

Third online episode of the Innovation Camp organised by and for the Interreg MED
Social&Creative community

Culture & Creative Industries role in sustainable development

EU testimonials discuss how to connect the potential of CCIs with old and new markets

[#InnoCamp3, Zoom Event - April 4, 2022] – CCIs can contribute to the systems of social change with a significant non-monetary value to inclusive social development, to dialogue and understanding between people and organisations. This is the subject under the spotlights of the third and last round of “Social & Creative Innovation Camp”, the initiative taken by the Interreg MED "Social&Creative" project.

The Innovation Camp 03 - in virtual mode, on **April 5** - will highlight how the highly active **cultural and creative industry has a key role in sustainable development**. CCIs are considered fundamental for achieving the objectives set by the UN 2030 Agenda, as they are capable of generating value because they are human centered: culture and creativity therefore contribute to inclusive social development, to dialogue and understanding between peoples. They are both a driver and an enabler of human and sustainable development, they empower people to take ownership of their own development and stimulates the innovation and creativity which can drive inclusive and sustainable growth.

Leading experts in the field and real change-makers will share their experiences of successful cases of CCIs and their key role in sustainable development, trying to understand how cultural and creative industries are contributing to the systems of social change with a significant non-monetary value to inclusive social development, to dialogue and understanding between people and organisations.

The Camp is open to practitioners, policymakers, field experts, stakeholders, civil servants, SMEs and start-ups, PanoramaMED representatives, Social&Creative partners and associates, and S&C modular projects. Join the event using [\[this link\]](#).

INNOVATION CAMP 03 – MORNING CONFERENCE AGENDA

10.00	<u>Opening session</u> Vito Bavaro , Director of the Research and International relations section, Puglia Region Christoph Maier , Project officer, Interreg MED Programme
10.30	<u>Keynote speech</u> Mirna Karzen , President of Social Innovation Lab (Croatia)
11.00	<u>Success stories</u> Despoina Mantziari , Aristotle University of Thessaloniki (Greece) Artur Serra , i2CAT (Spain) Luca Leonardi , Consorzio ARCA Living Lab (Italy) Juha Suonpää , Tampere University of Applied Sciences (Finland) Diego Mattioli , Noesis European Development Consulting
12.30	<u>Conclusions</u> Marco Di Ciano , Responsible of the Research and Innovation Section, InnovaPuglia

PRESS RELEASE



In the afternoon (from 14h to 16.30h CET) selected stakeholders will be involved in the **Focus and Working groups session**, which is designed as a dynamic and participatory workshop where we want to understand the transferability potential for methodologies, tools and services designed and developed in past modular projects for a greater impact and the feasibility to be adapted and implemented in other places.

Participants will focus on 3 main topics:

- **Public Procurement of Innovation a win-win solution for public services and enterprise competitiveness** - The PPI represents a Copernican revolution in the management of public tender where the procurer collaborates with the market to identify and adopt the best available solution to improve the quality of the services for citizens. On the other hand, the companies have the opportunity to propose their most advanced solutions to the procurer promoting their market uptake and upscaling. This collaboration creates a win-win situation where the enterprises profit of new business opportunities and the procurers can guarantee high quality standards services for users.
- **Future Scenarios for the Shared & Collaborative Economy** - Exploring the transforming role of technology, creativity and social innovation in the new economy. The future of human societies and the future of the new Economy is linked to the development of the Internet and the digital platforms and devices. The more people using the Internet, and digital platforms/devices, the greater likelihood of new ideas emerging that lead to new businesses able to transform social life.
- **Intangible heritage as creative tool for resilient and sustainable growth** - Increase awareness about the Mediterranean Diet talent to combine many economic, social, territorial, environmental aspects. It is a holistic approach covering agri-food production, healthy lifestyle, landscape shaping, ecosystem knowledge and touching, so far, any sustainable goals of the Agenda 2030. The model bonds the UNESCO concept of MD as “intangible” heritage to its “tangible” dimension, linking Culture and Tradition to territorial/economical features determined by these activities.

What is the Social&Creative Community?

164 organizations from 15 MED, IPA and other EU countries and more than 400 stakeholders, gathered around 14 thematic projects and coordinated by an horizontal project: this is the Social&Creative Community, funded by the Interreg MED Programme. Through the modular projects, the Community explores the thousand nuances of creativity and social innovation, from textile to the Mediterranean diet, from sharing economy to social vocation of enterprises, from open data to public procurement of innovation. Its mission is to pave the conditions for creativity and innovation to happen, by both adopting a participatory approach and new tools to find and elaborate the most suitable solutions to the needs of regional policy makers and citizens; and co-designing a Mediterranean model for creativity and innovation with the actors and stakeholders operating in the MED territories. The most significant outcomes of the Community are collected by the horizontal project and brought to the attention of policy makers, who can use them as a basis for innovative policies. This is how the Social&Creative Community supports innovation: by checking the territories emerging needs; thinking out specific answers to those needs, tools and policy tips; providing policy makers with exemplary policy innovation trials and thus pushing them to capitalize, transfer and mainstream methodologies, tools, recommendations, ideas.

For more information:

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