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materahub

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 cultural
 and creative
 industries

ACTIVITY REPORT

QUALITY
 SYSTEM
 CERTIFICATE
 ISO 9001 - ISO 14001
 ISO 27001 - ISO 26001
 ISO 20121



QUALITY SYSTEM
 CERTIFICATE

About us

Materahub is a consortium of companies that operates internationally and supports enterprises, start-ups and aspiring entrepreneurs, institutions and organisations through local development and innovation projects funded by European institutions.

Our aim is to create new entrepreneurial and socially useful projects by combining skills and visions and stimulating networks between people and organisations, promoting the values of the European Union and opportunities for the public and private sectors.

Materahub is the Italian partner and member of several international projects and networks ...

- **European Programme Intermediary Organisation [Erasmus for young entrepreneurs](https://www.erasmusforentrepreneurs.eu/)** cross-border exchange programme that gives new or aspiring entrepreneurs the opportunity to learn from experienced entrepreneurs running small businesses in Europe - <https://www.erasmusforentrepreneurs.eu/>
- **EURODESK_Matera Center** - Official network of the European Erasmus+ program for information on programs and initiatives promoted by European institutions in favor of young people. <https://www.eurodesk.it/rete/punti-locali/basilicata/IT289>
- Consortium partner of the **EIT Culture & Creativity**, a Knowledge and Innovation Community that's bringing the new wave of cultural and artistic renewal in Europe to accompany the Green and Digital transitions <https://eit.europa.eu/eit-community/eit-culture-creativity>
- Italian host of the **Creative Business Cup**, the only international competition for cultural and creative industries, boosting collaborations with the most important Italian organisations operating in public and private sectors to support the creative and cultural industries www.creativebusinesscupitalia.it
- Member of the **European Federation for Creative Economy (Creative FED)**, advocacy organisation representing the European creative industries and its 14

creative sectors, composed of more than 200 organisations from over 45 countries, representing supporters in more than 136 regions and metropolitan areas - <https://www.the-creative-fed.eu/>

- Member of the **European Network of Creative Hubs** bringing all the existing international hubs together creativehubs.eu
- Member of the **ENCATC network**, the European network for cultural policy and management www.encatc.org/
- member of the **European NICE network** boosting innovation within the creative economy - www.e-c-c-e.de/en/nice-network/
- Member of **All Digital**, the leading pan-European association working with 25,000 digital competence centres - <https://all-digital.org/>
- Member of the international **CARP** network promoting cultural routes on the prehistoric art of the Council of Europe www.coe.int/it/web/cultural-routes/prehistoric-rock-art-trails
- Member of **ROTTA DEI FENICI**, cultural itinerary of the Council of Europe - www.coe.int/en/web/cultural-routes/the-phoenicians-route
- Member of **TIME MACHINE**, the leading international organisation for cooperation in technology, science and cultural heritage <https://www.timemachine.eu/>
- Member of **ENNI** - [European Network of Innovation for Inclusion](http://EuropeanNetworkofInnovationforInclusion), European network financed by the European Social Fund and co-financed by the Spanish Ministry of Health, Social Services and Equality.
- Partner of **ArtLab**, an independent Italian platform dedicated to the innovation of cultural policies, programmes and practices - <https://artlab.fitzcarraldo.it>
- Promoter/co-founder of the emerging **Basilicata Creativa Cluster**, which collaborates with the University of Basilicata (Unibas), IBAM CNR, ENEA and other organisations operating in the fields of creativity and culture in Basilicata; www.basilicatacreativa.it
- Member of the **Puglia Creative District**; <https://www.pugliacreativa.it>
- Member of the network **Lo Stato dei Luoghi** (The State of Places), composed of place activators and space managers representing culturally-based regeneration experiences in Italy - www.lostatodeiluoghi.com/
- Associate member of StartNet, the network represents the European level that brings together European initiatives in a platform for specialised dialogue on the topic of school-to-work transition - www.start-net.org/it

Since 2011



OVER 400 PROJECT SUBMITTED (European, national and regional)



45 ACTIVE PROJECTS



126 PROJECTS COMPLETED with success



OVER 300 PARTNERS in our national and international networks



OVER 400 STARTUPS, FREELANCERS AND ORGANISATIONS supported with success

We believe in the benefits of networking and sharing ideas. We invest in quality people and projects, in the "will to do" and enthusiasm. We promote entrepreneurial culture.

See all our projects in the attached CV or on the website
<https://www.materahub.com/>

Our keywords

- * Sharing
- * Quality
- * Creativity
- * Passion
- * Innovation
- * Resilience
- * Internationalisation
- * Cross-collaboration

Core activities and services

Materahub promotes entrepreneurship as a means for local development based on sustainability, social innovation and valorisation of human resources, people, tangible and intangible heritage.

