



Circular models Leveraging Investments  
in Cultural heritage adaptive reuse

# CLIC START UP COMPETITION

*Living Lab & INNODAYS*

**Napoli**  
**November 25th, 26th, 27th 2020**



This project has received funding from  
the European Union's Horizon 2020  
research and innovation programme  
under grant agreement No 776758

2018  
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture

# The project

**CLIC** “Circular models Leveraging Investments in Cultural heritage adaptive reuse” is a project funded by the **European Union’s Horizon 2020 research and innovation programme** under the Call “Innovative financing, business and governance models for adaptive re-use of cultural heritage” (SC5-22-2017).

Coordinated by the **Italian National Research Council - Institute for Research on Innovation and Services for Development (CNR-IRISS)**, the project currently involves **16 partners** among which universities, research institutions, cultural organizations, businesses and local governments from **10 European Countries**.

**The overarching goal of CLIC** is to enable the conditions for encouraging new investments economically and financially sustainable for the adaptive reuse of abandoned or underused cultural and landscape heritage, able to produce positive impacts at the social and environmental level and to contribute to create new jobs (in particular among young), increase people wellbeing and revitalize the urban and social fabric.

Moreover, **the CLIC project** coordinates the Taskforce on “**Circular models for cultural heritage adaptive reuse in cities and regions**”, promoted by the European Commission Executive Agency for SMEs (EASME) and Directorate-General for Research and Innovation (DG-RTD). Its aim is to identify innovative business and financial models for the implementation of the circular city/region centred on the adaptive reuse and regeneration of cultural and natural capital.

The project will launch an **international Startup Competition** promoted by the European Commission with the aim of rewarding and supporting the best business ideas and startups in the field of cultural heritage adaptive reuse, inspired to the principles of sustainability and social and ethical finance in the circular economy perspective.

The final event will take place in **Naples** from **25th to 27th November 2020**.

The **first** day will host a **Living Lab** structured in **2** moments: **Inspiring Key Note Speeches**, to share best practices at the European level, and **Living Tables**, to stimulate discussion and cross-fertilization among stakeholders coming from different Countries. The **second** and **third** day, dedicated to the **innovative and creative initiatives of the Startup Competition**, will provide for 2 actions: the first aimed at the elaboration of the **PITCH** by the teams supported by mentors and experts; the second at the **business ideas presentation** to a qualified jury which will award the 5 best selected.

CLIC INNODAYS will be developed in two phases:

- **Scouting and Selection**
- **Living Lab and Start Up Competition**

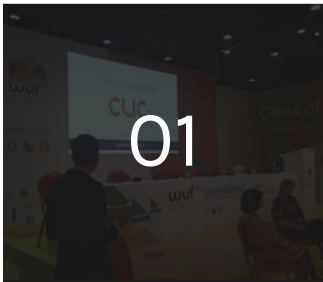


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758

2018  
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture



# SCOUTING and SELECTION



## Scouting Plan

In order to ensure the success of the international Startup Competition, a clear, detailed and time-bound **planning** of the scouting activities will be carried out.

The goal is the application of **100 Startups** or informal **teams**. A strong commitment of all project partners in both communication and selection activities is foreseen.

### Deliverable

#### Contents Development

012factory, IRISS CNR

#### Graphic Release

012factory, Media Company

The communication plan envisages the promotion of the initiative not only by traditional channels and social media, but also by organizing and attending thematic webinars and webconferences.

Participants application will be made through the presentation of an **Idea Form** followed by an online interview to evaluate personal traits and attitudes, competences and hard & soft skills.

The target is divided into two groups:

**Idea Generation**, whoever, individually or in a group, is determined to create an innovative enterprise, demonstrating to have the required skills and/or competences.

#### Communication Plan

012factory, Media Company

**Early Stage**, i.e. startups that, despite having a MVP, a complete team and a minimum capital, need further prototyping, engineering, strategic planning, economic and financial planning, and small fundraising activities.

#### Live Events Roadmap

012factory, IRISS CNR

The business sectors are identified within the call. A rather generalist approach will be adopted during the scouting phase to encourage wider participation in order to select the applications most consistent with the project objectives.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758



02

## Call and Selection

### TARGET

The target audience consists of **informal teams** or **early stage** or **pre-seed** startups. The activities planned in the two events and **the network of public and private investors** represent a convincing leverage for a massive participation to the call.

### AREAS OF ACTION

To a large extent they are identified by the project themes:

- **Cultural, safe and sustainable tourism**
- **Heritage community, social innovation and ethical finance**
- **Technologies and materials for the circular city and circular building**
- **Creative, cultural, education and entertainment industries**
- **Abandoned cultural landscapes regeneration**

### SELECTION PROCESS

Selection will be based on the assessment of the **form** designed to present the business idea and a **30 minutes interview** to evaluate the team quality. This methodology will allow to increase the **quality** of the activities and, consequently, of the project **outputs**.

A double score grid will be drawn up allowing, on the one hand, to carry out a **business assessment** according to business indicators and, on the other hand, to evaluate the **completeness, coherence** and **skills** of the **team**.

### Deliverable

#### Call for Proposals

012factory, IRISS CNR

#### Social Media Mkt

Media Company

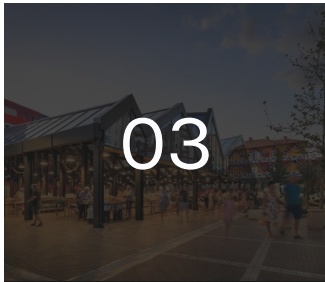
#### On Line Events

012factory, IRISS CNR

#### Selection Results

012factory, IRISS CNR

# LIVING LAB & START UP COMPETITION



## Living Lab

On the first day of activity in Naples, planned for **November 25th**, a LIVING LAB will take place to allow **Startupper, businesses, researchers** and **citizens** to meet the **CLIC** project team and address issues related to **innovative and creative** entrepreneurship.

