ChIMERA

Innovative cultural and creative clusters in the MED area

CULTURE • CREATIVITY • INNOVATION

Chimera Innovation project at CCI Terrassa

26th September 2019
Trieste, Italy

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Cambra de Terrassa

OPPORTUNITIES FOR CCIS

- Digital World: new fundraising opportunities (crowdfunding), Products on streaming and On Demand, Online Marketing, col.laborative economy, increased demand of Audiovisual products.

- Internationalization opportunities on a global Market.

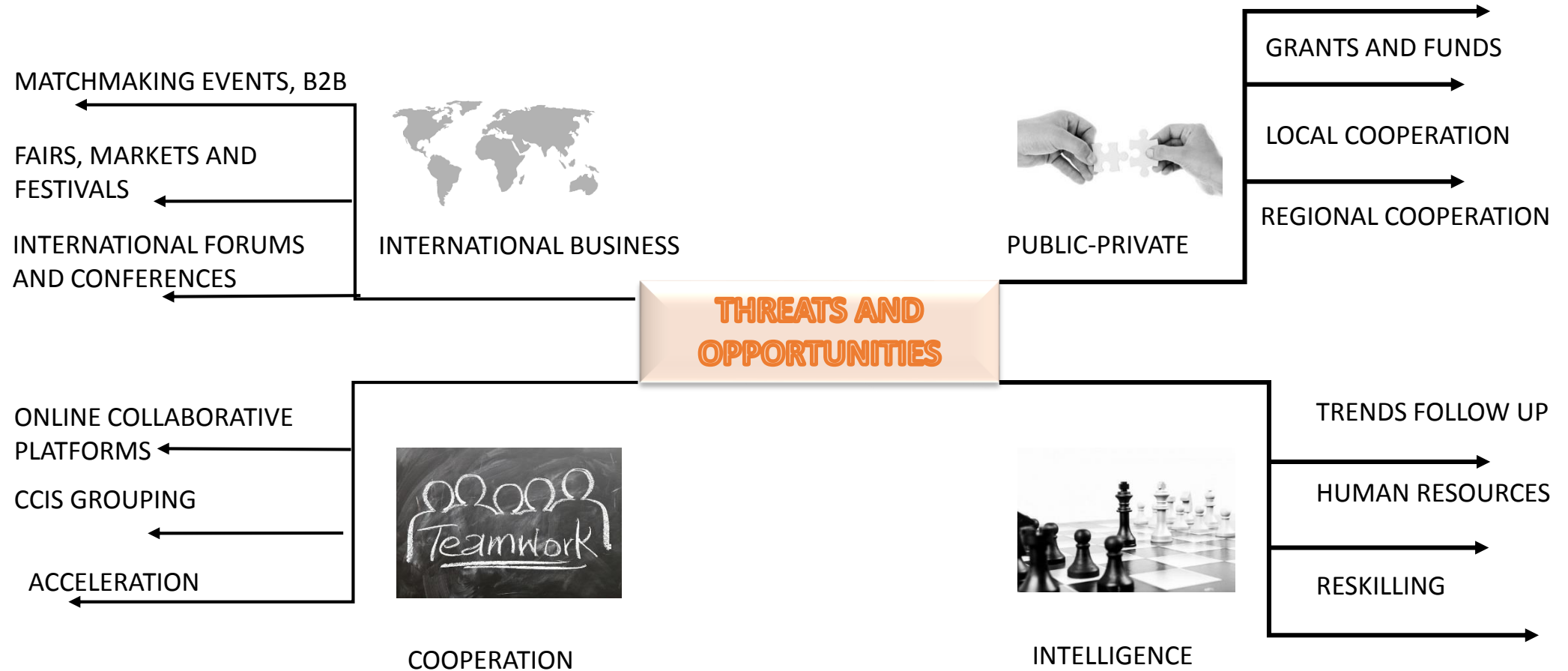- Interconnection: increased possibilities of networking co-creating and cooperating.

THREATS FOR CCIs

- Still difficult to find the right comercialization channel and International promotion channel.
- Tecological innovation speed: difficulties to follow and to adapt to new tecologies (competitiveness key factor for CCIs).
- CCIs professionals must adapt very fast to new market trends.
- Difficult to access to public funds and grants for CCIs.

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CONCLUSIONS LIVING LAB

MATCHMAKING EVENTS, B2B

FAIRS, MARKETS AND FESTIVALS

INTERNATIONAL FORUMS AND CONFERENCES

INTERNATIONAL BUSINESS

GRANTS AND FUNDS

LOCAL COOPERATION

REGIONAL COOPERATION

PUBLIC-PRIVATE

THREATS AND OPPORTUNITIES

ONLINE COLLABORATIVE PLATFORMS

CCIS GROUPING

ACCELERATION

COOPERATION

TRENDS FOLLOW UP

HUMAN RESOURCES

RESKILLING

INTELLIGENCE

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CONCLUSIONS LIVING LAB

- To find new ways of public-private cooperation.
- To find face to face and virtual spaces for CCIs cooperation.
- Internationalization services: Fairs, Markets, Trade missions, Matchmaking events.
- Knowledge and access to public funds and grants.
- CCIs sector new trends follow up and updates.

How could we follow new trends, be aware of public funds and grants and be prepared for fairs, marketplaces and matchmaking events in one single effort?.

Interreg
Mediterranean
EUROPEAN UNION
ChIMERA

Project co-financed by the European
Regional Development Fund

Design of a new service of Competitive Intelligence for Creative Industries.

1. What Technology should use?

Application in the cloud, supporting sources such as websites, RSS channels, newsletters, newsletters, twitter and documents repositories.

2. What information must follow?

Grants and Subventions, Fairs and marketplaces, and market and tech trends.

Design of a new service of Competitive Intelligence for Creative Industries.

- Different level of responsibilities and permissions: analists, editors, administrators.
- Possibility of continous adding of new sources.
- Automatic sugestions of new sources by the system.
- Easy reports or newsletters writing with contributions from different analysts.
- Possibility of adding news sources directly from the Internet Browser. (Extension).
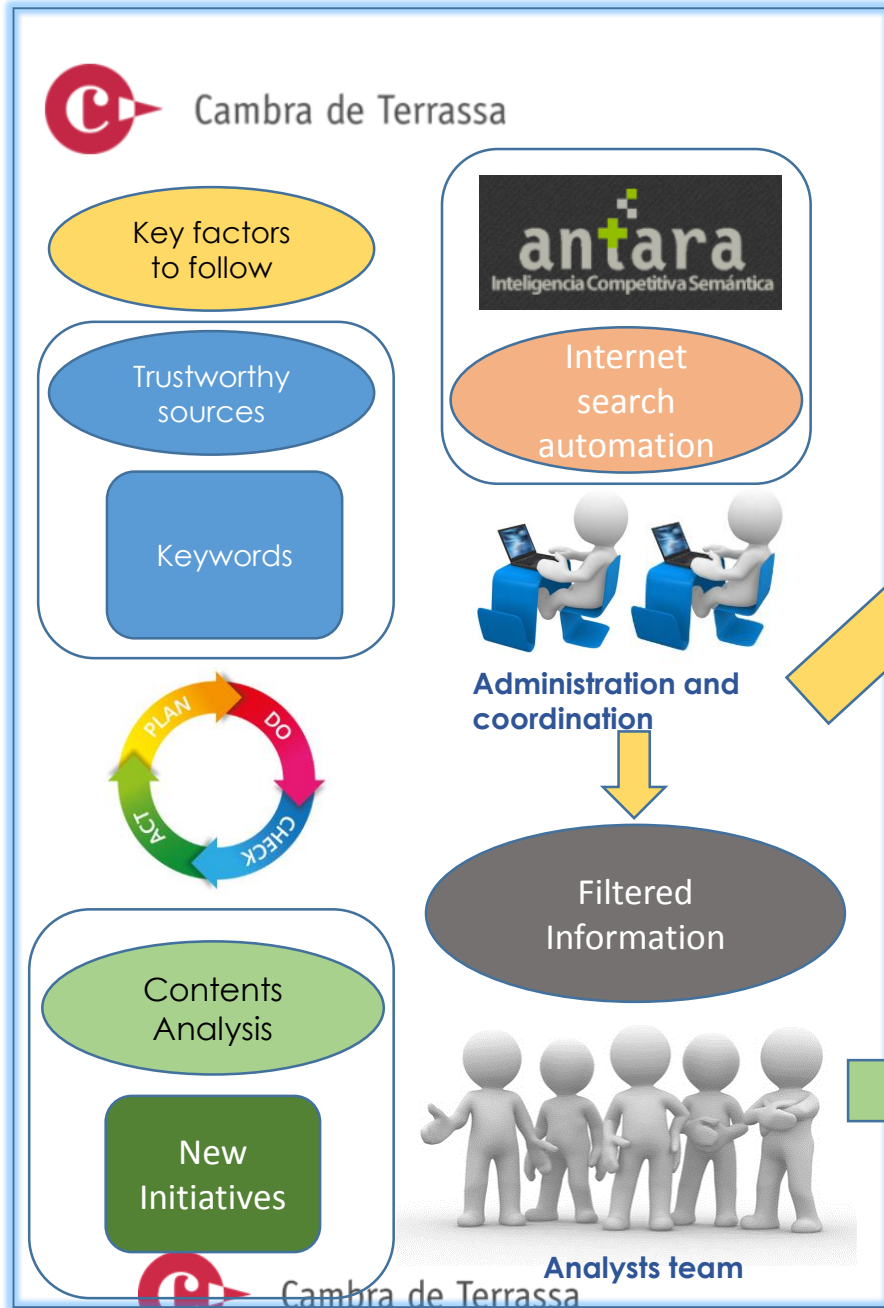
Newsletter generation.

