

SACHE FINAL EVENT
14.06.2022



CULTURAL HERITAGE AND BUSINESS DEVELOPMENT: NEW OPPORTUNITIES OF COOPERATION

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FVG AUTONOMOUS REGION'S STRATEGY TO STRENGTHEN COOPERATION BETWEEN CULTURE AND BUSINESS



MAIN EUROPEAN PROJECTS

- DIVA
- SACHE
- CROSSINNO
- SMATH
- ChiMERA PLUS



the CRE:HUB project aims to develop and refine policies and tools that can create a regional and European environment conducive to the growth of SMEs in the cultural and creative sectors, through the collection, comparison and exchange of information and experiences with partner countries.

Countries involved: Italy, Latvia, Portugal, Romania, Slovenia, Spain, Hungary

CRE:HUB project budget: 1,484,484.00 euros



PROJECT RESULTS

Within the CRE:HUB project the following results were achieved in Friuli Venezia Giulia:

- 1 SWOT analysis
- 1 Roadmap

Field Visits and drafting the Peer Review

- 7 Study visits to partner countries
- 2 best practices identified
- 1 regional action plan prepared and approved

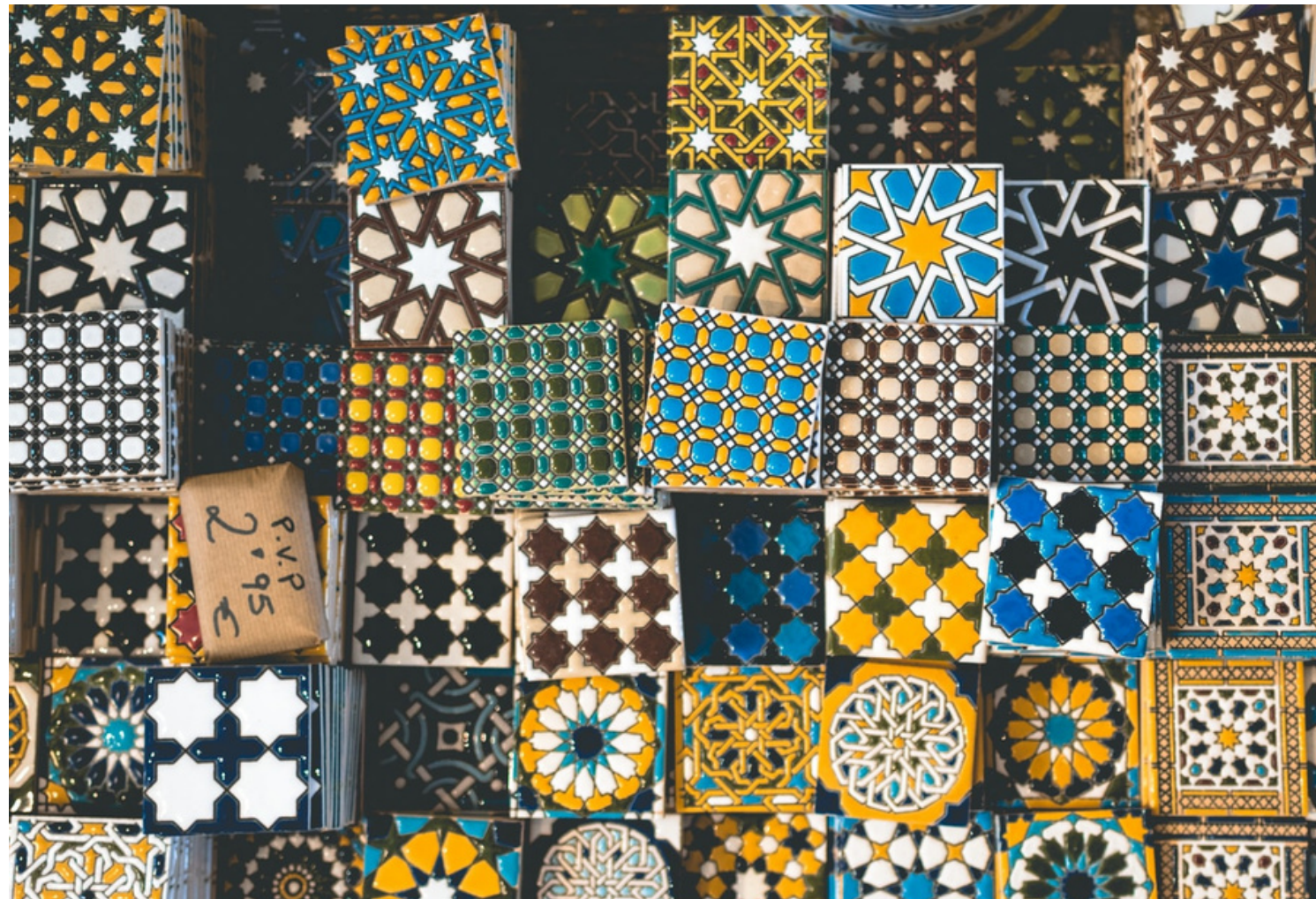
Action 1	Coordination activities aimed at creating synergies between EU funding and regional support for CCIs
Action 2	Creation of a cluster for CCIs
Action 3	Creation of financial instruments to support access to credit for CCIs



SMATH aimed to improve the connections between the cultural and creative sector and the traditional one with the development of synergies between the richness of the traditional heritage and the business environment.

Countries involved: Italy, France, Greece, Spain, Croatia, Slovenia

SMATH project budget: 2.170.196,50 euros



PROJECT RESULTS

An evaluation grid for the financing of entrepreneurial projects in the cultural and creative sector was created within the project, also thanks to the cooperation with regional business incubators.

