

**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 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.

## DRAFT AGENDA

### 1ST SESSION

#### LAUNCH CONFERENCE AND NETWORK DISSEMINATION EVENT

15 MARCH 2017, 9:00-13:30

9:00	<b>Registration of Participants and Welcome coffee</b>	
9:30	<b>Michele Emiliano</b> <i>Puglia Region, President</i> <b>Loredana Capone</b> <i>Puglia Region, Regional Minister of Economic Development</i>	<b>Welcome</b>
10:00	<b>Nuno Vaz Silva</b> <i>Interreg MED Programme – Joint Secretariat, Project Officer</i>	<b>How to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices .</b> <b>The 2nd call for Modular projects opened on 22<sup>nd</sup> February</b>
10:30	<b>Adriana Agrimi</b> <i>Puglia Region, Head of the Section Research, Innovation and Institutional Capacity</i>	<b>Creativity and social innovation in Europe: how create a community</b>
10:45	<b>Paolo Casalino</b> <i>Puglia Region, Head of Brussels Office</i>	<b>EU platform and funding tools for social innovation and creativity</b>
11:15	<b>Vincenzo Bellini</b> <i>Creative Apulia District, President</i>	
11:30	<b>Cornelia Fischer</b> <i>Univ EVORA, Chair for Immaterial Cultural Heritage</i> <b>Brigitte Trousse</b> <i>French Network of Living Labs</i> <b>Alicia Bueno</b> , <i>INSULEUR Network, Technical Committee Member</i> <b>ImpactHub, TBC</b> <b>Waag society TBC</b> <b>Thimo Thoeye</b> <i>City of Ghent, Expert TBC</i> <b>Aldo Patruno</b> , <i>Puglia Region, Director of Tourism ,Economy of Culture and Development of the Territory Department</i>	<b>A Mediterranean innovation model for EU, H2020 and the MED space</b>
13:00	<b>Vito Albino</b> , <i>Regional Agency for Technology and Innovation</i>	<b>Conclusions</b>
13:15	<b>Nuno Vaz Silva</b> <i>Interreg MED Programme – Joint Secretariat, Project Officer</i>	<b>Presentation of Modular Projects for the parallel sections</b>
13:30		<b>Networking Lunch</b>

## 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><b>Chairperson:</b> <b>Creative Wear</b> Lead Partner, Municipality of Prato (IT)</p>	<p><b>Textile &amp; Clothing Business</b></p>
<p><b>Discussants:</b> <b>TALIA Partner, PREDA</b></p>	<p><b>Facilitator: CREATIVE MED expert Thanos Contargyris</b></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)</p> <p><b>Talia Associated Partner (tbc) : Universty of Evora</b></p> <p><b>Local experiences and stakeholders</b> - <b>Dhitech, Francesco Matteucci</b></p>	<p>CreativeWear intends to revitalizes the crisis-ridden Textile &amp; Clothing (T&amp;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.</p> <p>CreativeWear will <b>extend</b> the on-going H2020 <b>TCBL -Textile &amp; Clothing Business Lab-</b> project (which <b>complements techno-industrial with social innovation</b>) to creative clusters in the MED space: it will test adaptation of the <b>TCBL network model</b> (which couples Design, Making, and Place Labs with Business Pilots in innovative value chain scenarios) <b>to existing creative clusters such as museums, creative hubs, fashion schools, design centres, volunteer organisations.</b></p>

<p><b>Chairperson:</b> <b>Prominent MED</b> Lead Partner, SVILUPPUMBRIA - Agenzia di sviluppo Umbria (IT)</p>	<p><b>Public Procurement of Innovation</b></p>
<p><b>Discussants:</b> <b>TALIA Partner, Puglia Region</b></p>	<p><b>Facilitator:</b> CREATIVE MED expert <b>Francesco Molinari</b></p>
<p>Univerisity of Zagreb (HR) Univerisity of Valencia (ES) Metropolitan Area Lisbon (PT) Ljubljana Technology Park (SL) Foundation Development and Innovation Catalonia (ES)</p> <p><b>Talia Associated Partner (tbc): City of Ghent</b></p> <p><b>Local experiences and stakeholders</b></p> <ul style="list-style-type: none"> <li>- <b>Innovapuglia, Francesco Surico (TBC)</b></li> </ul>	<p>The main idea of the project proposal focuses on the use of <b>Public Procurement of Innovation (PPI)</b> 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.</p> <p>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 <b>introduce or catalyze PPI procedures into their public procurement policies</b> enabling faster implementation of local strategies and plans aiming at sustainable development <b>through green growth.</b></p>

<p><b>Chairperson:</b> <b>Co-Work MED</b> Lead Partner, Agency for Sustainable Mediterranean Cities and Territories (FR)</p>	<p><b>Co-working Process</b></p>
<p><b>Discussants:</b> <b>TALIA Partner, INRIA</b></p>	<p><b>Facilitator:</b> CREATIVE MED expert <b>Jesse Marsh</b></p>
<p>Group Union Marsiglia (FR) Barcelona Accelerator (ES) Croatian independent association (HR) Spanish Association for internationalization Catalonia (EL)</p> <p><b>Who form Open DOORS?</b></p> <p><b>Talia Associated Partner (tbc): France Living Lab</b></p> <p><b>Local experiences and stakeholders</b></p> <ul style="list-style-type: none"> <li>- <b>TheQube, Salvatore Modeo</b></li> </ul>	<p>Addressing the "innovation gap" that characterizes Mediterranean territories, <b>Co-work MED will develop a new model of entrepreneurship and social innovation</b> by favouring cooperation and operational bridging between public actors, universities, training centres and "mainstream" clusters together with civil society.</p> <p><b>Co-work MED</b> will promote <b>co-working processes</b> 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 "<b>mainstream</b>" clusters. Optimizing this contribution could also allow the transnational activity of key clusters through the implementation of a <b>mobility scheme connecting ideas and people</b> 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><b>Chairperson:</b>  <b>Open DOORS</b> Lead Partner, Anci Lazio (IT)</p>	<p><b>Sharing Economy</b></p>
<p><b>Discussants:</b>  <b>TALIA Partner, Guadalinfo</b></p>	<p><b>Facilitator:</b> CREATIVE MED expert, <b>Thanos Contargyris</b></p>
<p>Ljubljana Technology Park (SL)          Institute of Entrepreneurship Development (SL)          Barcelona Activa (ES)</p> <p><b>Talia Associated Partner (tbc) Network of INSULAR Chambers of Commerce of Greece</b></p> <p><b>Local experiences and stakeholders</b></p> <ul style="list-style-type: none"> <li>- <b>EXFADDA, Roberto Covolo (TBC)</b></li> </ul>	<p><b>Open DOORS</b> aims to demonstrate how the <b>Sharing Economy</b> can be a <b>driver of economic</b> (business dimension, integrative incomes etc), <b>territorial</b> (subsidiary principle and new available local commodities i.e. transport, accommodation etc which cover public services' gaps) and <b>social</b> (civil society direct participation) <b>growth</b>. It intends to promote the <b>creation of a formal Mediterranean network</b>, 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><b>Chairperson:</b>  <b>Co-Create</b> Lead Partner, CCIAA Veneto (IT)</p>	<p><b>Cross Fertilization</b></p>
<p><b>Discussants:</b>  <b>TALIA Partner, EnOLL</b></p>	<p><b>Facilitator:</b> CREATIVE MED expert, <b>Francesco Molinari</b></p>
<p>Veneto Chamber of Commerce (IT)          Kilkis Chamber of Commerce (EL)          Ribera Consortium (ES)          Cimbali (PT)</p> <p><b>Talia Associated Partner (tbc): Impact HUB</b></p> <p><b>Local experiences and stakeholders</b></p> <ul style="list-style-type: none"> <li>- <b>Scuola Open source, Alessandro Tartaglia</b></li> </ul>	<p><b>Mechanics, building and furniture</b> 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. <b>Co-Create objective</b> is to support <b>cross-fertilization processes between creative industries and traditional clusters</b> contributing to <b>test co-design and creative methods</b> 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><b>Chairperson:</b> <b>ChIMERA</b> Lead Partner, Regione Friuli Venezia Giulia (IT)</p>	<p><b>Creativity and Clustering</b></p>
<p><b>Discussants:</b> <b>TALIA Partner, UCH</b></p>	<p><b>Facilitator:</b> CREATIVE MED expert <b>Jesse Marsh</b></p>
<p>Productive District Puglia Creativa (IT)</p> <p>Andalusian Institute of Technology – IAT Andalucia (ES)</p> <p>Creative Thinking Development (EL)</p> <p><b>Talia Associated Partner (tbc): WAAG Society</b></p> <p><b>Local experiences and stakeholders</b></p> <ul style="list-style-type: none"> <li>- <b>Creative Puglia District, Cinzia Lagioia</b></li> </ul>	<p><b>Cultural and creative industries (CCIs)</b> 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. <b>ChIMERA main objective</b> is to <b>improve innovation capacities of CCI public and private actors through strengthened cooperation</b> 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>

## Plenary session

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

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

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## TALIA KICK OFF MEETING SESSION WITH MODULAR PROJECTS

16 MARCH 2017

9:00-13:15

### DRAFT AGENDA

9:00	Participants Registration and welcome coffee	
9:15	<b>Adriana Agrimi</b> <i>Head of the Puglia Region Section Industrial Research, Innovation and Institutional Capacity</i>	Welcome and opening of the session
9:20	<b>Bernardo Notarangelo</b> <i>Puglia Region Director of the Coordination of International Policies</i>	Puglia Region within the European Territorial Cooperation
9:30	<b>Jennifer Grisorio</b> <i>ARTI</i>	S3 monitoring activity and indicators
9:45	<ul style="list-style-type: none"> <li>• CHIMERA</li> <li>• Co-Create</li> <li>• Co-Work MED</li> <li>• CreativeWear</li> <li>• Open Doors</li> <li>• Prominent MED</li> </ul>	Modular project presentations (10 min each)
11:00	<b>Marco Di Ciano</b> <i>InnovaPuglia</i>	TALIA Project Task
11:30	Moderators: <b>Jesse Marsh, Francesco Molinari</b>	<b>Interactive Session with Modular projects</b> <ul style="list-style-type: none"> <li>- Stakeholders georeferencing</li> <li>- Planning of joint events</li> <li>- Cooperation agreement</li> </ul>
12:30	<b>Valeria Citarella</b> <i>Puglia Region Section Industrial Research, Innovation and Institutional capacity</i>	TALIA Project contractual and financial issues
13:00		Conclusions
13:15-14:15		Light Lunch



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

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**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"

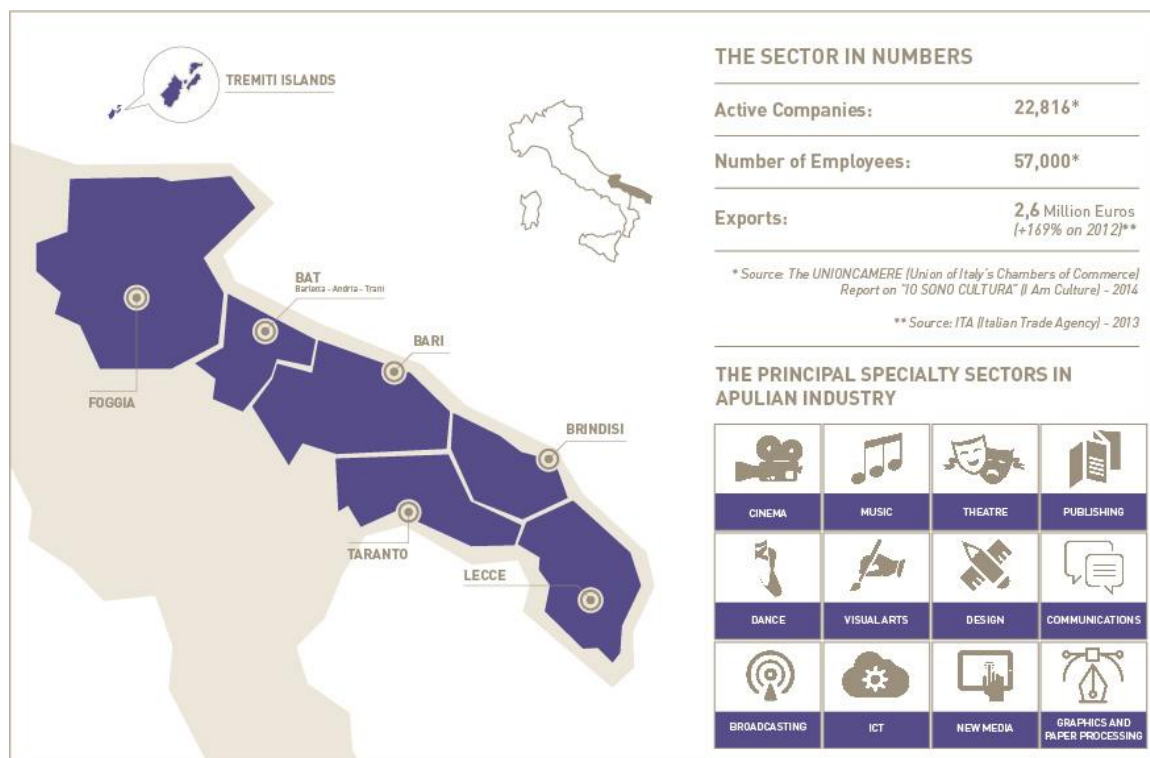
[https://www.facebook.com/pg/lamantartigianatodicomunita/about/?ref=page\\_internal](https://www.facebook.com/pg/lamantartigianatodicomunita/about/?ref=page_internal)

**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**<sup>®</sup>

Via Cardinale A. ciasca, 27 – Bari

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### OFFICIAL LANGUAGE

The official language of the event will be English.

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

For further info: [infotalia@regione.puglia.it](mailto:infotalia@regione.puglia.it)

**Interreg**  
*Mediterranean*



**SOCIAL & CREATIVE**

*In collaboration with*

**ARTI**, Regional Agency for Technology and Innovation

**Creative Apulia District**

## Leadership

### Lead Partner (logo)

### Project Partners (logos)

Organizing Secretariat  
SPAZIO EVENTI

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