



# FOCUS GROUP TERRITORIALE PROGRAMMI CTE E MAINSTREAM Monitoraggio & valutazione e mainstreaming

L'Aquila, 30-31 maggio 2019

L'approccio "triple-loop learning" sulle evidenze dei progetti MED per lo sviluppo delle politiche: l'esperienza del progetto orizzontale TALIA in ambito MED

Interreg  
Mediterranean



# Horizontal Project TALIA

## Territorial Appropriation of Leading-edge Innovation Actions



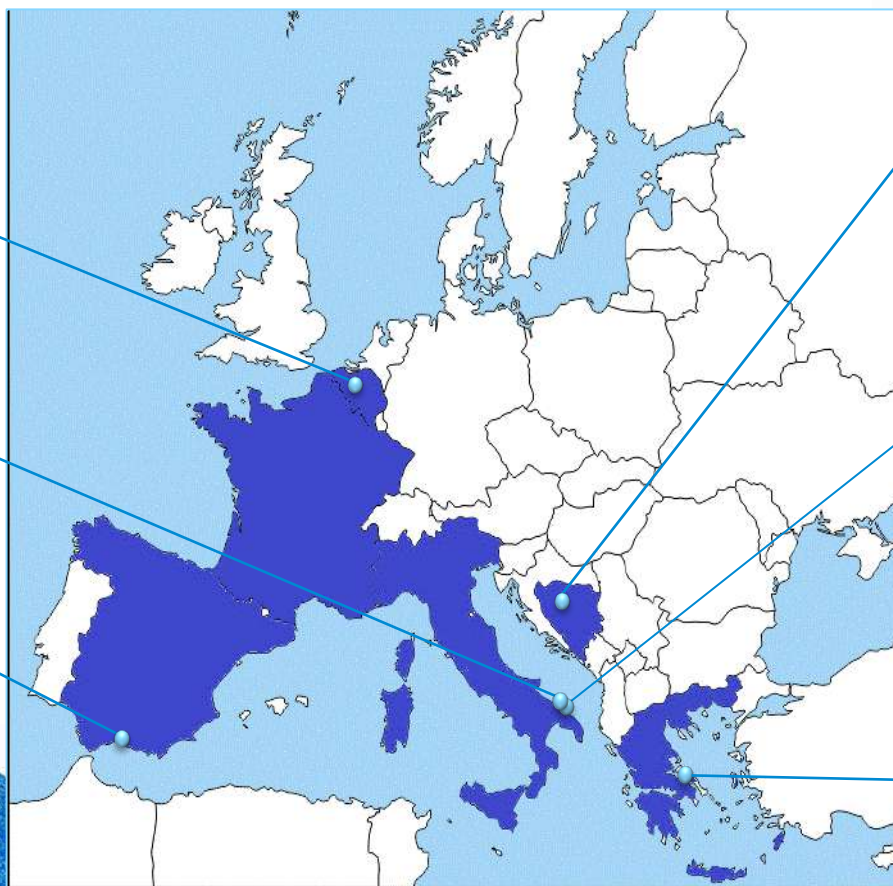
November 2016 – October 2019

€ 1.609.040 €



6 partners from MED  
European region

European  
Network of  
Living Labs



REGIONE  
PUGLIA

with support of



a.r.t.i.  
Agenzia regionale  
per la tecnologia  
e l'innovazione

UHCC



ΕΛΛΗΝΙΚΗ  
ΔΗΜΟΚΡΑΤΙΑ

Interreg  
Mediterranean



# TALIA & the Interreg MED

Contributes to the specific objective 1.1 of the MED Call by **empowering the public and private actors engaged in innovation policy and practice** towards Creativity Based Innovation

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## PRIORITY AXIS 1 INNOVATION

**Specific Objective 1.1:** To increase transnational activity of innovative clusters and networks of key sectors of the MED area

- 1) green growth
- 2) blue growth
- 3) creative industry and social innovation

## PRIORITY AXIS 2 LOW CARBON ECONOMY

**Specific Objective 2.1:** To raise capacity for better management of energy in public buildings at transnational level

**Specific Objective 2.2:** To increase the share of renewable local energy sources in energy mix strategies and plans in MED territories

**Specific Objective 2.3:** To increase capacity to use existing low carbon transport systems and multimodal connections among them

## PRIORITY AXIS 3 NATURAL & CULTURAL RESOURCES

**Specific Objective 3.1:** To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area

**Specific Objective 3.2:** To maintain biodiversity and natural ecosystems through strengthening the management and networking of protected areas