Moreover, the following activities to support the local CCIs sector have been organized:

- a virtual marketplace dedicated to new entrepreneurial ideas
- 3 study visit to three regional relevant companies, for the exchange of best practices and the development of new business ideas
- a cycle of online seminars dedicated to culture and creativity



DIVA's main goal is to link the creative and business sectors to create an innovation eco-system that can compete in international markets.

The project used innovative methodologies such as design thinking for the development of new ideas and new interdisciplinary collaborations to increase the level of business innovation.

Countries involved: Italy, Slovenia

DIVA project budget: 3,525,018.70 euros



PROJECT RESULTS

The DIVA project culminated with the publication of the Call for Projects aimed at SMEs, and Cultural and Creative Industries (CCIs) in Friuli Venezia Giulia.

The Call made €900,000.00 available for collaborative projects between traditional SMEs and CCIs. The objective of the Call for Proposals was to finance new innovative products, services or processes for micro, small and medium-sized enterprises, realized through collaboration with companies and operators of the cultural and creative sectors in the area.

Given the quality of the project proposals arrived from operators in the regional territory, an additional amount of 1 million euros was allocated by Regional Law 16/2021 in order to further scroll the DIVA project ranking list.



SACHE PROJECT

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SACHE

The goal of the SACHE project is to enhance and strengthen the role of cultural heritage as an accelerator of cultural and creative entrepreneurship

Countries involved: Italy, Croatia, Germany, Slovenia, Hungary, Poland

SACHE project budget: 2,062,753.85 euros

PROJECT RESULTS

The SACHE project led to the implementation of the First Regional Culture and Creativity Fair:

- 75 cultural and creative industries involved
- More than 200 B2B meetings aimed at creating new business opportunities
- 2 days of conference and pitching sessions

Two online mentoring sessions were organized after the Fair with the aim of consolidating new business opportunities that emerged from the B2B event.

Additional local events aimed at strengthening the cultural and creative sector are being organized and will be completed by June.



CROSSINNO aims to link innovation processes to the cultural wealth present in the areas involved, promoting opportunities to strengthen mountain businesses and economy through cultural assets, new creative skills, and entrepreneurial tradition.

Countries involved: Italy, Austria

CROSSINNO project budget: 659,235.00 euros



PROJECT RESULTS

As part of the activities under the CROSSINNO project, April 2022 saw the finalization of the implementation of the pilot action in two regional museums (Carnic Museum of Folk Arts and Traditions in Tolmezzo and the Museum of the Art of Manufacture and Cutlery in Maniago).

5 meetings were organized at the Museum of Cutlery in order to create new collaborations, and 2 meetings at the Carnic Museum to present a redesign of the museum itinerary, including new multimedia content.





The ChiMERA Plus project aims to transfer processes and methodological tools for the development of the cultural and creative sector to new areas by identifying best practices and studying the world of CCI in depth

Countries involved: Italy, Bosnia and Herzegovina, Slovenia, Spain

CHIMERA plus project budget: 659,235.00 euros



PROJECT RESULTS

The focus of the ChIMERA PLUS project has been CCIs. For the development of this sector, were sought some best practices in which culture is an engine for sustainable urban development.

4 transnational workshops were held with the focus on the potential of the CCI sector and the economic measures put in place at the European level to support it.

From the results of these activities, Strategic Action Plans have been drafted by the partners, aimed at promoting the role of CCIs for urban sustainability: these strategic plans will be adopted by the institutions and, in parallel, Guidelines for Policy Makers will be drafted, for the achievement of the EU Green Deal objectives thanks to the role of CCIs.





NEW EU PROGRAMMING PERIOD 2021-2027

The Department for Culture and Sports of the FVG Autonomous Region has already submitted new project proposals

Main topics

- ▶ Building a governance model capable for strengthening the role of culture
- ▶ Improvement and implementation of the services and stability of social, cultural and creative enterprises
- ▶ Sustain cultural recovery through new tools and new forms of support for culture





REGIONAL POLICIES IN FAVOR OF CCIS

Regional cluster for culture and creativity

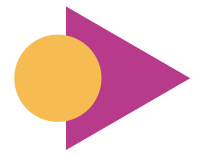
Launched by public call in July 2019, and developed in the framework of the Chimera project and thanks to the action plan of the Cre:Hub project, the Cluster is managed by a Temporary Association of Enterprises composed of Informest and regional business incubators (Friuli Innovazione, Area Science Park, Pordenone Technology Park and BIC FVG 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

REGIONAL POLICIES IN FAVOR OF CCIS



Professional technical hub of the cultural and creative sector

Functional tool for the realization of organic educational offerings in the cultural and creative sector.

Target areas :

- preservation and enhancement of historical and artistic heritage
- performing arts, visual arts and live performances
- creative industry related to the world of services
- activities related to the production of goods and services.



S4 - SUSTAINABLE SMART SPECIALISATION STRATEGY

Non-repayable grants to enterprises for the implementation of collaborative industrial research and experimental development projects

5 areas of specialization

24 development trajectories

Specialization area

Cultural heritage, design, creative industry, tourism

5 development trajectories, 3 dedicated to CCIs:

- system creation for CCIs
- research development technological innovation for CCIs
- system development for competitiveness through international levers and frameworks for CCIs and tourism



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THANK YOU

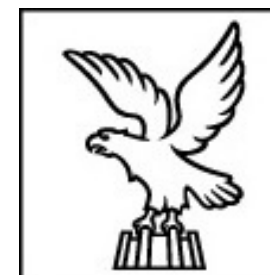


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