

## Project Outline

<b>Project idea name</b>	<b>In2MED – Building a Network for social Innovation and Inclusion in the MED area</b>
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<b>Priority axis 1</b>	Promoting Mediterranean innovation capacities to develop smart and sustainable growth
<b>Specific objective 1.1</b>	To increase transnational activity of innovative clusters and networks of key sectors of the MED area
<b>Project aim (issues, problems and opportunities that the project will address)</b>	<p>The project aims at developing social innovation to favour social inclusion of disadvantaged groups, particularly with the purpose of catering for services that respond to their needs through a participatory approach. The project will network organisations that are active in the field social innovation and represent the four components of the quadruple helix model – public services, private enterprises, universities &amp; research centres, and citizens – with the aim of creating a transnational cluster for social innovation and inclusion in the MED area based on the model of a web radio – Radio Magica.</p> <p>The project will profit from available experience in different fields of social innovation, to develop a common network that will share knowledge, tools and experience to develop new services and contents for different vulnerable people with the aim of favouring their inclusion.</p> <p>A new model based on the idea of a transnational web radio will be developed. Project partners will adopt this model to tackle specific social issues they will select (e.g. inclusion of school children with learning difficulties, improvement of the skills of young drop-outs, improvement of elderly people's inclusion, etc.). The project will target vulnerable people's needs, by improving the competences of people catering for them (e.g. educators, teachers, parents, social workers, etc.) and the services they deliver. The model adopted by In2MED will create new synergies between e.g. providers of educational contents (publishers,</p>

	<p>museums, natural parks, ...), schools and families, and the contents developed will represent an opportunity for growing a kind of “educational franchising” throughout the MED programme area within a business model, to create new job opportunities, particularly for young people.</p> <p>The project will be focused on two pillars:</p> <ol style="list-style-type: none"> <li>1. The study and creation of a business model for a non-profit, sustainable media, i.e. an inclusive digital radio that favours the inclusion of different groups of disadvantaged people.</li> <li>2. The development of multi-language and multi-formats contents for the different target groups addressed. Contents will be multidisciplinary and an area will be devoted to promote active European citizenship, through multi-language storytelling co-developed by schools and young people’s associations.</li> </ol> <p>The non-profit, sustainable media we intend to create is an innovative and inclusive web radio, a digital instrument that offers services taking advantage of web 2.0 and are based on the quadruple helix approach, which involves public services, private enterprises, universities &amp; research centres, and citizens in the development of both model and contents.</p>
<b>Planned activities and expected results</b>	<ul style="list-style-type: none"> <li>• To improve capacities of the MED area to tackle the market challenges of socio-innovative products.</li> <li>• To improve the cultural awareness on smart contents for disadvantaged people – particularly, young and elderly people of the MED area.</li> <li>• To develop a set of pilot web radio products designed for all and test them in specific situations</li> <li>• To develop a so called „social franchising“, creating jobs in culture/education field</li> </ul>
<b>Possible partnership</b>	<p>IT - Ca' Foscari          IT – Hattiva Lab          SI - Kamnik Municipality          GR - Creative and Innovative Society (t.b.c.)</p>
<b>Type of partner searched for</b>	<ul style="list-style-type: none"> <li>• Policy makers: regional/local authorities in fields related to education and learning;</li> <li>• Regional/local development agencies;</li> <li>• NGOs active in education in schools, or working with disabled, integration, minorities, the youth and elderly people</li> <li>• Municipalities, libraries</li> <li>• Universities and research organizations dealing with learning, education and communication</li> <li>• Social and healthcare services</li> </ul> <p>From: Spain, France, Croatia, Malta, Cyprus, Albania, and Montenegro.</p>