Users interaction: Threats, Opportunities, Comments, share link. Records of interaction, who and when.
Community of interest (profile:name and photo).

Continous improvement and feed-back: new keywords, new sources to follow, etc.

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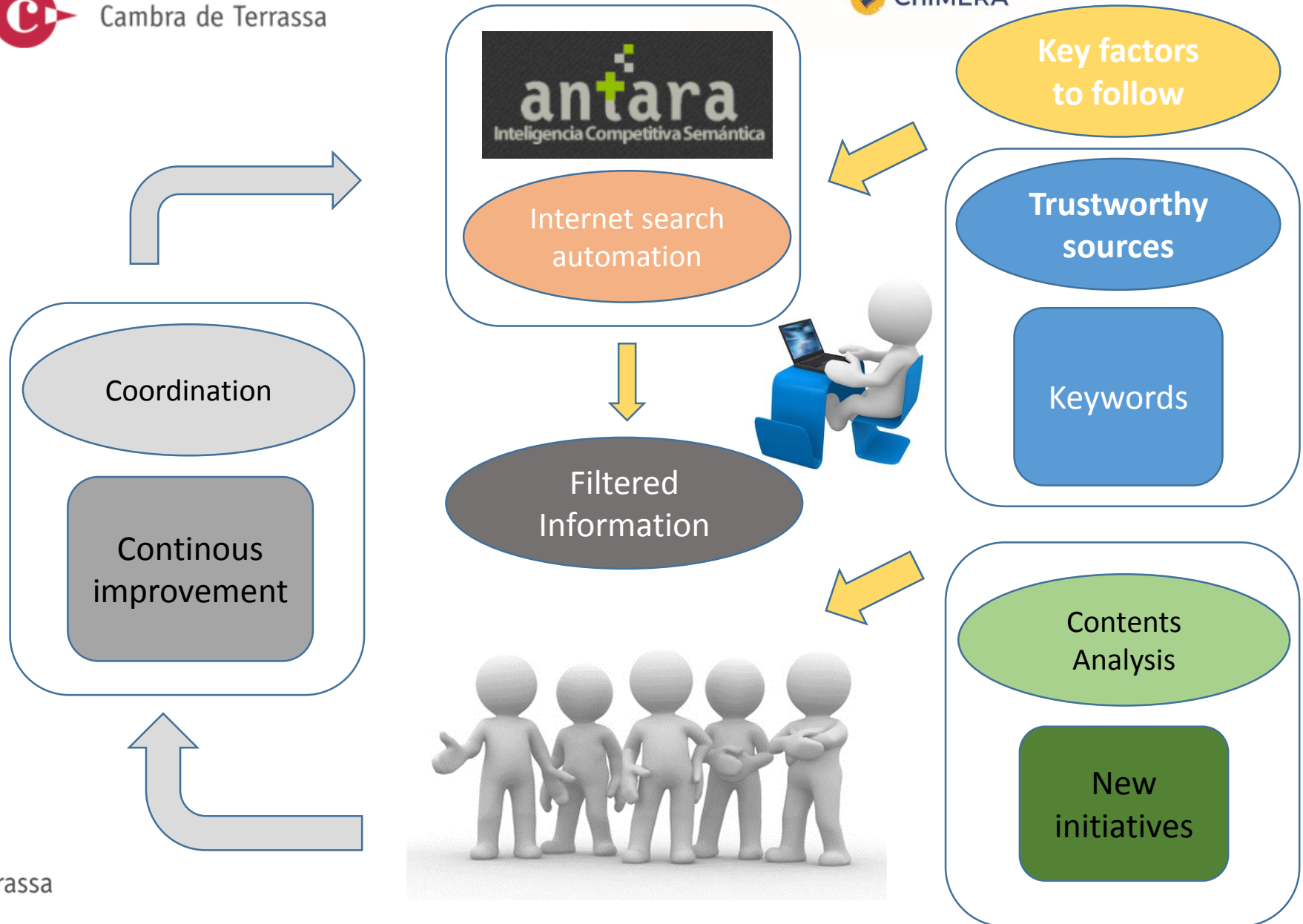
Regional Contents Edition

Creative Industries

Key Stakeholders

International Contents Edition

Chimera project Partners

NEWSLETTER INTERACTIU DE LES INDÚSTRIES CREATIVES

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El Newsletter Interactiu és una novedosa eina basada en un software d'intel.ligència competitiva que permet buscar notícies a internet i millorar la cerca amb la interacció dels mateixos usuaris.

