


VIVEROS

CREATIVOS

A quadruple-helix model for CCI in Colombia

SUMMARY

- 
- The Context of the Initiative
 - Challenges for the Development of CCI in Colombia
 - The Emblematic Initiative “Viveros Creativos”
 - Sustainability, Scalability, Replicability
 - Impact
 - Why International Cooperation
 - Contact

THE CONTEXT OF THE INITIATIVE:

HOW TO SEIZE OUR CULTURAL DIVERSITY

1

A NEW POLITICAL
CONSTITUTION (1991)

2

CULTURE GENERAL LAW AN
MINISTRY OF CULTURE (1997)

3

CONVENIO ANDRES BELLO
RESEARCH:
MEASURING THE IMPACT OF
CULTURE ON THE ECONOMY

4

THE ORANGE ECONOMY
(2013)

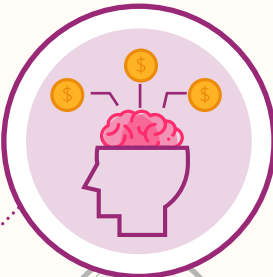
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THE THIRD MISSION OF
“SABIOS”

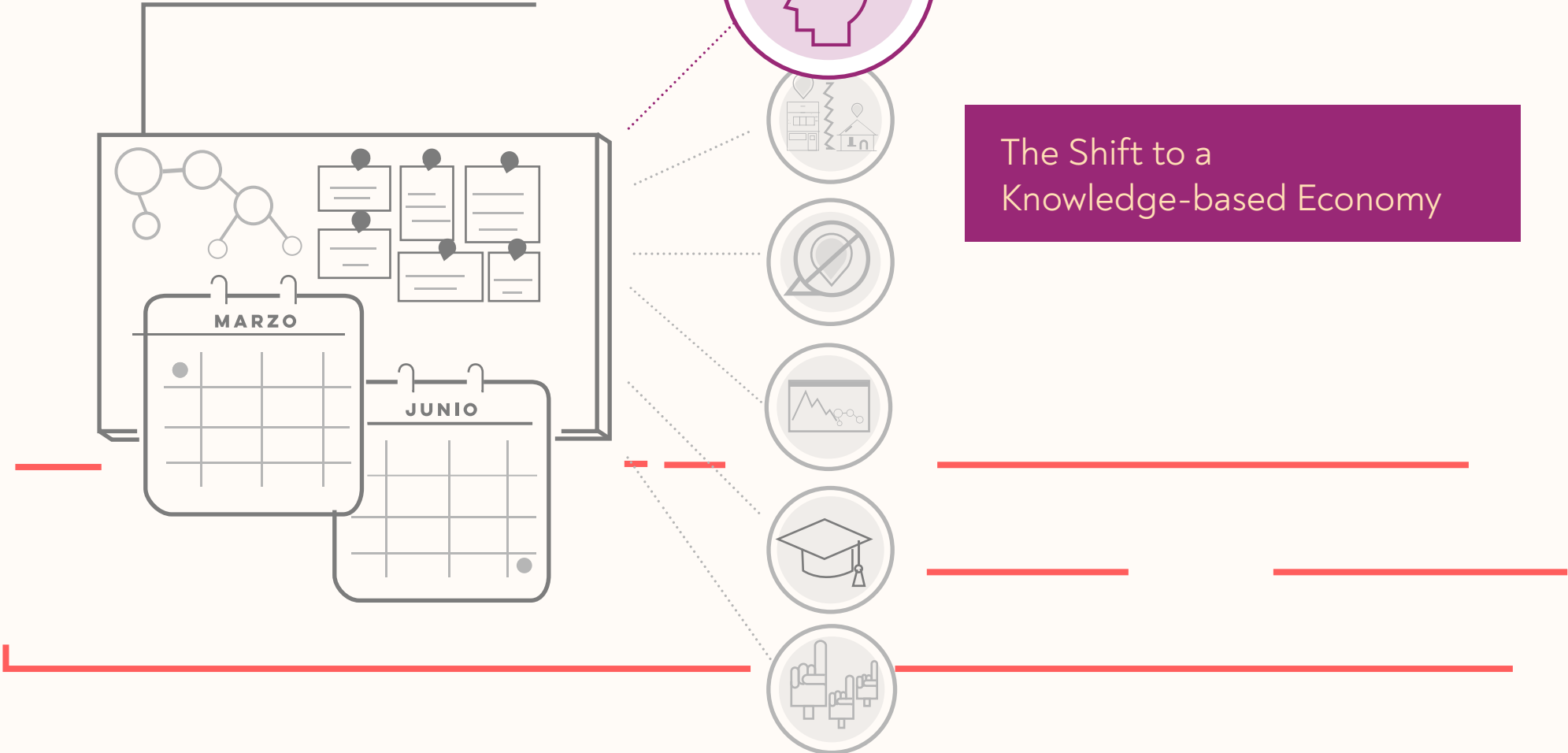
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THE ROLE OF UNIVERSIDAD
JAVERIANA IN THE CCI's GROUP
OF THE MISSION

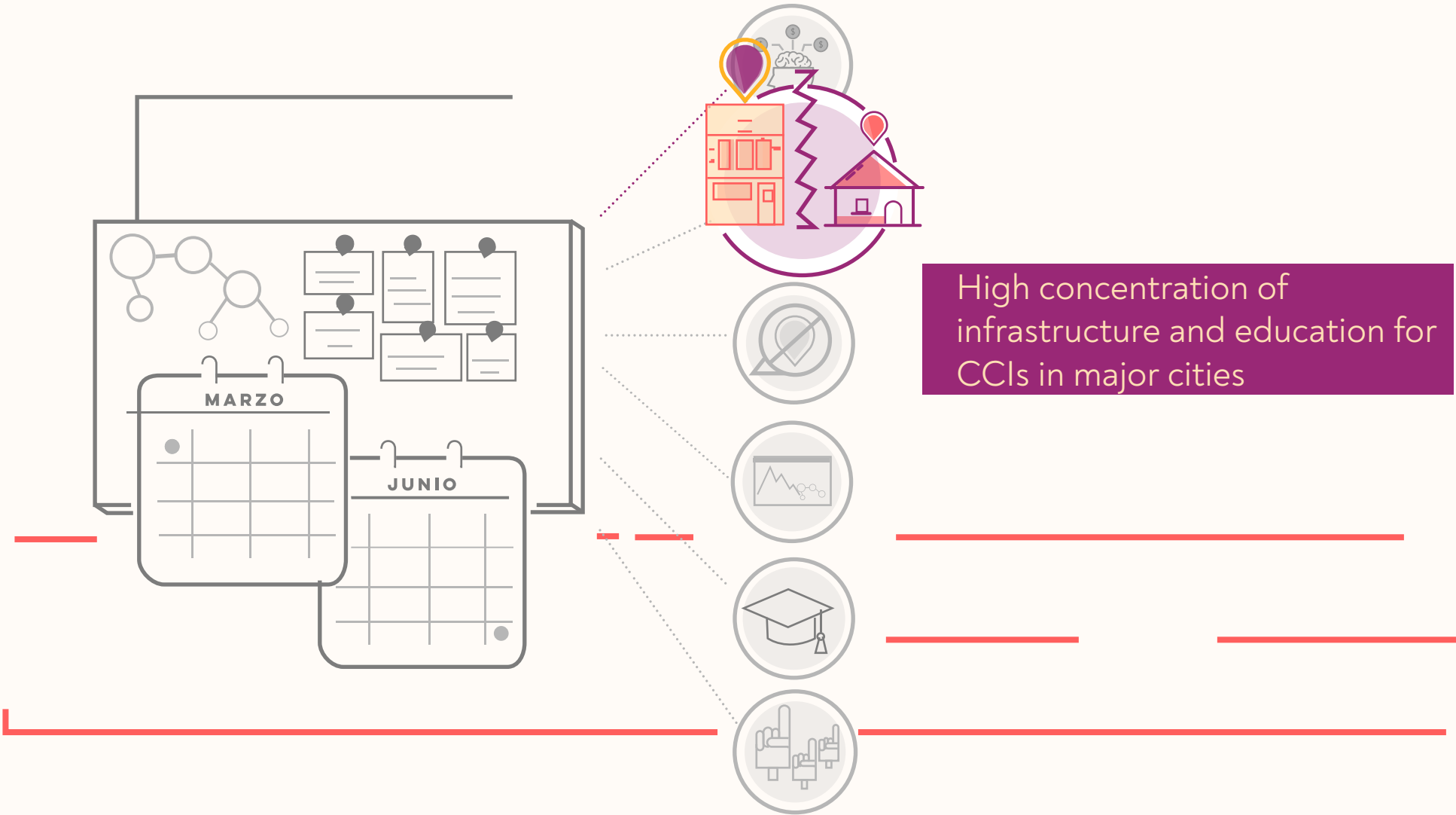
CHALLENGES FOR THE DEVELOPMENT OF CCIs IN COLOMBIA