The **Living Lab model** has been successfully applied in many European experiences, proving to facilitate interaction between stakeholders in fields such as urban regeneration, circular economy and technological and social innovation. The idea is to stimulate **co-design and co-creation** processes whose outputs can contribute to define the typologies of businesses, products, services and business models able to positively impact on cultural heritage and urban and rural landscape.

The pillars of this methodology are:

**Peers Contamination.** Activities that facilitate interaction between participants able to trigger competitive/cooperative processes. Peer interconnections are established through playful experiential learning methods.

**Unexpected Inspiration.** Participants will have the opportunity to meet “special” guests coming from successful business experiences and contexts that seem far from the entrepreneurial world such as painters, sportsmen, cooks or actors.

**Interconnected Spaces.** The location where participants are gathered to work together must be an open space.

The first day revolves around two key moments:

### Inspiring Key Note Speeches

10 successful startupper, and possibly further guests of particular interest, will give a talk, in the TED style, lasting 10 minutes, which can be of inspiration to people present at the event and, by video recording, to applicants to the Startup Competition.

### Living Tables

Assuming a number of participants between 80 and 100 people, 10 thematic working tables will be created to deal with issues related to innovative entrepreneurship by adopting the above mentioned methodology.

## Deliverable

### Preliminary Actions

012factory

### Living Lab Docs

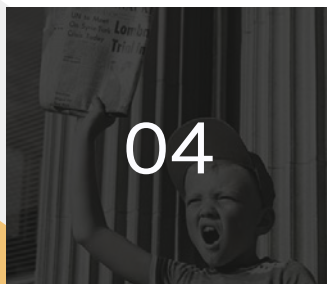
012factory, IRIS CNR

### Inspirig Speech Video

Media Company

### General Meeting

IRIS CNR



## Pitch Competition

It's a two-day event where **20 innovative business ideas** will compete in order to select the best **5** that will be **rewarded** with the **mentoring** programme to be held in Naples in the following months.

It will be inspired by two widespread models in the field of business innovation, the **Startup Weekend** and the **Hackaton**.

The first are events during which participants have 54 hours to create a Pitch to present to a group of potential investors or industrial partners. The hackatons, instead, are digital marathons in which take part IT workers but also designers, managers and aspiring entrepreneurs, to offer a solution to the challenges of big companies, public administrations and non-profit organizations.

Over **two days** of the Pitch Competition, the teams, formal or informal, will work for **36 hours** assisted by the **experts** from 012factory to shape, structure, modify and adapt their own business idea to the project aims. Thanks to the preselection, it will be easy to set up the working methods, help the teams to improve the business proposal or to "set up" their start-up **consistently with CLIC's aims**.

The roadmap scheduled is the one adopted by **012factory** for companies in the pre-acceleration phase meeting the following goals:

- Forming an idea
- Prototyping Customer discovery
- Forming team
- Founding a company

At the end of the 36 working hours, a qualified jury made up of 30 international experts will judge the projects through a mobile devices voting system. At the end of each **PITCH**, of up to 6 minutes, the jury members will assign a score from 1 to 10 to the different evaluation criteria. In addition, the jury will be invited to take part in all the activities of the second day in order to interact with the teams before the Pitch Session, thus getting further information useful for the final evaluation.

The **award ceremony** will be held on the evening of the second day with the participation of all the institutions involved by the CLIC project. The 5 most voted projects will access a mentoring and acceleration programme provided by Iniziativa Cube, a CLIC partner, to enhance the readiness level of their business ideas. The mentoring and acceleration services, worth 15,000 Euro, will take place from December 2020 to March 2021 and can be followed both physically and remotely. Winners will be supported in fine-tuning their business model, drawing up their business plan, investors' scouting for fundraising.

### Deliverable

#### Workshops

012factory

#### Pitches & Executive S

012factory,

#### Ideas Development

012factory, IRIS CNR

#### Closing Ceremony

012factory, IRIS CNR



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758



# Time Schedule

## CLIC INNODAYS MILESTONES

1 SEP

Call Opening  
Scouting and  
Communication  
Activities

15 OTT

Call Closing  
Start of practical  
organization

22 OTT

Announcement  
of 20 finalists

25 NOV

CLIC INNODAYS  
Opening  
Ceremony,  
Inspiring  
Pitches, Living  
Lab

26 NOV

CLIC Start Up  
Competition,  
Mentoring  
activities,  
Workshops

27 NOV

Pitch implementation,  
Training and  
Presentation,  
Evaluation, Closing  
award ceremony

**All the activities have been planned to be carried out live, except in cases of force majeure due to COVID 19 health emergency. In this case, the activities will take place ONLINE**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758

2018  
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture

# Info

[www.clicproject.eu](http://www.clicproject.eu)

[startupcompetition@clicproject.eu](mailto:startupcompetition@clicproject.eu)



Photo Credit: Fani Kurti

## UNDER THE PATRONAGE



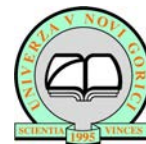
## INVESTORS



## STRATEGIC PARTNERS



## COMMUNITY



City of Rijeka



PAKHUIS DE ZWIJGER\*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758

2018  
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture