



FOCUS GROUP TERRITORIALE PROGRAMMI CTE E MAINSTREAM

Terzo incontro
Trieste, 30 e 31 gennaio 2019

Horizontal Project TALIA

Territorial Appropriation of Leading-edge Innovation Actions



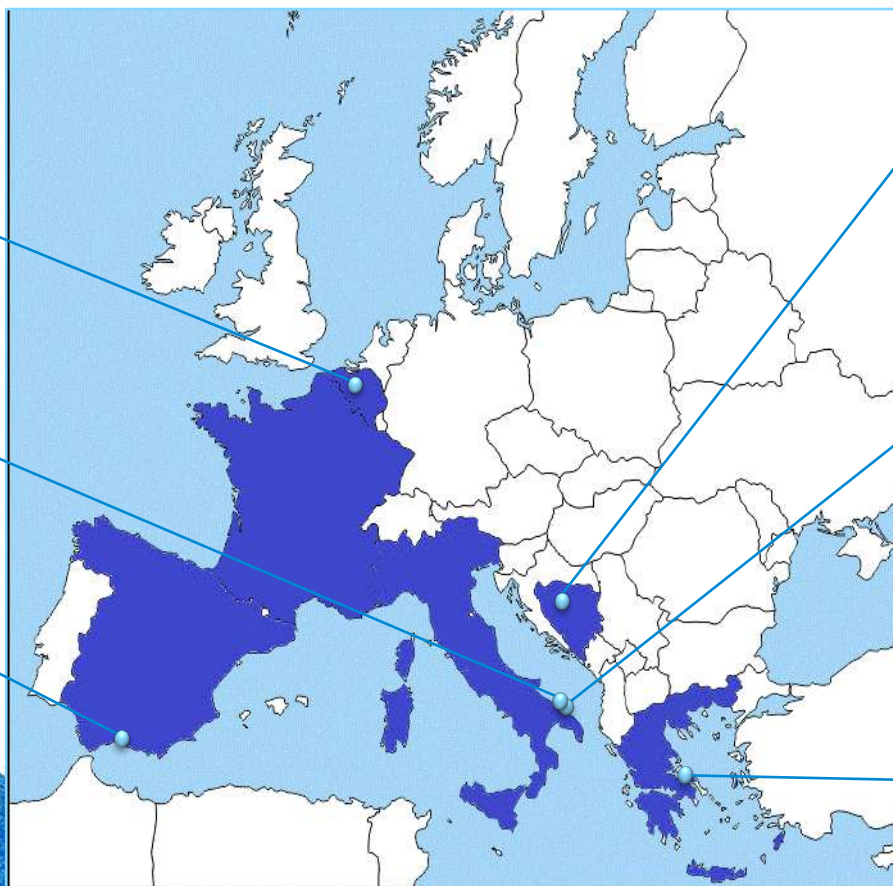
November 2016 – October 2019

€ 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

3rd level impact
Mediterranean
SHARED VISION
on **policies & actions**

Axis 4 – platform

HORIZONTAL projects
2nd level impact

Thematic transnational communities



MODULAR projects
1st level impact

Local results



Innovation



Low-carbon economy



Natural and cultural Resources

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

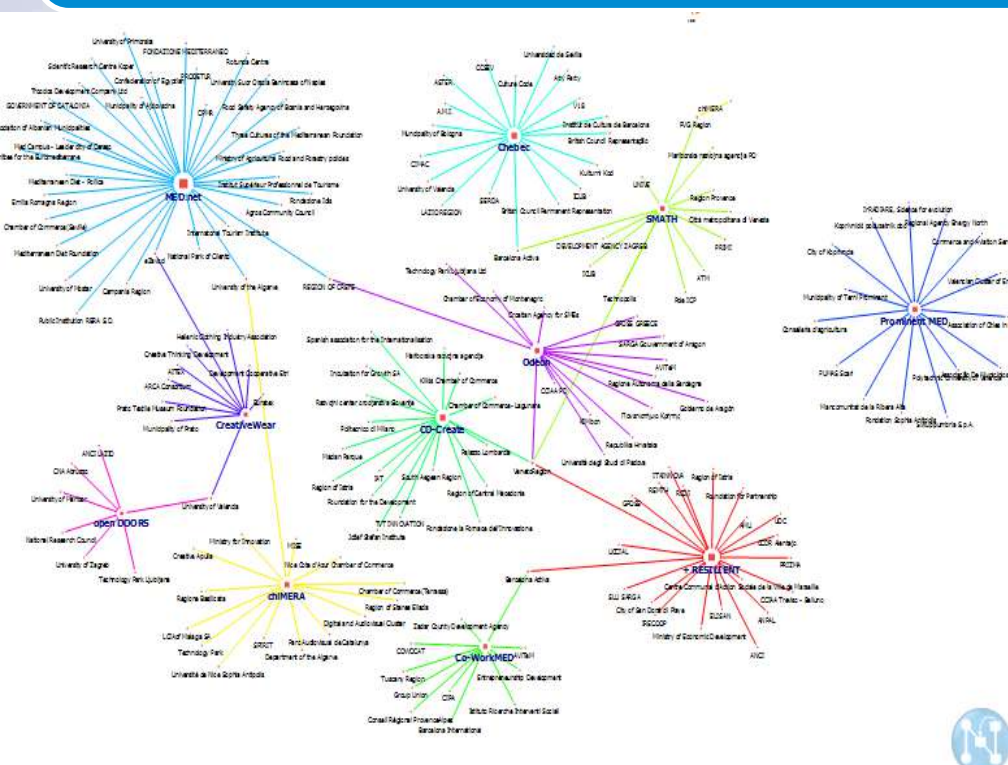
Modular Projects

Integrated Projects

TALIA Horizontal Project

M1 Study M2 Testing M3 Capitalising

TALIA HP Social & Creative Community



- SVRC; Open data
- Clusters
- Clusters, Innovative financial instruments
- Coworking
- Cross-fertilisation
- Internationalization; Entrepreneurship
- Mediterranean diet; Food
- Public Procurement of Innovation (PPI)
- Textile&clothing
- open data
- sharing-economy



Parameter		Value
Network Density		0,111
Degree centrality	In-degree centrality	0,111
	Out-degree centrality	0,111
Coreness	Gini coefficient	0,889

Low level of interconnectivity

High level of heterogeneity

TALIA HP

Social & Creative Community

Cultural and Creative Industries

CHIMERA ^S ^T
 Innovative cultural and creative clusters in the MED area

CO-CREATE ^T ^C
 Setting up a network of competitive MED clusters

CREATIVEWEAR ^T
 Creative clothing for the Mediterranean space

OPEN DOORS ^S
 Designing a network of cooperating creative

CHEBEC ^T
 Hacking the Mediterranean Economy through the Creative and Cultural sector

Smath ^T
 Smart Atmospheres of Social and Financial Innovation for Innovative Clustering of Creative Industries in MED Area

MD.NET ^S ^T ^C
 Mediterranean Diet :
 When Brand Meets Peoples

Social Innovation

COWORKMED ^S
 Social innovation research on co-working clusters

PROMINENT MED ^S ^T
 Public procurement of innovation boosting green growth in MED area

ODEON ^T
 Open Data for European Open innovation

+Resilient ^S ^T ^C
 Mediterranean Open Resources for Social Innovation of Socially Responsive Enterprises

“Performing arts “
 “Advertising Design based manufacturing Services and tourism”
 “Open data”
 “Social entrepreneurship”
 “Public sector innovation”