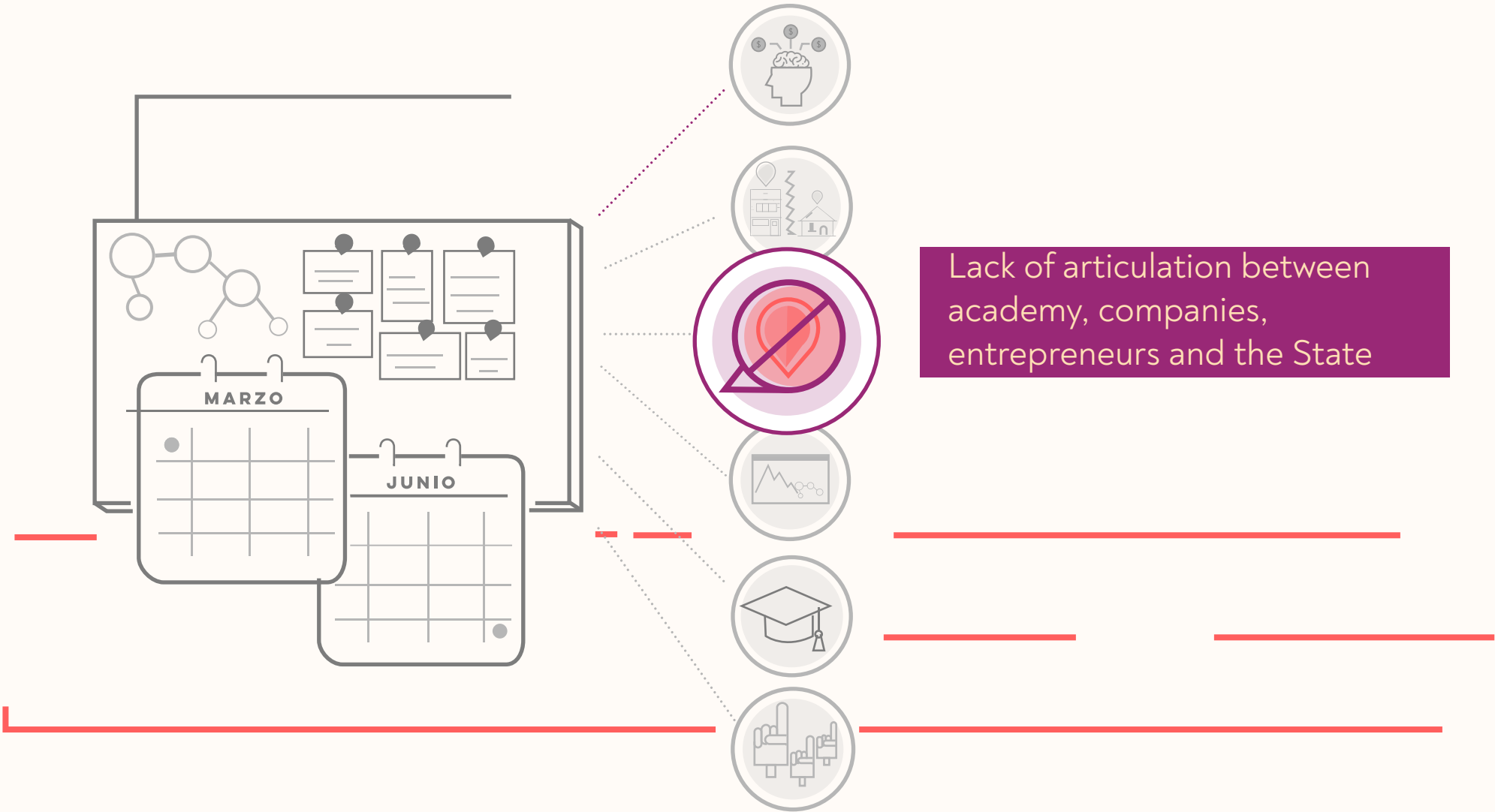
The Shift to a Knowledge-based Economy



CHALLENGES FOR THE DEVELOPMENT OF CCIs IN COLOMBIA

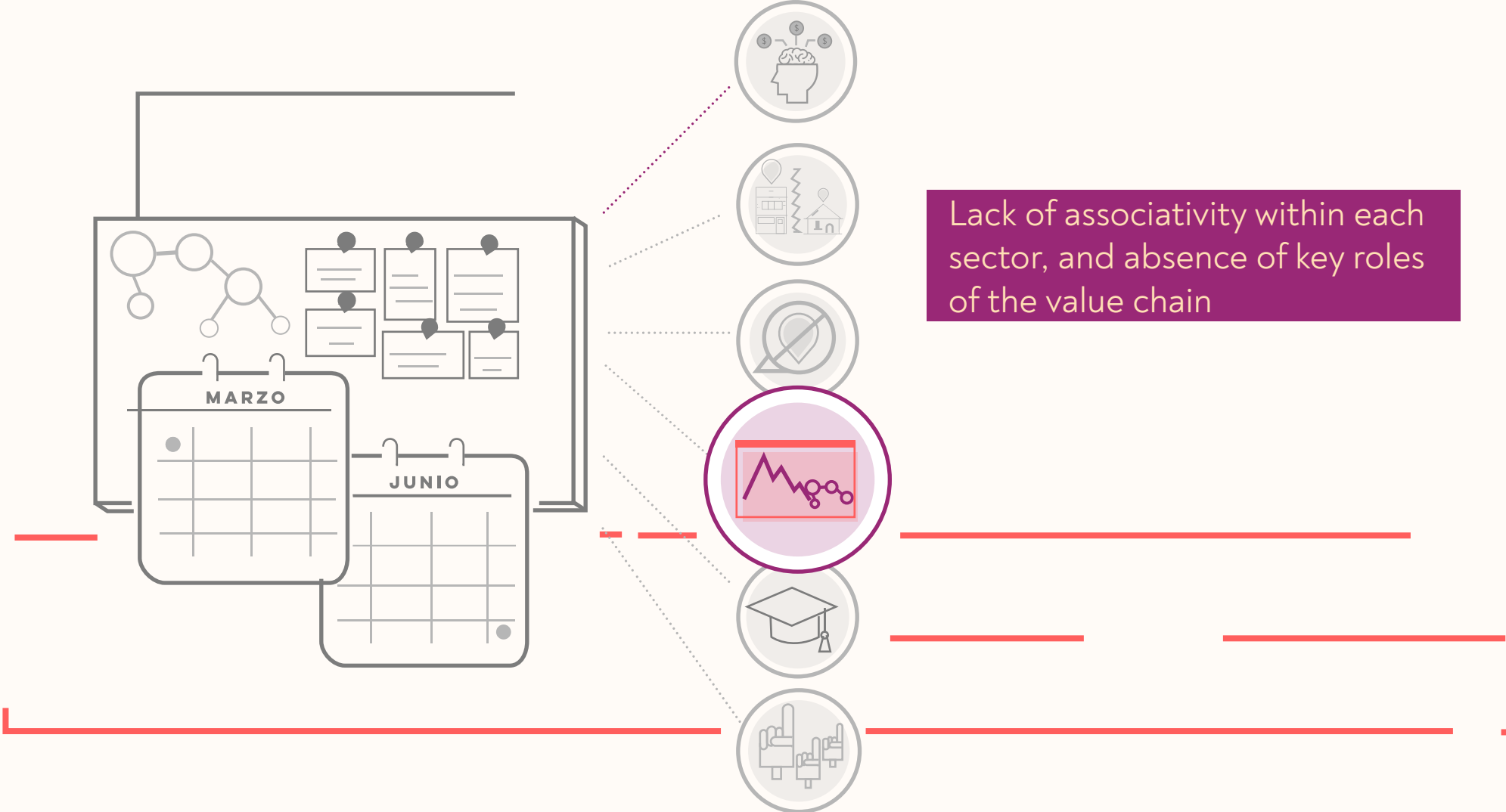


CHALLENGES FOR THE DEVELOPMENT OF CCIs IN COLOMBIA

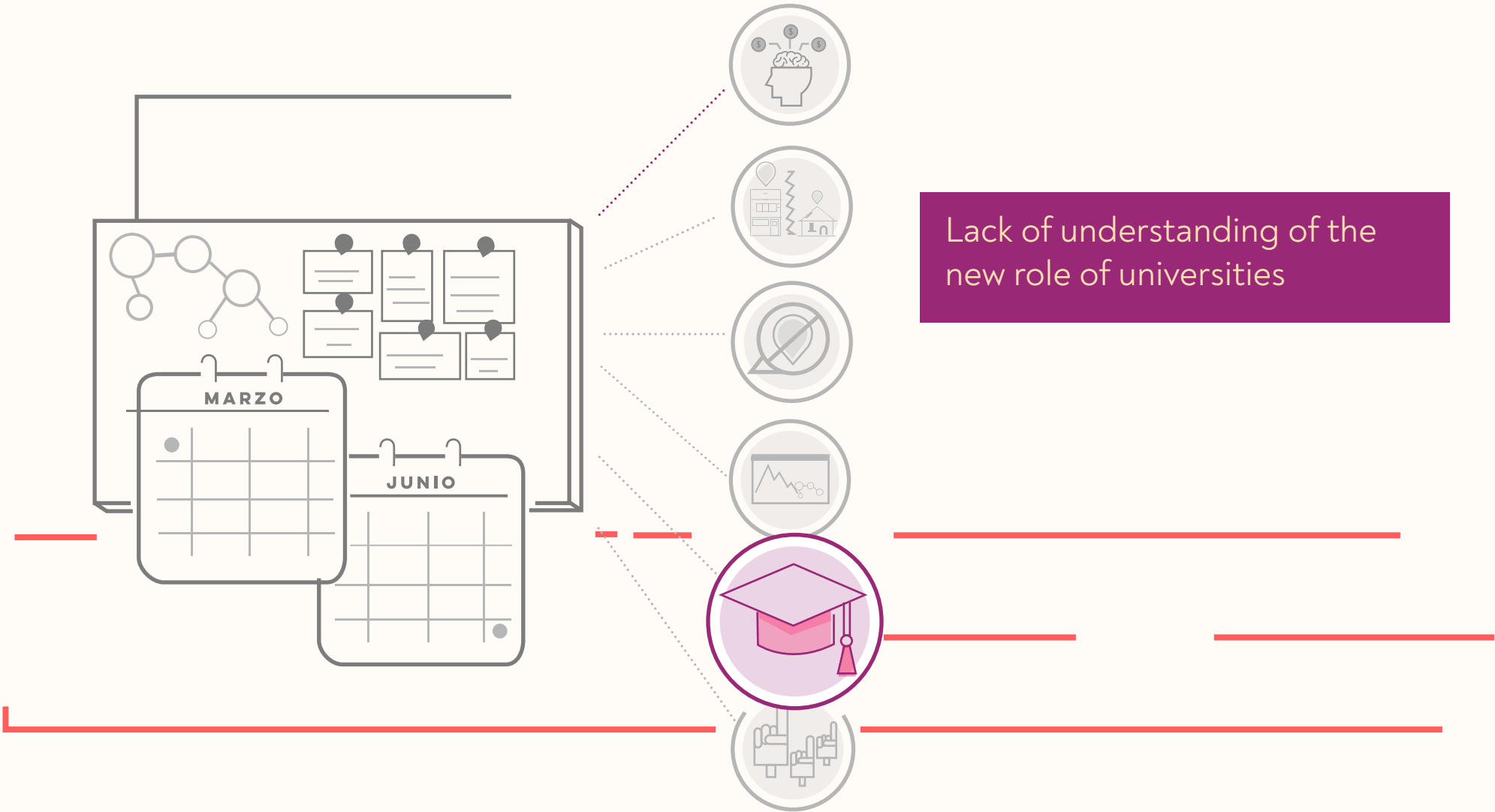


Lack of articulation between academy, companies, entrepreneurs and the State

