

**Interreg
Greece-Italy**
European Regional Development Fund



TRansnational Accelerator for a Cultural and Creative EcoSystem

PB 3 – PUGLIA CREATIVA



FACTS and FIGURES

Project Title	TRansnational Accelerator for a Cultural and Creative EcoSystem
Programme	Cooperation Programme Interreg V/A Greece-Italy (EL-IT) 2014-2020 - Co-financed by the ERDF
Priority Axis	1 - Innovation and Competitiveness
Investment Priority	3a-Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators
Specific Objective	SO1.2 - Supporting the incubation of innovative specialized micro and small enterprises in thematic sectors of interest to the Programme Area
Partnership	5 Beneficiaries (3 IT – 2 EL) ; 2 Associated
Duration	24 months – start date: 30 March 2018
Budget	Euro 896.793,64

TARGET GROUPS

REGIONS	Apulia and Western Greece
BENEFICIARIES	Project Partners and other incubation service suppliers (education institutions, business support centers and agencies, clusters, incubators, science/technology parks, private business angels and venture capitals)
END-USERS	<u>Cultural and Creative Micro and Small Medium Enterprises (CC MSMEs)</u> and start-ups, in segments: music, print media, art objects, film, broadcast media, fine arts, architecture, design, advertising, games software, new media, libraries, museums and heritage, photography

WHO WE ARE

TRACES partners are different actors of the quadruple helix and have complementary expertise in the addressed field.



DIPARTIMENTO DI SCIENZE DELL'ECONOMIA



In mid-2018, the cultural and creative enterprises operating in the project area were 16.961, of which 13.602 in Apulia and 3.359 in Western Greece.

The two territories show some differences compared to the degree of the sector development both in numerical terms and in terms of the contribution that these companies made to the local economy.

In Apulia, the added value produced by the sector amounts to € 2.7 billion, namely 4.2% of the total wealth produced at the regional level, with an employment rate of 4.3% (2.756 employees).

Western Greece suffers from the strong concentration of the sector in the Attica region, where more than 30.000 cultural and creative enterprises are located.

These companies produce 75.5% of the sector's gross domestic product throughout Greece and employ 60.8% of the workforce. The 3.359 companies located in western Greece show a performance equal to 1.9% of the total gross domestic product generated.

WHAT WE DO

**COMMON
OBJECTIVE**

**P
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S**

ACTIVITIES

Transnational Accelerator to support incubation
of CC MSMEs and start-ups in the project area, intended
as a supportive environment capable to nurture
CC MSMEs and their growth and impact with
ad hoc services and tools

- 1) Specific organizational, management and funding weaknesses that prevent CC MSMEs to turn innovative ideas into viable business propositions
- 2) Great geographical disparities of the sector
(Avdikos 2014; InCompass 2014; ICE project 2015)

- Act. 1) No. 10 Local Atelier
- Act. 2) A customized incubation program for startups
- Act. 3) Creativity Trade Fair

**CC industries
are small
business with
less than 10
employees**

**The majority of
these do not
make financial
planning**

**The percentage
of investment in
under 10% of
the risk capital**

**Their main
entry barrier is
price
competition**

APULIAN LOCAL ATELIER



5 spaces, one for each regional province, in which business incubation and development services will be provided for cultural and creative companies.

APULIAN LOCAL ATELIER

Coworking Smart Lab

PROVINCE

FG

WHERE

c/o Coworking Smart Lab in Manfredonia

PROFILE

The first shared workspace in the province of Foggia, a place where training and working in a professional manner **to become a community that interacts** with the surrounding area, with an innate vocation for communication, brandization and cultural tourism enhancement.

SPECIALIZATION

Digital, Tourism, Design, Socio-economic and cultural development of the territory.

APULIAN LOCAL ATELIER

THE IMPACT HUB

PROVINCE

BA - BAT

WHERE

c/o The Impact Hub in Bari

PROFILE

Community, coworking for social innovators, learning space and projects' incubator. Impact Hub offers the possibility of joining entrepreneurs, freelancers, creatives, IT experts and it's part of **an international network of physical spaces where entrepreneurs, creatives and professionals can develop useful relations and exchange resources, innovative ideas or market opportunities.**

SPECIALIZATION

Design, software and videogame, multimedia

APULIAN LOCAL ATELIER

CETMA - Technologies Design and Materials European Research Centre

PROVINCE

BR

WHERE

c/o CETMA in Brindisi

PROFILE

Innovation center equipped with laboratories and advanced technologies, animated by qualified personnel and oriented to the design sector with development and process activities of advanced materials and innovative production of visual engineering systems.

