



Fostering Creativity and Innovation
in the Mediterranean Area
as Key elements for Regional Sustainable Development :
CreaMed Alliance



Newsletter

May 2011



Project cofinanced by the
European Regional Development Fund

Dear Reader,

We would like to welcome you on behalf of the CreaMed project Partnership!

CreaMed is the acronym of the “Fostering Creativity and Innovation in the Mediterranean Area as key elements for Regional Sustainable Development : CreaMED Alliance (CreaMED)”, a project funded by the MED Programme and co-funded by the relevant national contribution.

With our newsletter we will keep you updated on CreaMed project progress and results. This is the 1st issue, which aims to provide you with some general information on the nature of our project, its main objectives, concrete results and status. In addition, all relevant interesting news and events are included.

If you wish to know more, please visit our website : www.creativity4med.eu, which is regularly updated throughout CreaMed duration. In our next issue (to be released in August - September), we are going to present you more about our studies, workshops and next steps.



The project and its nature

CreaMed is a transnational development project operating in the framework of MED programme in line with priority Axis 1 (Strengthening innovation capacities). The partnership constitutes by 8 regions and 11 partners.

MED programme and funding

MED Axis 1: Strengthening innovation capacities

Objective 1.2: Strengthening strategic cooperation between economic development actors and public authorities

CreaMED Fostering Creativity and Innovation in the Mediterranean Area as key elements for Regional Sustainable Development: CreaMED Alliance

Total Budget: 1.300.000 EUR

Duration: 06/2010 – 05/2012

Funding: 75% ERDF / 25% National contribution

Overall purpose

Fostering Creativity & Innovation between MED regions at both, public and private level, as a route to regional Sustainable Development by encouraging mutual policy learning, synergies and cooperation in order to provide a framework for developing Regional Innovation Policies in the MED Area. Within this overall, our goal is to influence Innovation Public Policies ensuring their implementation in a coordinated and coherent way, completely aligned with the EU priorities, boosting the Mediterranean Industry and contributing to the consolidation of the European Knowledge Economy.



Main results

The most important results to be produced throughout the project duration:

- ☀ Regional Analysis of Innovation Systems within the Mediterranean regions involved and a Set of Recommendations and Improvement Measures for Policy Makers aimed to achieve the maximum impact, prepared by the partnership.
- ☀ CreaMED Open Book: It includes the main conclusions, interventions and lessons learnt during the seminars. It is foreseen to be not only a compilation of the knowledge exchanged and generated in the frame of the project, but also a dissemination tool.
- ☀ Reports on Pilot Experiences: The results achieved by the SMEs through the implementation of the Pilot actions undertaken in each target region, as well as the main conclusions drawn by the partners on the creative process implementation are included.
- ☀ International Conference (possibly in Brussels): Aimed at presenting the results achieved so far in the frame of the project and counting on the participation of international key players, policy makers and technical experts who will be invited to discuss the most relevant conclusions of the project. Target audience will be public authorities, policy makers, experts on creativity in companies, innovation centres and SMEs.



Objectives

- ☀ The creation of a sound alliance through the MED space gathering the key actors in the field of Innovation, which promotes economic growth on the basis on Creativity and Innovation
- ☀ The creation of a nurturing environment for Creativity & Innovation, counting on the main public and private actors within the MED Innovation System and promoting a proactive attitude from policy makers and entrepreneurs before Innovation
- ☀ The reinforcement of the MED business innovation (and thus competitive) potential, contributing to the growth, prosperity, and sustainability of the regions, leading MED SMEs at the forefront of EU in terms of competitiveness
- ☀ The transference of knowledge and methodologies about Creativity and Innovation among public and private bodies. As far as the Creativity and Innovation are concerned, the exchange of experiences and knowledge is fundamental since Regional Public Instruments for promoting and supporting Innovation should be built on the basis of the revision and assessment of previous experiences, as well as the thorough analysis of the needs and demands of the agents that integrate the different MED regions Innovation Systems.



Project Activities

What has been done until now

- ☀ During this period, the whole partnership composed by partners from Italy, Greece, Slovenia Cyprus, Malta, France, Portugal and Spain, have developed ten comprehensive Regional Analyses on the Identification of Regional Policies based on Creativity and Innovation and Best Practices at a Regional Level.
- ☀ On the basis of these Regional Analyses, partners have developed an Interregional Analysis, which has contrasted the information provided at a regional level and delivered a SWOT analysis (strengths, weaknesses, opportunities and threatens) of the situation of Innovation Policies in the Mediterranean region.
- ☀ Conclusions drawn up by the partners, have served to produce a Set of Recommendations and Improvement Measures addressed to Public Regional Bodies in order help them towards a better understanding of their regional contexts. These recommendations & improvement measures will be further disseminated through the Regional Crea-Seminars.



CreaMed Events

1st and 2nd Steering Committee Meeting: Held in Seville (Spain) and Marseille (France) respectively, partners have met twice in order to discuss the main issues concerning the execution of the project.