^S Studying
^T Testing
^C Capitalization

TALIA Objective

Discovery and Communication

Virtual spaces and face-to-face events for interaction and dissemination

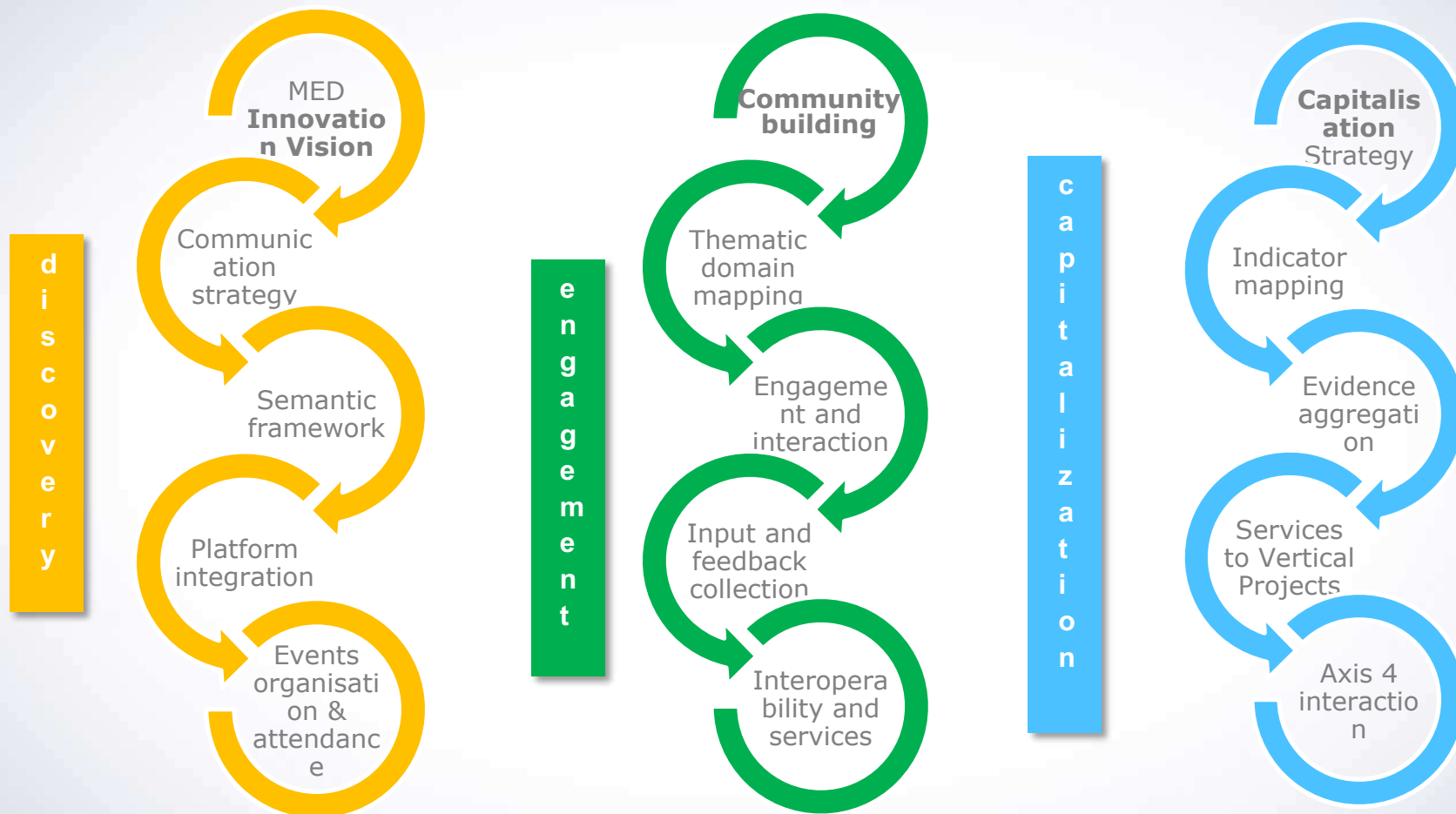
Engagement and support

Liaison with on-going projects and their local and transnational networks

