

KnowInG

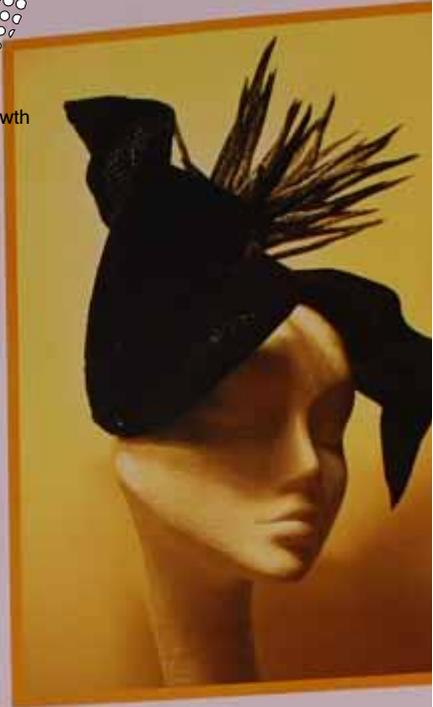
Knowledge Intelligence and Innovation for a sustainable Growth

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Daniel Pilecki



Le creazioni di Daniel usano feltro fior di pesca, paglia sinamay, sete finissime e satin, sontuosi velluti, pelle e metallo, lacci antichi e veli, piume e penne, perline e pietre preziose.
Alcuni dei suoi modelli assumono forme orientali e a soffiutto; un fusione visiva tra oriente ed occidente.
Ogni pezzo è un pezzo d'arte, cucito a mano, per essere apprezzato ed ammirato, indossato e goduto.
Una ferrea convinzione che la donna debba essere bella è la forza ispiratrice di ogni creazione di Daniel, che passa dalla evocazione di un'epoca andata alla rappresentazione dello stile moderno.



Inside:

- Partner Focus: FVMP and CEEI Valencia
- Milan Fashion Week



Programme cofinanced
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2012 KnowInG Congress and Fair



The 2012 KnowInG Congress and Fair is set to be held 26 - 27 October 2012 by the KnowInG Project's Greek partners, namely the Region of Attica, BIC of Attica and the Lavrion Technological and Cultural Park.

presentations to introduce their respective companies. Running alongside the Congress will be an exhibition run by companies which work in the field of serious games; Congress visitors will be welcome and encouraged to also attend this exciting display.

The Lavrion Technological and Cultural Park is kindly playing host to the Congress and Fair. More information will be uploaded to the KnowInG Project website as and when it becomes available: www.knowing-project.eu.

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The key theme of the Congress will be 'creative industry and cluster development methodologies'. Both Greek and international speakers will be invited to attend in order to offer a truly international perspective on the subject, as well as to share knowledge of best practice, and to give short

Milan Fashion Week Lab: SPREADING CREATIVITY

Spreading Creativity was organised in two phases. The first, the laboratory of ideas for the development and growth of design brands and fashion, took place at Corsico (Milan). This was held jointly with the fashion event, CORTEGGIANDO, on 20th September 2011 to promote collaboration between young designers from different countries. Caterina Praticò and Fernando Ferri from the Consiglio Nazionale delle Ricerche (CNR) coordinated activities with an exhibition of products created by the different participants.

The second phase, held on 20th and 21st October 2011 and this time coordinated by Caterina Praticò and Patrizia Grifoni, involved practitioners and organisations (such as graphic artists, fashion designers, marketing professionals, companies and entrepreneurs interested in the project etc.) coming together to discuss problems, needs and demands connected with creativity and innovation issues. This led to the creation of an initial network comprised of a variety of different skills and professionalisms within the fields of creativity and fashion. A framework for a business plan for this network has now been produced as a result of the laboratory.

For more information please visit: www.knowing-project.eu/index.php?option=com_content&view=article&id=63&Itemid=106&lang=en



SPOTLIGHT ON PARTNERS

Partner Focus: FVMP Valencia

The Valencian Federation of Municipalities and Provinces (FVMP) is a not-for-profit association with its own legal capacity, and is made up of 573 local authorities in the Valencia Region.

- Co-operation and technical assistance in the development of local interests;
- Promotion and development of training programmes on local subjects aimed at politicians and civil employees.
- Accomplishment and promotion of studies which augment current knowledge of the problems and circumstances affecting local life.

FVMP offers the following to local governments:

- Information on issues of interest;
- Promotion of business activities (public or private) which contribute to local economic development and employment growth;

Within the framework of the KnowInG Project, our focus is: “Innovative Initiatives for the Sustainable Development of Rural Areas based on an Intelligent Use of Energy”. This focus has been chosen due to the potential for innovation that the use of renewable energies could have in rural areas. The renewable energies represent an emerging sector, which is able to generate and consolidate the industrial sector, creating new, high-value jobs, as well as new business. Nevertheless, the focus also includes all innovative initiatives that might support sustainable development of rural areas. In order to develop this focus in the Valencia Region, FVMP is working together with the

Business Innovation Centre in Valencia (CEEI), which is also a partner in the KnowInG Project. The chosen focus fits well with the nature of both organisations: the FVMP as a key actor in reaching municipalities in rural areas and CEEI Valencia acts as an interlocutor regarding innovative enterprises.