## PRIORITY AXIS 4 GOVERNANCE

**Specific Objective 4.1:** To support the process of developing multilateral coordination frameworks and strengthening the existing ones in the Mediterranean for joint responses to common challenges

## Programme Architecture

**3<sup>rd</sup> level impact**  
Mediterranean  
**SHARED VISION**  
on **policies & actions**

Axis 4 – platform

**HORIZONTAL projects**  
**2<sup>nd</sup> level impact**

Thematic transnational communities



**MODULAR projects**  
**1<sup>st</sup> level impact**

Local results



# TALIA HP

## Social & Creative Community



### SOCIAL & CREATIVE

M1

COWORKMed

open DOORS

M1+2

ChIMERA

Prominent MED

M2

CreativeWear

Chebek

Smarth

ODEON

M2+3

Co-Create

M1+2+3

MD.NET

+Resilient

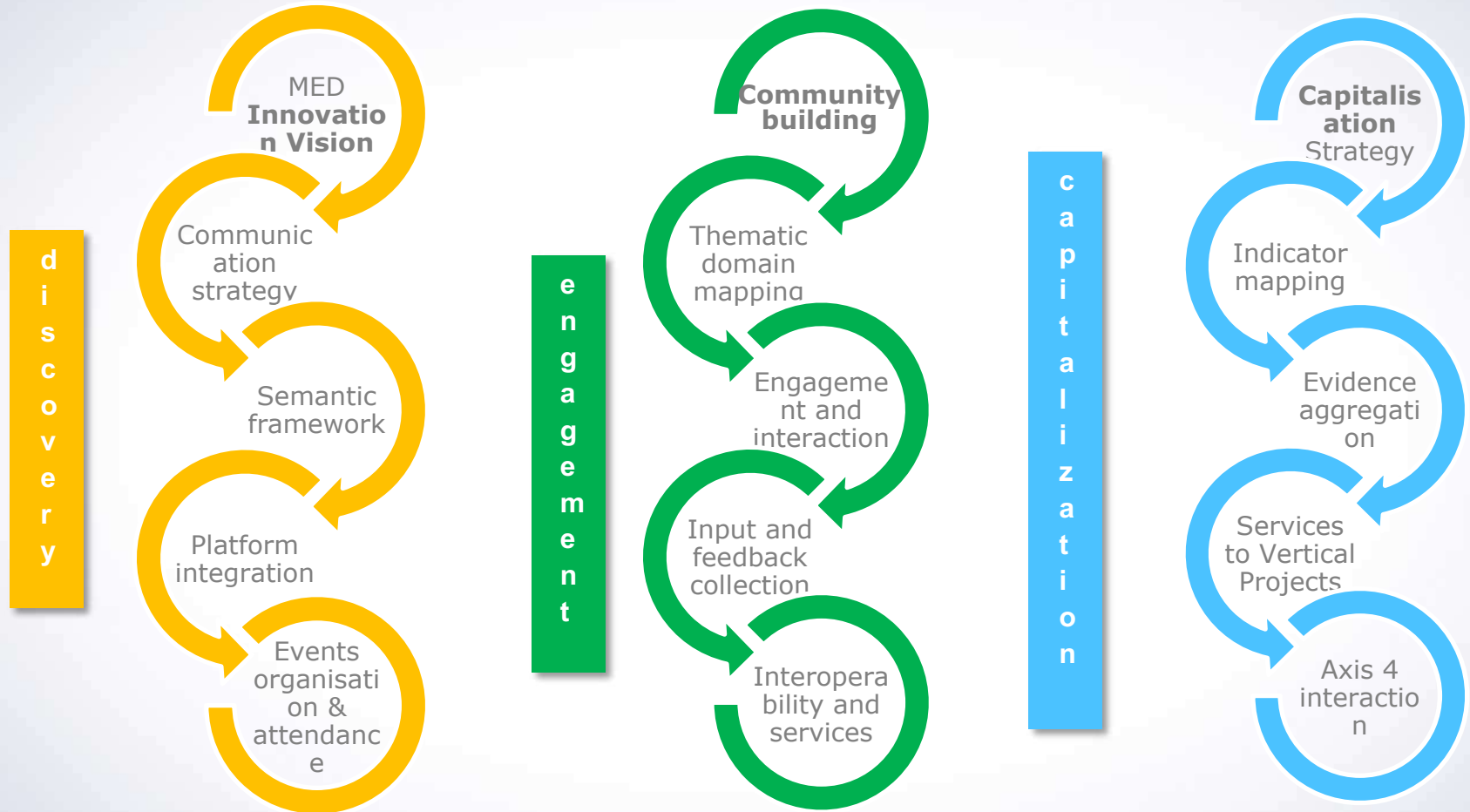
Modular Projects

Integrated Projects

TALIA Horizontal Project

M1 Study M2 Testing M3 Capitalising

# TALIA Activities



## TALIA Project Challenge

**Execute** TALIA actions to promote Scaling Up/Out

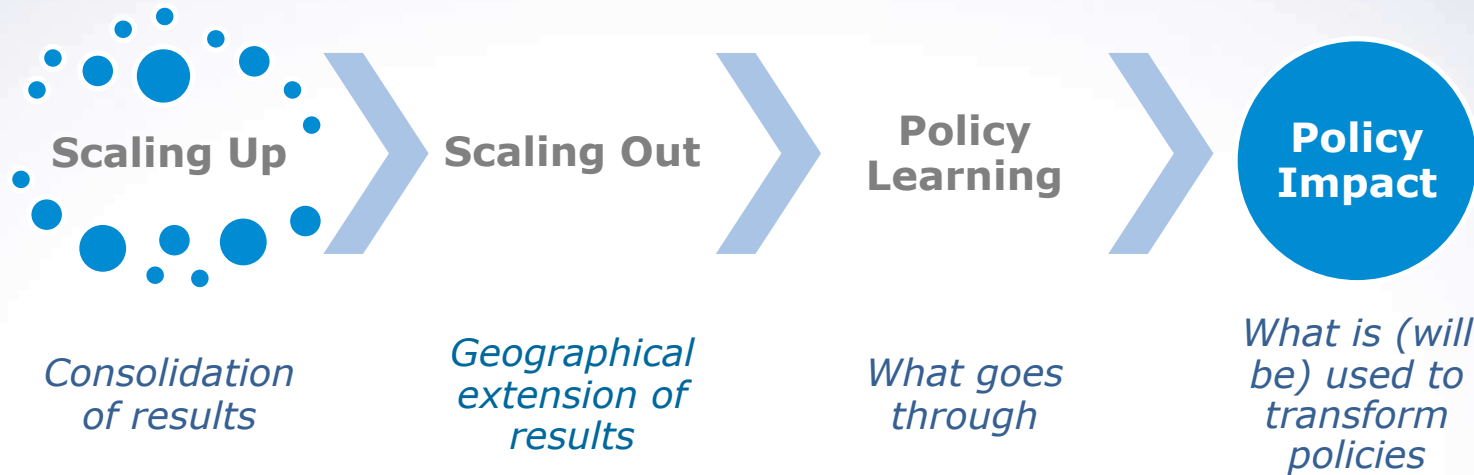
- Georeferenced mapping of project and pilot stakeholders
- Creation of inter-project creativity and social innovation communities
- Engagement of EU and global innovation networks and forums

**Execute** TALIA actions to promote Policy Learning/Impact:

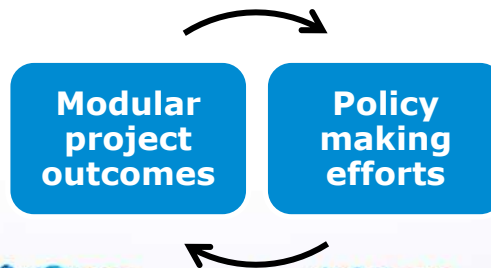
- Framing modular project concepts into a 'Mediterranean model' of creativity and social innovation
- Aggregation and mapping of modular project results to generate policy evidence
- Promotion of triple loop learning in regional / national / EU policy makers

**...while working with dozen of projects, hundreds of partners, thousands of stakeholders and terabyte of documents database**

# Capitalisation – Our model



- Consolidation of results and their adoption at regional/national level as a follow up to project activities
- Geographical extension of results to other contexts, via replication, transfer, adaptation, networked learning, etc.
- Actual uptake of a project result or recommendations on the part of the relevant target policy makers
- Possible transformative effects on higher-level policy frameworks and in general the practice of policy making





# Capitalisation – Deliverables & Services

## Deliverables

### **Policy briefs**

- methodologies, case implementation, knowledge transfer, etc.

### **Indicator system**

- based on transition indicators concurrently and in addition to output and result indicators

### **Community toolkit**

- MP communities organized on "fruition modules" able to support the learning process (background analysis, studies, data catalogues, models, test practices, etc.) of target users (PA, SMEs, Enterprises, Interest Groups, ect.).