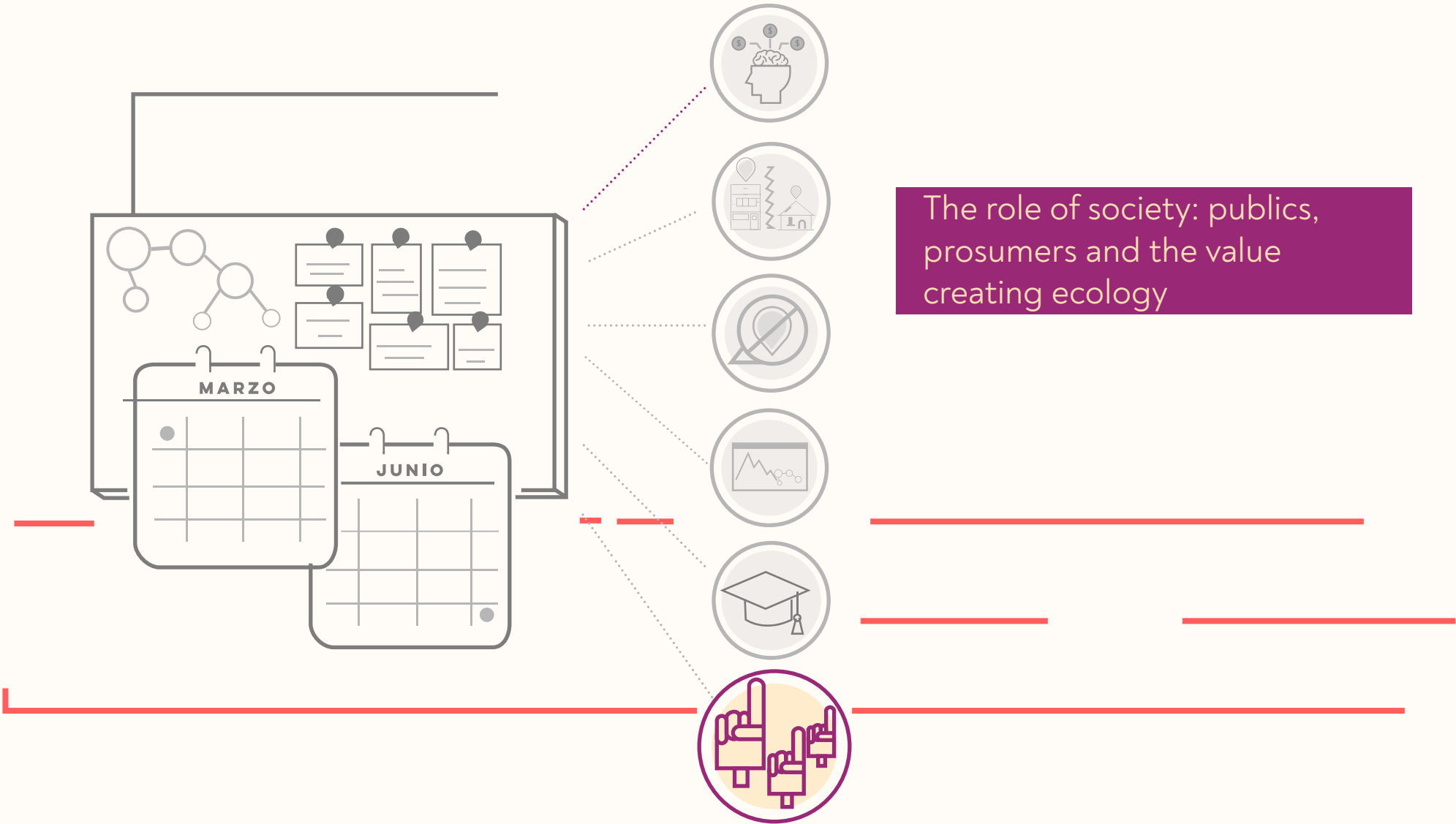
CHALLENGES FOR THE DEVELOPMENT OF CCIs IN COLOMBIA



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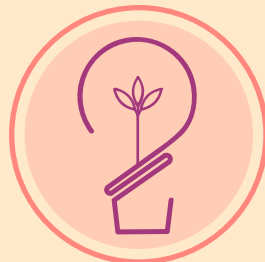
The role of society: publics, prosumers and the value creating ecology

THE EMBLEMATIC INITIATIVE “VIVEROS CREATIVOS”

OBJETIVES/EXPECTED RESULT:

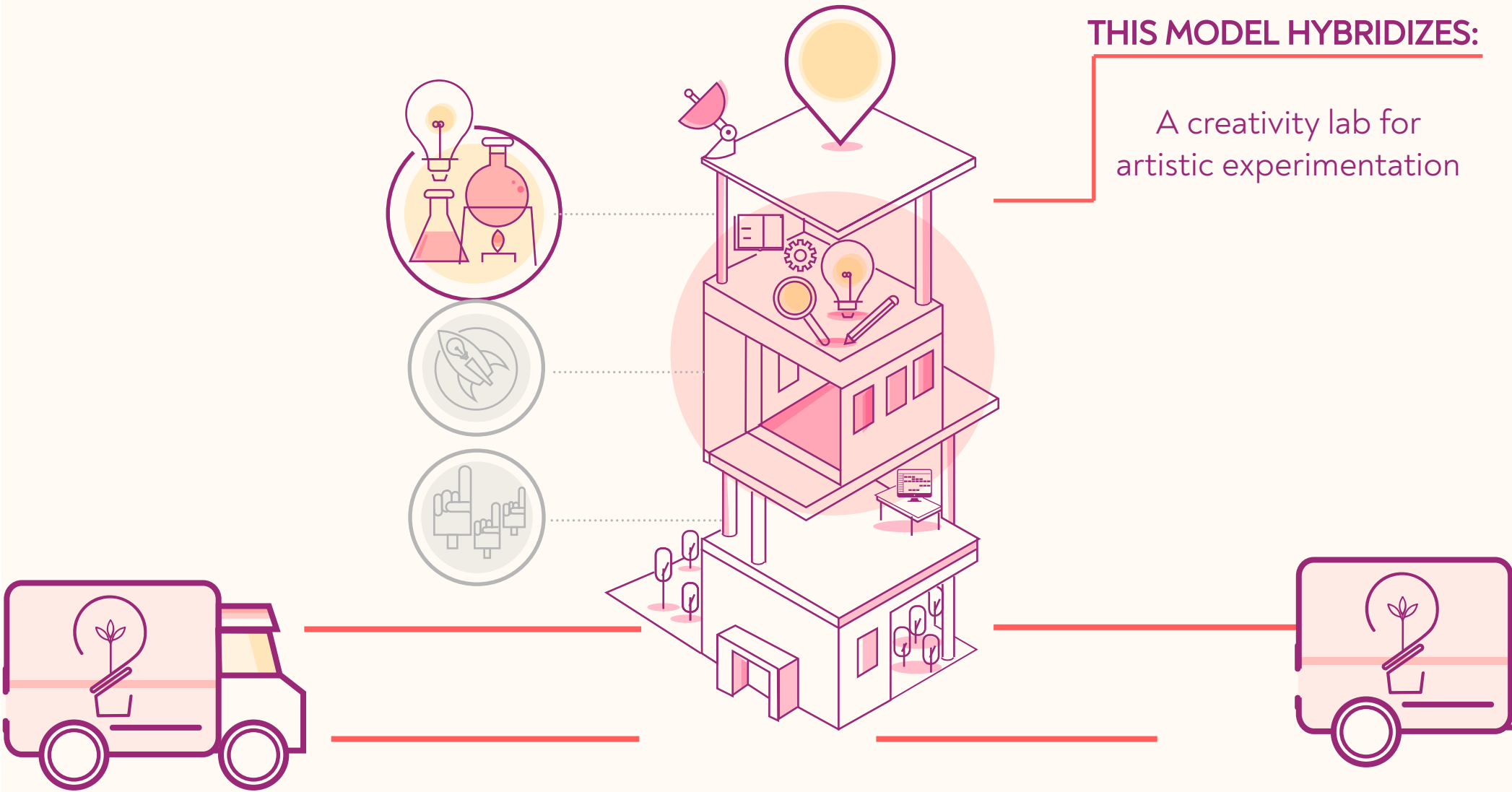
Articulation of main actors around a physical space in which creators are being incubated as entrepreneurs, while cultural contents are being created, validated and presented to publics/users.

Mobilization and optimization of all financial and non-financial resources, services and development of technical, organizational and human capacities to produce STEAM-led innovation and entrepreneurship in the CCIs, fulfilling the national objectives in connection to priorities on science, technology, innovation and entrepreneurship, with focus on CCIs.



