



Basilicata Heritage Smart Lab

The action plan and follow-up of the Interreg ECOC SME project

Eu Project

Italian Partner

Regional Partner



Partner organization:

Consorzio Materahub, industrie culturali e creative

Other partner organisations involved (if relevant):

The regional cluster of CCI “Basilicata Creativa”

Country:

Italy

NUTS2 region:

Basilicata



The Action Plan aims to impact on investment for Growth and Jobs programme in the field of Cultural & Creative sectors.

The policy instrument addressed:

ERDF 2014-2020 programmes
AXIS I - Research, technological development and innovation, plan to development of Clusters and Smart Specialization Strategy (S3) in Basilicata.

Intro

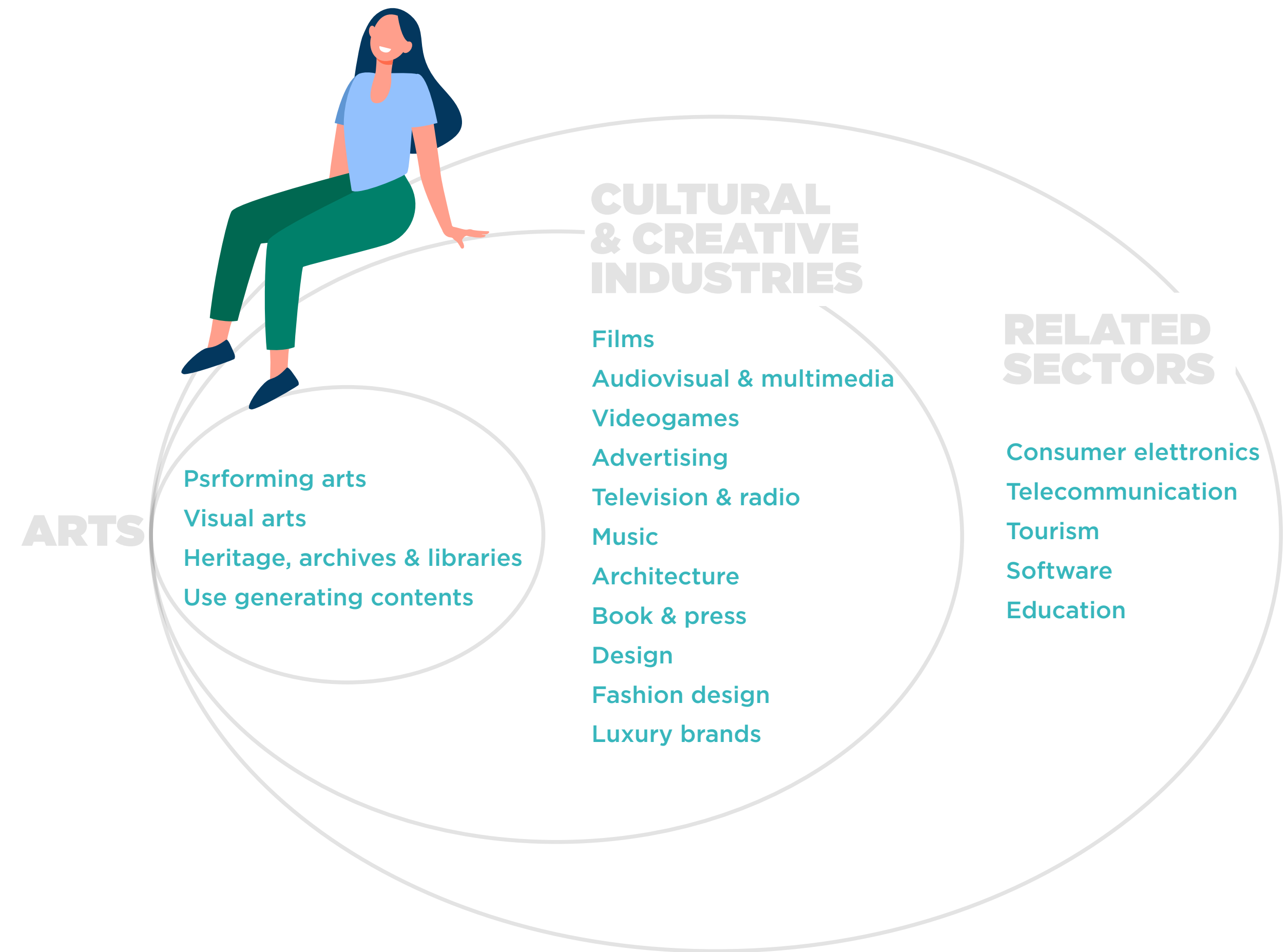
The designation of Matera as European Capital of Culture 2019 determines a great worldwide recognition of the territory and marks a boost for the economy of Basilicata.