## web services

### **Benchmark**

- observe transition variables of MED Regions compared with other Regions or group of Regions

### **Discovery**

- perform semantic search based on concepts rather than keywords and automatic summarization of text documents

### **Design**

- draft a cross-correlation between elements of the "Social & Creative community vision" (or other strategic documents) and outcomes of the MP-MED projects

## Capitalisation – Identity

Capitalization tools	Benchmark	Discovery	Design
Capitalization goals			
Policy Learning	X	X	X
Scaling Up		X	
Scaling Out		X	
Policy Impact	X	X	X

# Framing modular project concepts into a 'Mediterranean model' of creativity and social innovation



# Talia Semantic Framework Tool - TSF

Semantic Framework tool allows to extract knowledge and strategic information from project documents and results that will support decision making and strategic planning, in particular for the analysis of funded projects.

90.147.102.57

90.147.102.57:8080/SearchMetadata

Interreg  
Mediterranean

CAPITALIZATION

**INDICATOR BENCHMARK**  
Creative MED toolkit to observe transition variables of our regions compared with other regions or groups of regions

**SMART SEARCH**  
Semantic search & automatic summarization of documents

**POLICY DESIGN VARIABLES**  
Cross-correlation between elements of the TALIA vision and features of the MED projects

BENCHMARK

DISCOVERY

DESIGN

# Talia Semantic Framework Tool - TSF

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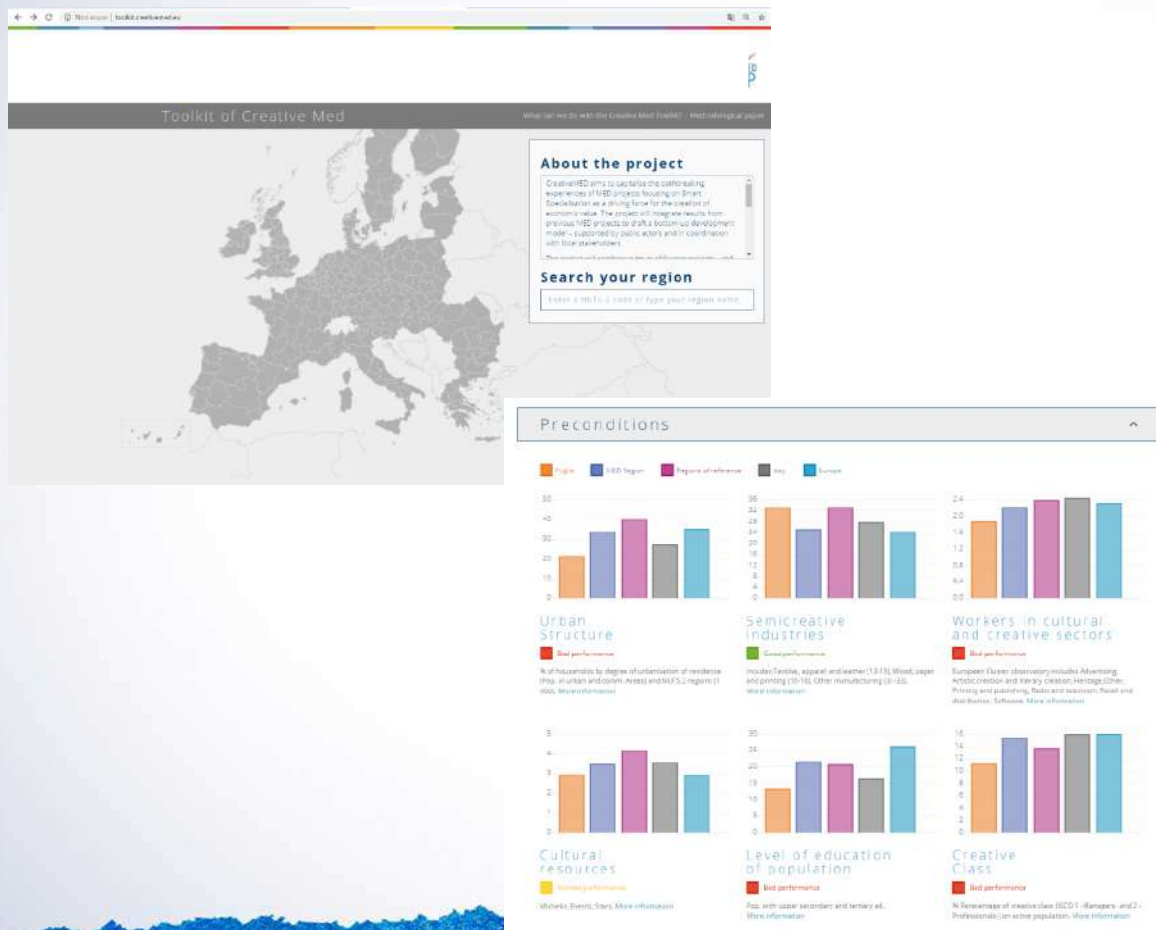
Interreg Mediterranean