Capitalisation and impact

Briefings and tools to extend results across the MED space and policy agendas

TALIA Activities

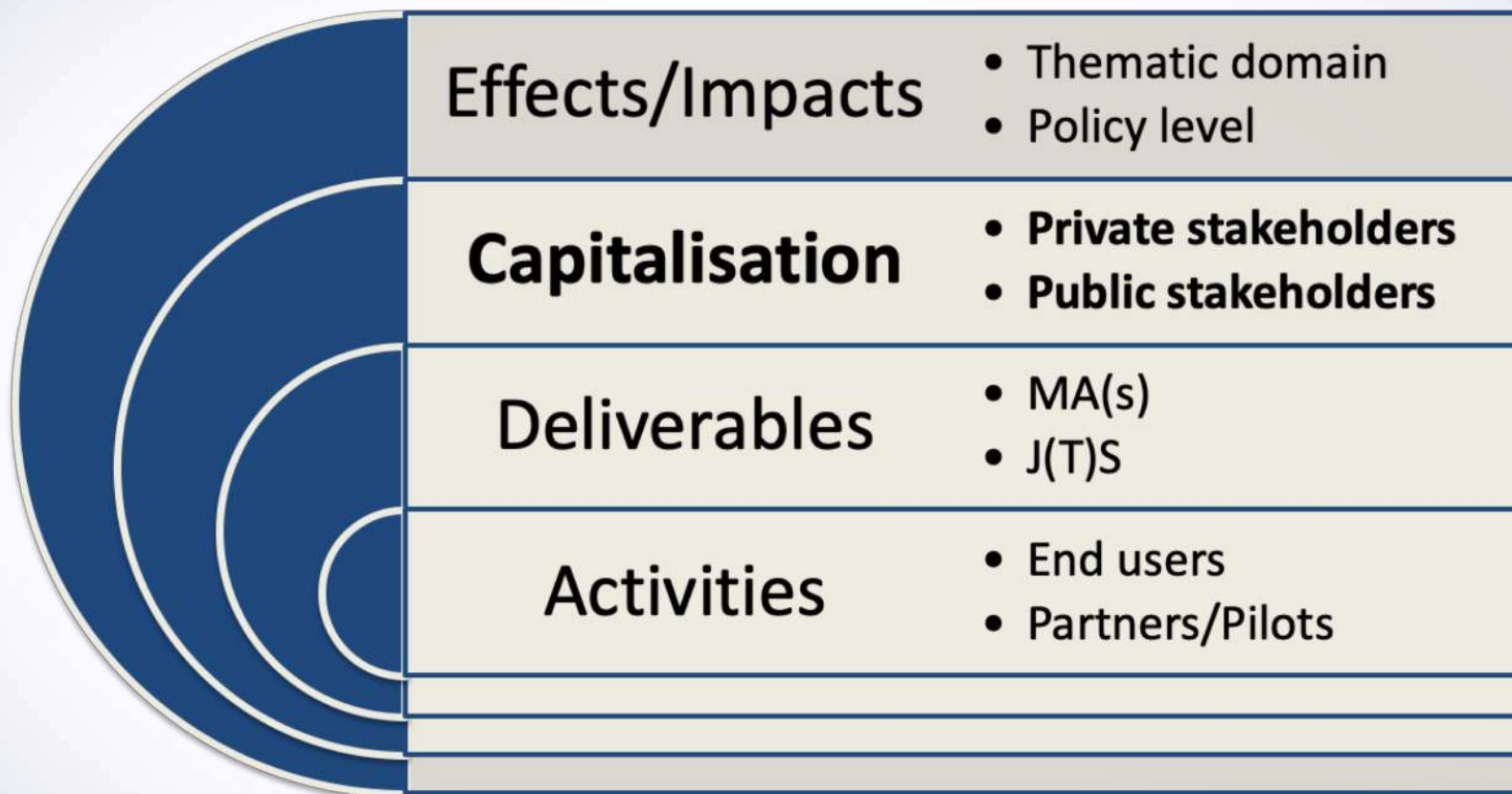


TALIA Impact level

TALIA operates **top-down** and **bottom-up** to convey the results of participating projects towards effective **policy impact**



