



## **INNOSUP-01-2018-2020**

### **Cluster facilitated projects for new industrial value chains**

Project Fiche

**Project acronym: Value CHANCE**

**Project title: Value Chains of productive Heritage: Advanced Networking Capacity in Europe**

#### **Project summary**

The Value CHANCE project wants to support the creation of local/regional clusters and an international network of clusters with cross-fertilisation capacity among the fields of Cultural Heritage (CH), Information and Communication Technologies (ICT) and possibly other sectors as bio- or nanotechnologies, IoT, etc.

The project intends to develop some large-scale demonstrators able to bring together all relevant players to connect different sectors and industries in order to create innovative value chains, linked to the theme of Cultural Heritage Clusters (CHCs) and all technologies related to the productive supply chain of restoration, conservation and valorisation of CH and in developing and promoting culture and CH.

The transnational challenge is to unite protagonists of the CH valorisation and all linked technologies from the Europe area, grouped in clusters, in a unique international network, able to enhance and implement the strength of single enterprises and clusters and multiplying activities, services, opportunities and positive effects:

- networking of actors, also internationally;
- creation of new and innovative cross-sectoral value chains from intersection of existing sectors;
- creation and monitoring of economic development through Innovation, ICT, Internationalisation, Social and Environmental Responsibility and Job Training;
- support for innovative projects and collaborative R&D;
- support and suggestions to decision and policy makers about CH.

Operative tools will be produced to enhance exchanges among actors of the different sectors and support creation of new value chains throughout Europe regions.

Local economies will benefit from project through creation of job places, enhancement of cultural and tourism opportunities, better conservation and valorisation of CH.



## **Project objectives**

**Project overall objective:** To support the creation and development of cross-sectoral industrial value chains in the field cultural heritage, to foster economic development of European areas

### **Project specific objectives:**

1. To support creation, innovation and improvement of clusters and networks able to combine cultural heritage, ICT, IoT and innovative technologies (including laser, bio- and nano-technologies, etc.) for new products and services
2. To enhance contacts and exchanges between different EU actors and establish large-scale demonstrators collecting large and small enterprises of different sectors, universities and research institutes, other public and private subjects for a common work towards new cross-sectoral value chains
3. To propose policy tools and strategies, from regional to EU level, able to support new cross-sectoral value chains for the promotion and valorisation of EU cultural heritage and its positive effect on economic development

## **Main activities**

- Preliminary and feasibility studies for establishment of cross-sectoral PPP groups, networks, clusters for the valorisation and innovation in the cultural and creative field.
- Creation of a cross-sectoral platform as a networking and exchanging hub (contacts, knowledge, ideas, projects) for all subjects interested in innovative products and services for the valorisation of cultural heritage.
- Development of models and tools for the aggregation, creation, management, support to innovative value chains for products and services for cultural heritage.
- Support to the creation, development, improvement of regional/national creative and cultural clusters and networks in the EU (pilot actions, including methodology for implementation, testing and evaluation phases).
- Transfer of knowledge among expert clusters and new clusters as well as with different subjects of the cultural and creative value chains.
- Development of suggestions and recommendations for a better governance of cross-sectoral value chains for cultural heritage, including possible legislative and regulation tools.

The planned Work Packages are as follows:

- WP1 - Project management and reporting
- WP2 - Communication: events, publications, guidelines, recommendations, etc.
- WP3 – Creation of the cross-sectoral value CHANCE platform for PPP knowledge transfer, technological exchange activities, setting up the development of products and technologies, system support for innovation in SMEs and other funding, system support to research and innovation strategies for smart specialization strategies (RIS3).



- WP4 – Support to and realization of territorial and international groups (networks, clusters) as bases for cross-sectoral exchanges, analysis and capitalization of previous experiences, cluster planning and creation, definition of tools, establishment and management of links among different clusters and subjects (networking).
- WP5 – Definition of policy tools to support cross-sectoral value chains for the valorization of creative and cultural industries.

## **Partnership**

The Lead Partner is Venetian Cluster, unique Italian cluster of the productive supply chain in the field of environmental and cultural heritage.

The LP is looking for other existing clusters or partners able to develop networks for the realisation of innovative cross-sectoral value chains. In particular clusters or networks working in the fields of ICT, IoT, nanotechnologies, biotechnologies, laser technologies, lightning and any other sector able to support valorisation of cultural heritage are welcome to be partner.

Single big or small enterprises, universities, research institutes and other public and private bodies that are active in an existing network or willing to constitute one can be accepted as partner, based on their capacity and experience.

## **Budget, financing, duration and call deadline**

The call is an Innovation Action (IA), with financing of 70% (100% for not for profit organisations).

Each Partner is expected to manage a budget of around 250-300.000 €.

The expected duration of the project is around 3 years.

The call deadline is the 2<sup>nd</sup> of April 2020 (1 step: concept note).

## **Contact persons**

Maurizio Malè - Venetian Cluster

Tel. +39 349 0751803

Email: [maurizio.male@venetiancluster.eu](mailto:maurizio.male@venetiancluster.eu)

Sergio Calò – Venetian Cluster

Tel. +39 347 4567010

Email: [sergio.calo@venetiancluster.eu](mailto:sergio.calo@venetiancluster.eu)



**INNOSUP-01-2018-2020**

**Call - Specific Challenge:**

To develop new cross-sectoral industrial value chains across the EU, by building upon the innovation potential of SMEs. The EU needs to support the development of emerging industries, which will provide the growth and employment of the future. The reindustrialization of the EU's industrial base has to focus on the development of long-term internationally competitive goods and services that require combining different competences and innovative solutions. The development of new industrial value chains calls for the collaboration and integration of different innovation actors, including large enterprises and especially SMEs, across different sectors towards the implementation of a joint vision.

**Expected impact:**

- Strengthen industrial leadership in the EU Member States and Associated Countries by reinforcing value chains that integrate innovative solutions in SMEs, along and across existing value chains.
- Stimulate the creation of new globally competitive industrial value chains across the EU Member States and Associated Countries to accelerate the development of emerging industries, which will boost industrial competitiveness and underpin future economic growth, jobs, and progress towards a resource-efficient economy.
- Further leverage and complement support for innovation in SMEs and other funding, which may be provided by national or regional authorities (including under the European Structural and Investment Funds) and/or by private investors (upfront or as follow-up investments), including in relation to the European Fund for Strategic Investments.
- Contribute to the implementation of regional and national research and innovation strategies for smart specialization strategies (RIS3), modern cluster policies as well as of strategic inter-regional collaboration under thematic Smart Specialization Platforms and cluster partnerships supported by the European Cluster Collaboration Platform and the European Observatory for Clusters and Industrial Change by capitalizing upon concentrated and complementary competences for the development of new industrial value chains and emerging industries with a clear EU added-value.
- Provide a clear and measurable contribution to the innovation performance of the supported SMEs in the short-term - as revealed by indicators such as numbers of new or significantly improved products (goods and/or services), processes, new marketing methods, or new organizational methods -, and to its impact on resource efficiency and/or turnover. A wider impact is also expected in the medium-term.
- Improve the business environment of the supported SMEs by establishing open collaboration spaces that can involve innovation actors from different sectors and countries. This will lead to the creation of new ideas for innovation and new collaboration partnerships, which will be subject of further development and with the potential for further impact on business turnover.
- The supported projects therefore should benefit primarily the Western Balkans region.