

**Interreg**  
*Mediterranean*



EUROPEAN UNION



**SOCIAL & CREATIVE**

**TALIA HORIZONTAL PROJECT  
INTERNATIONAL SEMINAR**

**28<sup>th</sup> June 2017 – Barcelona (Spain)**

**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 co-creation processes.
- highlighting **co-working evidence in the creative and cultural industries**, as this seminar will be organized during the COWORKMED modular project meeting backed to COWOCAT Coworking Day 2017.

The TALIA International Seminar will take place on 28th June and will involve the participation of modular projects in the Social & Creative thematic community, associated partners and key stakeholders in the thematic area.

The Coworking Day (29<sup>th</sup> June) will be articulated in parallel sessions and panels, dealing with smart factories, territorial dynamisation, innovation and social transformation.

We look forward to meet you in Barcelona.

REGISTER [Here](#)

## AGENDA

### TALIA MED PROJECT INTERNATIONAL SEMINAR “CO-WORKING EVIDENCE IN THE CREATIVE AND CULTURAL INDUSTRIES”

28<sup>TH</sup> JUNE 2017, 16:30-20:00

**Venue: MEDIATIC Building - Business Support Office**

**Address: Roc Boronat 117 - Barcelona**

16:30	Léonard Lévêque CoWorkMed	Welcome
16:35	Nuno Vaz Silva <i>Interreg MED Programme – Joint Secretariat, Project Officer</i>	Building the thematic community
16:50	Marco Di Ciano <i>InnovaPuglia, in-house company of Puglia Region, representing the Section Research, Innovation and Institutional Capacity</i>	TALIA Project: the Social & Creative community
17:00	Jesse Marsh <i>ENoLL expert</i>	TALIA Vision and relevance of co-working practices in the Social & Creative community
17:15	Round table <i>Moderator: TALIA expert</i>	Co-working evidence in the Creative and Cultural Industries
	<ul style="list-style-type: none"> <li>• Co-WorkMed</li> <li>• Creative Wear</li> <li>• TheQube - Salvatore Modeo (Apulian Stakeholder)</li> <li>• France/Francophonie Living Labs (Associated Partner) tbc</li> <li>• ENoLL local member - Artur Serra</li> <li>• IEMed - Javier Albarracin Corredor</li> <li>• Impact Hub (Associated Partner- Mickae Oleaga)</li> <li>• University of Evora (Associated Partner- Filipe Barata)</li> </ul>	

<b>18:15</b>	<b>Open Discussion</b> <i>with Modular Projects, Horizontal Projects and Local Stakeholders for thematic community building</i>	<b>-Evaluate the growing success of the Co-working concept and Co-working space phenomenon</b> <b>-Compare business models associated with Co-working and their main advantages and disadvantages</b> <b>-Identify/prioritize suitable public supply or demand side measures</b>
<b>19:15</b>	<b>Marco Di Ciano</b> <i>InnovaPuglia, in-house company of Puglia Region, representing the Section Research, Innovation and Institutional Capacity</i>	<b>Wrap up and conclusions</b>
<b>20:00</b>	<b>Closure</b>	

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