



ADRIAPOL INSTITUTE

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Creative Business Incubator Center's Network

The Project

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What is a Creative BIC

- Business Incubation is the process of supporting an entrepreneur to develop their business in a nurturing and supportive environment and suitable premises.
 - Business Incubators provide a physical location in which a new business can commence, coupled with support services such as shared facilities and business advice.
 - Incubator manuals emphasize the standard that a typical business Incubator with about 1500 m² of leasable space would accommodate between 20 and 50 new businesses.
 - A Creative BIC helps develop, grow and establish creative companies operating in creative industries; it works closely with companies at different stages of their development and provides essential business skills and pragmatic action-oriented mentoring focused on company growth
 - A Creative BIC is a natural home for media, technology and creatively-minded businesses.
- Adria Creative BIC is a flourishing and lively community where great ideas and creative energy flows.

Objectives

The goal of business incubators is to increase the chance that a start-up will succeed and achieve growth and shorten the time and reduce the cost of establishing and growing its business. If successful, business incubators can help to cultivate the companies that will form the true creators of a region's or nation's future wealth and employment.

Its prime objective is to support creative start-up and growing businesses, offering affordable space and intensive support and mentoring.

Adria Creative BIC network is based on the highly successful and internationally models – with the main focus and mission of the know how and facility to assist newly establishing as well as established innovative businesses in creative industries during the critical initial growth phase.

Objectives

The main objectives are:

- To assist creative small business development through small business incubation;
- To provide know how, knowledge delivery and network collaborative opportunities
- To provide services and mentoring support to small business owners and managers;
- To create local employment opportunities through the development and growth of innovative business enterprises;
- To improve the long term capability of talented artists;
- To support technology entrepreneurs, alternative technology exploit into creative manners and related industries by radically innovating ways of doing business in complementary sectors
- To build independent and viable business capacity;
- To provide business services and mentoring support to unable talented professionals;
- To provide arts-based businesses with services and mentoring.

Services

- **Premises**

Adria Creative BIC offers a supportive environment for growing businesses which are oriented in developing and implementing innovation into the creative industries.

Adaptable workspaces consist of digital studios, media labs, design and post-production amenities, film and television studios, as well as conference facilities, training rooms, business offices, boardrooms and independent spaces.

- **On line Incubation Portal**

The on-line Platform represent the more efficient channel through which the information and every output of the incubator network will reach even marginalized areas. Through the portal will be guaranteed the network enforcement as well as the partnership platform which will accelerate collaboration and opportunities exploit.

- **Mentoring**

We can build the skills and knowledge required to deal with the real day-to-day challenges of running your business through different level business development and mentoring programs

Services

- **Entrepreneurship training and Human Capital**

Our industry partners have the chance to access promising talent while QUT students get ‘real world’ experience through the different Creative Industries and Entrepreneurship Integrated Learning Programms.

- **Networking and Development services**

We connect creative businesses to exchange knowledge and best practice, build networks, share learnings and foster collaboration through events and workshops. We provide collaboration with potential employees, collaborators and mentors to facilitate new ideas, partnerships and give you a real competitive advantage. You will learn and network, benefitting from the expertise and knowledge of key industry players and business advisors.

- **Digital Media & Technology**

The Incubator will accommodate and support every initiative which aims to implement and improve the way technology is fully integrated in every sector of the economy. This way innovation will be exploited in tourism, art, heritage, culture, agriculture as well as in the handcraft way of thinking and operating.

- **Business Incubation**

The Business Incubation service refers to a continuing process which provides a framework of supporting services able to help entrepreneurs build profitable and sustainable companies while exploiting administrative services at the lowest rates in the market.

- **Knowledge Transfer and Research & Development**

Thanks to our close relationship with Marin Barleti University members of the incubator can access the latest research and university resources which could help to ensure research is undertaken in areas which will contribute to enhancing business competitiveness

Industries

- Creative industries are defined as “those activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property”
- **Creative Industries**
Acting, Animation, Architecture, Creative and Professional Writing, Fine Art, Photography, Theatre & Dance, Dance Performance, Drama, Entertainment, Industries, Fashion, Film, TV and New, Media Production, Web design, Industrial Design, Tourism, Interactive and Visual Design, Interior Design, Journalism, Landscape, Creative Mass Communication, Literature & Publishing, Media and Communication, Music, Sound Design, Technical Production, Event Industry, cultural history.
- **Context Sectors**
Advertising & Public Relations, Architecture, Fine Art, Design, Fashion & Textile, Film & Broadcast, Games & Interactive, Literature & Publishing, Music, Photography, Theatre & Dance, Entertainment Industries

The network

- Active networking and participation in network partnerships can help the city Creative BICs realize horizontal integration and build mutually beneficial business relationships.

