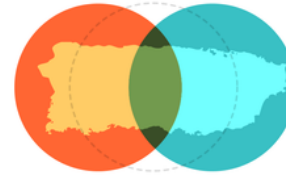




Puerto Rico  
Science, Technology  
& Research Trust



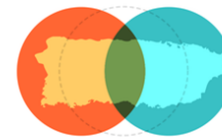
**PR** RESEARCH  
& INNOVATION  
**MEET UP**

## **AUDIENCE INPUTS ON**

*CREATIVE INDUSTRIES IN PUERTO RICO: BUILDING THE ECOSYSTEM*

PRSTRT HEADQUARTERS

DECEMBER 14<sup>TH</sup>, 2016



**PR** RESEARCH  
& INNOVATION  
**MEET UP**

## Overview

This event was focused on generating alignment, as well as points of intersection, between the agendas of research, existing resources, and market opportunities; and to highlight Puerto Rico's intellectual capital in order to promote improved technology transfer, development, and commercialization of our research capacity and entrepreneurial potential. The intention of this meeting was to facilitate a brainstorming session among a select group of individuals who are interested and actively involved in the development of a creative ecosystem in Puerto Rico. This Meetup gathered significant audience support, thus demonstrating the interest in engaging these discussions and further the purpose of the platform strategy. As an introductory statement, and in order to create the proper context, we explained the audience of the key points regarding the Meet Ups, as follows:

### **Foster encounters, sharing, learning, and improvement**

The proposed event seeks to bring together key staff from public and private colleges and universities, private sector stakeholders, civil society organizations in charge of community economic development, business incubators, and key government players in the areas of economic development and education.

### **Discussion of important topics pertaining group dynamics and interests**

The content agenda revolves around: Public Policy and indicators for innovation, research and development; Technology transfer for innovation; and, a new ecosystem for innovation in a variety of sectors within the Island's economy. These subject matters will be discussed in a variety of formats, from traditional presentation, workshop, and open discussion formats.

### **Increasing social capital by providing space and context from which to engage in crossed networking**

The Meet Ups are geared at creating opportunities for participants in the fields of research, investment, traditional entrepreneurship, as well as social enterprising, in order to form bridges among groups, promote understanding through social interaction, and empower innovation.



# Agenda

## Creative MeetUp

*Building a Ecosystem in Puerto Rico*

<u>Time</u>	<u>Activity</u>	<u>Speaker</u>
9:00 AM	Registration	
9:30 AM	Welcome remarks	Mrs. Lucy Crespo, CEO
9:35 AM	Intro	Ricardo Burgos
9:40 AM	The Value of Puerto Rico's creative industries	Mario Marazzi Javier Hernández
9:50 AM	Interactive Discussion Panel: Spillover effects of the creative economy: the intersection of science, design, and creation	Javier De Jesús Cristiano Carciani Agnes Anna Szbo
10:35 AM	Coffee Break	
10:50 AM	Interactive Discussion Panel: Creating opportunities in the digital technology ecosystem	Giancarlo González, Ex CIO Fernando Montilla, USC
11:30 AM	Networking Lunch	
12:30 PM	Interactive Discussion: Wave of Creative labs in Puerto Rico	María Isabel Castrillo, ADC Makers Carlos Silva Ernesto Cruz, Facilitator
1:15 PM	Roundtable Discussion: Creating bridges in Puerto Rico's Creative Economy	Ernesto Cruz, Facilitator
2:00 PM	Wrap Up	Wrap Up



## Feedback on Creative Economy

### *(1) Agenda to engage dialogue to build an ecosystem*

- Internship for students.
- Communication through traditional and digital media.
- Dissemination strategies for specific groups.
- Create resource map.
- Publicity to announce services, map.
- Organization to provide maintenance to this database, and publicity strategies.
- Workforce for manufacturing, improving vocational.
- Make the industry more visible.
- Processes for market introduction.
- Limited resources.
- Access to capital resources.
- Communication, directory of needs and resources.
- More speed, in light of market requirements.
- Global competitiveness.
- Structure, *equity of ownership*.
- Connect with specialists through a community database.
- Educate a new specialized labor force.



