

WEBINAR 16 JANUARY 2024

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**SYNERGIES BETWEEN TRADITIONAL
OPERATORS AND CULTURAL AND
CREATIVE INDUSTRIES**



A
COMPREHENSIVE
APPROACH TO
THE CULTURAL
AND CREATIVE
ECONOMY
ACROSS POLICY
SILOS

ACTION PLAN FOR POLICIES IN FAVOUR OF CULTURE AND CREATIVITY IN FVG



- * Adopted in 2018 with a regional government resolution
- * Focus on 3 main actions:
 - Coordination activities aimed at creating synergies between EU funding and regional support for CClIs
 - Creation of a Cluster for CClIs.
 - Creation of financial instruments to support access to credit for CClIs.

Higher Education Hub

Functional tool for the realisation of organic training offers in the cultural and creative sector.

DESTINATION AREAS:

- ✿ Conservation and enhancement of historical and artistic heritage;
- ✿ Performing arts, visual arts and live performances;
- ✿ Creative industry linked to the world of services

Regional cluster for culture and creativity

Launched by public call in July 2019, and developed in the framework of the Chimera project and thanks to the action plan of the Cre:Hub project, the Cluster is managed by a Temporary Association of Enterprises composed of regional business incubators. The budget for the period 2021 - 2023 is €600,000.00

SERVICES:

- ✿ Skills catalogue:
 - Mapping of members or associates and their skills
 - Making the catalogue available and updated
- ✿ Promotional activities to increase visibility and branding of members or associates
- ✿ Funding Opportunity Desk

RP ERDF FVG 14-20

3 Calls for Interventions in Support of CCI

PURPOSE Interventions dedicated to enterprises within the specialisation area of culture, creativity and tourism

1st call: Pre-incubation and incubation
Total budget €1.300.000,00

2nd call: Acceleration and consolidation
Total budget €700.000,00

3rd call: Pre-incubation and incubation
Total budget €2.026.450,80

CO-FINANCING 100%

**CULTURE AND
CREATIVITY**

EU FUNDS FOR

RP ERDF FVG 21-27

1st Call for Interventions in Support of CCI - 6 June 2023

PURPOSE Non-repayable grants to co-finance productive investments for the development of an innovative product/process/service in the fields of culture and creativity

ENDOWMENT euro 1,910,000.00

BENEFICIARIES Micro, Small and Medium-Sized Cultural and Creative Enterprises

ELIGIBLE EXPENDITURE PER PROJECT up to €75,000 excluding VAT

CO-FINANCING 80%



EU PROJECTS

- ✿ CHIMERA
 - ✿ CRE:HUB
 - ✿ DIVA
 - ✿ PRIMIS
 - ✿ SACHE
 - ✿ CROSSINNO
 - ✿ SMATH
 - ✿ CHIMERA PLUS
 - ✿ CREATURES
 - ✿ CHERRY
 - ✿ PRIMIS PLUS
 - ✿ IN4BLUE
- 

FIERA REGIONALE
DELLA CULTURA
E CREATIVITÀ

EUREKA



IO SONO FRIULI VENEZIA GIULIA

**First Fair
for
Culture
and
Creativity**

**12 STANDS
2-DAY CONVENTION
AND PITCHING
SESSION**



**75 CCIS
INVOLVED
MORE THAN
200 B2B
MEETINGS**

ONE
EDITION
EVERY 2
YEARS

INTERSPERSED WITH
INTERMEDIATE EVENTS

**EUREKA
DAY 2023**

13th October 2023

**EUREKA
2024**

October 2024

**EUREKA
DAY 2025**

**EUREKA
2026**



Museum of traditions of Tolmezzo

Thanks to the EU project CROSSINNO, the Museum and companies of the local companies were involved in the creation of new synergies for the improvement of the visiting route of the museum.



Museum of Cutlery of Maniago

The Museum and local companies have been involved in 5 meetings with highly experienced professionals to stimulate new cooperations in order to create a new narrative for the museum and for the local companies



Scarpetti I scarpéts de Cjargne

Recent developments in Tolmezzo

A project of protection of cultural heritage for the valorisation of the craft tradition and territory realised by the Museo Carnico delle Arti Popolari Michele Gortani of Tolmezzo, in collaboration with Friuli Venezia Giulia Autonomous Region, Enaip FVG, Carnia Industrial Park, Carnia Mountain Community, and with the patronage of the Municipality of Tolmezzo.

Training course and impact

The project led to the creation of an 80 hours training course aimed at transferring knowledge about the creation of "scarpetti" supporting the creation of new jobs and new start-ups that will be established in the Carnia industrial park incubator.

Work on valorization of urban areas throughout the cultural and creative hub

Since 2019, Friuli Venezia Giulia Autonomous Region has decided to finance an innovative project of public and private partnership: the cultural and creative hubs.

This project aims to promote new projects that enhance public spaces and, at the same time, support economic development and cultural innovation.

1 3 10.510.00

public
call

winning
projects

for the period
2020–2022

CREATIVITY

International
Talent
Support
Arcademy



Urban regeneration project which aims at the functional and aesthetic recovery of a building in the center of Trieste as a place for exhibitions, training workshops and events combined with the idea of museum/educational place



PAFF!

Born in 2018 from the growing need to enhance the innovative and creative drive, it is a Creative Cultural Hub that uses the tool of comics to combine culture, training, education, teaching, research and entertainment.



PAFF!

in March 2023 it becomes the International Museum of Comic Art with the opening of the permanent exhibition, the archive, the air-conditioned repository for the preservation of the works and the consultable library.

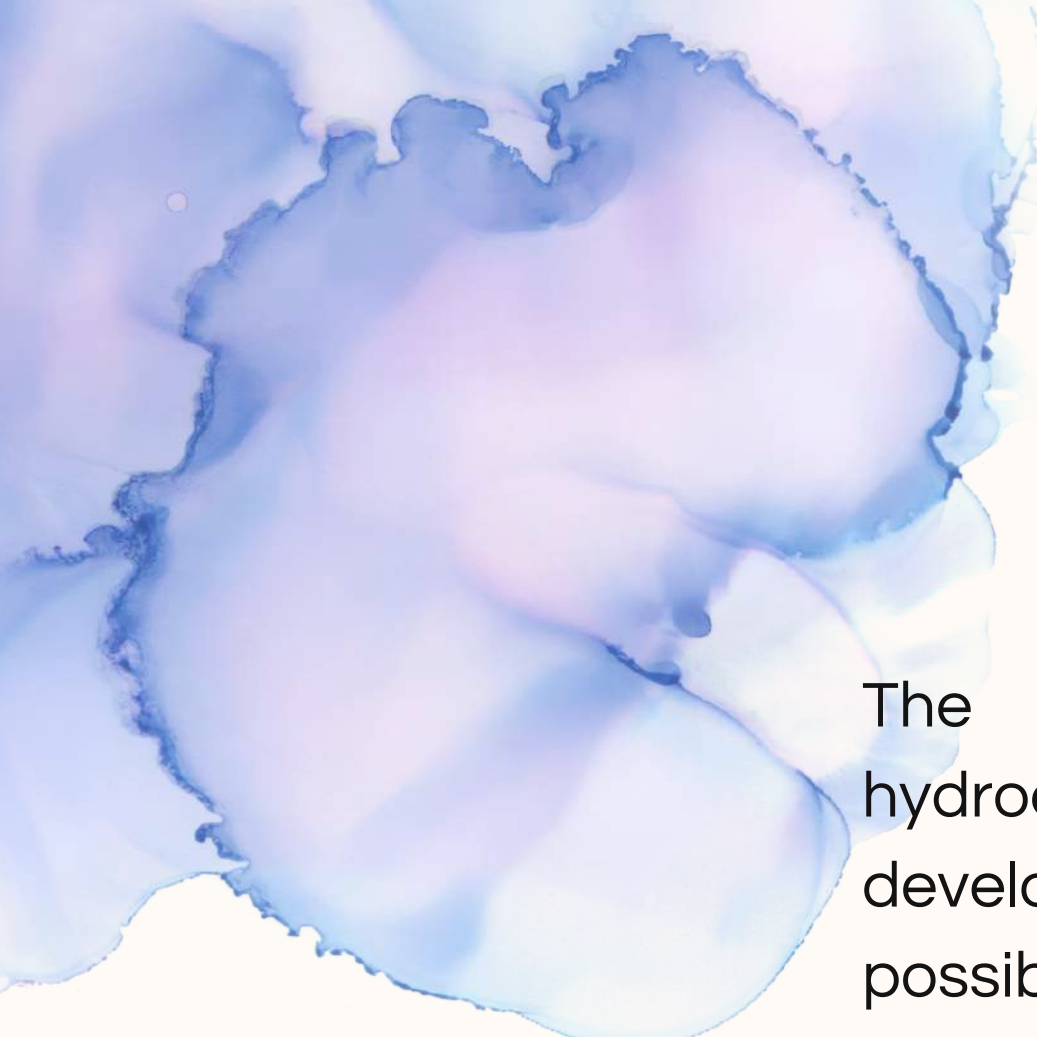




Montereale Valcellina hydroelectric power station

The mission is to enhance the historical role of the former plant under the aspect of local industrialization and historical valorisation of the territory.

The project aims at the requalification of languages and of the paths of the plant to create new original and creative spaces.

A decorative watercolor splash in shades of blue and purple, located in the top-left corner of the page.