For a start-up or small business, networking can provide a lifeline of support and business generation through benefits such as:

- benchmarking
 - comparing and discussing
 - jointly developing ideas
 - joint skills development
 - raising the business profile
 - expanding markets
-
- The network will be composed by the Creative BICs in the main cities to which will be joined in a collaborative way Business Support Offices in the respective city's rural areas.
 - The business offices will operate as satellites to the cities Creative BICs and will implement more adaptive services to the better exploit the local industry comparative advantages.

The network

- The Creative BIC's premises will be settled in the following cities:

❑ Tirane

The Creative BIC in Tirana will be oriented toward the accommodation of initiatives in the industries related to Innovation, communication technologies and their implements in the following disciplines:

multimedia, arts and Internet Creativity Studio / Film and Animation Studio / Music and Sound Design Studio / Communication / Consultancy / Architecture Consultancy / Design Studio / Creativity Research Library / Branding and Packaging / Design Gallery / Franchising Development Unit / Lifestyle Design Salon / Comedy Club / Music / Creative Architecture Studio / Crafts and Artisans Shop / Fashion Atelier / Marketing and Advertising Agency

❑ Korce, Pogradec and Gjirokaster

The Creative BIC in Tirana will be oriented toward the accommodation of initiatives in the industries related to Culinary, agriculture, handicrafts and artisans, tourism, culture and heritage and the way this will be developed through the use of communication technologies.

The network

- **Vlore**

The Creative BIC in Vlora will be oriented toward the accommodation of initiatives in the industries of fishing and related initiatives, tourism and destinations, locally specific natural productions and the way this will be better exploited through the use of communication technologies for promotional purposes.

- **Berat**

The Creative BIC in Vlora will have the main aim of supporting and promoting initiatives with regard to heritage sites exploit as well as the recovery of light industries in the city and in the surroundings areas. Tourism and cultural destination initiatives will be promoted together with the support of the multimedia industry in order to empower the promotion and conservation of the historical sites.

- **Shkoder and Kukes**

The Creative BIC will be focused mainly over the cross border jointly initiatives and will be of help for the creation of regional brand of creativity and innovation.

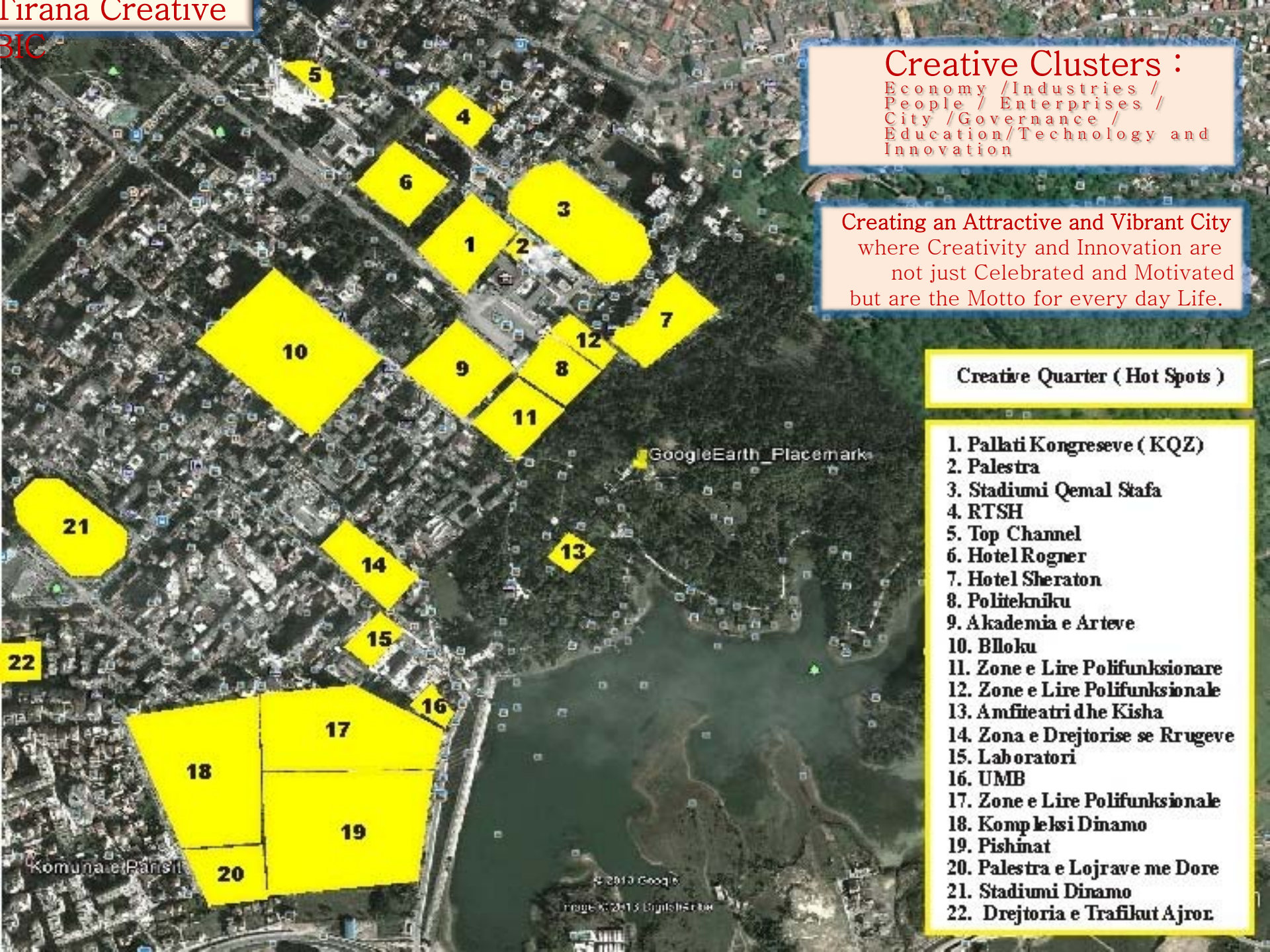
Creative Clusters :

Economy / Industries /
People / Enterprises /
City / Governance /
Education / Technology and
Innovation

Creating an Attractive and Vibrant City
where Creativity and Innovation are
not just Celebrated and Motivated
but are the Motto for every day Life.

Creative Quarter (Hot Spots)

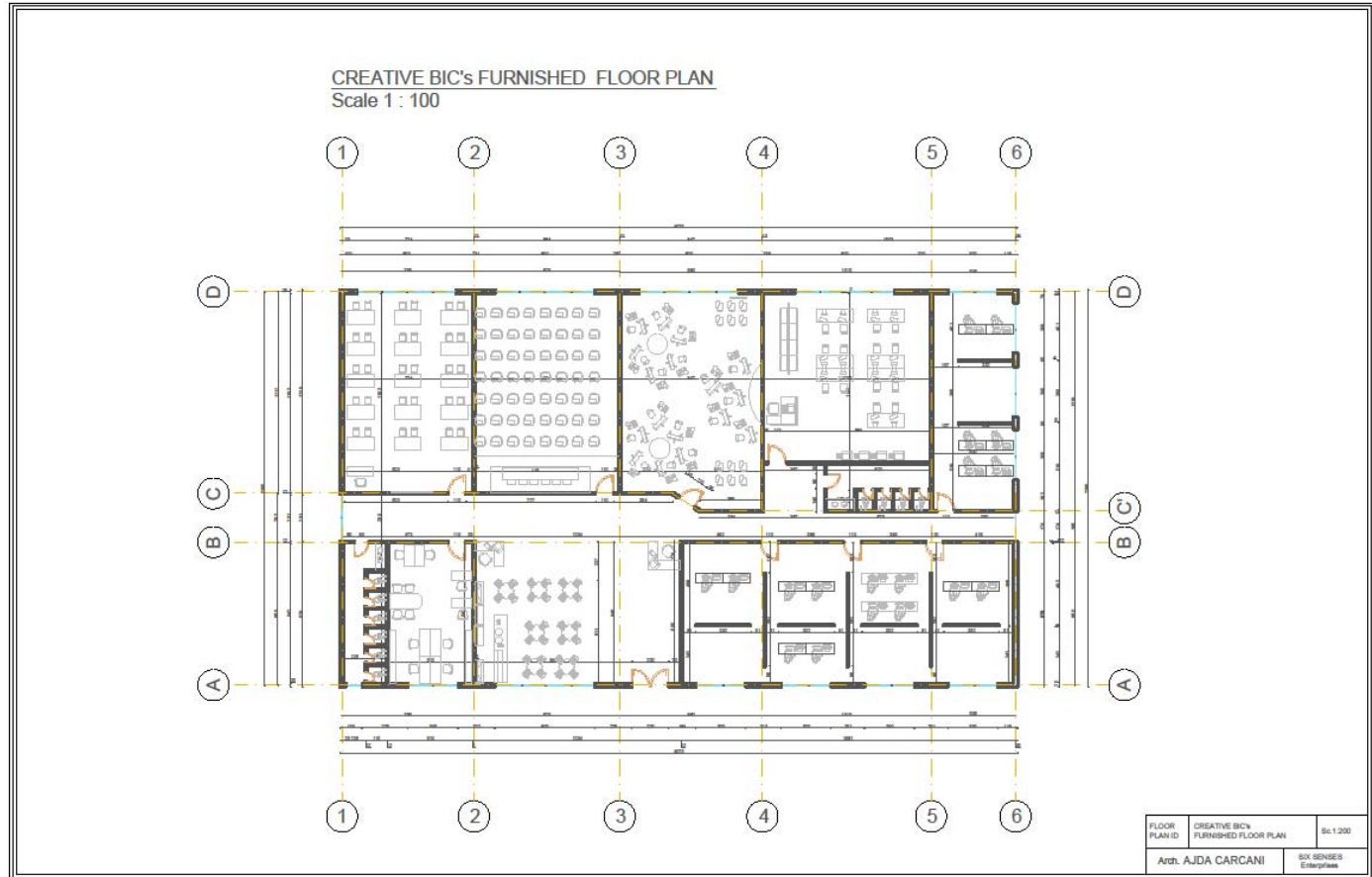
1. Pallati Kongreseve (KQZ)
2. Palestra
3. Stadiumi Qemal Stafa
4. RTSH
5. Top Channel
6. Hotel Rogner
7. Hotel Sheraton
8. Politekniku
9. Akademia e Arteve
10. Blloku
11. Zone e Lire Polifunksionare
12. Zone e Lire Polifunksionale
13. Amfiteatri dhe Kisha
14. Zona e Drejtorise se Rrugeve
15. Laboratori
16. UMB
17. Zone e Lire Polifunksionale
18. Kompleksi Dinamo
19. Pishinat
20. Palestra e Lojrave me Dore
21. Stadiumi Dinamo
22. Drejtoria e Trafikut Ajror



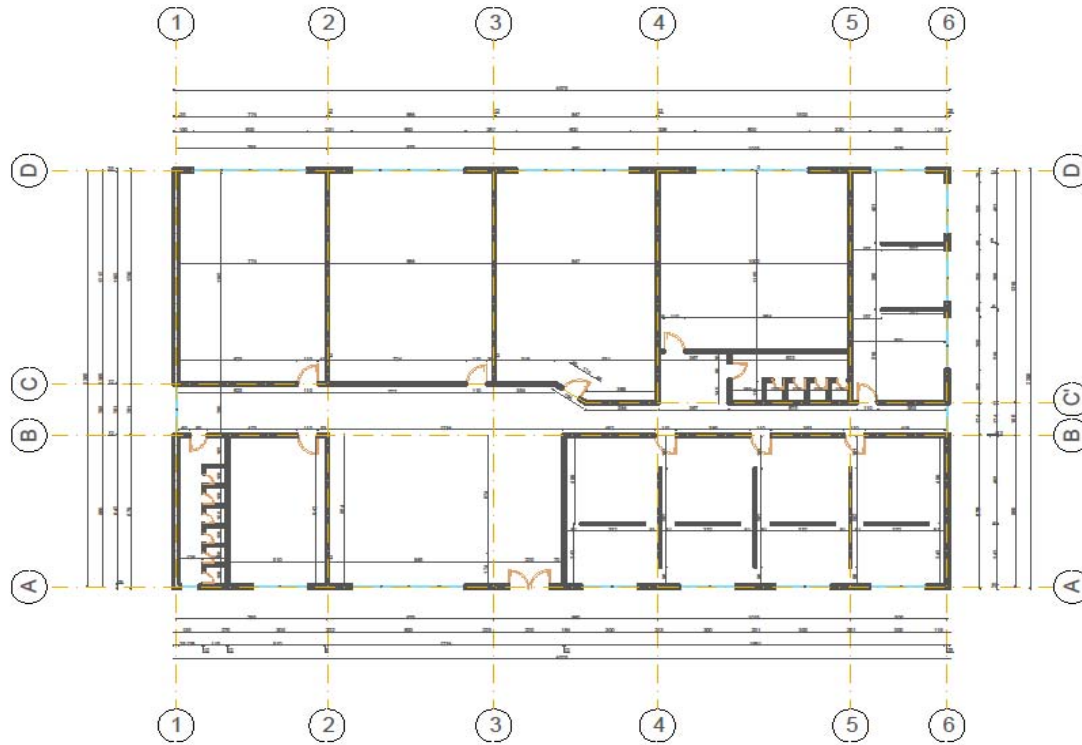
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BIC premises layout

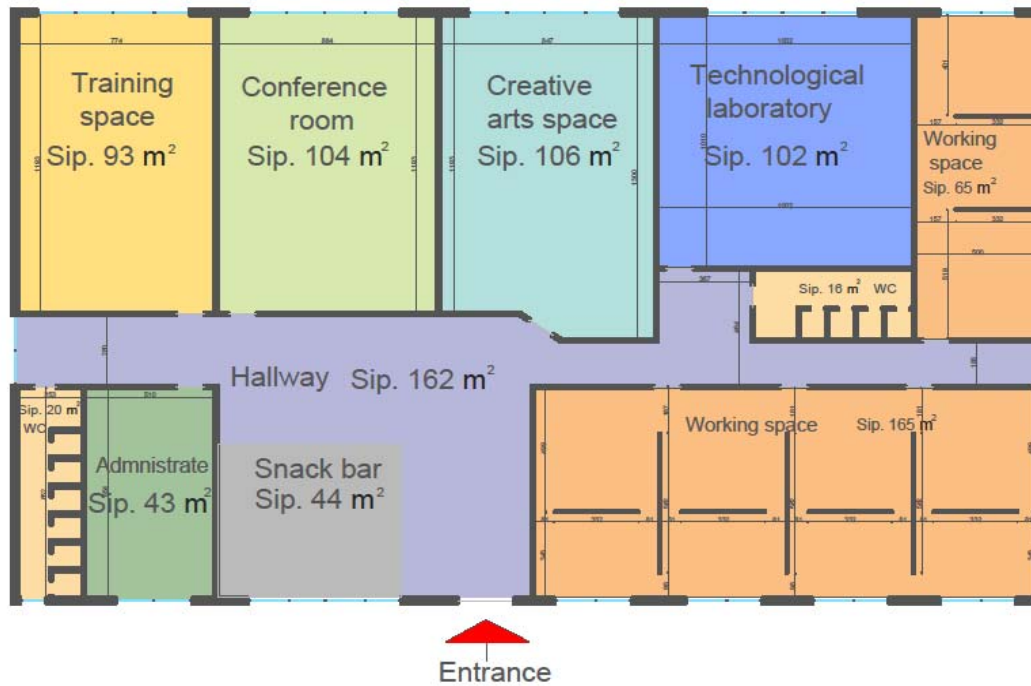


CREATIVE BIC's DIMENSIONED FLOOR PLAN
Scale 1 : 200



FLOOR PLAN ID	CREATIVE BIC's DIMENSIONED FLOOR PLAN	Sc: 1/200
Arch. AJDA CARCANI		SIX SENSES Enterprise

CREATIVE BIC's FUNCTIONAL DISTRIBUTION
Scale 1 : 150



LEGEND

- Training space 93 m²
 - Conference room 104 m²
 - Creative arts space 106 m²
 - Technological laboratory 102 m²
 - Administrative 43 m²
 - Snack bar 44 m²
 - Working space 230 m²
 - Hallway 162 m²
 - Services 36 m²
- Creative Bic total space 1 000 m²

FLOOR PLAN ID	CREATIVE BIC's FUNCTIONAL DISTRIBUTION FLOOR PLAN	Sc:1:150
Arch.	AJDA CARCANI	SIX SENSES Enterprise

Adriapol Institute

The institute strives to create an attractive and lively city based not only on the Innovation and Creativity but also on making this a daily philosophy. This vision is made up of four components:

- Vertical dimension: with the focus on three levels of governance, policy making, international trends....
- Horizontal dimension: with the focus on various industrial, economic, cultural and social aspects, etc.
- Internal dimension: with the focus on various groups of stakeholders, and collaborators....
- Application dimensions: with the focus on creative forms of action, initiatives, clusters, events infrastructure....

Its fields of activity are: the cities and their constituents, central and local governing authorities, non-for profit organizations, industries, community and groups of interest, as well as the general public.

Adriapol Institute

Its daily activity is lead by creativity, prosperity, entrepreneurship and integrity and it focuses on ten fields or sectors which concern the life of everyone, such as:

CREATIVE DIVISION

- Creative City: Art and City
- Creative Community: Creativity & Social Capital
- Creative Education: TCET, youth occupations
- Creative Industry: Technology and entrepreneurship
- Creative Management: Leadership and governance in public and private sector

SMART DIVISION

- Smart Governance: Participation and empowerment
- Smart Urbanization: Construction and infrastructure
- Smart Economy: Sustainability and renewable resources
- Smart living: quality of life and culture
- Smart individual: Scientific research and innovation