



smath: Smart atmospheres  
of social and financial innovation  
for innovative clustering  
of creative industries in MED area

# WP2 – Progress Report

1<sup>st</sup> Technical Committee Meeting – Venice, 7<sup>th</sup> November 2018  
Technopolis City of Athens



Project co-financed by the European  
Regional Development Fund

## project partners



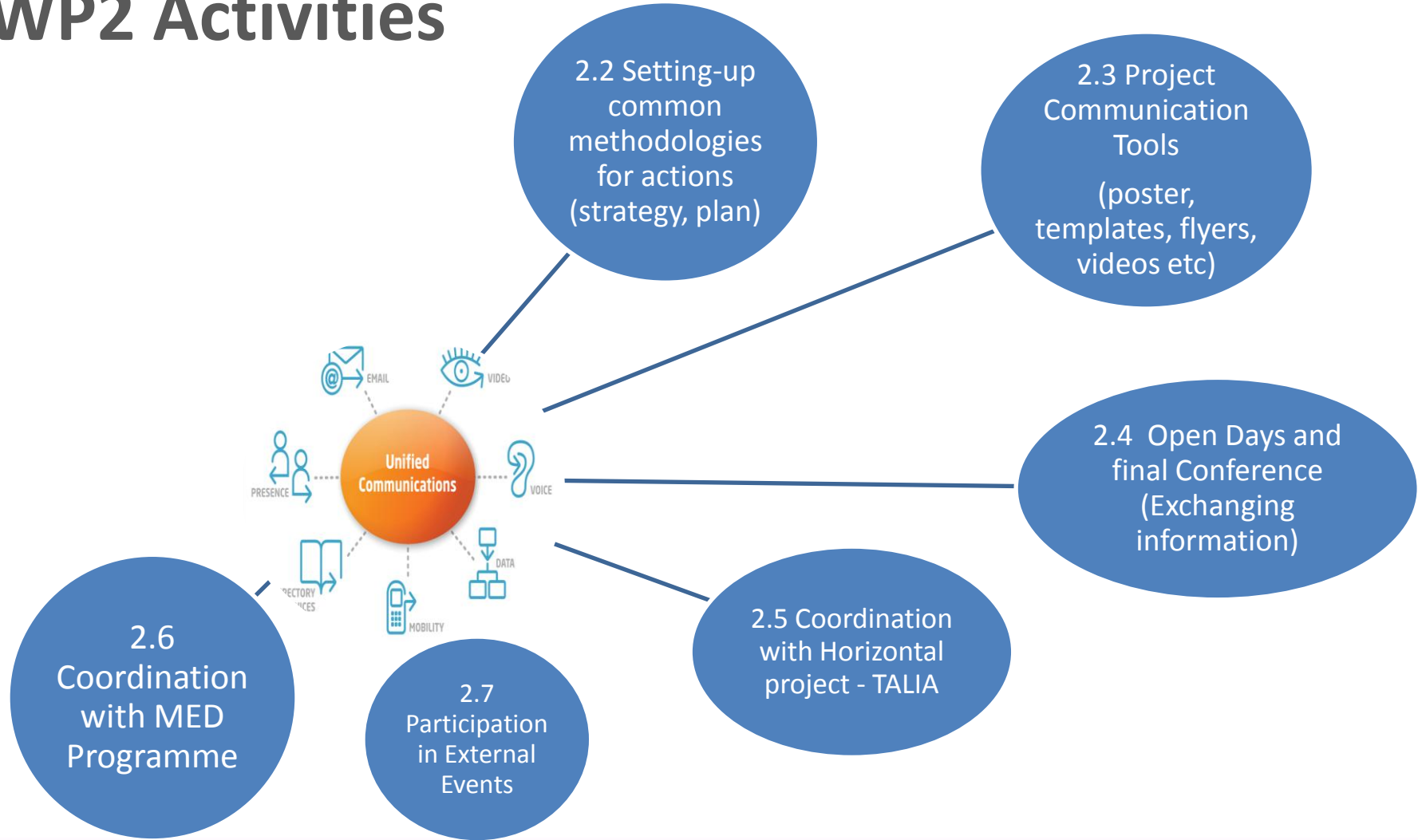


## WP2 Objective

- Support and increase capabilities of the Creative Clusters, cultural industries and Creative networks
- Raise awareness of the eco system of culture, creativity and innovation



# WP2 Activities





# Progress of WP2

## Del. 2.1.1 Communication Methodology

### Purpose of the document:

To present the action plan for the communication activities

A guide with the objectives, tasks and tools towards an effective communication methodology

### Status:

Delivered in the 1st progress report



# Activity 2.2 / Setting up common methodologies for actions

## Del. 2.2.1 Joint Communication Strategy Plan

### Purpose of the document:

Define and describe the principles and guidelines of the communication strategy

### Status:

Final draft to be delivered 12<sup>th</sup> of November



## Del. 2.2.2 Workshop on innovative means of communication

### Purpose:

2 days workshop to define and share an appropriate communication model, create common understanding and set common set of instruments

### Status:

Held in Venice, 1<sup>st</sup> – 2<sup>nd</sup> of October 2018 by Veneto Region



## **Del. 2.2.3 Communication plan for the social network actions**

### Purpose:

Detailed social media strategy along with reference to platforms, networks and portals to enhance communication

### Status:

Deadline 15<sup>th</sup> of November

## **SMATH Facebook Page & Website**

All partners are requested to provide information regarding their organizations (short description, photos, cvs and photos of the people working on SMATH etc.) until the 5th of November

Status: Facebook Page (30<sup>th</sup> of November)

# Activity 2.3 / Project Communication Tools

## Del. 2.3.1 Project's Corporate Image

The corporate image was created after all partners chose from 3 options provided.

