



Università Ca'Foscari Venezia

PROJECT ACRONYM AND TITLE: SMATH - Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area

FUNDING PROGRAMME: INTERREG MED 2014-2020

CALL: 2nd modular call - single module

SCIENTIFIC FIELD: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

HOST DEPARTMENT/CENTRE: Department of Management

SCIENTIFIC RESPONSIBLE: Prof. Fabrizio Panozzo

REFERENCE NUMBER: Axis 1 - Obj. 1.1 - Ref. 1489585961

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
2.170.196,50	286.860,00

ABSTRACT:

The cultural and creative (CC) sectors are some of Europe's most dynamic sectors, with a 4.2% of total EU GDP generated. These sectors, often clusters suffer the lack of conjunctions between their CC components, making the cultural core still unable to fully express its potential in terms of fertilization of creative industries. In this conditions these sectors remain undervalued and unrecognised, especially in terms of their ability to access start-up capital and financing. One of the main challenges in these clusters is improving the connections between the cultural core engines and creativity in order to make the best of the synergies between the wealth of heritage traditions, values and symbols and the business environment that can add to them economic value and fully exploit their economic potential. SMATH's main goal is to improve the quality and quantity of connections between the publicly oriented domain of culture and the business oriented domain of creativity via innovative forms of clustering "Smart Atmospheres". SMATH intends to generate and strengthen "Smart Atmospheres" able to support the start-up and the development of SMEs in the CC sector facilitating the access to "culture factories" and value enhancing services (private and public finance) and the development of innovative clustering on CCIs level and the setting-up of joint cooperation at PPPs among investors and public actors able to exploit their potential to support the growth in the MED Area.

Planned Start date	Planned End date
01 January 2019	31 May 2020

PARTNERSHIP:

1	VENETO REGION	Italy	Lead Partner/Coordinator
2	UNIVERSITÀ CA' FOSCARI VENEZIA	Italy	Partner
3	AGENCY FOR TERRITORIAL MARKETING LTD	Slovenja	Partner
4	DEVELOPMENT AGENCY ZAGREB - TBZ LTD	Croatia	Partner
5	BARCELONA ACTIVA SA SPM	Spain	Partner
6	INSTITUTE OF CULTURE OF THE MUNICIPALITY OF BARCELONA	Spain	Partner
7	TECHNOPOLIS OF THE MUNICIPALITY OF ATHENS SA	Greece	Partner
8	AUTONOMOUS REGION FRIULI VENEZIA GIULIA	Italy	Partner
9	TEH CULTURE AND HERITAGE INDUSTRIES CLUSTER	France	Partner
10	PRIMI - REGIONAL POLE IMAGE INTERNET MULTIMEDIA	France	Partner

WEBSITE: available within one month after the starting date.