

Title:

PS - FP7 ICT-2013.8.1 CreAgora: A digital platform operating as a technological ecosystem capable of supporting innovation management within the cultural and creative industry.

Abstract of the request:

A Spanish SME searches partners for a project aimed to design and building a digital platform, which will be the core of a technological ecosystem for continuous simulation and experimentation with innovation management in cultural and creative industries. The partners sought must be enterprises and associations within this industrial sector and with expertise in ICT focused to creativity management.

Description of the request:**General Objective**

To design and build **CreAgora Digital Platform**, which will be the core of a technological ecosystem for continuous simulation and experimentation with innovation management within the cultural and creative industry. The platform will be based on the use of proven technologies from Internet of the Future and Cloud Computing in order to: foster idea generation leading to innovative products and processes, and provide systematic support to the launching of innovative business models among culture and creative SMES.

Specific Objectives

1. **Reference Model and Architecture:** To generate a Reference Model of the CreAgora Digital Platform which will be used to define the requirements of the first working prototype of the technological ecosystem needed for the continuous simulation and experimentation with the tools needed to support the understanding and management of the creative process by SMEs.
2. **Training workshops in the management of the creative process:** This involves both, the design and implementation of ten workshops dealing with the management of creativity, and the shared building of a Digital laboratory to support the creative process.
3. **Enterprise Creative Space Stimulation and Consolidation:** This involves the engagement of a sample of stakeholders from the cultural and creative industry in the creation (based in the learning's defined by FInES Research Roadmap 2025, and in the use of methods and practices of what is known as **Large Groups Interactions Methodologies**) of networks for the joint exploration and definition of the governability criteria leading to the sustainability of CreAgora Digital Laboratory in the mid and long term.
4. **The conception and implementation of a pilot project based on the generation of five Creativity Cells:** These cells (constituted by SMEs from the cultural and creative industry,

Universities, and Research Centers) will operate as private domains within CreAgora Digital Platform where the use of cost effective tools within the working environment of cultural and creative industry will be demonstrated.

5. **Conception and deployment of CreAgora Service Ecosystem:** To conceive and implement knowledge intensive business services ecosystem capable of assisting SMEs from the cultural and creative industry in the invocation, discovery and utilization of cost effective tools for the increase of their innovativeness and productivity.

The major components of the Digital laboratory are: the Internet of Services, providing the Social Software as well as the Service Oriented Architecture required to support the collaborative work among distributed partners; and the Internet of Things allowing sensors promoting interactions for the exchanges of digital content and other products from the cultural and creative industry.

The integration of the resources and capabilities provided by the Internet of Services and the Internet of Things will result in the creation of a Digital Platform offering: a digital ecosystem, an entrepreneurial network, brokerage services, service innovation and knowledge intensive business service.

Technical Specifications / Specific technical requirements of the request:

Call Identifier: FP7-ICT-2013-8.1 Technologies and scientific foundations in the field of creativity

Proposal stage of development: General objective defined, as well as a preliminary definition of the specific objectives. There are advances made also in the preliminary characterization of the state of the art, the estimation of the budget, and the identification of some of the work packages.

Level of finance requested: The preliminary estimation of the project budget is 2.5 Million Euros

Percentage of European financing: 75%

Consortium Description: The consortium is currently in development.

Technical Requirements of partners: being defined.

Technology Keywords:

- 1.1.2 Digital Systems, Digital Representation
- 1.2.1 Advanced Systems Architecture
- 1.2.3 Artificial Intelligence (AI)
- 1.2.15 Knowledge Management, Process Management
- 1.3.8 CRM - Customer relationship Management

Further Information (Technical Details Concerning the Profile):

Cooperation in R&D and Networking: The members of the consortium will be engaged at a technical and social dimension. The technical dimension will involve the joint development of CreAgora Digital Platform components. The social dimension will entice the participation of stakeholders from the cultural and creative value chain in those aspects regarding governability, opportunity identification and exploitation, and business models for platform sustainability.

Current and Potential Domain of Application:

The potential domain of application includes the following market segments:

- ❖ Enterprises from the cultural and creative sector, which are the main target of the call.
- ❖ SMEs from different value chain which are interested in improving the management of their creative process with the intention of increasing their innovation management capabilities and their overall competitiveness.
- ❖ Innovation agencies, and multilateral organizations interested in institutional strengthening at the regional or national level.

Collaboration Details / Comments:**- Type of partner sought:**

Entrepreneurial association of firms belonging to the cultural and creative industries, R&D organizations, and enterprises from the cultural and creative value chain.

- Specific area of activity of the partner:

- ❖ Entrepreneurial Association: Provision of services to enterprises from the cultural and creative value chain.
- ❖ R&D Organizations: Design and construction of digital ecosystems to support innovation management.

- Task to be performed:

- ❖ Networking and pilot project participation (Entrepreneurial Association)
- ❖ Cooperation in the design and construction of CreAgora Digital Platform (R&D Organizations).
- ❖ Generation of the Enterprise Creative Space Stimulation and Consolidation, and pilot project execution (Firms from the cultural and creative value chain)

RDT Results – comments:

The results from the R&D will generate the knowledge required to:

- ❖ Update the prototype of CreAgora Digital Platform, in order to produce a commercial version of it, which will be used to support the business models needed to exploit the services provided by the technological ecosystem.
- ❖ Work systematically in the process of orchestration among enterprise from the cultural and creative industries leading to the identification and exploitation of business opportunities.
- ❖ Design and build a Digital Laboratory capable of providing a technical infrastructure where SMEs from the cultural and creative industry could access applications and tools for the management of their creative process.

Preferred Countries: Germany, England, Finland and Belgium