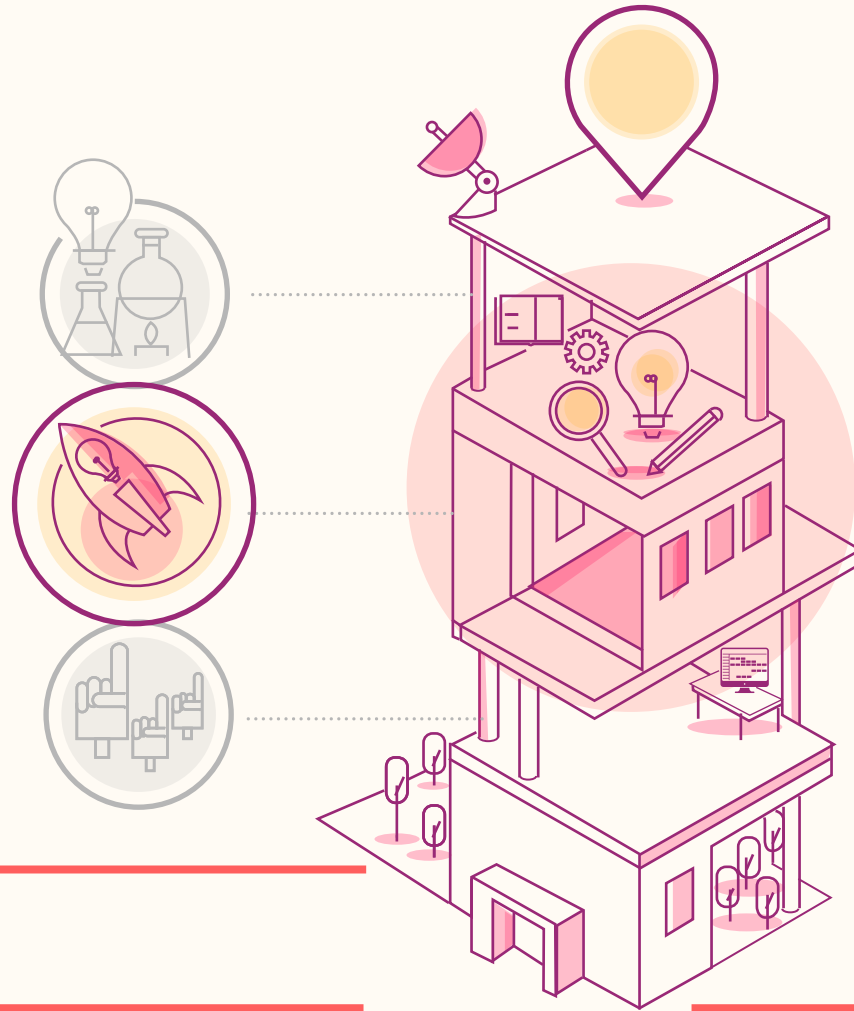
THE EMBLEMATIC INITIATIVE

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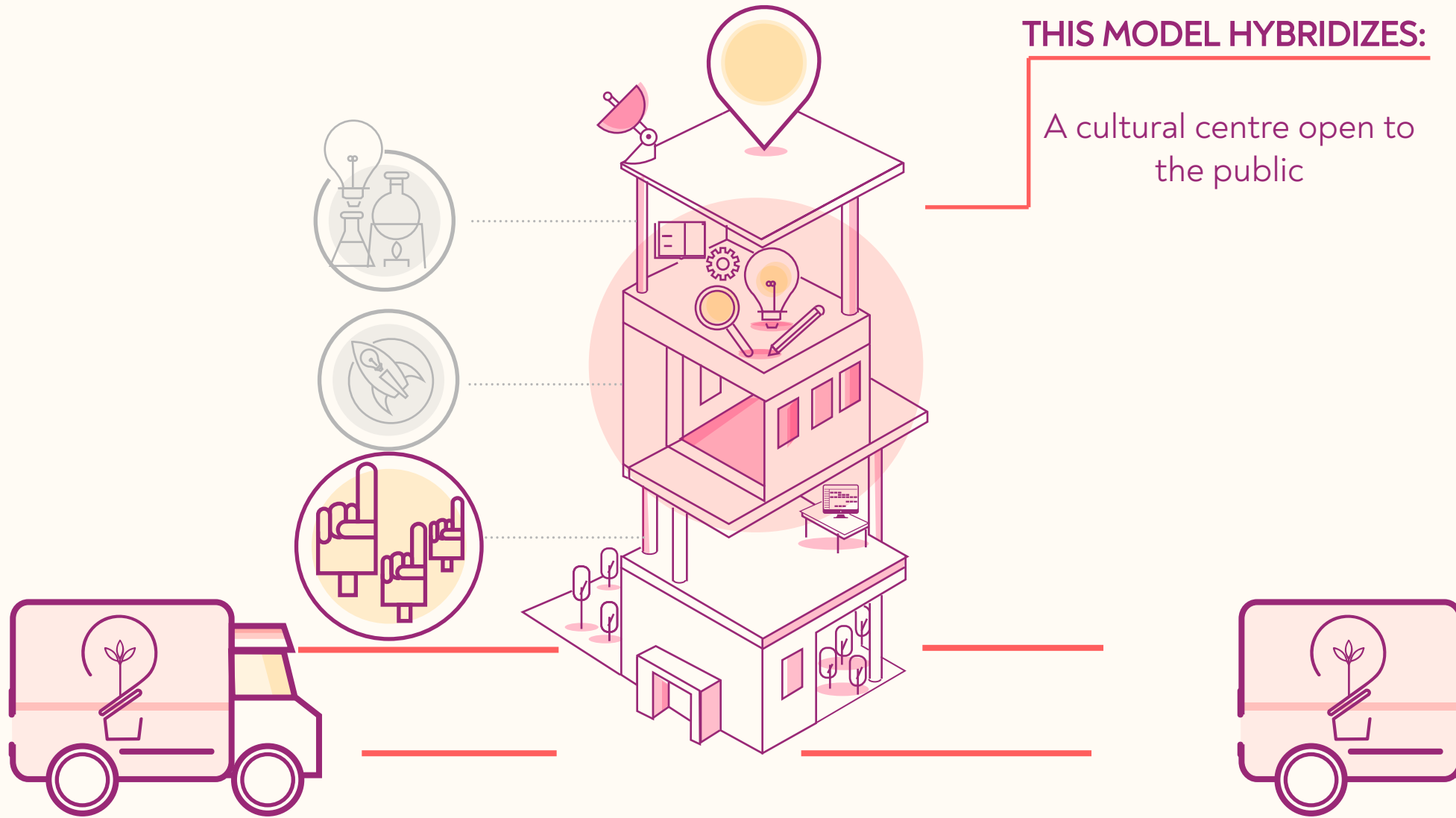


THIS MODEL HYBRIDIZES:

An Incubator for cultural enterprises and projects

THE EMBLEMATIC INITIATIVE

“VIVEROS CREATIVOS”

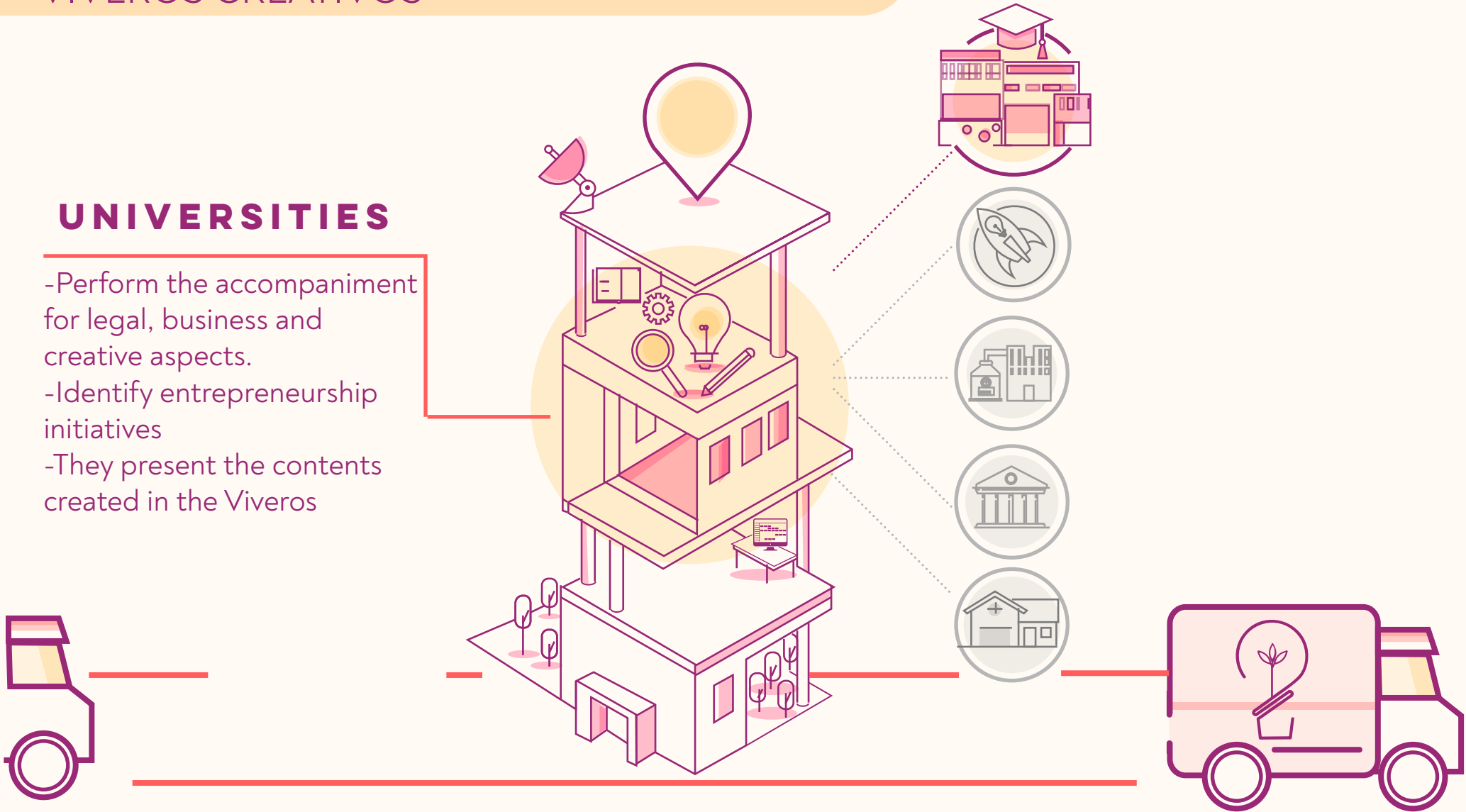


THE EMBLEMATIC INITIATIVE

“VIVEROS CREATIVOS”

UNIVERSITIES

- Perform the accompaniment for legal, business and creative aspects.
- Identify entrepreneurship initiatives
- They present the contents created in the Viveros

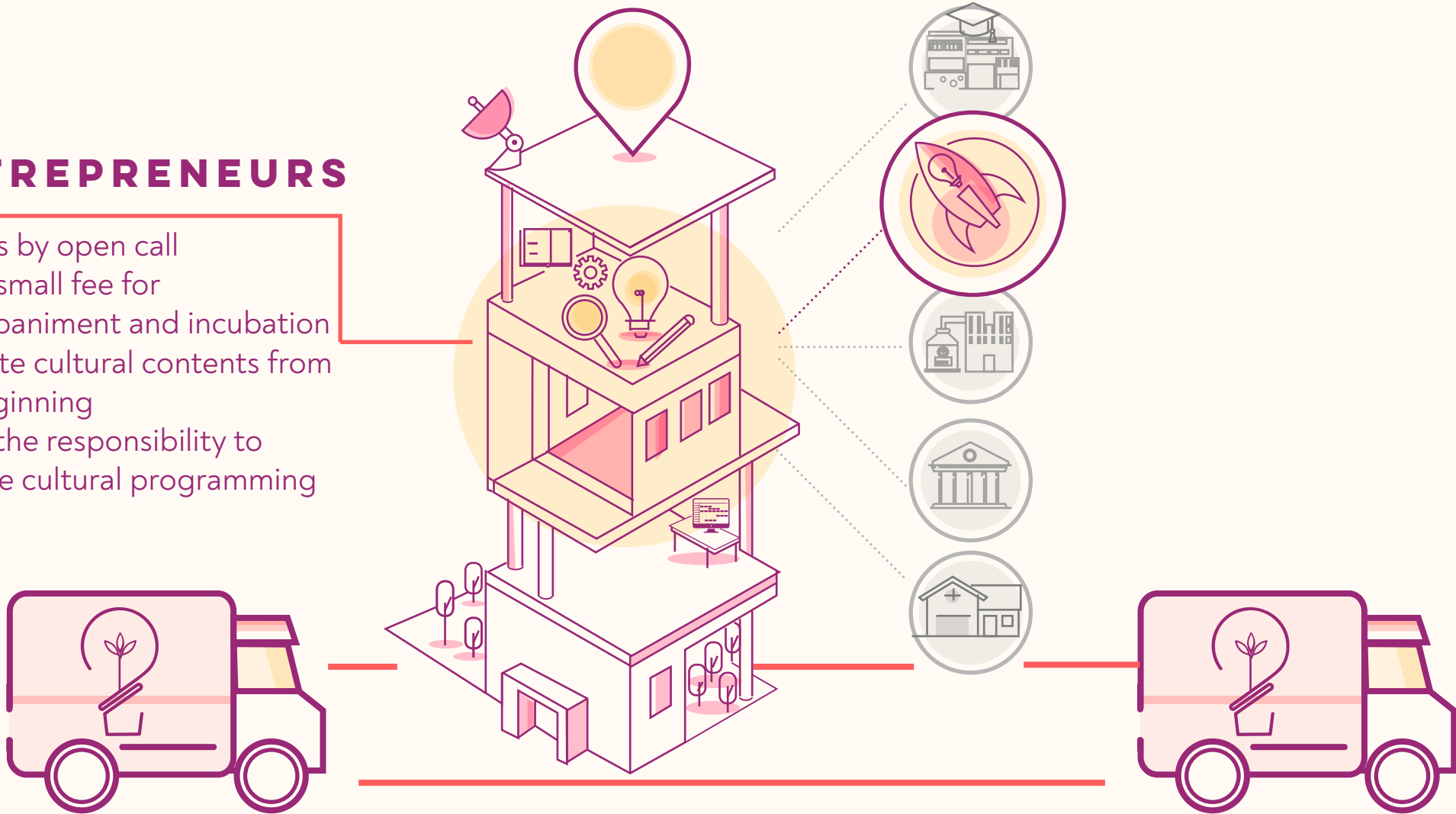


THE EMBLEMATIC INITIATIVE

“VIVEROS CREATIVOS”

ENTREPRENEURS

- Access by open call
- Pay a small fee for accompaniment and incubation
- Validate cultural contents from the beginning
- Have the responsibility to improve cultural programming



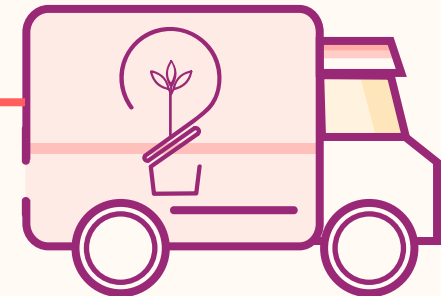
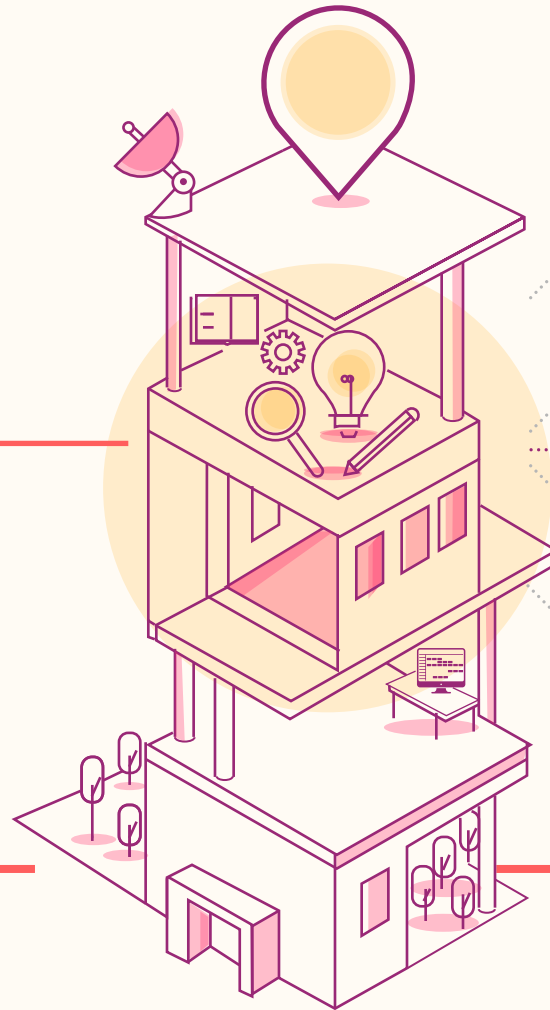
THE EMBLEMATIC INITIATIVE

“VIVEROS CREATIVOS”

ENTERPRISES AND INVESTORS

Under the new tax incentives, they can

- Sponsor spaces and activities
- Invest in entrepreneurship initiatives
- Hire young talents
- Buy or license original contents



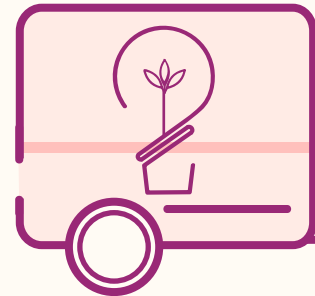
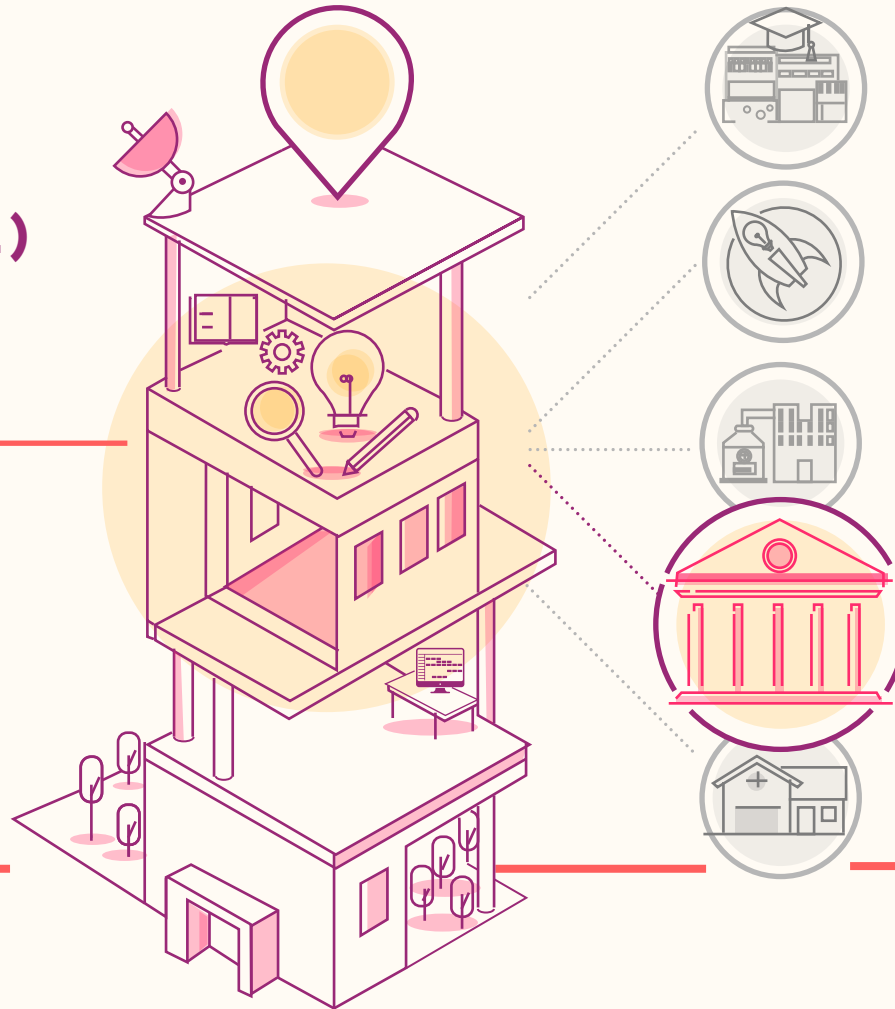
THE EMBLEMATIC INITIATIVE

“VIVEROS CREATIVOS”

PUBLIC SECTOR (NATIONAL, REGIONAL, LOCAL)

In this ecosystem, public entities can perform functions such as:

- Promote the creation and circulation of cultural contents
- Help to strengthen local cultural identities
- Facilitate articulations between different actors around productive processes
- Create employment
- Incentive the formalization of cultural enterprises

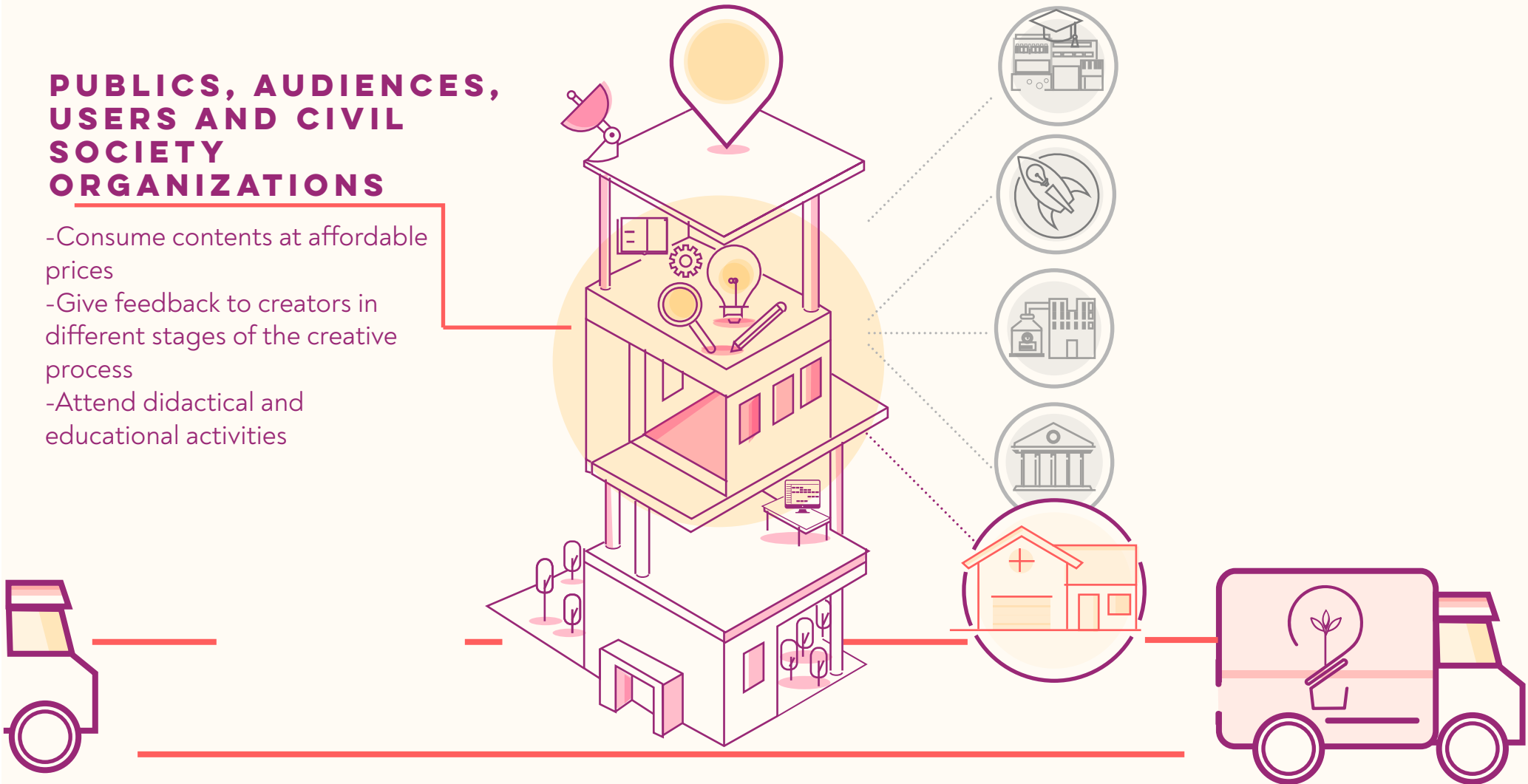


THE EMBLEMATIC INITIATIVE

“VIVEROS CREATIVOS”

PUBLICS, AUDIENCES, USERS AND CIVIL SOCIETY ORGANIZATIONS

- Consume contents at affordable prices
- Give feedback to creators in different stages of the creative process
- Attend didactical and educational activities

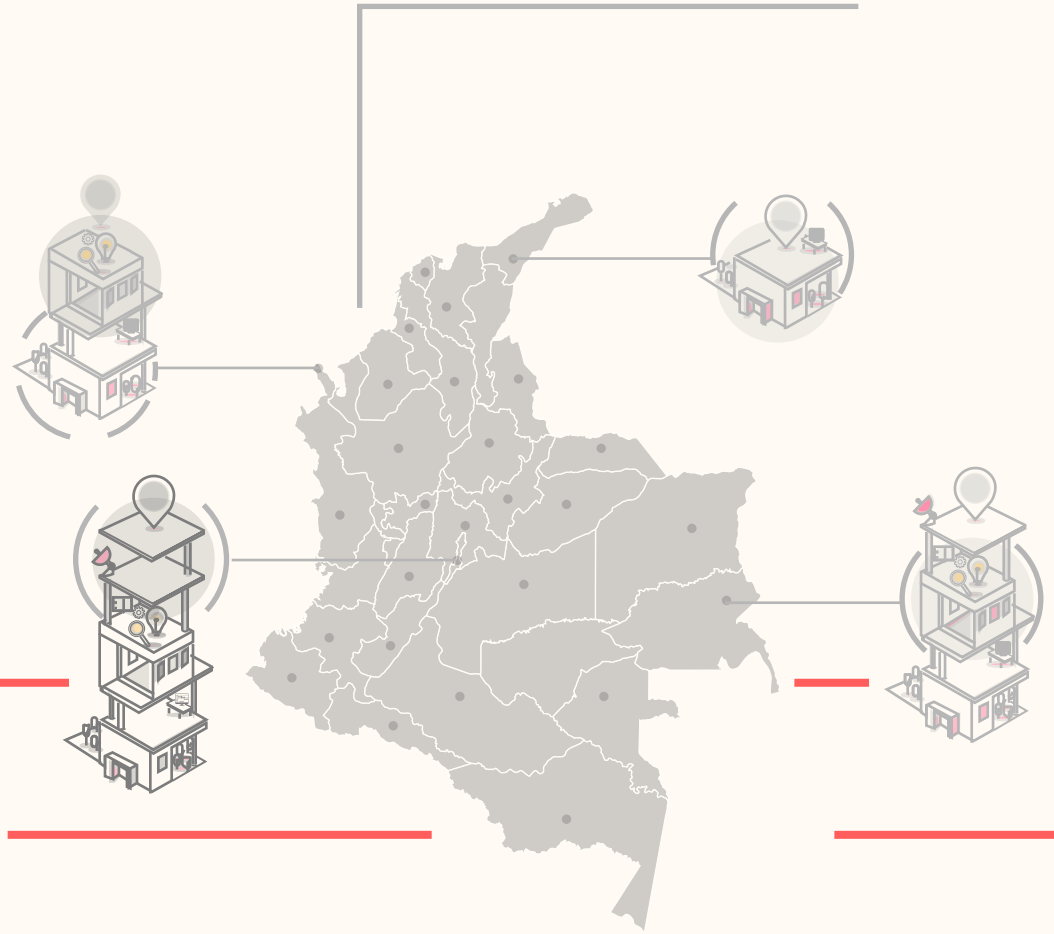


SUSTAINABILITY, SCALABILITY, REPLICABILITY.

EVERYONE PAYS



THE MODEL ADJUSTS
TO LOCAL CONDITIONS
AND CAN BE ADOPTED
BY EXISTING
ORGANIZATIONS.

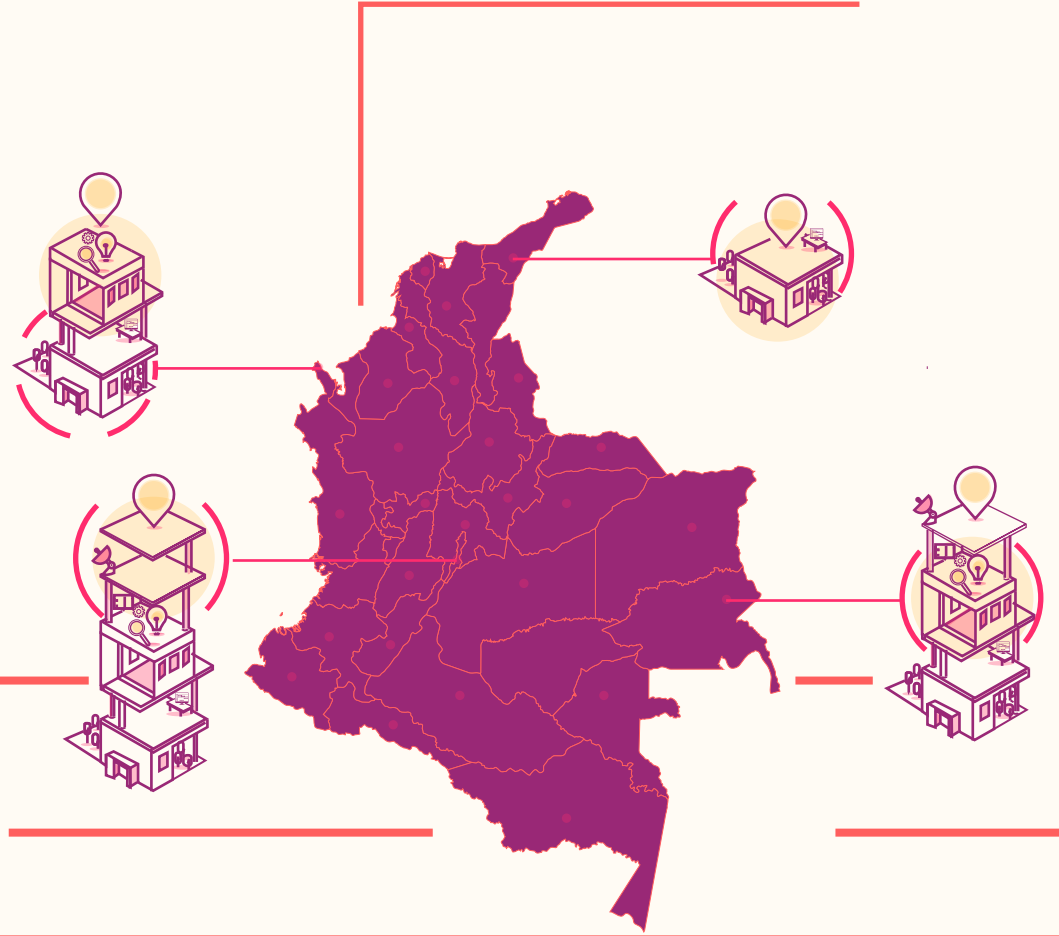


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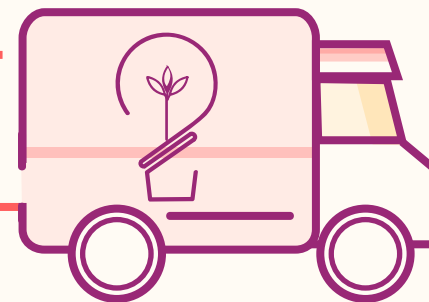
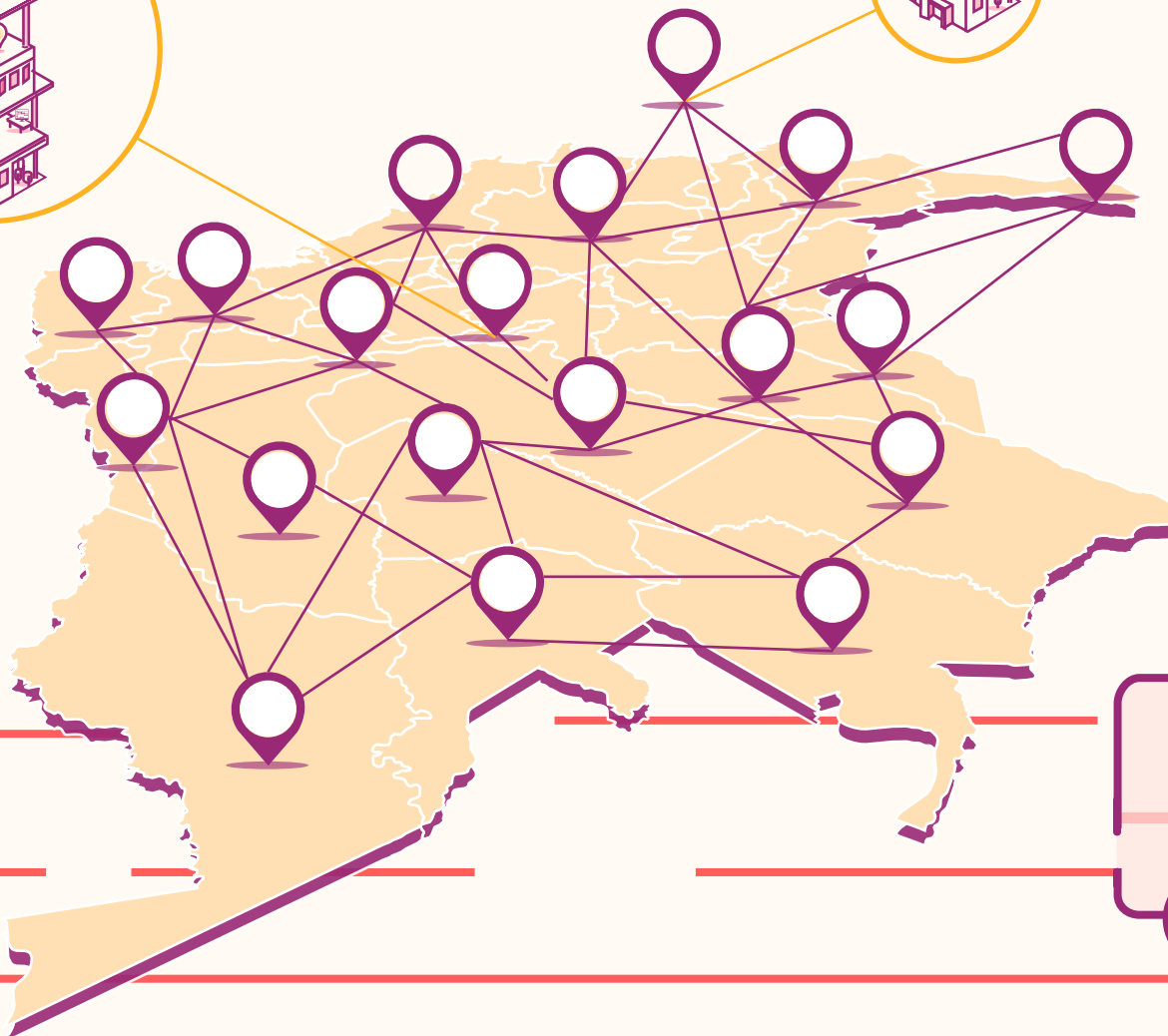
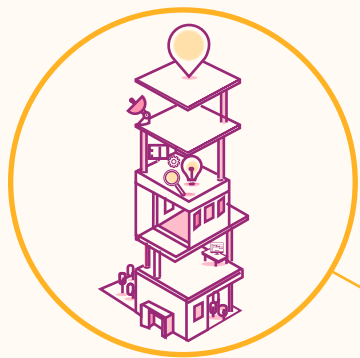
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NATIONAL NETWORK



IMPACT

IN TERMS OF NATIONAL PRIORITIES:

1

ECONOMIC
TRANSFORMATION

3

BUILDING OF
PRODUCTIVE
CAPACITIES

5

CONSERVATION
AND PROMOTION
OF CULTURAL
DIVERSITY

2

CLOSING OF SOCIAL
GAPS

4

TRAINING OF PUBLICS
AND AUDIENCES

IMPACT

IN TERMS OF THE SDGs

1 NO POVERTY

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

17 PARTNERSHIP FOR THE GOALS

WHY INTERNATIONAL COOPERATION?

● DIALOGUE

(ANNUAL INTERNATIONAL EVENT)-SHARING LEARNING LESSONS, REPLICATING GOOD PRACTICES

● IMPLEMENTING

PARTNERSHIPS, BASED ON COMPLEMENTARITIES, TO MOBILIZE NON-FINANCIAL RESOURCES

● ACCESS

INITIAL FINANCE AND SUBSEQUENT FINANCE/INVESTMENT FOR RESULTING PROJECTS

● POTENCIAL

REPLICATION OF THIS MODEL AS A GOOD PRACTICE



IN PARTNERSHIP WITH WORLD
ENTREPRENEURS, SWITZERLAND

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