+ Resilient Mediterranean Open ResouRcEs for Social Innovation of SociaLly Responsive ENTerprises

Study visit Marseille and the South Region

12-13 March 2019

Programme

**Rationale of the study visit**

Marseille and, more generally, the South Region are very active as far as social (and societal) innovation is concerned. The region has also a long tradition of social and solidarity economy development since these organisations count for approximately 10% of the regional employment.

Since the visit will be mostly located in Marseille, the focus will be on urban issues. Nevertheless, the presentation of « social innovation clusters » in rural areas will be included as well as a visit of a « technologically-led innovation cluster ».

The first day will be held at La Friche La Belle de Mai, which is located in the buildings of an old tobacco factory that was abandoned and then used by a non-profit organization of performing arts and culture. Today, it is run by a collective interest cooperative whose mission consists of developing arts and culture in a deprived urban area. 70 artistic and cultural projects are located there (<http://www.lafriche.org/en/>). During this first day, different experiences will be presented in five domains:

* digital humanities (against digital exclusion)
* fablabs and makers spaces
* urban spaces occupied and managed by citizens
* home care services for dependent persons
* social innovation incubators

We will have the opportunity to visit the “Levat Garden”, an old convent now in the hands of the Marseille City Hall and made available to different groups of collective actors (https://fr-fr.facebook.com › Pages › Autre › Communauté)

The second day will be dedicated to two main axes:

* The first one will be dedicated to technologically-led innovation with a visit to The Camp (<https://thecamp.fr/>), a cluster of private enterprises of societal responsiveness (in partnership with public institutions) that invested to support technologically-led innovations to address three major societal challenges for the future of the planet: energy, food and mobility.
* The second will be on open data: the aim is to present the work done by the Service of Smart Region of the South Region on open data and any experimentations) (<https://www.datasud.fr/>)

As the objective is also to share practices between local and foreign stakeholders, participative methods will be implemented to favour exchange and discussion among all participants.

**Day 1, 12th of March 2019**

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| **Time** | **Activity Explanation** | **Venue** |
| 8:509:00-9:30 | Meeting at the library (and coffee bar) “Salle des Machines” (Tour Jobin), which is on the left as soon as you enter the grounds of La Friche, to then go to the meeting room.Registration and welcome (coffee) | La Friche La Belle de Mai, 41 rue Jobin, 13003 Marseille |
| 9:30 – 12:30 | La Friche is a social innovation cluster in arts and culture with an urban regeneration project.09h30- 10h30: Visit of La Friche and presentation of the project (Ariane Groos and Lucie Domingo)10h45-11h30: Presentation of 3 initiatives located at La Friche (Ariane Groos and Lucie Domingo)* 10h45: Inter-Made (incubator of social economy initiatives): Laurent Boy
* 11h: ZINC and its Fablab: Anthony Pilette (member of the Reso-Nance Numérique network)
* 11h15: Lab 0: Marthe Pommie (SGAR 13)

 11h30-12h30 Exchange with the participants |
| 12:30-14:00 | Lunch at the Restaurant Les Grandes Tables |
| 14:00-15h30 | The Levat Garden – Visit realized by Hélène FromentThe aim is to visit a garden considered as a “common good in the city” or other projects with a strong citizens’ involvement.  | Walk in the neighbourhood La Belle de Mai |
| 15:30-16:00 | Break |
| 16:00-18:30 | Pitching and Speed networking The aim is to give the floor to actors in different fields of activity to present their project in 3 minutes and then exchange by themes between local and foreign participants. * Digital humanities: Urban Prod (Emmanuel Mayoud) and IRTS (Nadia Okbani)
* Fablabs and makerspaces: La nouvelle mine (Linda Ecalle) and Atelier Share-Wood (Simon Laisné
* Urban spaces occupied and managed by citizens: Jardin Levat (Hélène Froment) and Yes we camp (TBC)
* Social innovation incubators Inter-made (Julia Legrand) and TVT Innovation (Pascaline Rougié)
* Home care services for dependent persons: Pôle Services à la personne (Fiona Icard)
* Social innovation clusters in rural areas (TBC)
 | La Friche La Belle de Mai  |
| 20:00 | Dinner in the city centre of Marseille |

**Day 2, 13th of March 2019**

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| **Time** | **Activity Explanation** | **Venue** |
| 8:459.00 | Meeting point in front of the Aix-Marseille University (Saint Charles Building)Departure by bus to The Camp (Aix-La Duranne).  |
| 10:00-12:30 | The Camp is a kind of cluster of innovation to address future challenges. The Camp fosters technologically-led innovations by start-upers and by large enterprises of social responsiveness.10:00 Welcome10:15 Visit of the site and of some projects: * Fablab
* Accelerator of startups with positive impact
* Virtuous circle of the garden

11:15: Presentation of the Inspire Lab and exchange with the participants | The Camp, Aix-La Duranne |
| 12:15 | Return to Marseille by bus |
| 13:15 | Lunch at the Hotel of the South Region |
| 14:00-15:30 | Open data and social innovation: how can we increase interaction between these two worlds?Presentation of the work done by the Smart Region service of the South Region and of 2 social innovation projects that rely on open data14h00: General introduction / RESILIENT & ODEON Projects pitches 14h10: The Regional data strategy (Region Sud)14h25: DataSud demo (Region Sud)14h30: Exchange with the room14h40: Use cases in Social and Solidarity Economy:               Mediations with data (DONUT Infolab)               Exploitation of data (TETRIS SCIC) 15h20:  Exchange with the room and conclusion | Office of the South Region, MarseilleJOINT MEETING with participants of the ODEON INTERREG Med project (in partnership with AVITEM) |
| 15:30-16:00 | Break |
| 16:00-17:00 | Networking and wrap-up session | Office of the South Region, Marseille |

For addresses of each place mentioned, please refer to the Access information sheet.

Useful phone numbers:

* Francesca Petrella: 06 72 88 14 05
* Florence Hac: 06 47 20 03 25
* Nadine Richez-Battesti: 06 86 05 21 26 (main contact for getting the bus on Wednesday morning)
* Gerhard Wolf: 06 68 83 77 48 (main contact for getting the bus on Wednesday morning)