Per tal de poder millorar els criteris de recerca us demanem que accediu a les newsletters seguint el link "Click to read the report" i interactueu, i així la informació que rebreu evolucionarà segons les vostres necessitats.

Newsletter nº2 - 10 de Juliol de 2019

En aquest Newsletter nº 2 us portem una recull de diverses convocatòries a més de algunes notícies i artícles interessants del sector.

Us volem destacar:

Inscripcions obertes pel Torino Short Film Market
Ajuts europeus Pilot project makers-mobility, fins el 12 d'agost
Tendències: campanya de P&G amb la pel.lícula "The Look"
Convocatòria European Heritage Awards, fins l'1 d'octubre

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⠿CONTRIBUTORS

Anna Pajarón (9)

References

La creatividad que trata de cambiar el futuro ✏

👁 (3) 👍 (1) 📷 (0) ☄ (0) 📙 (1) 💬 (1)

Found 3 months ago (Show details)

Obertes les inscripcions de la 4a edició del Torino Short Film Market | MEDIA ✏

👁 (2) 👍 (0) 📷 (1) ☄ (0) 📙 (1) 💬 (0)

Found 3 months ago (Show details)

UNESCO Creative Cities Mayors Invest in Culture for Sustainable Development | Creative Cities Network ✏

👁 (3) 👍 (1) 📷 (0) ☄ (0) 📙 (2) 💬 (0)

Found 3 months ago (Show details)

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Artificial intelligence, machine learning & automation: what future for journalism?

(3)   (0)   (1)   (0)   (2)   (0)

Found 3 months ago (Show details)

Eduard Gil   Eduard Gil   Anna Pajarón   Nuria López   Anna Pajarón   Anna Pajarón

Concepts found: **Virtual reality** ⓘ , **Innovation** ⓘ , **VR** ⓘ ,

Channel: Innovacions Sector Creatiu-Audiovisual. :: Administració i Organismes INT

Hypothesis Group: Sector creatiu ⓘ

Hypothesis: Innovacions Sector Creatiu-Audiovisual. ⓘ

Source Category: Administració i Organismes INT

Source: (RSS) - PARLAMENT EUROPEU

Analysis report: Creative Industry - International Edition : Newsletter n.1 - Anna Pajarón

Analysis report: Indústria Creativa - Catalunya : Newsletter nº2 - 10 de Juliol de 2019 - Anna Pajarón

Why mussol found this signal?

...Institute of **Innovation** & Technology (EIT) community, showing that EIT is running one of the biggest AI programmes in Europe with education, **innovation** and entrepreneurship activities, helping to shape the future of Europe'. Finally, the **virtual reality** (**VR**) experience...

Pilot project – Makers' Mobility - Culture - European Commission

(4)   (0)   (0)   (0)   (2)   (0)

Found 3 months ago (Show details)

Antonella Contento   Marie-Laure MAZEAU   Anna Pajarón   Nuria López   Anna Pajarón   Anna Pajarón

Concepts found: **Creative industries** ⓘ , **Innovation** ⓘ ,

Channel: Innovacions Sector Creatiu-Audiovisual. :: Newsletters

Hypothesis Group: Sector creatiu ⓘ

Hypothesis: Innovacions Sector Creatiu-Audiovisual. ⓘ

Source Category: Newsletters

Source: (Email) - Totes les Newsletters

Analysis report: Indústria Creativa - Catalunya : Newsletter nº2 - 10 de Juliol de 2019 - Anna Pajarón

Analysis report: Creative Industry - International Edition : Newsletter n.1 - Anna Pajarón

Why mussol found this signal?

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Key Partners 🔗

Antara: partner tecnologic.

City Councils.

Public Administration

Partners EU projects.

Key Activities ✓

Knowledge of Creative Industries

Methodology.

Skilled and flexible Team

Capacity of generating new ideas.

Key Resources 🏭

Own Organization assets

Processes ISO-9001:2015.

Public funding implementation stage

Value Propositions 🎁

Digitalization of Inteligence for CCIs

Aquesta proposta de valor es sustenta en:

Own knowledge

Economies of Scale of purchsing

Adaptation to users needs

Possibility of becoming an externalized service for CCIs

Customer Relationships ♥

Training activities

Technical assistance

Channels 🚚

Campaigning: Emailing.

Web and Blog of the Chamber

Press releases.

Chamber newsletter

Customer Segments 👤

Clients:

CCIs

Stakeholders in Creative sector or Clusters

Chimera Partners

Cost Structure 🏷

Project implementation

Human Resources: Team time (analysts, writers, administrators).

Direct costs technological partner.

Revenue Streams 💰

Subscriptors

Tailored project for speciffic CCI

THANK YOU !!

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