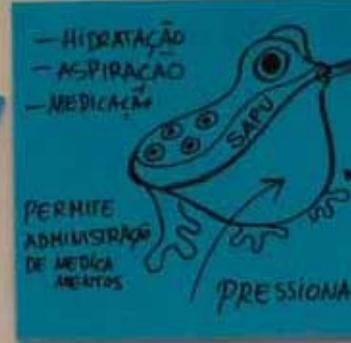
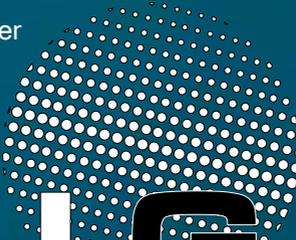


KnowInG

Knowledge Intelligence and Innovation for a sustainable Growth



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- All-new SME helpdesks



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Update on the Innovation Labs

Lab 1

Euridice Cristo, University of the Algarve

The “Innovation Lab for Cultural and Creative Industries” took place at University of Algarve on 28th and 29th June 2011. The first day of the Lab was opened by Dr. Rui Parreira and the Algarve’s Regional Department of Culture, outlining the work being developed within the Strategic Plan for Culture in the Algarve. Later during the session, Professor Maria Cabral spoke about the importance of the University for culture while, at the end of the day, Professor Miriam Tavares, Director of the Centre for Innovation in Arts and Communications (CIAC), discussed the role of the Arts in the Creative Industries. During the day, examples of promising or already successful projects were presented and discussed. In the performing arts, the company “Te-atrito” was presented by Rita Neves while, in the field regional cuisine and appreciation of regional cultural heritage, the project “Algarvian Tertulia” was presented by João Amaro. Additionally, the illustrator Tiago da Silva explained the

twists and turns of his career and exhibited his work which is internationally recognized and valued and Pedro Costa discussed the Clean Feed record label which has received several international awards for outstanding work in promoting jazz.

The second day had a more interactive format and the participants were involved in an idea creation exercise. They were supported by consultants in the areas of Creativity, Industrial Protection, Digital Marketing and Business Planning in structuring their creative ideas. Almost 70% of the participants who responded to the evaluation questionnaire considered the Lab to be ‘very useful’, giving full marks to the relevance of the theme and the importance of the subjects covered.

Lab 2

Antonis Livieratos, BIC of Attika
The Technological and Cultural Park of National Technical University of Athens (NTUA), the Business Innovation Center of Attika and the Attica Prefecture in cooperation with the

Multimedia Laboratory of NTUA, successfully organised a creative laboratory under the auspices of the KnowinG Project from 27th June to 1st July 2011. It was entitled: “Serious Games Development Insights, Implementation”. The use of digital games in education and business games are initiatives that belong to the wider field of Serious Games. The purpose of the laboratory was to give an opportunity to young scientists and creators to be informed about issues related to this particular sector through concise, yet dynamic lectures by experts who would present on their specialist field. The topics covered in the laboratory included, among others, the design and development of Serious Games, Augmented Communications, Artificial Intelligence and Game Based Learning.



Vital Hotline for SMEs across the regions

Clare Denham, Anglia Ruskin University

Communication is a key element of transnational cooperation and one which all the the KnowInG partners are keen to harness and facilitate for the benefit of small and medium enterprises (SMEs) in their region. A network of helpdesks has been established within existing structures in each partner region.

Each helpdesk will act as the first point of call for SMEs, providing them with vital information around innovation generally, as well as specific support on a wide range of topics from innovative proposals through to international and EU calls in the fields of innovation, technology, culture and higher education.

An expert in each region will be responsible for the helpdesk and disseminating information to SMEs. With a broad range of expertise and thematic focuses across the regions, the KnowInG partners will be able to refer SMEs to a whole host of tailored advice sourced from across the territories.

Some of Innovation for Sustainable Growth themes include (although this is by no means exhaustive):

- Fashion
- Environmental Craft
- Handcrafts
- Green Building practices
- Gaming
- Audio Visual: Film & TV



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SPOTLIGHT ON PARTNERS

Partner Focus: The Greek Partners

The three Greek partners, namely the Region of Attika, the Lavrion Technology and Cultural Park and BIC of Attika are working closely within the framework of the KnowinG project in order to develop the relevant framework that will lead to a knowledge-based local cluster. Having conducted mapping activities and consultation with several experts, the Greek partners have decided to promote the development of a cluster in the field of Edutainment, a term which refers to a form of entertainment designed to educate as well as to amuse.

The main aim of the development of the cluster is to bring together different streams of existing knowledge from the region of Attika in order to drive excellence and innovation. The objectives are to:

- bring together researchers, scientists and artists to cooperate in the field of edutainment;
- orient research and education towards the needs of the edutainment industry;
- make science and technology more attractive to young people through the development of up-to-date, attractive, entertaining, pedagogic material and the design of innovative educational programmes.

In order to achieve these goals, the cluster intends to develop a friendly environment where:

- culture meets technology;
- business meets research;
- education meets entertainment.

Finally, in cooperation with the Multimedia Laboratory of NTUA, the Greek partners successfully organised a creative laboratory at the end of June, which was entitled: "Serious Games Development Insights, Implementation". For more information on this Innovation Lab, see page 1 of this newsletter.



SPOTLIGHT ON PARTNERS

WHO ARE THE GREEK PARTNERS?

The Region of Attica is the second degree self-administrative unit of the Local Administration. It is responsible for planning and implementing political decisions on economic, social and cultural developments at a regional level, according to national and European policies. Among its responsibilities, the Region of Attica participates in the implementation of several European projects under the umbrella of various EU programmes and initiatives. For more information, see: www.patt.gov.gr

BIC of Attika, which was featured in the last newsletter, is a not-for-profit organisation, whose mission is to offer its services to private companies, regional authorities and the public sector in the Attica Region. The company was created in 1995 in chief as an initiative of the SME's Chamber of Commerce of Athens, but also of a variety

of other organisations (chambers of commerce, banks, universities, private companies, etc). BIC of Attika is a member of the European Business and Innovation Centers Network (EBN) whose role is to ensure the continuous and effective cooperation and the exchange of know-how among the different BICs. The EBN is at present the biggest network of independent consultant windows (business support) in the world. Missions of BIC of Attika are: a) Supporting and encouraging competitiveness of companies, especially with the promotion and introduction of innovation; b) To contribute to the development of new companies; c) to support the economic development of the Attica Region and to improve the employment using effective existing resources in the region.

Lavriou Technological and Cultural Park (LTCP) is a body for scientific research, education, business and culture and was founded in the

industrial complex of the old French Mining Company of Lavriou in 1992 as a result of an initiative undertaken by the National Technical University of Athens (NTUA). LTCP aims to link scientific and technological research with the needs and interests of the business world, and also to bring to fruition cultural events related to the promotion of the history and culture of the area. The LTCP location is a unique monument to industrial architecture and archeology. Today, LTCP specialises in key areas of modern applied technology, such as satellite telecommunications, materials, nanotechnology, engineering, environmental technology and energy.



Update from Scientific Group

Clare Denham, Anglia Ruskin University

Three multidisciplinary working groups have been working on an analysis of the current state of the art of innovation and potential resources of creativeness as factors of growth in the territories of the partnership. Since the Launch Conference last December, the thematic groups have met three times via an online conference call tool called “flashmeeting”.

During the Steering Committee in Cambridge on 17th May 2011, all members of the Scientific Group gave detailed presentations on their approach to the proposed scope of the research activity. Led by the University of Algarve, Anglia Ruskin University and CNR, the presentations encompassed Actors, Policies and Tools. These presentations ended with an interactive session with all KnowInG partners adding value and experiences to the group’s discussions.

Following this successful meeting and interactive session, the Scientific Group have compiled a comprehensive data-gathering questionnaire which will frame and scope the research from each region. This questionnaire aims to collect vital information and identify the range of facilities and support for the knowledge and innovation communities in the partner countries and territories.



News in Brief



£6 Billion Boost for European Research and Innovation

The European Commission has recently outlined how £6 billion of funding will be used in 2012 to kick-start innovation through research. The biggest ever such funding package, under the EU's Seventh Framework Programme for Research (FP7), is expected to create around 174,000 jobs in the short-term and nearly 450,000 jobs and nearly £70 billion in GDP growth over 15 years. EU research funding is at the top of the political agenda and has now been placed at the centre of the coherent innovation strategy which Europe needs

if it is to compete with large, dynamic countries like the US and China.

Grants will promote research to tackle the biggest challenges facing Europe and the world. Universities, research organisations and industry will be among more than 16,000 funding recipients. Special attention will be given to SMEs, including a package close to £1 billion. There will also be a new EU Prize for Women Innovators whose work has been funded by FP7 or earlier programmes. The funds will be allocated through calls for proposals. For full details, please visit: http://ec.europa.eu/unitedkingdom/press/press_releases/2011/pr1170_en.htm

KnowInG Project Launches Facebook Community

A Facebook page for the KnowInG Project has been created, which aims to establish an international online community, whilst aiming to develop a European network and a wide-ranging discussion on innovation and creativity. There are already a lot of exciting activities and exchanges happening on the page, so please join the group at: <http://www.facebook.com/groups/knowning.project/>

European FP7 Funding Call

Please be aware of the FP7 Funding Call 'NMP.2012.4.0-1 Novel materials and design-based solutions for the creative industry', for which the deadline is 8th November 2011. This could be an excellent opportunity for SMEs in industrial design, fashion and textile design, etc. For more information, see: <http://ec.europa.eu/research/participants/portal/page/cooperation?callIdentifier=FP7-nmp-2012-SME-6>

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