SPOTLIGHT ON PARTNERS

Partner Focus: CEEI Valencia

As part of the Knowing Project, the Valencia Business and Innovation Centre (CEEI Valencia), in collaboration with the Valencian Federation of Municipalities and Provinces, is developing the Valencia Region Focus on innovative initiatives for the sustainable development of rural areas based on intelligent use of energy.

We aim to generate innovative measures to raise awareness of energy issues, with a particular aim of targeting housewives, farmers, municipalities and micro SMEs, in order to increase the energy sustainability of rural areas in the Valencia Region, and promote their dynamisation through the knowledge economy.

This Focus programme aims to increase the energy sustainability of these areas and inscribe, utilising an innovative approach, energy



production alternatives and better use of energy, through the sharing of good practice concerning the use of renewable energies and energy efficiency more broadly.

Recently, we held three project-related sessions, in which more than 100 participants were involved. These sessions were organised based on particular themes, and these were:

- Innovative good practices regarding energy and possibilities of implementation in rural areas
- Energy saving and efficiency in the rural

areas of the Valencia Region

- Energy saving at home: Communication and awareness actions

We will hold a fourth and final session in the near future, which will be based on European and Regional Policies in order to improve energy efficiency and energy savings in rural areas.

For more information, please visit http://www.knowing-project.eu/index.php?option=com_content&view=article&id=87&Itemid=85&lang=en.

Pilot Project 1 Reports:

'Institutional agreements for capitalisation of innovation strategies'

ATTICA

Within the framework of PP1, the Region of Attica, the Lavrion Cultural and Technological Park and BIC of Attica have launched a public consultation seeking stakeholders to share their experience and knowledge of the creative industries, and more specifically of 'edutainment'. The overall objective of this public consultation is to create a feasibility study on this sector.

CALABRIA

Calabria is aiming to produce institutional arrangements between public authorities and economic development agents working on local innovation plans to promote excellence and enhance the exchange of innovative experiences. To this end, a workshop aimed at enhancing creativity and a business course on innovation and knowledge, with an associated platform, will be organised for fashion companies (primarily in textile and jewellery crafts).

VALENCIA

For PP1, the Valencian Federation of Municipalities and Provinces is designing four workshops to disseminate innovative practices involved in the generation and consumption of energy in rural areas. The workshops are designed for participants such as mayors, environment councillors, local development agents, civic associations and teachers.

SICILY

The Work Department of the Sicilian Region will focus on "Time Bank" as a concept for creating community. Time Bank is a platform where groups and individuals are able to trade time and skills without the need for monetary exchange. An institutional agreement will be signed between the Department, a municipality and a Time Bank in Sicily.



News in Brief

Update on the Algarve SME Helpdesk

Under the auspices of the KnowInG project, the Division of Entrepreneurship and Technology Transfer (CRIA) of the University of Algarve have established a helpdesk to support entrepreneurs and SMEs, particularly in the areas of cultural and creative industries and tourism.

The ALGARVE HELPDESK of CRIA - UALG, in the first three months of 2012, gave support to 16 entrepreneurs and SMEs. Of these, seven came from the tourism sector, four were related to CCI, two to scientific texts' revision and translations, two to ICT and one was in the hospitality sector. Further, CRIA provided support in writing a funding bid to eight of these 16 entrepreneurs.



Call for Proposals: Creative Districts and Information

Regional organisations are being called to submit 'concept notes' on their ideas for transforming traditional industrial regions through the creative economy. Expressions of interest must be received by 4 May 2012. Full proposals will then be invited from selected applicants by 3 August 2012.

More info at: <http://www.howtogrow.eu/ecia/news/new-call-for-proposals-on-european-creative-districts-dg-enterprise-industry-organises-info-day-on-12-april-2012/>

European Creative Industries Alliance Launch

The Innovation Festival (IF) Finale in Milan, Italy played host in February to the launch of the European Creative Industries Alliance. More than 300 policy-makers and practitioners were present. The Alliance is designed to 'combine policy learning with concrete actions on innovation vouchers, better access to finance and cluster excellent and cooperation.

More info at: www.europe-innova.eu

Creativity & Business: Podcasts Available!

The Culture Capital Exchange held its inaugural conference on 12 March. Papers on connectivity, values and interventions were delivered, and many lively debates ensued! Podcasts of the proceedings are available here: <http://www.theculturecapitalexchange.co.uk/2012/03/28/creativity-business-connectivity-values-and-interventions-conference-podcast/>

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