

The KnowInG Project eNewsletter  
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Knowledge Intelligence and Innovation for a sustainable Growth

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so  
it  
begins...



Programme cofinanced  
by European Regional  
Development Fund



# LAUNCH CONFERENCE

## Knowledge Intelligence and Innovation for a sustainable Growth (KnowInG)

Palermo

Location: Sicily Region - Department for family, social policy and workfare  
30 November - 1 December 2010

The Launch Conference of the transnational project “Knowledge Intelligence and Innovation for a sustainable Growth - KnowInG” will be held 30 November - 1 December 2010 in Palermo.

The Conference will focus both on the notion that modern regional growth is directly enhanced by the “knowledge economy” and on the need to create multilevel cooperation across the EU, in order to influence economic change.

Conference sessions will include:

1. Challenges and tensions in the knowledge economy.
2. Introduction to the KnowInG project
3. Current policies and examples of good practice in innovation and creative activities.

For the most up-to-date information, visit: [www.knowing-project.eu](http://www.knowing-project.eu)



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**Anglia Ruskin  
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# What is the KnowInG Project?

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The project “Knowledge Intelligence and Innovation for a sustainable Growth - KnowInG” is a transnational project co-funded by the European Commission within the MED Programme. It is carried out by a partnership of 10 organisations coming from 5 EU member states, mainly concentrated in the Mediterranean region.



The project arose from an awareness that the regional growth in the MED area benefits from the enhancement of the “knowledge economy” and that this is the main field where the economic governance can operate a virtuous circular collaboration among the key figures for the achievement of the growth objectives. The general objective of KnowInG is to promote the “knowledge economy” and enhance the cooperation between public institutions, innovation organisations and economic figures by launching a transnational dialogue platform on policies, tools and strategies for attracting and creating “innovation” and new territorial development policies.

More specifically, the strategy proposed by the project aims to:

- create a transnational multilevel community of practice and a permanent, sustainable online Resource Centre for boosting agreements, dialogue, cooperation, opportunities among public authorities, economic and innovation actors;
- experiment and pilot the mainstreaming of local short/medium-term innovation plans, through the involvement of sub-regional stakeholders;
- favour the formation or the strengthening of the creative clusters in the KnowInG regions;
- attract innovation and creativity in the MED economy through the implementation of a pilot project for supporting plans of business settlement and through the organisation of workshops and laboratories of creativity/innovation.



For more information visit:  
[www.knowing-project.eu](http://www.knowing-project.eu)

# SPOTLIGHT ON PARTNERS



## Partner Focus: Anglia Ruskin University and the Creative Industries in Cambridge

Caroline Hyde, Project Coordinator, [caroline.hyde@anglia.ac.uk](mailto:caroline.hyde@anglia.ac.uk)

Anglia Ruskin University will be working in collaboration with Creative Front Cambridgeshire ([www.creativefront.org](http://www.creativefront.org)) to develop the economic potential and innovation strength of the creative industries, as well as to enhance their visibility and reputation.

Specifically our work will focus on the key sub-sectors which have been identified as offering Cambridgeshire a unique opportunity to occupy the middle ground between technology and creative content with a view to providing solutions for the converged media industries and using technology and

creativity to drive innovation. The sub-sectors we will be focusing on are those also demonstrating the best national growth, such as publishing, software, multi-platform content creation and computer gaming.

The project aims to operate through:

- The development of a framework to support and develop capacity within the creative industry micro and SMEs, with a view to enabling greater interaction with other knowledge and high-tech industries to drive innovation in media application solutions;
- Bringing together creative industry businesses with regional policy makers and research organisations to research the landscape and potential of the market, to understand what investment is required, and to help position their industry both within and towards the Mediterranean regions, as well as towards internationalisation;
- Analysis of the tools, actions and policies that enhance successful and sustainable clustering and innovation of the creative industries, and enhance the global reputation of Cambridgeshire as a media applications solutions provider.