## CAPITALIZATION

<b>INDICATOR BENCHMARK</b>	Creative MED toolkit to observe transition variables of our regions compared with other regions or groups of regions
<b>SMART SEARCH</b>	Semantic search & automatic summarization of documents
<b>POLICY DESIGN VARIABLES</b>	Cross-correlation between elements of the TALIA vision and features of the MED projects

BENCHMARK      DISCOVERY      DESIGN

# Talia Semantic Framework Tool – TSF: Indicator Benchmark



The *Indicator Benchmark* search will provide:

- ✓ Comparisons of **regional performances (within and outside the MED area)** according to several **indicators of Creativity and Social Innovation**
- ✓ Visualizations of the **historical trends** of those indicators, in each region, each MS and at the MED and EU levels

# Talia Semantic Framework Tool - TSF

90.147.102.57

90.147.102.57:8080/SearchMetadata

**Interreg**  
Mediterranean

**INDICATOR BENCHMARK**  
Creative MED toolkit to observe transition variables of our regions compared with other regions or groups of regions

**BENCHMARK**

**SMART SEARCH**  
Semantic search & automatic summarization of documents

**DISCOVERY**

**POLICY DESIGN VARIABLES**  
Cross-correlation between elements of the TALIA vision and features of the MED projects

**DESIGN**

**CAPITALIZATION**

# Talia Semantic Framework Tool – TSF: Smart Search

Interreg MED - Our deli x + v

90.147.102.57:8080/SearchMetadata/search.html

Interreg Mediterranean

## SMART SEARCH

Enter a query

Enter a collection

socialAndCreative

SEARCH

- SocialCreativeAppF
- blueGrowth
- socialAndCreative
- med2007\_wikikey
- sustainableTourism
- RenewableEnergy
- GreenGrowth
- Social and creative
- efficientBuildings
- ApplicationForm
- urbanTransport
- med2007\_wiki
- med2007\_key
- biodiversityProtection

Interreg Mediterranean

Progr... onal Development Fund

ict | Sitemap

f t in p s

The Smart/Semantic Search System already available in prototype form within TALIA will enable to get:

- ✓ Automatic **summaries** of documents belonging to various **thematic collections**
- ✓ Ordered lists of documents as results of **concept based and/or semantic queries**
- ✓ New **vocabularies** extracted from the documents and
- ✓ Ordered lists of **related concepts** staying **in-between** pairs of terms belonging to two distinct vocabularies



# Talia Semantic Framework Tool – TSF: Smart Search

The screenshot displays the Interreg Mediterranean SMART SEARCH web application. The browser address bar shows the URL: 90.147.102.57:8080/SearchMetadata/search.html. The page features the Interreg Mediterranean logo and a navigation bar with various icons. The main search area includes two input fields: 'Enter a query' with the text 'energy' and 'Enter a collection' with the text 'socialAndCreative'. Below these are 'SEARCH' and 'SHOW MAP' buttons. The results section shows 'related concepts' as a list of tags: environment\_energy, french\_ministry, environment, oceans, french, ministry, use, new, technologies, technology. It indicates '54 results' and lists three project entries:

- 3.7.1\_TERRITORIAL\_STUDY\_FINAL** (Project Name: COWORKMed, Project Budget: €599972.5)
  - This study analyses the impacts of coworking on territories: transport, mobility, pollution, territorial management, etc.
  - Buttons: Summary, Deliverable details, Partners details
- BENCHMARKING\_STUDY\_OPENDOORS** (Project Name: openDOORS, Project Budget: €600000.0)
  - The study analyses the experiences worldwide making benchmarking analyses of key aspects of the SE. It underlines relevant features of the SE and represents the open window of the project on the best experiences ever.
  - Buttons: Summary, Deliverable details, Partners details
- CONFERENCE\_REPORT\_OPENDOORS** (Project Name: openDOORS, Project Budget: €600000.0)
  - In the month of October 2017, the partners have organized a Conference aimed to communicate with main stakeholders: SME, public institutions, groups of interests and NGOs. Special participation has been reserved to members of the proposed network.