SPECIALIZATION

Advanced Materials, IoT, Design Management, Strategic Design, AR, VR, Design for Environmental Sustainability, Medical Design, Rapid Prototyping

APULIAN LOCAL ATELIER

AMMOSTRO

PROVINCE

TA

WHERE

c/o Ammostro in Taranto

PROFILE

Industrial open space is a coworking of six artisans who make handcrafted fashion accessories and furnishing complements by combining the tradition and the story of the territory with the experimentation of eco-sustainable materials and techniques.

SPECIALIZATION

Social Innovation, Local Development, Craftsmanship, Design, Tourism, Enhancement of Material and Intangible Heritage.

APULIAN LOCAL ATELIER

OFFICINE CANTELMO + ASSOCIAZIONE THE QUBE

PROVINCE

LE

WHERE

c/o Molo12 – Coworking Space in Lecce

PROFILE

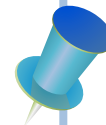
Multifunctional space suitable for hosting various kinds of cultural events, workshops, conferences, meetings and training courses. **It works for the competitive growth of innovative SMEs and offers a series of services aimed at social Aggregation between people, companies, scientific and Technological research and acceleration business.**

SPECIALIZATION

Tourism and cultural heritage enhancement.
Creative and digital communities

CALL FOR STARTUPS : GIOVANI CREATIVI CRESCONO

25 start ups and aspiring entrepreneurs in the cultural and creative sector (up to 5 per each Atelier) to which incubation and acceleration services are offered



Sector

- ❖ Performing arts
- ❖ Audiovisual
- ❖ Design
- ❖ Videogames
- ❖ Multimedia
- ❖ Brandization
- ❖ Cultural heritage
- ❖ Creative tourism
- ❖ Advanced material
- ❖ Architecture

Social object:

Creation -
Production -
Development -
Dissemination -
Conservation -
Research -
Management -
**of cultural or creative
products and services**



CALL FOR STARTUPS : GIOVANI CREATIVI CRESCONO

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TRANSNATIONAL ACCELERATOR
FOR CREATIVITY AND
INNOVATION

Programma di cooperazione
Interreg V / A Grecia-Italia
(EL-IT) 2014-2020
co-finanziato dal FESR

Giovani Creativi Crescono

Avviso per la selezione di
n. 25 start up culturali e creative
da incubare presso i 5
Local Atelier della Puglia.



The application form must be drawn up using the form prepared (→[link](#)),
deadline of 22 November 2019.

Business Idea
Market and customers
Team
Source of revenue
Innovation

LOGICAL FRAMEWORK OF THE INCUBATION PROGRAM

Stimulate

- Informing creatives of the opportunities within the TRACES Acceleration program

Select

- Run a competitive program to select minimum 25 creative entrepreneurs

Train

- Setting up a Creative Entrepreneur Academy to provide basic skills

Support

- 1-2-1 support
 - pitching sessions
- Community gatherings

Graduate

- Enabling supported entrepreneurs to benefit from the connection with the Local Atelier after the program has ended

CALL FOR STARTUPS : GIOVANI CREATIVI CRESCONO



55 hours of training on valorisation and incubation / acceleration:

- 30 hours of common start-up activities
- 25 hours of one2one activity



The **services provided** will include (not exhaustive):

- Basics of start-up management
- Business modelling and planning for creative entrepreneurs, testing and validation
- Support in the validation of market potential;
- Customer journey and customer experience
- Financing my company: where and when to ask for money
- Crowdfunding: setting up a proper campaign
- Marketing, product definition and packaging, sales, communication.



INCUBATION PROGRAM



LOCAL ATELIER	PREFERENCES START UPS TO INCUBATE
Coworking Smart Lab	<ul style="list-style-type: none">✓ communication, brandization and multimedia✓ services for destination management, inbound marketing for tourism, e-commerce✓ enhancement of cultural heritage✓ audiovisual
IMPACT HUB	<ul style="list-style-type: none">✓ media and multimedia✓ software, ICT and video games✓ design✓ audiovisual

INCUBATION PROGRAM

LOCAL ATELIER	PREFERENCES START UPS TO INCUBATE
CETMA	<ul style="list-style-type: none">✓ development and production of advanced materials✓ design✓ development and production of visual engineering systems , software and video games
Ammostro	<ul style="list-style-type: none">✓ craft production✓ design✓ enhancement of material and immaterial cultural heritage
Coworking Molo 12	<ul style="list-style-type: none">✓ enhancement of cultural heritage also in terms of tourism✓ organization of events✓ performing arts

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EUROPEAN UNION

