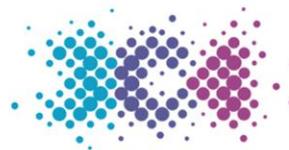


MED JOINT CAPITALISATION CONFERENCE

THE STRATEGIC ROLE OF TRANSNATIONAL COOPERATION IN ENHANCING COMPETITIVENESS IN THE CULTURAL AND CREATIVE SECTOR

2nd April 2014

Chamber of Commerce and Industry Marseille Provence
9, La Canebière - 13001 Marseille



3C4 INCUBATORS
DEVELOPING TERRITORIES THROUGH
CULTURE AND CREATIVITY



SHARING PRIOR EXCELLENCE AND SUPPORT FOR THE MED CREATIVE ASSET



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BACKGROUND

Research and innovation for smart specialization strategies (RIS3) have become key elements of cohesion policy. They are an *ex-ante* conditionality for the innovation-related EU cohesion funding. Targeted support to Research and Innovation is also a strategic approach to economic development, which implies concentrating resources on key priorities in a region, based on local economic potential rather than spreading efforts and investments too thinly.

Creative industries are considered by the European Commission as value-added activities which offer chances of strengthening a regional competitiveness. It calls on regions to make use of EU regional policy funds to develop such strategies, in particular smart specialization strategies which embrace “a broader concept of innovation, not only investment in research or the manufacturing sector, but also building regional competitiveness through design and creative industries...”.

In the green paper ‘**Unlocking the potential of cultural and creative industries**’ the European Commission summarises some of the most pressing policy challenges to be addressed in order to fully benefit from the creative potential in Europe:

- Appropriate access to funding has to be provided;
- Cultural exchanges and international trade have to be promoted;
- The local and regional dimensions of the creative industries have to be addressed and better linked with EU regional policy;
- New adapted spaces and platforms for creativity and entrepreneurship have to be created.
- The creation of spill-over effects has to be encouraged.

Transnational cooperation projects can give an effective contribution to cope with some of these challenges and to enhance competitiveness of cultural/creative SMEs in the Mediterranean, in particular:

- *By supporting SME development*, through methodologies and tools for business skills development; through support to internationalization processes (internationalization potential analysis; platforms for meetings and networking among business communities); through tools to facilitate access to finance; through Incubators;
- *By supporting decision makers* to establish and implement policies and support measures to enhance competitiveness of cultural and creative SMEs.

FIRST PART – SMART SPECIALIZATION STRATEGIES FOR CULTURAL AND CREATIVE SECTOR

8,30

Registration and welcoming coffee

9,00

Louis Aloccio (CCIMP) - Welcoming words

9,15

JTS Representative: Presentation of Conference objectives, the Place of Innovation and Smart Specialisation Strategies in the next programming period of the MED Programme

9,30 - 10,30

John Edwards (JRC IPTS Seville) - Smart Specialization Strategies: Explaining the concept

Francesco Molinari (Municipality of Prato) - RIS3 as a tool to promote transnational cooperation in innovation

Hortência Menino (CIMAC): "Culture as a factor of territorial development"

Leda Bologni (Aster): "Culture and creative sector in the Smart Specialization Strategy of Emilia Romagna"

10,30 - 11,00 Debate

11,00 - 11,15 Coffee Break

SECOND PART - THE CONTRIBUTION OF TRANSNATIONAL COOPERATION PROJECTS TO COMPETITIVENESS OF CULTURAL AND CREATIVE SECTOR IN THE MEDITERRANEAN

11,15 - 13,15 - First Part - Tools and methodologies for supporting SME development The contribution of MED Capitalization Projects

MODERATOR: FRANCESCO MOLINARI

– ACCELMED

Emmanuel Noutary (ANIMA Investment Network), "Entrepreneurship, Innovation and VC in the Mediterranean"

– CITEK

Ricard Esparza Masana (UAB Research Park), "Online observatory and knowledge communities platform for the evaluation and monitoring of the MED smart specialization strategies"

Marcella Contini (CNA Innovazione) "Guideline for internationalization potential of business network"

– SHAPES

Caterina Praticò (ANCI LAZIO), "Toolbox with online services produced by previous projects"

– 3C4INCUBATORS

Ferdinand Richard (A.M.I.) "Dynamo Platform as a way to support Cultural Enterprises"

Carolina Fernandes (Innovation and Funding Advisor at Enterprise Europe Network and Chair of the EC Sector Group Creative Industries) - "The experience of the EEN in supporting creative industries"

Debate, 30 minutes

13,15 - 14,15

Lunch

14,15 - 16,00 - Second part - Support to decision making
The contribution of MED Capitalization Projects

MODERATOR: FERDINAND RICHARD

— CREATIVEMED

Jesse Marsh (Conorzio ARCA - Conorzio per l'Applicazione della Ricerca e la Creazione di Aziende innovative), "Culture and Creativity for Territorial Innovation: the CreativeMED Model"

— SHAPES

Caterina Praticò, "Common Operative Model for Assessing innovative Potential and for Supporting Policy Decision for development"

— CITEK

OXALIS Scop SA, "Action plan for social economy actors involvement in MED smart specialization strategies"

Debate, 30'

THIRD PART - CAPITALIZING THE EXPERIENCE OF MED PROJECTS

16,00 - 16,30

The experts (**John Edwards**, **Francesco Molinari** and **Ferdinand Richard**) summarize the discussion, paying attention to two topics:

- What concrete contribution can transnational co-operation projects give to the definition of innovation strategies in the countries involved in MED projects?
- More in general, what contribution can the concrete transnational co-operation emerging in this conference give to the definition of innovation strategies in the countries involved in MED projects?

16,30 - 17,00

Debate

17,00 - 17,15

JTS briefly draw the main conclusions for the future MED Programme.