# Talia Semantic Framework Tool – TSF: Smart Search

Interreg  
Mediterranean

## SMART SEARCH

Enter a query: energy

Enter a collection: socialAndCreative

SEARCH SHOW MAP

related concepts: environment\_energy french\_ministry environment oceans french ministry use new technologies technology

54 results

### 3.7.1\_TERRITORIAL\_STUDY\_FINAL

This study analyses the impacts of coworking on territories: transport, mobility, pollution, territorial management, etc.

Summary Deliverable details Partners details

Date: 2018-01-31

**Keywords:** cooperation networks, development, entrepreneurship, improving transport connections, institutional cooperation, mobility, peripheral development, regional planning, rural, sme, transport, urban development

**Target Audience:** Business support organisation, Enterprise, except SME, Higher education and research, Infrastructure and (public) service provider, Local public authority, Regional public authority, SME

**Deliverable budget:** €3,660,176,953.125

**PROJECT NAME:** COWORKMed

**PROJECT BUDGET:** €599972.5

**PARTNERS:**

**Name:** Barcelona Activa SA SPM  
**Budget:** €84450.0  
**Country:** SPAIN

**Name:** DEVELOPMENT AGENCY ZAGREB & TPZ Ltd.  
**Budget:** €81637.6  
**Country:** CROATIA

**Name:** Agency for Sustainable Mediterranean Cities and Territories (Lead)  
**Budget:** €130760.0  
**Country:** FRANCE

**Name:** Institute of Entrepreneurship Development  
**Budget:** €75000.0

### BENCHMARKING\_STUDY\_OPENDOORS

The study analyses the experiences worldwide making benchmarking analyses of key aspects of the SE. It underlines relevant features of the SE and represents the open window of the project on the best experiences ever.