The project linked to the former hydroelectric power station is developed inside the building but it is possible to link the visit to the power station to other outings in the Dolomite Park area.

Other educational activities are organized such as assisted learning paths and educational workshops.



DIVA CALL

Financed new products, services or innovative processes for micro, small and medium-sized enterprises, created thanks to the collaboration with local CCIs

- **58** FVG projects proposals out of a total of **123**
- **27** projects out of **58** financed

FOR PROJECTS AIMED AT SMES AND CCIS

BUSINESS

IDEAS

FINANCED



BEAPART – BESPOKE ART ARRANGEMENTS BY DFORM

PARTNERSHIP

DFORM – PORDENONE AND CREA – UDINE

CHALLENGE BeAPart's challenge is to become the solution to a concrete problem: a modular display system that takes into account the need for economic, environmental and storage sustainability while preserving the compositional freedom of professionals in the design of installations for the museum and contemporary art market.

RESULT The result and the process leading to it are the following: the definition of the "person", the definition of the "problem" we are going to solve, the design and prototyping of our solution to the "problem", the prototype test with sector stakeholders, the communication package for the commercialization of the solution.

INNOVATION We are introducing process innovation, as BeAPart is developed through design thinking hybridized with art thinking, and product innovation: an innovative display system oriented also to the B2C market, effectively innovating the commercial strategy of both companies.

KEYWORDS: modular display system, sustainability, commercial strategy, design thinking

CHERRY project



Objectives

- * Improve local policies and plans for cultural and creative enterprises (CCIs)
- * Make CCIs more resilient to societal changes
- * Support the role of CCIs in local growth
- * Test new instruments to support CCIs

