practice, bearing in mind that the broader concept of innovation outlined above seems particularly apt to represent the original traits of the Mediterranean spirit and culture.

Solid implementation requires however that we identify examples of good practice that are relevant to the Mediterranean's contexts, problems, potentials, and opportunities – and that can be usefully scaled up and out to attain lasting impact.

As a contribution in that direction, the INTERREG MED Programme has introduced new mechanisms to channel and synthesize the results of past and on-going projects to make them available in a usable form to policy makers when and where needed.

TALIA – Territorial Appropriation of Leading-edge Innovation Actions – is one of such mechanisms, acting horizontally to improve the policy impact of projects in the creativity and social innovation domain. TALIA will thus capture the insights coming from the most interesting experiences taking place in our territories, to support policy-makers who aim to effectively deploy a Mediterranean Model of creativity and social innovation.



A MODULAR PROGRAMME ARCHITECTURE

The MED Programme structures its implementation projects according to a common set of modules: **studying**, **testing**, **transferring** and **capitalising**. Individual Modular Projects adopt one or more of these modules according to the level of maturity of the issue and the approach followed.

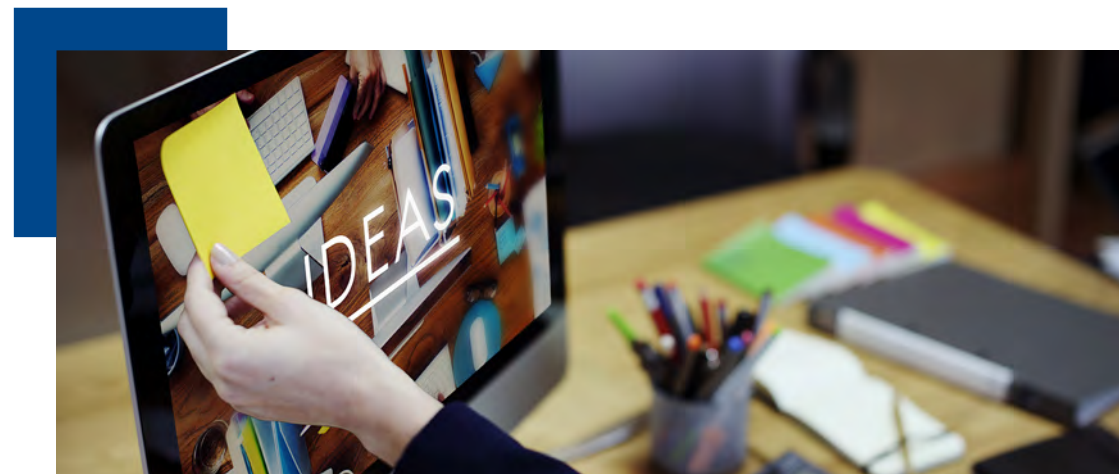
This offers to policy-makers the possibility of more easily identifying the potential usefulness of a project, whether it be a support to background studies or a model for implementation.

- S** STUDYING
- T** TESTING
- T** TRANSFERRING
- C** CAPITALISING



CREATIVE INDUSTRIES

A SWOT analysis of the Mediterranean area identifies creative industries as one of four sectors with great strategic interest. Creative Industries – including a range of activities from the performing arts to advertising – 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.



- S** **CHIMERA**
Innovative cultural and creative clusters in the MED area
- T** Improves innovation capacities of the cultural and creative industry through strengthened transnational cooperation and connections among companies, research bodies, public authorities and civil society.
- T**
- T** **CO-CREATE**
Setting up a network of competitive MED clusters with the contribution of creative industries
- T** Supports cross-fertilization processes between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers.
- C**

- T** **CREATIVEWEAR**
Creative clothing for the Mediterranean space
- T** Aims to revitalize the 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
- S** **OPEN DOORS**
Designing a network of cooperating creative communities for developing a sharing economy
- Demonstrates how the Sharing Economy can be a driver of economic, territorial, and social growth and building a Mediterranean network based on existing innovative and creative communities.

SOCIAL INNOVATION

Social innovation describes the entire process by which new responses (products, services and models) to social needs are developed in order to deliver better social outcomes, creating new social relations or modes of cooperation. The MED Programme has identified three topics for Modular Projects in this area:

- Open Data
- Social Entrepreneurship
- Public Sector Innovation, including Public Procurement of Innovation and/or Pre-Commercial Procurement

S

COWORKMED

Social innovation research on coworking clusters

Develops 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.

S

PROMINENT MED

Public procurement of innovation boosting green growth in MED area

T

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 their market uptake.

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TALIA PARTNERSHIP

LEAD PARTNER



PROJECT PARTNERS



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



European Network of Living Labs (Belgium)



SOCIEDAD DE LA INFORMACION Y EL CONOCIMIENTO **CONSORCIO FERNANDO DE LOS RÍOS**

Fernando de los Ríos Consortium (Spain)



National Institute for Research in Computer Science and Automation (France)



Union of Hellenic Chambers of Commerce & Industry (Greece)



TALIA: Territorial Appropriation of Leading-edge Innovation Actions

TALIA, the horizontal project promoting the coherence and impact of social and creative innovation initiatives in the Interreg MED programme, 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.

This is in fact the first of a series of 3-monthly **TALIA** policy briefings. Successive editions will focus on the evolving frameworks and emergent issues thrown up by the concrete actions in the MED programme. To receive the **TALIA** policy briefings on a regular basis, contact the **TALIA** project at the following address:

infotalia@regione.puglia.it

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