TALIA Project Fallout



TALIA Capitalization



Conclusions of the MED conference “MED Capitalisation: contributing to a stronger Europe”: CoR Bruxelles, March 2015



Focus group on TALIA Kick-off meeting “European Cooperation in the Mediterranean Area”: Bari, March 2017



Capitalization Strategy “Deliverable D4.1.1”, June 2017

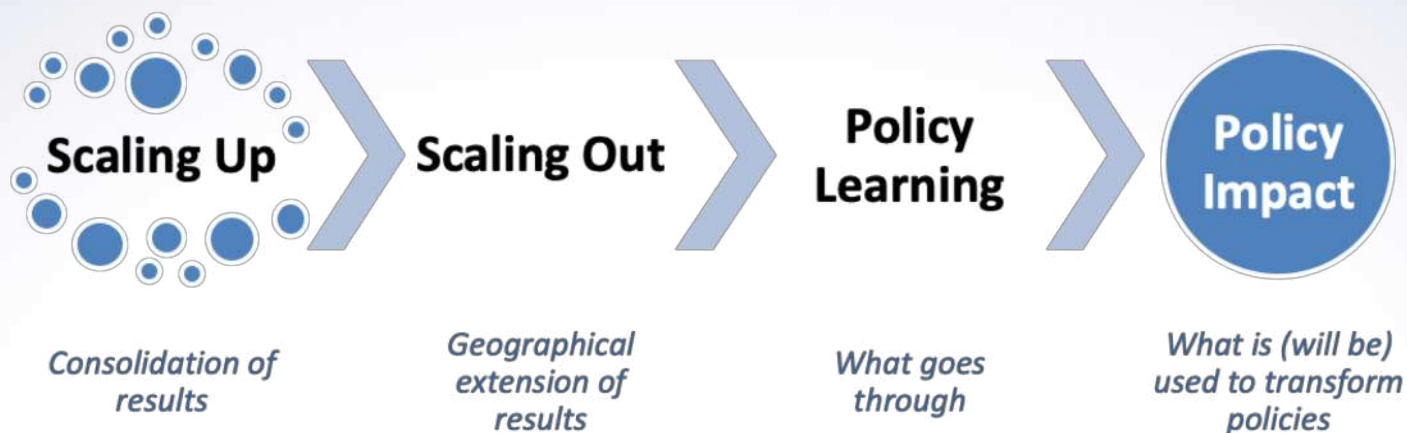
MED CAP Conclusions

- ➔ Capitalisation does make sense, in MED as well as other programmes, however the **tools and methods available are still in their infancy** and need further development and experimentation across the 2014-2020 period.
- ➔ Promoting the **appropriation of project's good practice** at policy and possibly at market level **in the participant territories**
- ➔ According to specific priorities, **coordinating the extension of best project results** (evaluated according to those priorities) to **non-participating countries**

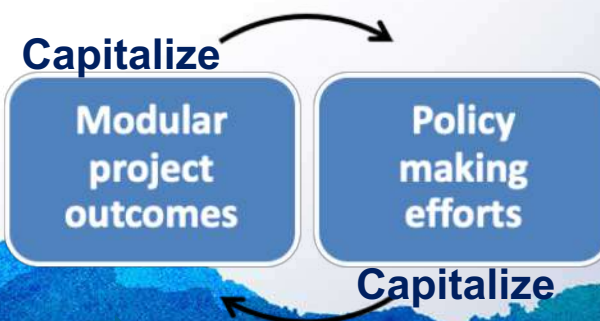
Focus Group Discussion

- Capitalisation is essential, despite the fact that **cooperation is not easy**
- More **synergies** and **concreteness** are expected
- Good exchange experience, but it was **hard to comply with the clustering approach** suggested
- Capitalisation is useful if **results can be customized and turned into new tools** and opportunities
- Capitalization means **reducing the number and increasing the quality** of outputs
- Clustering can risk isolation, **redefining boundaries means separate things**
- Common libraries of project outcomes **facilitate access**, but **not necessary increase knowledge exchange**