## Feedback on Creative Economy

*Agenda to engage dialogue to build an ecosystem...How can the Trust help?*

- From the Trust I would expect to find economic and human resources, as well as *bring to market* strategies.
- Revise public policy in PR and R&D.
- Foster and provide programs and grants.
- Enable participation of college students in projects.
- Create incentives for the training of people in creative industries.
- Required creative and humanistic participation in projects that are financed by the Trust.
- The trust may shed light, guide us, and educate us on how to access capital.



## Feedback on Creative Economy

### *(3) Agenda to engage dialogue to build an ecosystem*

- Tax credits for creative industries
- Communication of experiences and ideas.
- Digital culture and art collective.
- Create an association that represents all creative enterprises in different forums.
- Revise the economic development law that establishes classification of enterprises in Puerto Rico.
- Linkages with universities.
- Linkages with industries.
- Capstone of real projects.
- Continued education exchange, for example: CIAPR, specialized services.
- Creation of a talent bank.
- Website, with resource directory and profiles.
- Annual forum, periodic, inviting investors and presenting new ideas.
- Entity that serves as an octopus head. What solutions have worked in advanced countries?
- Twice a year we should make an event to bring together everyone in the industry.



## Feedback on Creative Industries

### *(4) Collaboration commitments*

- Offer talks and classes on programming and electronics, as a form of continued education for interpersonal development and identity with respect to the community. (José Rodríguez)
- Search profiles of college students and professors to contribute to creative projects. Open physical spaces so that creatives may find required collaborations (and collaborators). For example, business round tables, solutions fairs. Also, to promote the development of creative projects in project classes. Mentoring. (Sandra Pedraza, Universidad del Turabo)
- Mentoring for app development. (Carlos Pacheco)
- Mentoring in matters related to design and the creation of electronic products. (Alejandro Hernández)
- Provide students my expertise on communications for digital media, electronic literature, digital humanities and digital art. (Leonardo Flores, [Leonardo.Flores@UPR.edu](mailto:Leonardo.Flores@UPR.edu))
- I am willing and interested in collaborating, creating and educating. (Luis A. Ríos Hernández - UPRM, biología, microbiólogo anaeróbico)
- Collaborate with knowledge and time, in projects in the biomedical field. Collaborate with time and materials in projects with future potential that are aligned with active projects I'm involved with. Mentoring. (Lisandro Cunci - Universidad del Turabo)
- I am willing to provide my expertise in business development and programming. (Carlos Whitmarsh)



## Feedback on Creative Industries

### *Collaboration commitments*

- Mentoring, from the vantage point of design, education, and community processes. Serve as a catalytic agent to foster the collective concept of community and achieve the decoding of the ego. (Arq. I. Santiago)
- Work on the creation of this alliance-group to achieve an organization of this type. Mentoring young students in this area. (Ricardo Gonzalez Méndez)
- I can help with projects in my area of specialty (sustainable agriculture, controlled environments). (Patrick Reyes)
- I am willing to contribute to the talent search, and for solutions for this industry, within my capacities. Also, I am open to be educated on this matter, and to continue fostering the community's development, as well as Puerto Rico's. (Maritere, ADC Makers)
- Contribute with educational networking, advocacy and promote collaborative events. In addition to mentoring and education, I can contribute my ideas and skills to move forward the network or small business start ups. (Prof. Ana Andino Santana, [anita.andino@gmail.com](mailto:anita.andino@gmail.com), [Andy.santa@m.com](mailto:Andy.santa@m.com))
- I am interested in contributing my copywriting services to the Trust, and all things related to the creative industry, from articles, content creation, and other related issues. I firmly believe that this is only the beginning. (Estela Miranda)
- Availability of time and effort to continue fostering projects that integrate design with scientific disciplines, between the academy and the private industry. (Cristiano Carciani)





