

## **Pole Céramique Action Plan**

### **Region of Nouvelle Aquitaine**

**Pole Céramique** (France) addresses the need to access information about support for ceramic SMEs in order to innovate design and know how, answering to new trends.

**Action: Call for expressions of interest "Innovation-Design and know-how of excellence: Answer to new trends" in order to strengthen the attractiveness of the position of the ceramic sector in the Region from "Gesture to Innovation".**

The purpose of this CEI "Innovation-Design and know-how of excellence: Answer to new trends" is to initiate and support, through a "Design" approach, projects leading to new products or services using know-how of excellence. It is the first time that this kind of CEI is launched for the priority sector "Leather, Luxury, Textile and Crafts".

The integration of usage and the customer / user relationship during the conception of products and services is fundamental to get a successful innovation. Indeed, design is the art of matching the identified need with the user and the final given answer to suit this need.

Design is a powerful tool to create value for companies thanks to new attractive product offerings which stand apart from the competition. Design is a key competitiveness factor for companies for their economic development.

Integrating design at the heart of companies with know-how of excellence enhances the connection and the development of collaborations between designers and individual initiatives or collective projects.

The complete Action plan can be downloaded from the Library section of the Website:

<https://www.interregeurope.eu/clay/library/>