**PROJECT NAME:** openDOORS

**PROJECT BUDGET:** €600000.0

**PARTNERS:**

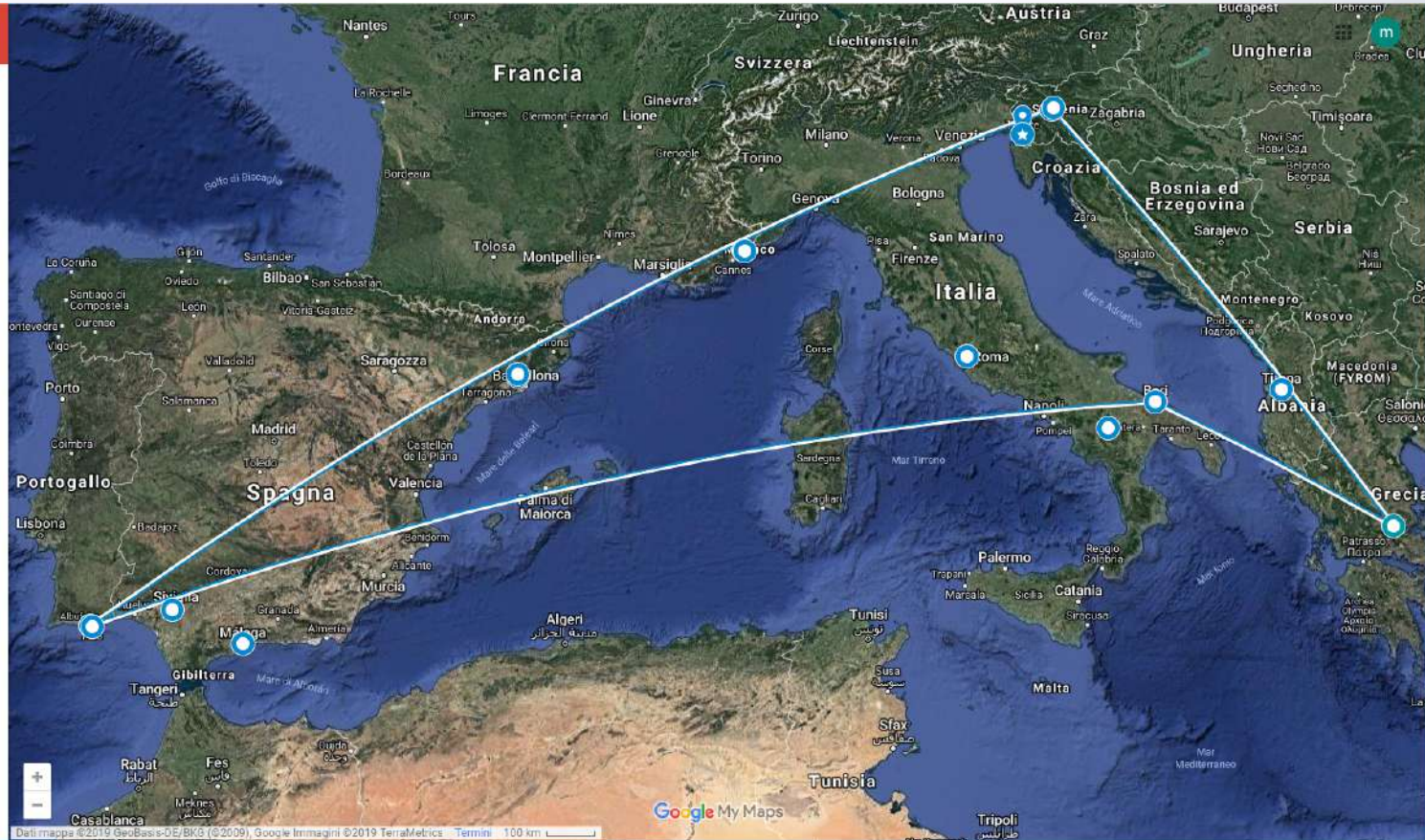


# Talia Semantic Framework Tool – TSF: Smart Search

← Cultural anchoring/Community-s...

name  
Cultural anchoring/Community-scale  
partnership (Estimated value 85.500,00 €)

description  
Chimera  
D.3.2.1\_Regional\_Analysis\_PP6/University of  
Algarve/Chimera  
D.3.2.1\_Regional\_Analysis\_PP3/Technology Park  
Ljubljana Ltd./Chimera  
D.3.5.1\_Regional\_Strategic\_Action\_plan\_PP7/Region of  
Sterea Ellada/Chimera  
D.3.4.2\_Comparative\_analysis\_PP2/Creative Apulia  
Cluster Association/Chimera  
D.3.4.3\_Transnational\_Event\_Report/Technology Park  
Ljubljana Ltd./Chimera  
D.3.5.1\_Regional\_Strategic\_Action\_Plan\_PP2/Creative  
Apulia Cluster Association/Chimera  
D.3.5.1\_Regional\_Strategic\_Action\_Plan\_PP3/Technology  
Park Ljubljana Ltd./Chimera





# Talia Semantic Framework Tool - TSF

90.147.102.57

90.147.102.57:8080/SearchMetadata

Interreg Mediterranean

## CAPITALIZATION

<b>INDICATOR BENCHMARK</b>	Creative MED toolkit to observe transition variables of our regions compared with other regions or groups of regions
<b>SMART SEARCH</b>	Semantic search & automatic summarization of documents
<b>POLICY DESIGN VARIABLES</b>	Cross-correlation between elements of the TALIA vision and features of the MED projects

BENCHMARK      DISCOVERY      DESIGN

## *Talia Semantic Framework Tool – TSF: Policy design variables*

The Smart / Semantic Search System has been used to **validate the TALIA vision of creative and social innovation in the MED area** based on the contents of the Modular project deliverables available so far.

**However the same approach can be easily replicated to validate any new policy model** – including from other domains than CSI – under the only condition of having a big enough collection of documents available to the purpose.

# Talia Semantic Framework Tool – TSF: Policy design variables

GOAL: unveil the most suitable concepts in the MED project outcomes, deliverables and documents collection that better matches the relationship between elements of the TALIA vision and features of the MED projects

## Elements of the TALIA vision

Add element **+**

- Community-scale partnership
- Territorial innovation
- Trans-local socio-economic ecosystem

List of labels

## Features of the MED projects

Add element **+**

- Cultural anchoring
- Open networked people
- Innovation mixes
- New business models
- Shared values
- Collective learning

List of labels



# Talia Semantic Framework Tool – TSF: Policy design variables

The meaning of a label can be defined by choosing:

- a set of concepts extracted from the analysis of the documents in the collection
- by uploading a short textual definition of the concept

▪ Cultural anchoring

defined as

New products and services having some relationship between their value proposition and the specific cultural heritage of the Mediterranean

- value\_proposition
- cultural\_heritage
- cultural\_element
- cultural\_identity
- mediterranean\_identity
- mediterranean\_territories
- mediterranean\_areas
- euromediterranean\_heritage
- mediterranean\_culture
- intangible\_cultural\_heritage

