

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

Launch of the SMATH Call for proposals



Project co-financed by the European
Regional Development Fund

project partners



SMATH: A process of hybridation of culture and creativity towards social impact

A sequence of local and transnational actions aimed at generating synergies between creative, artistic and cultural agents, supporting the development of sustainable innovative products and services with societal impact.

Interreg MED Cofinancing
10 partners – 6 euromediterranean countries



Social impact areas:



Social cohesion



Urban regeneration



Responsible tourism

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The Creative Nest: a support programme for cultural and creative professionals

September 2019 - November 2019

December 2019 – February 2020

March 2020 – June 2020

1. Co-creation of hybrid projects

(concept development, social impact, study visits, co-creation workshops, initial dissemination)

2. Sustainability of hybrid projects

(value proposition, sustainability model, organisational skills)

3. International networking and fundraising

(fundraising, customer development, international networking)

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Creative Nest: value for participants

- From initial idea to the project ready for market implementation - 6-8 months of process.
- An agile and simplified process that can combine with the current occupations: average dedication expected = half day per week.
- Access big ideas, places and opportunities and get an international projection for the project.
- Present the project to a wide range of prescribers, revenue sources and potential customers (public officers, investors, business angels, crowdsourcing platforms, etc).

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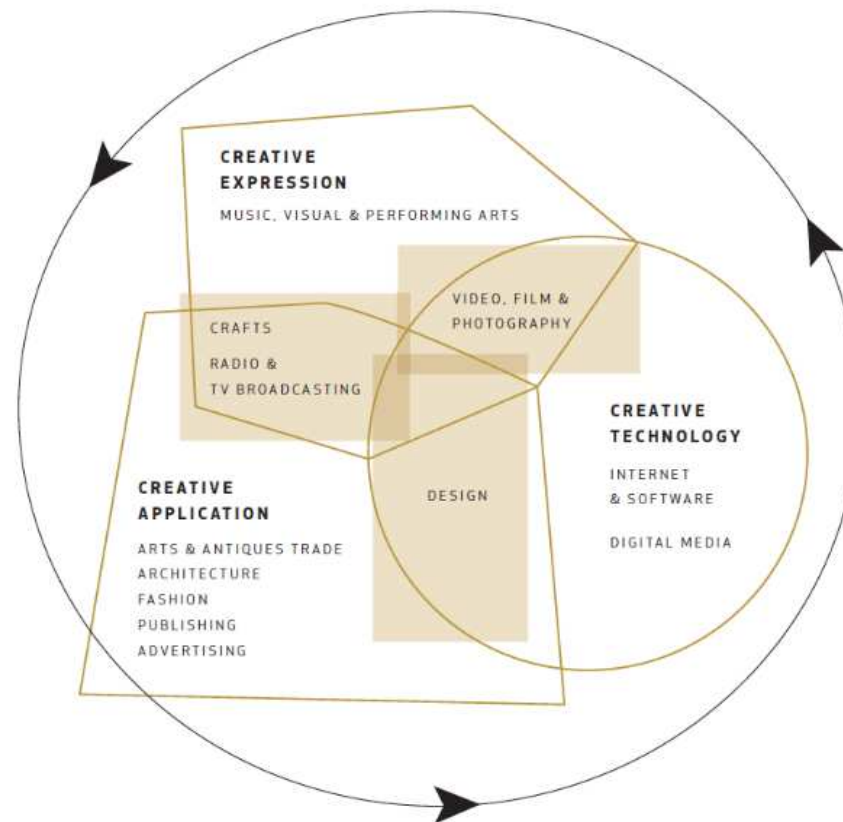
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Cultural & creative ecosystems: prospective participants

- Literature
- Music
- Performing arts (theater, dance, circus)
- Visual arts (drawing, painting, sculpture)
- Audiovisual
- Museums, galleries, libraries, archives
- Photography
- Advertising / marketing
- Architecture / urbanism
- Design (graphics, furniture, visuals)
- Digital technology (manufacturers, software)
- Games (video games, board games)
- Fashion (clothing, jewelry)



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Cultural & creative ecosystems: targeted profiles

✓ Companies, professionals and entities of the cultural and artistic sector (for example companies of arts, musical groups, digital artists ...)

