

PP3 - Friuli Venezia Giulia AR

Executive Summary for training activities

D.T2.3.4 Implementation of *Informal training for different users (CCIs and SMEs)*

Number: 2

Topic: "New Business Possibilities In The Cultural And Creative Sector"

Date: 27/01/2021



Deliverable: D.T2.3.4 - Implementation of Informal training for different users (Creative professionals, students, etc.)

Date: 27/01/21

Place: ZOOM Platform

List and number of participants:

The participants of this training event were 112. SMEs, freelancers, organizations operating in the cultural and creative sector, sectoral agencies, universities, and others attended the event. Moreover, representatives of local authorities and of policy makers joined the event, as part of the regional cultural and creative ecosystem.

Target groups reached:

- Local public authority: **X**
- Regional Public authority: **X**
- Sectoral Agency: **X**
- SMEs: **X**
- Business Support organizations: **X**
- General public: **X**
- Others: **X** (Cultural Festivals, Cultural Foundation, etc.)

Summary of the event

Please specify the key aspects of the activity: applied methodology, duration, targets involved, number of participants, content, objectives and results (Maximum 2000 characters)

The Training event was structured as a Workshop, with the aim of analyzing case histories from the cultural sector, focusing on good practices of collaboration between public and private, culturally-based territorial development projects, successful cases in the application of new technologies for the enhancement of cultural heritage and tourism. The main targets involved were cultural and creative companies involved in the project and interested in the development of acceleration and development projects with the cultural institutions and the museums of Friuli Venezia Giulia Region. The training event involved 112 participants and lasted 3 hours. The training was divided into two informative modules; - a module for the analysis of case histories in the field of cultural innovation, Digital Heritage and PPP;

- a module dedicated to the collection of critical feedback, suggestions and proposals of innovative solutions provided by CCIs.

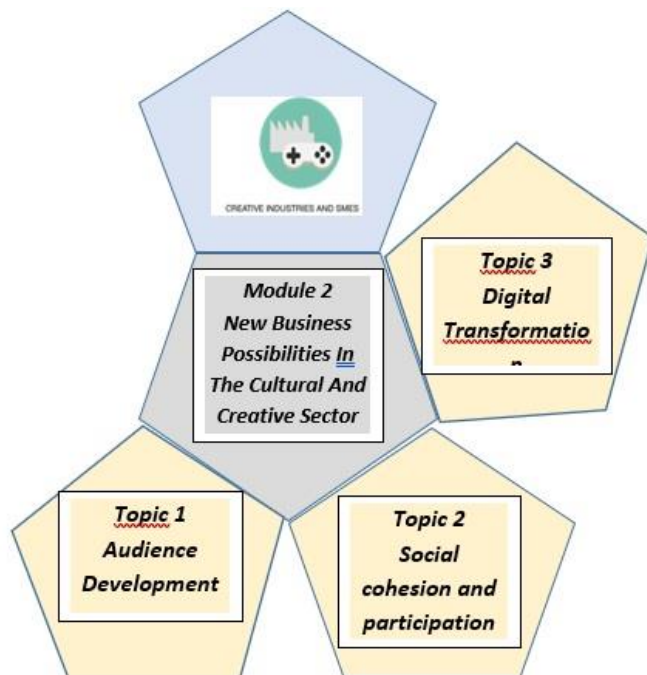
The content included the following topics: main trends of digital innovation and innovation of business models in the world of culture and the impact of COVID 19; tools for the public-private collaboration and the new regulatory guidelines; new cultural districts; new forms of partnerships between cultural institutions and CCIs.

Topics tackled and linked deliverables:

Please indicate to which other activities the action is related to: i.e. Services Portfolio or DT.2.3.1 Training contents proposed by the WPT leader. (Maximum 2000 characters)

The action design has been inspired by the Section 4 of the DT.2.3.1 document »SUGGESTIONS ON HOW TO DESIGN THE TRAINING SESSIONS”, sent by the PP2 responsible partner (“The approach and the building of the community of practice”) as the training foresaw two modules structured as follows:

- a first module consisting of an initial learning phase in which a basis of knowledge and an analysis of national and international case histories in the field of cultural innovation, Digital Heritage and public-private partnership were delivered,
- a second module dedicated to the debate and collection of questions, feedbacks and proposal of innovative solutions provided by CCIs.then; a phase consisting in a collection of critical feedbacks and suggestions.



Lessons learnt and main outcomes/data emerged during the training activity:

Please report the main lessons learnt, outcomes, but also feedbacks received from the participants, please specify how the feedbacks have been collected (questionnaires?)

The main lesson learned regarded the new digital creativity born following the Covid-19 pandemic; Covid-19 pandemic redefined consumption and cultural markets as the new digital formats to disrupt the traditional market relations in the sectors of artistic enhancement (e.g. art market) and cultural tourism services; new job profiles emerging; the need for an integrated strategy to relaunch the KICs in Italy and Europe that focuses on an economic model in which the use of the network is a means of cultural production and - in the medium term - also an economic source; the collaboration between cultural institutions

and CCIs will be fundamental to define a new sustainable tourism; the need to invent from scratch a model of proximity tourism, for small numbers, integrating existing resources, a factor of enrichment in contrasts to the desertification of skills.

The training helped to focus on the perspective role of cultural and creative operators in the design and in the implementation of the "New Editing" of contemporary reality through: new cultural products (physical-digital, visual arts-performing arts), new events in blended mode (physical and digital) and new experiences for the traveler (tourism). New products, events and experiences can only be conceived within new marketing mixes and relationship and co-production business models.

The Feedbacks received from the participants were collected in several moments: during the training event and during the Discussion, where critical feedbacks and experiences/needs have been collected. A chat available to trainees throughout the activity, allowed participants to ask questions to the trainer.

The feedbacks and proposals collected during the training event were focused on different topics. With regard to Audience Development, the feedbacks concerned the need to identify methods and tools for digital innovation in the live shows (presence of the public; direct contact with the artist) so that live shows recovers their added value. Furthermore, with regard to the Analytics to support audience development, it was found that there is difficulty in reading and knowing the "real" figures of digital activity, to build a benchmark for comparison if the Analytics's figures are not read correctly, there is a risk of overestimate the real outcome of the events. With regard to social cohesion and participation, the feedbacks concerned the opportunity to focus on the collaboration between cultural actors and CCIs, the role of the Culture as a factor of socio-economic development and relevant factors to foster well-being to overcome fragility, as the socio-economic dimension of health will be essential in the medium term. A second feedback concerned the opportunity to develop the offer and logistics connected to eco-museums and "widespread" museums. With regard to the Digital transformation and Audience Development, the feedback concerned innovative proposals to integrate digital activity within the performing arts market, so far based on tours, such as the geolocation of the IP for the online version of the show and the production of bonus features to complement at the Live show. You need to use your marketing mix and your initial user base to enlarge it by means of a new digital product; a best practice is represented by "Donizetti Opera Festival".

Expected effects & Follow-up:

Please summarise the key aspects emerged from the follow up survey and the potential effects with specific reference on the impact for the WPT3 activities: involvement in the pilot actions.

No follow-up surveys were carried out.

Difficulties / obstacles:

Please report the main difficulties and obstacles in organising the activity, also related to the COVID-19 emergency, but also feedbacks received from the participants, please specify how the feedbacks have been collected (questionnaires?)

The organization of the training activity did not show or encounter particular difficulties, as the participants have already been involved in project activities and, since the begin of the pandemic in the spring of 2020, there was sufficient time to calibrate online methods and tools. Participants did not make suggestions or feedback on this issue.