TALIA Capitalisation Strategy



- 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



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

TALIA Project Community Info Request

MP: Chimera

Organisation Name	Organisation Address	City	Nature	Input? (brings value to project)	Output? (gains value from project)	Does pilot?	If yes, Topic
Regione FVG	Piazza dell'Unità d'Italia 1	34121 Trieste	Regional policy makers (NUTS 2 -	1	1	0	add text here
Empresa Municipal de Iniciativas y Actividades de Málaga S.A.	Plaza Jesús el Rico nº1	29012 Málaga Spain	Local policy makers (NUTS 3) -	1	1	0	
Direção Regional de Cultura do Algarve	Rua Professor Antonio Pinheiro e Rosa, 1	8005-546 Faro, Portugal	Regional policy makers (NUTS 2 -	1			
Região de Turismo do Algarve	Avenida 5 de outubro, 18-20	8000-076 Faro, Portugal	Regional policy makers (NUTS 2 -	1			
SPIC Solutions	Avenida Marçal Pacheco	8100-505 Loulé, Portugal	SMEs	1			
CIAC - Centro de Investigação em Artes e Comunicação	Campus Gambelas, FCHS, Edif. 1, Gab.2.24	8005-139 Faro, Portugal	Technicians	1			
ARTI Puglia	via Giulio Petroni n. 15/f.1,	70124 Bari, Italy	Regional policy makers (NUTS 2 -	1	1		
Università del Salento Department of Economics, Management, Mathematics and Statistics	Ex Convento dei Padri Domenicani - C.so Umberto I	73020 Cavallino (Le), Italy	Technicians	1	1		
Polo Museale della Puglia	Via Pier l'Eremita, 25/b	70122 Bari, Italy	Public sector	1	1		
Municipality of Bari	Corso Vittorio Emanuele, 84	70122 Bari, Italy	Local policy makers (NUTS 3) -	1	1		
Municipality of Lecce	Via Rubichi 16 -	73100 Lecce, Italy	Local policy makers (NUTS 3) -	1	1		
Municipality of Brindisi	Piazza Matteotti, 1,	72100 Brindisi, Italy	Local policy makers (NUTS 3) -	1	1		
Municipality of Taranto	Largo Latagliata,	74100 Taranto, Italy	Local policy makers (NUTS 3) -	1	1		
Municipality of Foggia	Corso Giuseppe Garibaldi, 58,	71122 Foggia, Italy	Local policy makers (NUTS 3) -	1	1		
Municipality of Barletta	Corso V. Emanuele, 94,	70051 Barletta, Italy	Local policy makers (NUTS 3) -	1	1		
Unioncamere Puglia	Piazza Aldo Moro, 33/A	70122 - BARI, Italy	Business support organisations -				
Concommercio	Piazza Aldo Moro n. 28	70122 - Bari	Business support organisations -	1	1		
Puglia Sviluppo	Via delle Dalie zona industriale	70026 Modugno (BA)	Regional policy makers (NUTS 2 -	1	1		

On line:

https://docs.google.com/spreadsheets/d/1Rp7DYCvdgkAGs1aFhaSxGKItnIW3_ZLte557R7mAdY8/edit#gid=0

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



Talia Semantic Framework Tool - TSF

A first prototype of the Semantic Framework is already available and 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. Leveraging the services provided by the semantic platform, TALIA will support community building, thematic engagement and facilitation of interaction as essential for the MED Programme's goals.

TSF tools with the aim of providing pilot services on a **three strands of action**.