# Talia Semantic Framework Tool – TSF: Policy design variables

Interreg MED - Our deliveries x +

Non sicuro | 90.147.102.57:8080/SearchMetadata/indexmat.html

Interreg Mediterranean

Enter number of rows:  Enter number of columns:  Enter a collection:

FILL IN RESET SAVE

**MATRIX GENERATED FOR SOCIALANDCREATIVE**  
Description: Features of the MED projects vs elements of the TALIA Vision

	Community-scale partnership	Territorial innovation	Trans-local socio-economic ecosystem
Cultural anchoring			
Open Networked People			
Innovation Mixes			
Collective Learning			
Shared Values			
New Business Models			

# Talia Semantic Framework Tool – TSF: Policy design variables

The screenshot shows a web browser window with the URL `90.147.102.57:8080/SearchMetadata/indexmat.html`. The page title is "Interreg MED - Our deliveries". The main content area displays a "MATRIX GENERATED FOR SOCIALANDCREAT" with a description: "Features of the MED projects vs elements". A "DEFINE CONCEPT" dialog box is open, allowing the user to define a new concept. The dialog box contains the following fields and options:

- Enter concept name:** A text input field containing "Cultural anchoring".
- Select defining concepts:** A dropdown menu currently showing "Nothing selected".
- or enter textual description:** A large text area for providing a description.
- Buttons:** "RESET", "SAVE", "Close", and "Save changes".

The background matrix table is partially visible, showing a list of concepts in the first column:

Concept			
Cultural anchoring			
Open Networked People			
Innovation Mixes			
Collective Learning			
Shared Values			
New Business Models			

# TSF tool

scientific institutions 0,65  
cultural institution 0,64  
educational initiatives 0,64  
business culture 0,63  
higher education system 0,63  
cultural centers 0,63

## Descriptive comments

	Community-scale partnership	Territorial innovation
Cultural Anchoring	In the MED projects observed, the Cultural Anchoring of innovations promotes the formation of Community-scale Partnerships in the participating regions/countries by leveraging the contribution of a number of local and national institutions (scientific, cultural, educational etc.).	Further, Cultural Anchoring also facilitates Territorial Innovation by taking stock of the diversity of cultures and languages as well as the artistic heritage and wealth of the Mediterranean according to a process that is also mediated by business culture and the cultural infrastructures operating in the region.
Open Networked People	Open Networked People play their role in promoting the formation of Community-scale Partnerships by a combination of	In turn, Open Networked People generate Territorial Innovation by fertilising business networks and the

## Prescriptive comments

	Community-scale partnership	Territorial innovation
Cultural Anchoring	Cultural Anchoring of innovations does not materialise per se, but with the help of "intermediary institutions" that the MED programme financially supports. It is however crucial not to stop the process at individual product/process level but move towards the formation of Community-scale Partnerships that can reinforce the message fuelled by those innovations.	Obviously, Cultural Anchoring may bring a socio-cultural component to Territorial Innovation leveraging the deep historical roots of the regions of the Mediterranean. However, it is important not to lose sight of the business implications of this operation that needs to achieve market success and financial sustainability.
Open Networked People	It is a clear policy challenge, involving not only education but also political participation, to ensure that the Open	Looking at Open Networked People as agents of Territorial Innovation is also unconventional and hardly pre-stantan

## FURTHER USE CASE

- ➔ How much is the effort in terms of budget investment in the different regions on those specific concepts?
- ➔ What are the main technologies suitable for social and creative topics used by the MED communities?
- ➔ How far are the innovation priorities of a political strategy (regional, national, etc) from the MED project achievement?

# ON-LINE

## ➔ TALIA Yearbook

**Next version:** Toolkit will offer **policy-makers** the possibility to easily identify and access a wide range of methods and tools, whether it be a support to background studies, a model for implementation, a training service or a strategy, to **design new policies**.

## ➔ Policy Briefings

## ➔ Newsletter

# SOCIAL & CREATIVE FINAL EVENT

	Data
<i>The Mediterranean Forum of Creativity and Social Innovation</i>	October 15-16, 2019

## TALIA Contact info



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<https://social-and-creative.interreg-med.eu>



@MEDSocialcreat



Social & Creative MED





# Interreg Mediterranean



EUROPEAN UNION

*Innovation services provided by creative businesses can help to address the improvement of the innovation performance of firms in the wider economy\**

\*Dr Jason Potts and Kate Morrison "Nudging Innovation Fifth generation innovation, behavioural constraints, and the role of creative business – considerations for the NESTA innovation vouchers pilot "

Grazie!

Marianna Cavone

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