Total budget: €1.939.948,00, of which €308.148,00
allocated to FVGAR

Duration: 48 months

8 different Countries involved



Project topics



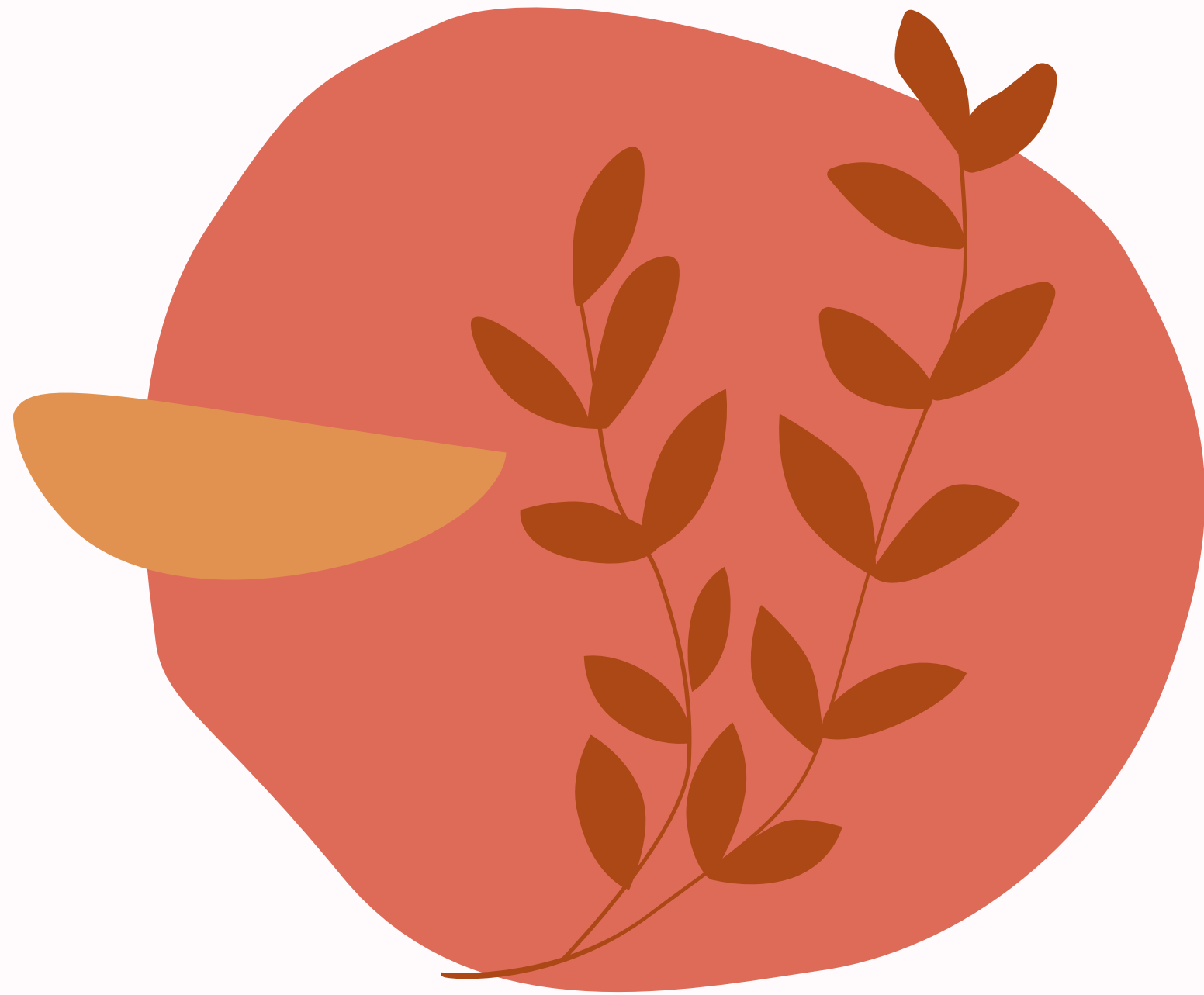
CCI and urban transformation



CCI and local development



CCI and valorization of
natural and cultural heritage



Countries and Partners involved

Italy: Autonomous Region Friuli Venezia Giulia, Central Directorate for Culture and Sport - LP

Italy: Veneto Region

Finland: Kainuu Regional Council

Romania: Regional Development Agency of Centru

Latvia: Zemgale Region

Hungary: Central Transdanubian Agency for Regional Innovation

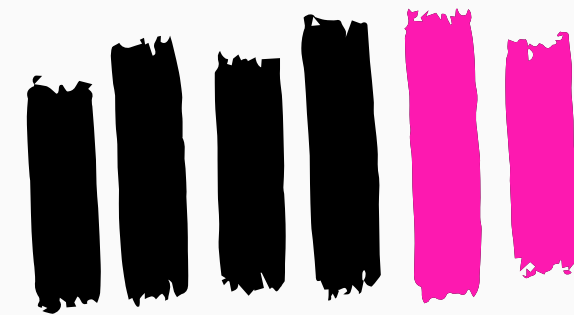
Greece: Region of Western Greece

France: Provence-Alpes-Côte d'Azur

Belgium: Intercommunal Leiedal



THANK YOU



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**REGIONE AUTONOMA
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