Available material: Poster, Banner, Deliverable & Presentation templates

### Status:

Delivered in the 1<sup>st</sup> Progress Report

smath: Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area

2,2 M €  
Project budget

0,4 M €  
ERDF / IPA

30 Months  
Project duration

boosting creativity | supporting new ideas | encouraging entrepreneurship  
improving economic growth in MED area | promoting heritage traditions  
creating innovative forms of clustering  
connecting public sector to start-ups and businesses  
sharing knowledge & facilitating the access to "culture factories"

project partners

REGIONE DEL VENETO, Ca' Foscari University of Venice, R.T.M., Z: CER, Accademia di Brera, Università del Piemonte Orientale, Università di Palermo, Regione Autonoma Friuli Venezia Giulia, Pôle Culture & Patrimoine, WITNESS

Interreg Mediterranean smath

https://smath.interreg-med.eu  
E-mail: smath.project@regione.veneto.it  
Tel: +39 041 2792411-2784-2779

Project co-financed by the European Regional Development Fund





## Upcoming Tasks for Activity 2.3

### Del. 2.3.2 Project Leaflet

Leaflet to present the project in general. Deadline: 31st of December 2018

### D 2.3.3 Newsletter

1st Newsletter. Deadline: 30th of November 2018

### D 2.3.6 Press releases

1st Press release. Deadline: 30th of November 2018



## Activity 2.4 / Open days and Final Conference

A series of open days and public events will be organized in order to communicate the project's progress and results to all interested target groups and raise awareness regarding Creative industries and their impact for the economic growth in the MED area.

Status: The activity will start after WP3 initiation



## Activity 2.5 / Coordination with Horizontal Project

### Del. 2.5.1 Participation in Horizontal events

➤ Participation of project representatives in Horizontal project meetings & events according to their expertise.

Status:

- Being in contact with TALIA Horizontal Project for upcoming events
- Each modular project is assigned a TALIA buddy as their main contact point and responsible for input and feedback collection, including reports and deliverables.

**SMATH's buddy partner is ENoLL, the European Network of Living Labs**



# Time plan of foreseen communication activities

Work package	Activity	2017	2018				2019				2020				
2 Project communication				2.1.1 Methodology for the implementation of communication activities 2.2.2 workshop on innovative means of communication 2.3.1 Project's corporate image 2.5.1 Participation in	2.2.1 Joint Communication Strategy Plan 2.2.3 communication plan for the social network actions 2.7.1 Participation in International event(s) on Creative and Cultural	2.4.3 MED-Conference to promote the contribute of CIs to Social Innovation	P		2.3.2 Project leaflets 6.1 Participation in MED Programme events 2.6.2 Report on activities linked to MED Programme communication strategy	2.5.2 Report on Synergies and further contributes received and offered through the Horizontal Projects	P		2.3.4 SMATH video 2.4.1 Regional Open Days and awareness raising Events 2.4.2 MED congress on Creative industries and the cooperation with "cultural engines" to promote innovation and growth.	P	2.3.3 Newsletters 2.3.5 SMATH storytelling 2.3.6 Press Releases 2.4.4 MED Conference Proceedings' Report 2.5.3 Reports on activities linked to Horizontal project
	2.1 Coordinating the Communication phase			2.1.1 Methodology for the implementation of communication activities	A	A	A	A	A	A	A	A	A	A	A
	2.2 Setting-up common methodologies for actions			2.2.2 workshop on innovative means of communication	2.2.1 Joint Communication Strategy Plan 2.2.3 communication plan for the social	A	A	A	A	A	A	A	A	A	A
	2.3 Project Communication Tools			2.3.1 Project's corporate image	A	A	A	2.3.2 Project leaflets	A	A	A	2.3.4 SMATH video	A	2.3.3 Newsletters L54648 2.3.5 SMATH storytelling 2.3.6 Press Releases	
	2.4 Open days and final conference			A	A	2.4.3 MED-Conference to promote the contribute of CIs to Social Innovation	A	A	A	A	A	2.4.1 Regional Open Days and awareness raising Events 2.4.2 MED congress on Creative industries and the cooperation with "cultural engines" to promote innovation and growth.	A	2.4.4 MED Conference Proceedings' Report	
	2.5 Coordination with Horizontal project			2.5.1 Participation in Horizontal events	A	A	A	A	A	2.5.2 Report on Synergies and further contributes received and offered through the Horizontal Projects	A	A	A	2.5.3 Reports on activities linked to Horizontal project	
	2.6 Coordination with MED Programme			A	A	A	A	6.1 Participation in MED Programme events 2.6.2 Report on activities linked to MED Programme communication strategy	A	A	A	A	A	A	
	2.7 Participation in External Events			A	2.7.1 Participation in International event(s) on Creative and Cultural	A	A	A	A	A	A	A	A	A	



## General information

Google Drive folder for all WP2 documents. Link: <https://goo.gl/UFPwfA>



# Thank you!



**Interreg**  
*Mediterranean*



Project co-financed by the European  
Regional Development Fund



smath