## Partner Focus: IRPPS and the Italian Fashion Industry

Caterina Praticò, Project Coordinator, [caterina.pratico@cnr.irpps.it](mailto:caterina.pratico@cnr.irpps.it)

The lead partner of the KnowInG project, the National Council for Research, is now set up and ready to work in collaboration with the Platform Fashion Training System (<http://www.piattaformamoda.it/eng/Home.html>) on the Fashion industry in Italy.

The idea is to promote and illuminate the excellence of the well-known and globally respected “made in Italy” moniker. In concrete terms, the project will operate through:

- The application of a new framework for fashion/design micro and SMEs, with a view to supporting creativeness and addressing their green

and social business policies, in terms of products and production processes (laboratories of creativeness).

- The support of fashion/design micro and SMEs in exchange for positioning their industry, both within and towards the Mediterranean regions, as well as towards internationalisation (pilot projects).
- Analysis of the tools, actors and policies that enhance innovation and excellence in the Italian fashion industry within the global market.



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# Report from Scientific Group

Luís Rodrigues, Partner - University of Algarve, lprodrigues@ualg.pt

The second phase of Component 3 – Transnational platform on policies and tools for the Knowledge Economy - is devoted to the establishment of three multidisciplinary working groups which will analyse the current and potential resources of creativeness as factors of growth in the territories of the partnerships.

The groups will focus on the following themes:

1. Current and proposed POLICIES for the Knowledge Economy;
2. Existing TOOLS for innovation in society and economy;
3. Relevant ACTORS of creativeness.

In the kick-off project meeting held in Rome on 15th and 16th July 2010, the partners involved with the National Council of Research – IRPPS (POLICIES), Anglia Ruskin University (TOOLS) and the University of Algarve (ACTORS) – discussed preliminary definitions, procedures to nominate the members for the scientific groups and the specific characteristics of the three publications. These publications will constitute final outputs of the project.

The next meeting of the scientific groups will take place in Sicily (29th November 2010), during which the partners will discuss the research methodology and define the work plan for the three groups.



# News in Brief

## New study published on EU licensing of online distribution

In traditional theatrical distribution, European films hold just a 27% share of the European market (compared to the 67% portion held by the six major Hollywood studios). A new study examines whether new digital platforms and networks can improve the circulation, availability and commercial success of European productions.

Visit: [http://ec.europa.eu/avpolicy/info\\_centre/library/studies/index\\_en.htm](http://ec.europa.eu/avpolicy/info_centre/library/studies/index_en.htm) for the full report.

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## Upcoming Events

### Game Developers

#### Conference 2011

San Francisco, USA,  
18 February - 4 March  
2011 - World's largest  
industry-only event for  
game developers.  
[www.gdconf.com](http://www.gdconf.com)

## EU funding for the audiovisual sector

The European Commission has launched a public consultation on the future of EU funding for the audiovisual sector. There will be a public meeting held in Brussels in early 2011 to establish a post-2013 funding programme to help achieve the objectives of the new Europe 2020 strategy for smart, sustainable and inclusive growth.

For more information:  
[http://ec.europa.eu/eu2020/index\\_en.htm](http://ec.europa.eu/eu2020/index_en.htm)

### MIDEMNET

22 - 26 January 2011  
- Five-day showcase  
with the music industry's  
movers and shakers.  
[www.midem.com](http://www.midem.com)

## Update from Resource Centre

The KnowInG project is in the process of establishing an online Resource Centre (RC) which aims to facilitate transnational and multilevel interaction between SMEs, universities, innovation centres and public authorities.

The RC will provide search tools for information and for services supporting SMEs. The first stage of the RC implementation plan has been to establish the project website ([www.knowing-project.eu](http://www.knowing-project.eu)). A group has also been created on Facebook (search for: 'Knowing Project') to improve discussion, participation and knowledge sharing in accordance with the project's goals.

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