✓ Students, recent graduates, researchers and faculty of universities and design schools, visual arts, performing arts, music, audiovisual, videogames, architecture and creative digital technology.

✓ Companies, professionals and entities of the creative and entrepreneurial sector (for example, marketing and communication agencies, event production, tourist services, service design, innovation labs, digital manufacturing, urban studies...)

✓ Residents of public, private and community incubators of cultural, creative and entrepreneurial projects.

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Selection of projects - criteria

Technical Criteria (50%)

- Innovative and experimental character of the proposed artistic, cultural or creative project.
- Hybrid potential: capacity of the project to generate connections with other projects / disciplines.
- Composition of the team: experience and professional profile

Social Criteria (50%)

- Capacity of the project to generate social value and positive impact in the community, especially in the fields: urban regeneration / responsible tourism / social cohesion.
- Capacity for the project to generate collaborative networks, locally and internationally.
- Composition of the team: diversity and inclusion

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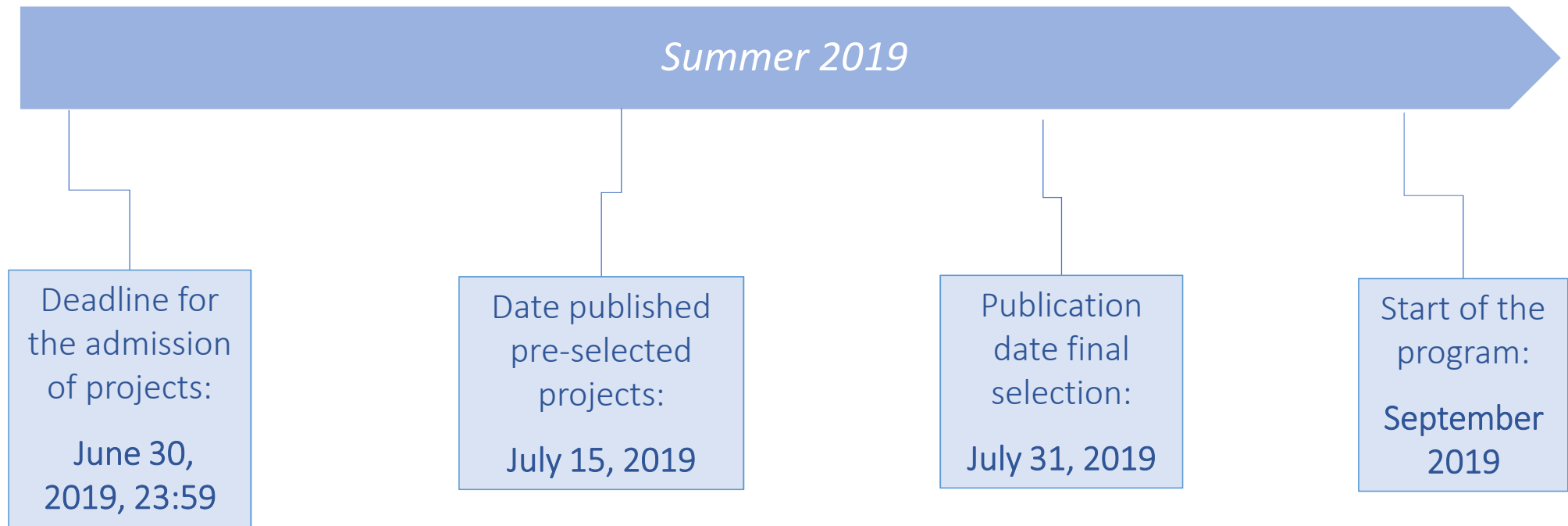


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Selection of projects - process



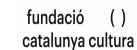
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Next steps – open debate on cultural and creative hybridation

Friday May 24, 10:00-13:00

Canòdrom, Creative Research Park (C/Concepció Arenal 165, Barcelona)

A participatory debate bringing together all the local ecosystem agents to discuss about the challenges, opportunities and potentials of a dialogue between creative and cultural disciplines, to generate new hybrid practices that generate a positive social impact.

Register now here! <http://formularis.eicub.net/index.php/837379/>



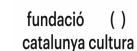
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