In this context Materahub wants to share a challenge with other European Capitals of Culture in Europe, through the ECOOC Sme project. This has opened a wide debate on what actions are needed to boost investments in the cultural and creative industries to generate new employment, new entrepreneurial chains and innovation not only in the fields of culture and creativity, but also in other connectable sectors such as tourism and territorial welfare.



Background

More than 4.500 companies belonging to the cultural and creative sector, a slight increase also considering those companies that operate in the region, but are located elsewhere. The total number of employees is 18086, 16218 of which are employed in companies that have their headquarters in the region.



Objectives

The objectives of the action plan was linked to 3 different processes:



Cross-fertilisation processes of the CC sector with other sectors and specifically tourism and the enhancement of local heritage, both tangible and intangible;



Innovation processes, approaches and digitalization



Processes of creation of cultural, creative and tourism micro-systems on the whole territory of Basilicata, supported by the regional government.

Objectives

More in detail, through this action plan, we proposed two-years of activities to:

- ▶ accelerate digitalization processes,
- ▶ help companies (especially micro-enterprises) to innovate and overcome the economic crisis,
- ▶ innovate business models in line with the co-sustainability objectives promoted by the EU green deal,
- ▶ support companies to internationalize,
- ▶ help marginal territories to experiment with new growth models,
- ▶ help the younger generation to activate their talents,
- ▶ support the cultural and tourism sectors because they have suffered a shock,
- ▶ improve the efficiency of public administration,
- ▶ build actions that generate socio-economic impacts in the short and long term,
- ▶ In short, we need to change the economic, social and cultural paradigms in the local ecosystem.



Basilicata Heritage Smart Lab

Action plan in detail



HERITAGE SMART LAB

Tools

 Heritage Smart Lab Platform

 Heritage Smart Lab Methodology



Activities

1  Co-design of prototypes in cross-sectorial labs

2  Mapping and defining cultural sites for piloting

3  Networking and internationalisation

Basilicata Heritage Smart Lab is a pilot action that is involving:

- 10 pilot sites of great cultural value
- 10 different areas of Basilicata, starting from Matera



Each smartlab was a cross-sectoral workshop involving:

Young people - innovators - designers - cultural operators -
tour operators - researchers - new technology experts -
heritage professionals - researchers - artists - creatives -
entrepreneurs - representatives of local communities

Each smartlab generated new digital prototypes and new
models for the recovery, maintenance, use, communication
and dissemination of cultural heritage, for each of the pilot
sites involved.

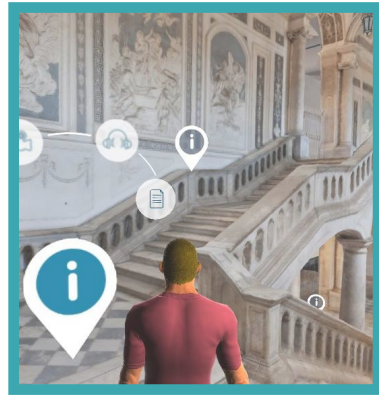
LEGACY & IMPACT

10 New cultural attractions in Basilicata
New cultural, creative and tourism enterprises
New digital prototypes & innovative projects

50 Young talents who remain in Basilicata
Businesses encouraged to invest
in their local areas
National and international stakeholders
invited to collaborate with Basilicata

100 Innovators registered on the platform,
who can be involved in other initiatives
and projects for Basilicata

Some of the main activities the Heritage Smart Labs focused on:



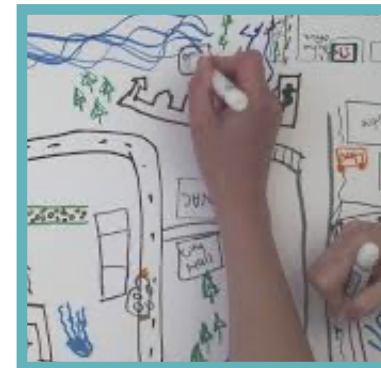
New experiments with gamification



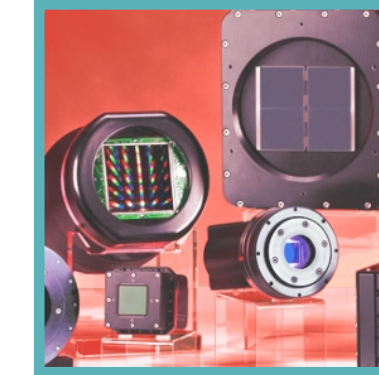
New paths of Transformative Tourism



Augmented Reality and the creation of new immersive experiences



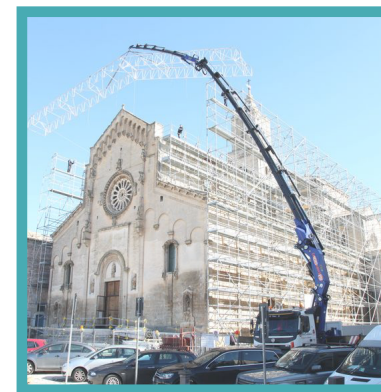
Community mapping to create new narratives of territories



New sensors for monitoring Cultural Heritage



Artificial intelligence and blockchain to manage new content and interact with visitors



New materials and equipment for restoration

METHODOLOGY

Heritage Smart Labs will be moments of participatory co-design that will foster cross-collaboration between different professionals from the CC and tourism sectors

GOALS

- Creating innovative prototypes
- Stimulating collaboration between different sectors
- Supporting the creation of new territorial attractors
- Stimulate the creation of new start-ups and micro-enterprises
- Stimulate public/private collaboration
- Involve young talents
- Involve local communities
- Supporting the growth of sustainable micro-systems
- ...



Each workshop followed an OPEN DESIGN methodology with the aim of improving and adapting existing prototypes or creating new ones. A 'Heritage Smart Lab methodology' was defined to facilitate teamwork and the co-creation process, building on the experience of the Open Design School promoted during Matera 2019.

From ECoC SME and Basilicata Heritage Smart Lab to EDIH

The European Digital Innovation Hubs (EDIH) are one-stop shops that will help companies and PAs to respond to digital challenges and become more competitive.

The EDIHs were conceived within the 'Digital Europe 21-27' programme

The first restricted call for EDIHs has already been completed with 136 grants expected to be signed and operational by the end of 2022.

50% of the funding is provided by DG Connect, while the remaining 50% is provided by the Member States and/or their regions.





FINANCED BY



Ministero delle Imprese e del Made in Italy

HERITAGE SMART LAB EUROPEAN DIGITAL INNOVATION HUB

HERITAGESMARTLAB.IT | EDIH@BASILICATACREATIVA.IT



SviluppoBasilicata



IN COLLABORATION WITH



15

Companies specialized in emerging technologies

4

Technology clusters

(Industrie Culturali e Creative, Aerospazio, Energia e Fabbrica Intelligente)

1

Competence Center

(Meditech 4.0)

1

Digital Innovatio Hub

(D.I.H. Basilicata - Confindustria)

1

Territorial Development Agency

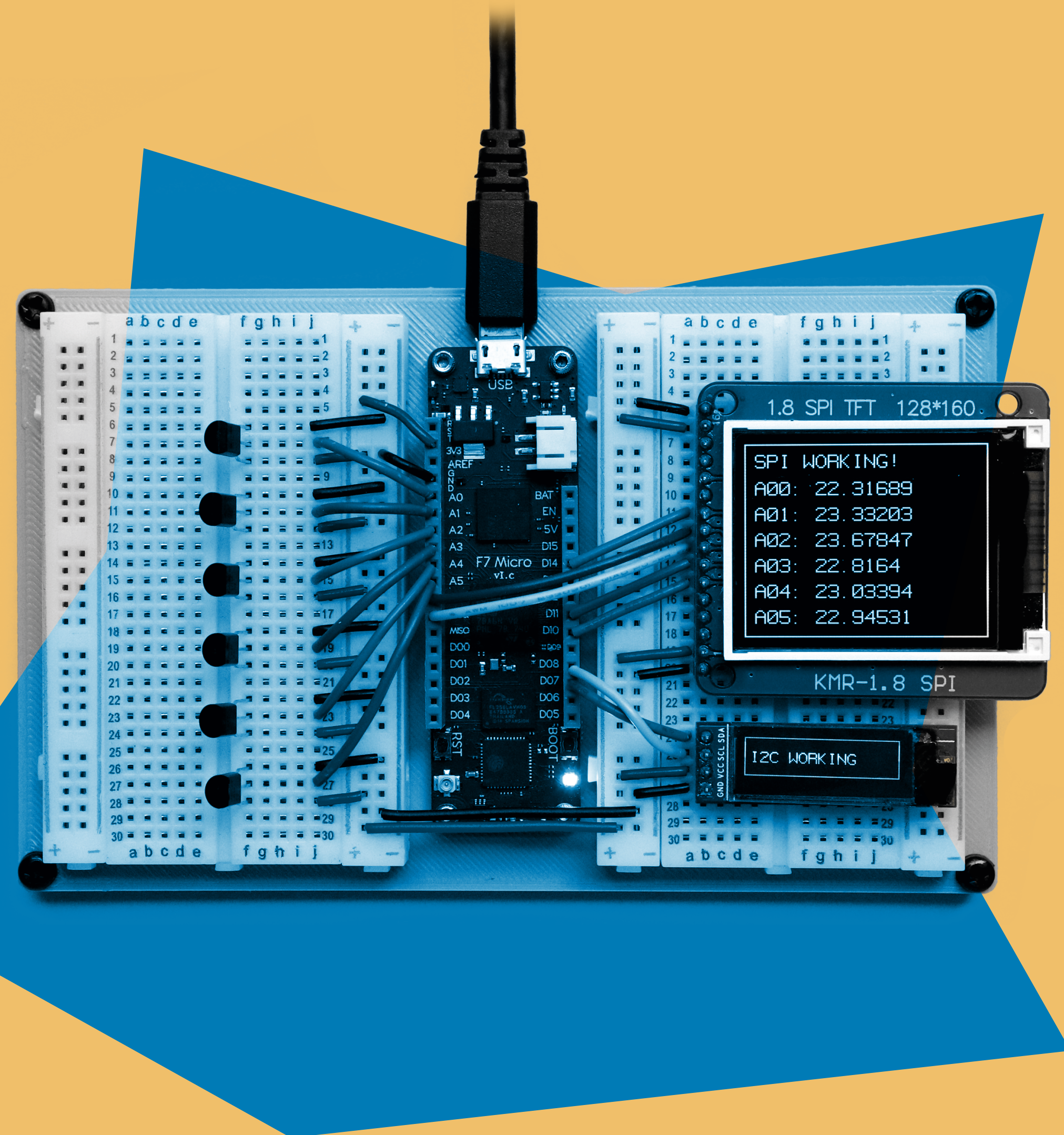
(Sviluppo Basilicata)

6

Universities and Research Centres

(CNR - ISPC, Uniba, Politecnico di Bari, Unisa, Federico II - CESMA, Unibas, ecc.)





Main Actions

D.I.A.P.

Digital Innovation
& Acceleration Programme

TALENTS ACADEMY

OPEN INNOVATION
PROGRAMME

HERITAGE SMART ANNUAL
EVENT

Main Services



Test before invest

- Vulnerability Assessment for SMEs and definition of a security strategy and roadmap
- Design of the digital product/process and validation
- Realisation of Proof of Concepts and feasibility studies
- Realisation, experimentation and testing of prototypes
- Demonstration initiatives

Skills & training

- "Creative incursions" (training on-the-job experiences)
- Animation, awareness raising, digital innovation culture
- Specialised training courses on AI for Cultural Heritage
- Specialised training courses on Cybersecurity for Cultural Heritage

Other Main Services

Support to find investment

- Compass and Support to access to public financing
- Support to P.A. to access to innovation procurement
- Support to access to private/capital market financing, innovative finance, PPP
- Support to financial feasibility study of an investment in digital transformation
- Support to business modelling and planning

INNOVATION ECOSYSTEM & NETWORKING

- Technology solution scouting, international brokering and matchmaking activities, support to access to foreign markets





Il Casale

Spazi per l'innovazione
e la cultura

Expected to open by 2023