To do so, we put in place the following activities and services:

- **European projects design and implementation** to support tourism, cultural heritage and cultural and creative industries sectors;
- **entrepreneurship training** for young entrepreneurs, aspiring entrepreneurs and students through international mobility and mentoring projects;
- **support for the development of micro-enterprises and SMEs** especially within creative, cultural and tourism sectors as well as other key sectors for our area;
- **support for start-ups and incubators** in connection with other relevant European experiences and clusters;
- **promotion of new economic models** based on the concept of social enterprise, social innovation and collaborative economy;
- **support for cultural and creative operators** to turn their projects into sustainable businesses;
- **promotion of exchanges and cooperation amongst traditional economic sectors** and cultural and creative industries to foster cross fertilisation, enable innovation and stimulate new opportunities;
- **support for cultural and creative industries in Italy**, especially in the South, to raise awareness of their key role in the sustainable local development and to facilitate connections with European networks as well as access to financing instruments, regional, local and international calls;
- **promotion of new emerging professionals** and validation of entrepreneurial and soft skills based on international models recognised by the European frameworks;

- **promotion of educational models in non-formal learning** through vocational training projects, work experiences and international mobility programmes;
- **promotion of local cultural heritage** to develop innovative approaches for the safeguard, restoration and enhancement of assets;
- **promotion of new models of tourism** based on the interaction and empathy through the use of creativity;
- **support for enterprises operating in the agricultural and Italian Food sectors** to boost internationalisation projects promoting the "Made in Italy" through clusters and supply chain hubs;
- **ICT support** applied to cultural and creative industries;
- **professional training and company certification.**

The entrepreneurial spin offs of Materahub

IPOGEOS

The Ipogeos Cluster brings together Italian and foreign companies of excellence operating in the sector of restoration, enhancement and enjoyment of cultural heritage. IPOGEOS aims at promoting and supporting dialogue and understanding among the worlds of research in Cultural Heritage, enterprises and ICT sectors to internationalise innovative products and services in the areas of restoration, diagnostics, cataloguing, enjoyment and innovative management models. It also promotes participation in procurements and supplies in Italy and abroad. www.ipogeos.it

ITALIAN FOOD EXPERIENCE

This is a business project aiming at promoting Italian food in the world and the companies producing and commercialising it. Our goal is to increase business projects and investments in the agro-food sectors in Italy and abroad. Italian Food Experience was founded in 2013 and offers business services assisting companies in products and services sales and internationalisation strategies within the food industry. Italian Food Experience will use the FOODIT market place for online products promotion and marketing actions.

www.italianfoodexperience.com - <https://www.foodit.it/>

ERASMUS FOR YOUNG ENTREPRENEURS

Materahub is the intermediary organisation for the well-known Erasmus for Young Entrepreneurs European programme for aspiring entrepreneurs refinanced by the EC for the sixth consecutive year.

The project promotes international mobility programmes of young start-uppers mainly looking for experienced entrepreneurs supporting them as mentors in one of the 28 EU countries, from a minimum of 1 month up to a maximum of six months. <https://www.erasmusforentrepreneurs.eu/en/>

PIAZZA EUROPA

For several years we have been one of the Europe Direct centres funded by the European Commission. Now, through our spin-off PIAZZA EUROPA, we continue to promote:

- funding programmes and opportunities for young people, local institutions, businesses, schools and the third sector.
- an active local and regional debate on EU policies and priorities.

<https://piazzaeuropamatera.it/>

EURODESK

The Materahub Consortium is an Antenna of Eurodesk, the official network of the Erasmus+ Youth programme and the European Solidarity Corps for information on programmes and initiatives promoted by European institutions in favour of young people. Set up with the support of the European Commission - DG EAC (Education and Culture) and the Italian Youth Agency, Eurodesk works to facilitate young people's access to the opportunities offered by European programmes in different fields, in particular: international mobility, culture, formal and non-formal training, work, volunteering.

Today, Eurodesk is present in 36 European countries with national coordination structures and more than 2,100 decentralised information points on the territory.

<https://www.eurodesk.it/rete/punti-locali/basilicata/IT289>

CREATIVE BUSINESS CUP

The CBC is a global competition with over 80 countries involved worldwide, bringing together creative start-ups, innovation experts, accelerators and investors: a community that focuses all its attention on promoting innovation and creative business endeavours. The Creative Business Cup Italia was created to bring together and enhance the creative industry at a national level,

matching investors from all over the world who meet at the international final of the competition, held every year in Copenhagen, and in which all the winning projects of the respective national editions take part. The Creative Business Cup Italia is organised by the Materahub Consortium - Cultural and Creative Industries as the national partner of the Creative Business Network, a global network committed to unlocking the potential for innovation and change in the cultural and creative industries. <https://www.creativebusinesscupitalia.it/>

Expertise of the consortium

The Consortium has wide expertise in:

- advice and support services for cultural and creative industries
- European projects design and implementation within Erasmus +, Cosme, ENPI, Interreg-MED, IPA programmes;
- management of complex national and international projects;
- research and development in education and business consulting sectors;
- national and international networking;
- support services for mobility and placements within enterprises;
- web communication and social services;
- design and web development services.


Some publications

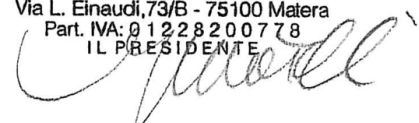
- Impact Through Design <http://socialfare.org/en/interview-paolomontemurro/>
- Artistic intervention in SMEs and Public Organizations <http://artlab.fitzcarraldo.it/en/evento/break-desk-artistic-and-creative-innovation-business-and-public-administration>
- Knowledge Transfer Focus on Creative Industries https://drive.google.com/file/d/1HzOv1mPYiQtC8LuxzMC8mCRt2o10u22b/view?fbclid=IwAR3cXpPM11WnigCP84X2eDEqeNqKiAr66uSwo_h8O1W_w7PH6WPGHCDmFbw

Matera, January 2024

President

Luigi Martulli

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