

SMART INNO Project
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IPA Adriatic CBC Programme 2007-2013

Activity 2.4: Special Events

Report on the Special Events' initiatives
Organized by
FB4 - SIPRO Local Development Agency
during the SME Week 2015

Ferrara, Italy
On 18th -19th -20th November 2015

The IPA-Adriatic funded project SMART INNO

SMART INNO is a project funded by the European Union through the IPA Adriatic Cross Border Cooperation Programme 2007-2013, aiming at developing a smart networking system for monitoring and fostering Research and Innovation capacity in SMEs across Adriatic regions.

SMART INNO consortium, leaded by Province of Rimini, is composed by 18 beneficiaries of the Ionian - Adriatic Region (Italy, Albania, Bosnia Herzegovina, Croatia, Greece, Montenegro, Serbia, Slovenia) and includes relevant local actors such as universities, regional authorities, chambers of commerce, Innovation and Technology transfer centers as well as SMEs.

Description of the Special Events organized by SIPRO Local Development Agency

SIPRO has organized a three-day event focused on the cultural and industrial sector, which has been chosen as one of the main strategical sectors to be supported within the SMART INNO project, also in relation with the regional Smart Specialisation Strategies and to previous studies showing the growing importance of the sector (Italy Slovenia project MACC-“Creative Atmosphere” survey).

The events took place from the 18th to the 20th November in different location in the City of Ferrara, in the effort to involve and promote all the stakeholders already active in supporting this sector in the territory of Ferrara. For this reason some event took place in more institutional venue (Teatro Comunale; Fondazione Carife), whereas others in new or innovative context (Teatro Ferrara Off, Laboratories of the University of Ferrara). Moreover the main objective was not only to provide tools and information to enhance the cultural and creative industries in the province of Ferrara and the Emilia Romagna Region, but also to pursue a global vision in which all the competences and know how of the local stakeholders are integrated and exploited at their best. Local stakeholders involved were: City of Ferrara, Teatro Comunale Abbado of Ferrara, University of Ferrara, Chamber of Commerce, Grisù Association, Città del Ragazzo, Cultura della Città/Città della Cultura, Wunderkammer, Aster, BAN Bologna, Emilia Romagna Region.

The slogan was: no overlaps or replication of actions but promotion of a system-based approach!

The three-days structure has been articulated according to the different target groups identified: the first day was thought for institutional stakeholders-Municipality of Ferrara, Region, Aster, cultural public foundation- in order to official open the event and present the role each Institution is playing to promote this sector. Whereas during the afternoon some best practice experiences from the national perspective have been presented: the Creative Puglia District as suggested by Technopolis-SMART INNO

partner, some important Research centre specialised on cultural and creative industries (CSS Ebla-Torino), some special business incubators with already remarkable results (Make a Cube3, CultLab, INCREDIBOL).

The second day was dedicated to enterprises and entrepreneurs (or potential entrepreneurs): in the morning parallel sections were organised, one open space technology dedicated to a specific target of the cultural and creative industries-artistic handcraft- whereas new paths were outlined for students and researchers in cooperation with the University of Ferrara.

During the lunch break an ecological bicycle tour was offered to all participants in order to visit the main venues for cultural and creative activities in the city of Ferrara: from former military assets to market place already reconverted in business accelerator (Grisù) or to be reused as co-working-fablab spaces (Mercato Coperto) to abandoned Theatre which will exploit regional ERDf fund to become a space for creative activities, museums and events. Most of these infrastructures are included within an overall study "Mapping of structures to be redeveloped with cultural and creative purposes in the City of Ferrara" (SMAP-MACC project).

In the afternoon a special round table took place with all the local managers of public or private incubators/accelerators/co-working spaces, and with some of the most creative start-ups hosted, which presented their activities through a pitch.

During all events of this section the SMART INNO platform was presented and promoted.

Finally the last day was dedicated to finance, especially for financial tools for the cultural and creative industries: at national level with a new fund which will be launched at the beginning of 2016 (Invitalia), at regional level both with the FinancER platform (business and financial tools for enterprises' investment readiness) and KICK-ER (for crowdfunding). The Culturability project and BAN Bologna network were presented as well, together with a local Desk for cultural sponsorship (Chamber of Commerce).

The events have for sure provided a wide set of tools, strategies and solutions for the enhancement of start-ups and the innovation in the cultural and creative sectors, promoting a system-based approach in which all the local stakeholders are asked to play a role and the start-ups or entrepreneurial ideas can test integrated approaches. Furthermore some of the tools presented show high transferability and applicability in the project area (e.g. Culturability, BAN Bologna, KICK-ER, Make a Cube3, INCREDIBOL..) or might contribute to enrich the pilot projects and tools implemented or the networks to be further improved within SMART INNO project (e.g. SMART INNO platform; Puglia Creative District).

Overall number of participants 260

The three-days event was launched by a press conference (13/11/15-10 participants), in addition press releases were issued pre and post events, finally a special facebook page was dedicated to the event.

Please find attached to this report:

- Agenda of the 3-days event (pdf/scanned version);
- Lists of presence (pdf/scanned version);
- Leaflet;
- Other pictures