Recomandation list

- pre-imposed **top down** suggestion of tags (classification, taxonomy, metadata etc.) recommendation lists

information retrieval

- emerging **bottom up** keywords extraction (from documents, not structured data, etc.) through data mining application tools

Cross correlation

- multiple circular as **middle out** approach in a spiral shape to be applied at document collections (project reports, policy & scientific manuscript & articles), by means of the execution of concept extraction and text similarity algorithms

TSF tool

The system provide a list of concepts – individual keywords, but also binomials and trinomials – that are most frequently occurring in that collection of documents

New Features of MED projects

Elements of the TALIA vision

	Pillar 1-Community-scale partnership	Pillar 2-Territorial innovation	Pillar 3-Translocal socio-economic ecosystem
Cultural anchoring	scientific_institutions 0,65 cultural_institution 0,64 educational_initiatives 0,64 higher_education_system 0,63 cultural_centers 0,63	cultural_diversity 0,77 linguistic_diversity 0,76 artistic_heritage 0,74 cultural_wealth 0,72 Regional_culture 0,71	territorial_policies 0,60 international_networking 0,60 legal_frameworks 0,58 cultural_environment 0,58 entrepreneurial_ecosystem 0,57
Open networked people	---	---	---
Innovation mixes	---	---	---
New Business models	---	---	---
Shared values	---	---	---
Collective learning	---	---	---

TSF tool

	Community-scale partnership	Territorial innovation	Trans-local socio-economic ecosystem
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.	Finally, Cultural Anchoring through international networking and cooperation of entrepreneurial /business environments contributes to the creation of Trans-local Socio-economic Ecosystems framed within existing (or new and changing) legal and policy frameworks as well as supported by the prevailing business culture and cultural environment.
Open Networked People	Open Networked People play their role in promoting the formation of Community-scale Partnerships by a combination of relevant projects and programmes	In turn, Open Networked People generate Territorial Innovation by fertilising business networks and cultural infrastructure of	Finally, Open Networked People are the

Descriptive comments

Prescriptive comments

	Community-scale partnership	Territorial innovation	Trans-local socio-economic ecosystem
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.	Coherently with the proposed line of reasoning, Cultural Anchoring of innovations adds a new dimension to the Trans-local Socio-economic Ecosystems created and developed by the international networking and cooperation of enterprises. This is a new and emergent phenomenon that challenges both the legal and policy frameworks, both at regional and international levels, on how to facilitate and not impede its evolution.
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	Likewise, the CSI projects considered point at the activation of multinational clusters as unconventional and hardly pre-clusive way of interaction

Benchmarking

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Mediterranean



TALIA project and the Semantic Framework approach

TAALIA project is creating a semantic framework (ontology) services, a tool based on the assessment of a collection of documents and its knowledge coming from the user and connect MED programming, general and people outcomes.

It is also a complete representation of the Social/Cluster community we are trying to build it, whereby you to fill in the questionnaire and help us to create a powerful semantic framework tool.

For each actor community scale partnership, territorial innovation and trans-local socio-economic ecosystem) reported as a column in the following table please indicate the relevance that your Member/Partner has with respect to each of the themes Cultural anchoring, Open networked people, Innovation system, New business models, Shared values, Collective learning reported as items.

To help you correctly answer each set of questions is translated by the definition of the pillars (columns label) and the 8 topics (rows label), as well as by the specific topic of the final table.

Thank you!

*Survey obligation

Modular project *

LA FUA regions

Role in the project *

L4

P4



Cultural anchoring
VS
Community-scale Partnership

TFS - Interface

Basic search

existing meta-
data,
recommendation
lists, etc.

Content search and summarization

DB semantic
search, free text
searching services

Concept matrix extraction

concept extraction
and matrix facility
compilation

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	Sede
<i>The Mediterranean Forum of Creativity and Social Innovation</i>	October 2019, 2 days	Bari, Teatro Margherita

TALIA Contact info



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



@MEDSocialcreat



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EUROPEAN UNION

Grazie!

Marianna Cavone

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