## Consulting Notes & Observations

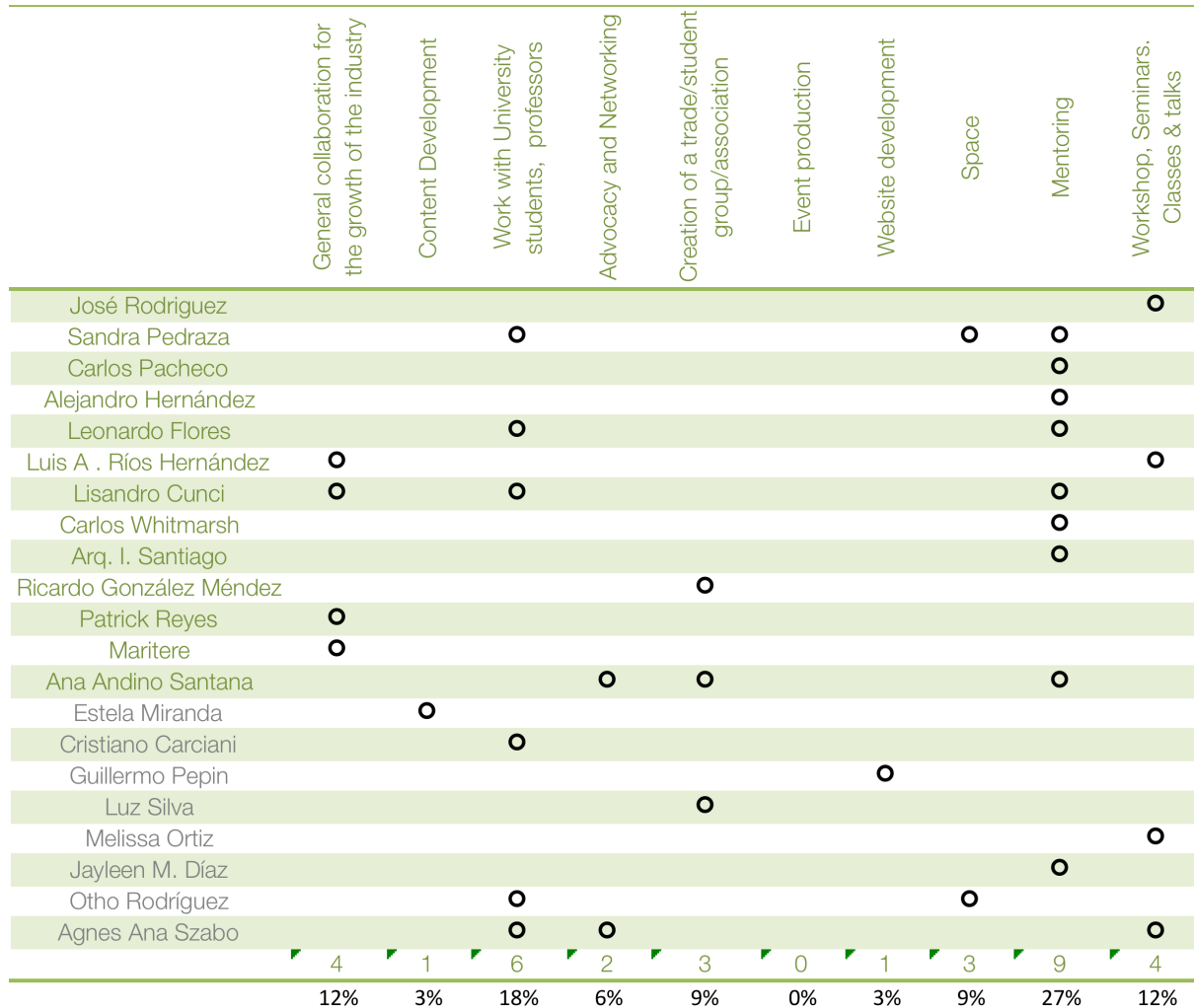
### *Collaborative Commitments*

- As a graphic artist and programmer, I would make websites and creative art to influence the masses. Also, to have interactive platforms to maintain audience engagement so they come back looking for services. (Guillermo Pepín)
- I am available to help in the foundation and development of an association of innovative businesses in Puerto Rico. (Luz Silva, [Luz.Silva@UPR.edu](mailto:Luz.Silva@UPR.edu))
- I am willing to explain potential areas of development of ideas for biological laboratories in creative enterprises registered with the Trust. (Melissa Ortiz)
- I am willing to collaborate and receive collaboration in favor of science. I am available to talk about my experience and inspire others. I can donate my free time. (Jayleen M Diaz)
- As academic administrator, I could prorate curricular space for entrepreneurial ideas, exploration, and development within the curriculum, instead of waiting for graduation. (Otho Rodríguez)
- Sharing my professional knowledge and education. Getting students involved in innovative development, giving workshops, communications and networking, collaboration, participation in meet ups and workshops. (Agnés Ana Szabo, Fashion designer)



## Feedback on Creative Industries

### Collaboration commitments





## Feedback on Creative Industries

*Distribution of audience interests*

### Collaboration pledge