Kick-off Project Meeting in Seville, Spain, July 2010



2nd Project Meeting in Marseille, January 2011

Next steps





-  **Launching of the project website:** (www.creativity4med.eu)The CreaMED website is considered to be a meeting point among the partners, stakeholders involved and beneficiaries and a moreover, a channel for interacting, exchanging knowledge and creating awareness. It will contain, among others, relevant information, partners involved, useful links, related events and publishable results.
-  **1st Draft of the Capitalization Plan:** In order to ensure the adequate exploitation and sustainability of the project partners will work on the Plan for Capitalization of Project Results, focusing on the exploitation of tangible and intangible results and ensuring the commitment of all partners, public bodies & stakeholders. It will include the PLAN FOR CREAMED ALLIANCE ENLARGEMENT which is foreseen to be developed throughout the project. Counting on the commitment of the partnership to incorporate new members within the alliance and create synergies with other European projects
-  **The CreaMED Seminars: Transference of Knowledge & Methodologies :** The CreaMED Seminars: Each partner will carry out a CreaMED Seminar aimed at transferring and exchanging knowledge among public bodies, entities devoted to the promotion of Creativity and Innovation and Mediterranean SMEs. These seminars will be an excellent frame to urge and to commit regional stakeholders involved to work on the gaps detected through the MED Area, in order to generate new ideas and common solutions for improving and consolidate the sustainable development of the Regions.
-  **The CreaMED Open Book.** It is foreseen to be not only a compilation of the knowledge exchanged and generated in the frame of the project, but also a way to create awareness and encourage MED regions to undertake more creative initiatives and policies, that make them able to face European innovation challenges.



Future CreaMed Events

- ☀ **CreaMed 3rd Project Meeting** is going to take place in Slovenia at the beginning of July 2011 and will be hosted by the Slovenian partner “Regional Development Agency Mura”. There partners will have the opportunity to meet and discuss all issues concerning the smooth progress of CreaMed project.
- ☀ **Temi Zammit Foundation** is organising a workshop in the framework of CreaMed project on the 24th of May in Malta. Edward De Bono, known as the originator of lateral thinking and “guru” of creativity, will be an invited speaker.
- ☀ **Centre for research and Technology Hellas -CERTH** (Central Macedonia, Greece) is organising a workshop in the framework of CreaMed project on the 23rd- 24th of June 2011. It will take place in CERTH premises and the official date will be announced to its website (www.certh.gr) soon. The workshop will be a great opportunity to exchange knowledge and experiences based on creativity and innovation topics.
- ☀ **Agios Athanasios Municipality** (Cyprus) is also organising a CreaSeminar in the framework of CreaMed project on the **29th of June 2011** in Agios Athanasios, Cyprus. The workshop mainly targets to disseminate the project's results and promote innovation initiatives among SMEs.
- ☀ **Andalusian Institute of Technology – IAT**. In the framework of CreaMED project, IAT will celebrate its seminar next June. It will be mainly addressed to Public Bodies, Regional Authorities and key actors, both at public and private level, in the field of Creativity&Innovation. The CreaSeminar's purposes are:
 - to disseminate projects' results so far and next activities,
 - to spread the main regional initiatives aimed at promoting innovation among SMEs,
 - to present the key agents of the Knowledge-based Andalusian System, which collaborate to improve the competitiveness of andalusian companies by transferring knowledge and providing advanced technology services,
 - to show the main experiences at a European level aimed at fostering creativity and innovation

Other News

-  **ECCI XII - 12th Conference on Creativity & Innovation**
14-17 September 2011, University of the Algarve, Faro, Portugal
The Portuguese Creativity and Innovation Association – APGICO (<http://www.apgico.pt>) is organizing the 12th Conference on Creativity & Innovation (ECCI XII) (<http://www.eaci.net/eccixii/>), with the purpose of providing an environment where participants learn with each other ways of developing collaborative activities which promote innovation. The Conference intends to bring together methods and tools from collaborative arts, science, business, education, technology and social development, which can be adapted to innovation in organizations.
-  The **Centre for Research and Technology Hellas (CERTH)**, the French Embassy in Greece, the General Consulate of France in Thessaloniki and the French Institute of Thessaloniki, in the frame of a common effort for developing collaboration between academic and research institutions, enterprises and investment companies of Greece, France and other European countries, co-organise the 4th Innovation and Entrepreneurship Conference on 12 and 13 May 2011 in Thessaloniki, Greece (<http://www.ie2011-greentech.gr/C84A8518.en.aspx>).
-  **Region Abruzzo**, within the Competitively and Employment objective, has issued a call “Entrepreneurs in training” for Abruzzo businesses to train entrepreneurs on the changes of the production system for innovation and creativity. “Entrepreneurs in training” will finance interventions aimed at training entrepreneurs in order to acquire new business skills to operate in an increasingly competitive system and promote entrepreneurship and innovation
-  The Regional Internalization Office has structured a series of training workshops entitled “Operational Instruments for Businesses Internalization” for businesses located in the territory (Abruzzo region). The first workshop was held on March 15.



Innovation and Technology

[Andalusian Institute of Technology \(IAT\) / Spain](#)



[Centre for Research and Technology Hellas \(CERTH\) / Greece](#)



JUNTA DE ANDALUCÍA
CONSEJERÍA DE ECONOMÍA, INNOVACIÓN Y CIENCIA

[General Direction of Research, Technology and Enterprise / Spain](#)



[Temi Zammit Foundation / Malta](#)



Apgico

Associação Portuguesa de Criatividade e Inovação

[Portuguese Association for Innovation & Creativity Management
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Regionalna razvojna agencija Mura d.o.o.

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