

# TRANSCREATIVA

CULTURAL AND CREATIVE INDUSTRIES THROUGH SOCIAL INNOVATION



## WHAT IS TRANSCREATIVA

**TRANSCREATIVA** is a European project financed by Interreg IV B SUDOE Programme, whose primary purpose is to promote the Cultural and Creative Industries (CCI) through Social Innovation at a regional level.

## CULTURAL AND CREATIVE INDUSTRIES

- The CCI combine creation, production and commercialization of intangible contents which may take the form of either a good or a service. These industries comprise design, advertising, architecture, crafts, fashion, audiovisual media (film, video, television, etc), video games, music, performing arts, cultural heritage and publishing.
- The CCI are based on creativity and have a major potential in terms of creating wealth and job opportunities from the combination of talent, technology and cross-sectoral hybridization.
- This is a key sector for the transition to knowledge, innovation and creativity based economy.
- It is a path depended cultural assets and technology-intensive sector that employs a significant percentage of young professionals.
- The CCI is an emerging sector that needs more social connections rather than major technological infrastructures.

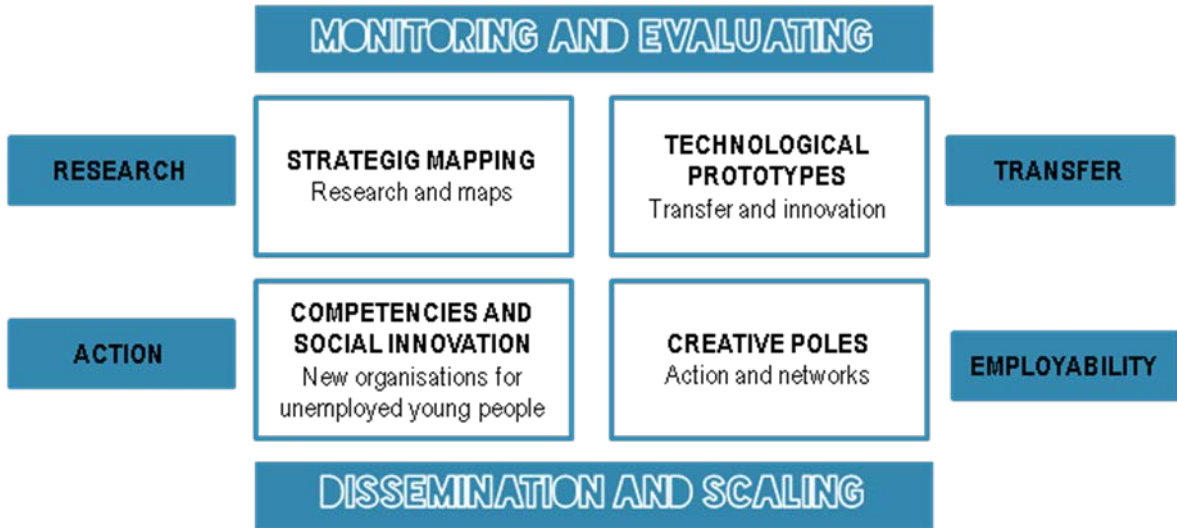
## SOCIAL INNOVATION

- Social Innovation can be defined as the practical application of ideas to develop new and improved products, processes, methods and/or services to address unmet social demands.
- Youth unemployment is a major social problem in Europe.
- The development of competencies as well as the improvement of the social capital among young people are essential factors to promote future employment

## GOALS AND ACTIONS OF TRANSCREATIVA

- **RESEARCH:** Create a strategic map of the CCI sector. Research activity whose purpose is to map the regional structure of the CCI and produce a three-dimensional map on the profile of the organizations in the sector: technological capacities, innovative competencies and development.
- **SOCIAL INVOLVEMENT:** Develop 3 Creative Poles (one in each region) linked by a trans-regional Virtual Hub. Social intervention activity oriented at three complimentary objectives.
  - Creation of learning spaces for competencies to improve employability and social capital of youth on unemployment.
  - Develop pilot experiences to create new organisations in the CCI sector propelled by unemployed youth (technology companies, social enterprises and creative organisations).
  - Structure a field of prototyping and transfer of technology to regional companies in the CCI sector.
- **TRANSFER:** Develop technological prototypes. Activity oriented at the technology transfer to companies in the CCI sector to improve their regional positioning and competitiveness.
- **DISSEMINATE:** Disseminate the results of the project by means of different channels: academic articles, reports on regional policies, activity reports, press notices, social networks and regional and trans-regional workshops.
- **SCALE:** Structure the Creative Poles as a good practice in the boost for economic development with social cohesion at a regional level and escalate the main actions to other European regions.
- **EVALUATE:** Evaluate the activities implemented by the project and its impact. Activity oriented at the development of a project monitoring system (indicators) and social impact (employability of youth), corporate impact (creation of new organizations and technology transfer), and a strategy to escalate the project to other European regions.

# WORK PACKAGES



## TARGET AUDIENCES

- **Unemployed young people:** **TRANSCREATIVA** aims to attract unemployed young people and involve them in the different actions targeted on this group (business creation, competencies training, networks and involvement in the Creative Poles)
- **CCI sector companies and institutions:** **TRANSCREATIVA** giving them easier access to technological resources and create news cooperation strategic.
- **Regional public sector:** **TRANSCREATIVA** aims to transfer the relevance of the CCI sector, so that they can take them into consideration when designing public policies on innovation and unemployed young people training.
- **The scientific and technological community:** **TRANSCREATIVA** develop knowledge and Information (concepts and methods) and specific outcomes of scientific and/or technological significance.

## EXPECTED OUTPUTS

- Identify the strategic sectors of the CCI in each region as well as its innovative dynamics, technological capacities and development strategies. Elaborate 6 academic documents to understand the dynamics of the sector and 1 document of public policies to promote CCI in regions implied in the project.
- Create 3 regional creative poles and one virtual hub as a space of learning and transfer which integrates unemployed youth, companies in the CCI sector, public institutions, universities and technology agents in several practices.
- Develop 6 technological prototypes, implicate 90 companies in the CCI sector in this prototyping process and promote the creation of 12 new organisations lead by unemployed youth.
- Develop 3 training modules for competences (employability) as a learning space for 240 unemployed youth in the three regions responsible for the project.
- Develop 1 capitalisation strategy for the creative poles and scale its principle actions towards other European regions.



## TRANSCREATIVA PARTNERS

### Basque Country



SINNERGIAS Social Innovation UPV/EHU  
(Project Leader)



TECNALIA Research & Innovation  
Foundation



Donostia-San Sebastián City Council

### Aquitaine



ESTIA



ANTIC-Agence Pays basque NTIC (aNTIC)



Chambre de Commerce et d'Industrie de  
Bordeaux

Bordeaux Management School-BEM

### Coimbra



University of Coimbra



Camara Municipal de Coimbra



Instituto Pedro Nunes – Associação para a  
Inovação e Desenvolvimento em Ciência e  
Tecnologia