



CreaMED

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

Deliverable:
“Report of CreaSeminar”

Partner: CERTH
Region: Kentriki Makedonia
GREECE



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Introduction

The CreaSeminar was organised by CERTH team in the framework of CreaMed project (MED programme) on the 13th of July 2011 and was hosted by CERTH premises. In total, 20 people that are representatives of the most important policy makers of the regional innovation system in Central Macedonia, Greece, attended the seminar. Among them the following policy making organisations attended:

- Region of Central Macedonia,
- Federation of Industries of Northern Greece (FING),
- URENIO Research Institute (Research unit of Aristotle university of Thessaloniki/AUTH),
- Association of Information Technology Companies of Northern Greece (SEPVE),
- Thermi Incubator,
- South-East European Research Centre (SEERC),
- Business & Cultural Development Centre (KEPA),
- ANATOLIKI S.A. Development Agency of Eastern Thessaloniki,
- Thessaloniki Chamber of Commerce and Industry and Thessaloniki Innovation Zone (TIZ).

Also, the coordinator of the “Open Coffee Thessaloniki” Initiative was invited and attended so as to provide a more in-depth view of the innovation initiatives promoted in the area of Central Macedonia.

Aims of the Seminar:

- to transfer and exchange knowledge among public private bodies, SMEs and other stakeholders devoted to the promotion of creativity and innovation.
- to urge and commit regional stakeholders to generate new ideas and common solutions for improving and consolidating the development of the regional Innovation System
- to present the results of the Project
- to discuss the main results and identify interventions and lessons learnt to be included in the CreaMED Open Book. (It is foreseen that the CreaMED Open Book will be used as a dissemination tool)

The aims were successfully fulfilled. Initially, CreaMed project concept and main results were presented giving pace for discussion. The attendants took the opportunity and held a 2 hour discussion giving their feedback and ideas. Specifically, some best practices were chosen to be presented (Cyprus, Italy and France) which were considered very interesting by the participants, according to their comments. Following that, a set of recommendations and improvement measures, as described in the respective report of the project, were presented and the participants expressed their opinions about their suitability to the Central Macedonia region.

The most important output of the seminar was that it triggered a vivid discussion about the overall, policy implementation gaps and needs of the regional innovation system among the participating regional policy makers. As stated by the participants of the seminar, it was highly appreciated that CERTH took the opportunity to invite all regional stakeholders to discuss together about the strengths





and weaknesses of their regional innovation system and also the opportunities and threats that should be anticipated in the forthcoming years. The success of the seminar was such that the participants suggested to keep holding an informal type of meeting periodically in order to exchange experiences, suggestions and ideas and enforce the converge effort to further support the regional innovation system, competitiveness and entrepreneurship. The next informal meeting is fixed for October 2011.

Main points discussed:

1. Regional Innovation policies could target and focus to some specific promising sectors (not targeting to too many sectors) such as new knowledge intensive sectors (medicines, ICT, biotechnology, organic food, etc.) that attract more investments and a number of spin-offs and start-up companies have been created by these sectors. In addition, the trend towards tourism should be taken into consideration in future innovation policies.
2. Although Central Macedonia seems to have some strong areas with innovation potential for both business and research, so far it hasn't developed a **strong regional identity** to be considered as a champion region in specific markets/products. CreaMed best cases presented gave some ideas towards this direction and a number of suggestions were made.
3. Mediators, business parks and other main actors influence all government and non-government forces forming innovation support policies. They also raise awareness through dissemination events, conferences, contacts, etc. organised on a frequent basis. In that direction, the aforementioned actors, supporting innovation capability of the region, should keep actively making efforts to establish **better connection** between research and business community by all means. The bonds between research institutes with the entrepreneurs should be **strong and lasting and not project-based**.
4. All stakeholders of the region should put together their efforts to influence and target to a bottom-up policy planning. Until now plans were too promising and did not take into consideration the regional driving forces and particularities. There is a strong need for systematic regional policy approach of innovative entrepreneurship going beyond the (not always fruitful) accumulation of innovation indexes that will take into consideration all regional innovation particularities and needs.
5. A change of culture on regional and national level is needed in the direction of motivating **individuals' creativity** and entrepreneurial desire.
6. The IPR framework needs to be reformed and although entrepreneurship is not for researchers an end in itself and good researchers do not turn up necessarily into talented managers, academic and research institutions need to support their human resources with the required entrepreneurial skills.
7. The introvert character of academic institutions and research organizations in combination with the missing entrepreneurial culture do not favour the conditions for a more dynamic development of research or technology driven spin-off and start-ups. In that direction, extroversion should be one of the main targets of all regional innovation stakeholders.
8. Up to date political efforts emphasize more on the sensitization of key players concerning the development of SMEs and the way they could respond to the challenges of the new economy



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by incorporating innovation into their every day practices. Raising awareness on the creation prospects of new innovative start-ups and spin-offs is still at low levels.

9. Many possible further co-operations are expected to emerge from this CreaSeminar for the further support of SMEs and entrepreneurship through innovation and creativity.

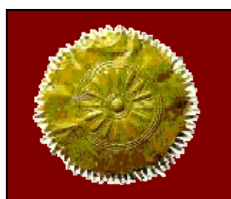
The CERTH team also informed all participants about the upcoming workshop where 10 SMES will be invited to participate and is expected to be held in the last semester of 2011 (Component 5 Pilot experiences). This workshop will be an opportunity for training SMEs executives and support their creative and business skills.

Finally, the attendants agreed that despite the difficult situation of the region and the country in general due to the crisis, the joint systematic and targeted efforts of the participating organisations are even more important nowadays for supporting sustainable regional development.

After the end of the seminar, CreaMed brochures were disseminated to all. In addition, CreaMed website was presented and participants showed great interest to find and download the studies presented.

ANNEX

The agenda of the CreaSeminar:



ΕΘΝΙΚΟ ΚΕΝΤΡΟ ΕΡΕΥΝΑΣ ΚΑΙ ΤΕΧΝΟΛΟΓΙΚΗΣ ΑΝΑΠΤΥΞΗΣ (ΕΚΕΤΑ)

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Τετάρτη 13/07/2011

Συνεδριακό Κέντρο ΕΚΕΤΑ – αίθουσα «ΖΕΦΥΡΟΣ»

ΣΥΝΑΝΤΗΣΗ ΠΕΡΙΦΕΡΕΙΑΚΟΥ ΔΙΚΤΥΟΥ

στο πλαίσιο των έργων FIDIBE: “*Development of Innovative Business Parks to Foster Innovation and Entrepreneurship*”

&

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



Πρόγραμμα

10:45 – 11:00	Προσέλευση
11:00 – 11:30	FIDIBE_Παρουσίαση επόμενων βημάτων και σχόλια
11:00 – 11:15	Πρόσκληση συμμετοχής & ενημέρωση για το Διεθνές Συνέδριο που θα πραγματοποιηθεί τον Οκτώβριο του 2011 στο πλαίσιο του έργου FIDIBE <i>Μαντώ Καρβέλλη, ΕΚΕΤΑ</i>
11:15 – 11:30	Γραφείο Διαμεσολάβησης ΕΚΕΤΑ και συζήτηση-σχόλια <i>Νίκος Κατσιαδάκης, ΕΚΕΤΑ</i>
11:30 – 13:30	CreaMED _Πρωτοβουλίες ενίσχυσης της δημιουργικότητας στη Μεσόγειο



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11:30 – 12:00	Παρουσίαση παρούσας κατάστασης στην περιφέρεια Κ. Μακεδονίας – αποτελέσματα ανάλυσης SWOT και συγκριτικής αξιολόγησης με άλλες περιφέρειες της Μεσογείου <i>Φωτεινή Ψαρρά, ΕΚΕΤΑ</i>
12:00 – 12:20	Βέλτιστες πρακτικές για την προώθηση της δημιουργικότητας και καινοτομίας στη Μεσόγειο και σχετικές προτάσεις <i>Μαντώ Καρβέλλη, ΕΚΕΤΑ</i>
12:20 – 12:45	Η επιτυχημένη πρακτική υποστήριξης καινοτομίας «Open Coffee» Θεσσαλονίκης και άλλες πρακτικές της περιφέρειας Κεντρικής Μακεδονίας <i>Γιώργος Γάτος, Open Coffee</i>
12:45 – 13:00	Ανακοίνωση της συνάντησης εργασίας για τη βελτίωση των παρεχόμενων υπηρεσιών του ευρωπαϊκού δικτύου EURAXESS προς τη βιομηχανία, <i>Σανόπουλος Δημήτριος, Κοκόζηλα Ελισάβετ, ΕΚΕΤΑ</i>
13:00– 13:40	Συζήτηση – τοποθετήσεις σχετικά με την προώθηση της καινοτομίας και της δημιουργικότητας στην Περιφέρεια Κ. Μακεδονίας <i>Συντονισμός: Μαντώ Καρβέλλη & Φωτεινή Ψαρρά, ΕΚΕΤΑ</i>
13:40	Ελαφρύ γεύμα

Signature List:







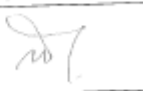
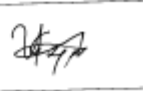

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ATTENDANCE LIST

CreaMed project
CreaSeminar

13 July 2011

	Organisation	Name Surname	Signature
1.	CERTH	Dimitrios Sanagoulas	
2.	SEVE	Marinos Tsagkarakis	
3.	CERTH	Katerina Papadopoulou	
4.	Th. T. Z.	Tramantiras Costas	
5.	URENIO	Paraskevi Terami	
6.	CERTH	Fotini PSARA	
7.	CERTH	Nando Korvelli	

	Organisation	NAME	Signature
8.	THEMI S.A./ OPENMORFEE	GEORGIOS GATOS	
9.	CERTH	CONSTAS KOTOLAS	
10.	SCERC	NIKOS ZAMARIS	
11.	Region of Central Greece RFCH	BEFI STAIKU	
12.	THESSALONIKI CHAMBER OF COMMERCE AND INDUSTRY	GEORGIA HOLIOU	
13.	Aristotle University of Thessaloniki Research Committee	Isakini Sotiri	
14.	SEPRE	SF. nos Iguatodis	
15.	KEPA	Stavros Neofitis	
16.	ANAZOUKEI SA.	ATHEVA MANZONI	
17.	ANATOLIKI SA.	GEORGIA PALIOUDAKI	
18.	CERTH	NIKOS KATSIADAKIS	
19.	CERTH	Elizabeth Kocazila	
20.	CERTH	ALEXANDROS IAXOVIDIS	

Some photos of the seminar:



