

Stakeholder interview instrument

Interview details

Details of interviewer(s)	
Name(s)	Elena Mengotti
Organisation	FVG AR – Department for culture and sports

Details of interview	
Date and time of interview	25/05/2020
Place of interview	Pordenone
Means of notekeeping	Recorded via Microsoft Teams

Details of interviewee (please repeat as many times as the number of interviewees)	
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Position in organisation	Director
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CCI and the stakeholder

3.1. “In the beginning, I would like to ask you about the role of your organisation in the regional CCI. How is your organisation related to the CCI in the region and what are its main activities relevant to CCI?”

Fondazione Pordenonelegge operates in the cultural field by organizing a festival dedicated to the world of literature for twenty years. For 6 years it has also been a cultural agency offering cultural events throughout the Italian territory. We collaborate with CCIs (video makers, web agency) enterprises and regional and national festival and Awards in order to promote local culture. These collaborations are not limited in time but can stand the test of time. For example, DM+B & Associati, a local communication company set up every year the graphic design for our festival, and KOKI srl, a local CCI, set up gadgets related to the festival. We collaborate also with craftsmen, freelancer, several services agency that aren't direct connected with the cultural and creative sectors, but that have been involved during the organization of the events thanks to their experiences and have been able to create perfect matches among different operators's sectors with



great results in the final products.

There is the stable involvement of the museums of the city, as in every edition of the Festival, several expositions have been studied in order to create a fill rouge with the content of the Festival.

3.2. "Are there any other important stakeholders in the CCI sector in your region? Could you list them and briefly describe their role(s)?"

Yes, there are:

- Vicino/Lontano: The Near/Away Festival that has been held every year in Udine in May since 2005. Scholars, journalists, writers and artists of international prestige confront each other and with the public to analyze, from different points of view, the processes of transformation underway in the globalized world, in the economic, social, cultural and geopolitical fields, in order to investigate their reasons, mechanisms, meanings, perspectives.

- Dedicata: Dedicata Festival is a literary, international and monographic event held annually during the month of March at the city of Pordenone in Friuli-Venezia Giulia. The Festival is built around a single personality of culture, without celebratory intentions but with the stated aim of deepening the artistic path of the protagonist, exploiting different expressive means: conversations, theatre, books, music, conferences, exhibitions, cinema. Every year the guest writer of the event is "dedicated" eight days in which his works are presented, represented and discussed with the public.

- Festival è storia: Festival, that is held in Gorizia at the end of May, consists of an increasing number of events to compare the most authoritative voices that animate the research and international historical-cultural debate. During the days of the Festival there are alternating debates, book presentations, performances, exhibitions, screenings and testimonial stories.

- Premio Luchetta: The awards are given to journalists, photographers and television camera operators from all over the world who tell, with particular sensitivity, the difficult theme of violence and oppression on children that, in the wars for power or oil, in ethnic opposition and in the deserts of social poverty, are predestined and innocent victims. It is an award to journalism that is both news and message, offering the values of peace, support, solidarity and respect for civil rights, which are the way out of the tragedies of yesterday and today.

The main stakeholders are ICCs, Museums, Local Authority. On my opinion, schools are important stakeholders – at every order and degree. Collaboration with schools last all year long: our festival represents the peak of this collaboration. As far as concerns the collaboration with enterprises, for example we worked with CGN, a software provider and consulting society, whose headquarter is located near Pordenone. This entrepreneur reality has realized with us important projects and initiatives to involve the employees on initiatives regarding reading and writing.

Further important stakeholder are:

ALEA: the main activities is cataloguing and filing architectural, environmental and archaeological assets; management of museum services, automatic ticketing main museums FVG

VIDEE: provide technical support for several projects: reality TV shows, sports events, news, programmes, documentaries.

VOLPE E SAIN: is Communication company dedicated to promoting initiatives and events cultural, tourist, scientific, congress and dissemination, and theatre and music festivals, cultural exhibitions, creation and promotion of events.



CCI and the region

4.1. "Is the CCI sector incorporated in the regional development policy? If yes, how?"

Yes, in many projects that the region promotes in the cultural and tourism field.

4.2. "What are the main benefits for the region from the operation of CCI enterprises?"

- Probe if the interviewee does not understand what "benefits" are:
 - Benefits may refer to e.g. improvement of regional competitiveness (in terms of the dimensions such as increase of employment rate, increase of per capita income, improvement of level of regional innovation, technological readiness), sustainability image of region, attractiveness as a tourist destination, but are not limited to these elements.

I believe that cultural enterprises have a significant weight for our Region as in addition to contributing to the cultural growth of its citizens (and entrepreneurs) they contribute significantly to the economy thanks to the fallout that an event leaves on the territory. CCI sector has a remarkable impact on economy and employment. Pordenonelegge contributes in this context: a lot of small local CCIs or traditional enterprises had the opportunity to grow thanks to our festival (i.e. we work side by side with VIDEA, ALEA, our web agency, and Volpe&Sain, our press office, which is now leader in its field). The regional institution understood the importance of the CCIs in terms of economy and employment. Thanks to the Festival, new and different professionalism have been created and modified. This kind of evolution has repercussions on the course of study that some young people have to choose in consideration of the rethinking of some professions that in the past are dedicated only for some sectors. For example, an interpreter should translate books, more required and well-paid job in consideration of our activity. This period of emergency let us to rethink on some new possibility solution to share the events, like online event mode, and to push more and more on the production of video to support the contents to be shared with the participants.

4.3. What are the main strong points of the regional policy on CCI?"

I see that any new initiative always involves CCI. I therefore believe that their social and economic importance has been well understood. Regional policies on cultural and creative hubs are to be welcomed, as well as the role of PAFF!. I believe regional institutions realized the importance of these realities: many regional policies have been implemented in order to develop the cultural and creative sector and much more needs to be done. For example, we would appreciate to get support by regional institutions in the implementation of European projects. The Region has skills and know-how in this field and it would be useful. The Region, and in particular the Department for culture and sports, thanks to the newsletter allow the operators to know the activities that are carried out in the field of culture and creativity, with its European project and the new opportunity and news for the sectors.

4.4. What are the main weak points of the regional policy on CCI?"



Perhaps there are few moments of confrontation between existing CCI. And it has not yet been thought of giving a specific professional context to the people who work in the CCI. The connection between CCIs and local expertise is a key factor. This lack is the main weak point that makes the growth of this sector more difficult. The sector counts 33.000 subjects in the Region and the operators of the cultural and creative sector need to know which are the possible counterparts that should be involved by their organization or companies in order to make business.

4.5. "In what areas of CCI would you need additional support from the regional policy?"

- Probe if the interviewee does not understand the question:
 - For example, increase access to financing for CCI enterprises, support training and capacity-building for employees of CCI enterprises, provide financial incentives and support to CCI enterprises, raise awareness of the contribution of CCI in regional economy and competitiveness etc."

Provide financial incentives and support to CCI enterprise, raise awareness of the contribution of CCI in regional economy and competitiveness, seeking European funding. Many times, CCIs do not have skills and knowledge to make the most of the opportunities from European funding. The Region's experience in this sector would be a great help to CCIs. The Region with its networks should help the operators to find new partners to be engaged in new opportunities of funding and business. In addition, the good practices and experiences acquired during different activities carried out by the Region, should be shared with the community.

Cultural heritage and sustainable tourism promotion in the region

5.1. "What is the current standing of cultural heritage and sustainable tourism promotion in the regional development policy? Are they incorporated in the regional development policy? If yes, how?"

Many initiatives (including the Pordenonelegge festival) are organized thanks to the support of the two referring departments. There is therefore a great interaction, both in the design and construction phase. In the field of sustainable tourism, I am not aware of relevant projects: there are just some activities related to this sector within other projects. For this reason, we have just prepared a series of short videos related to some important authors of the region, such as Pasolini and Nievo, in order to promote and develop new cultural routes. The aim of this project is to increase attractiveness of these cultural sites and create new opportunities for this territory. This field had been only partially developed: many realities (both authors and places) had been left out.

5.2. "What are the main benefits for the region from the preservation and promotion of the region's cultural heritage and the offering of sustainable tourism options?"

- Probe if the interviewee does not understand what "benefits" are:
 - Benefits may refer to e.g. improvement of regional competitiveness, increase of regional income, improvement of image of region, environmental benefits, but are not limited to these elements



To propose a region that can offer different types of tourism (cultural, environmental, sustainable, slow ...), to create job opportunities and to start new activities in these areas, to favor contact with other similar contexts. The promotion of writers linked to the regional territory could also have a positive impact on both the economic and employment levels. For example, in this field, an app dedicated to sites linked with writers could be launched and could get excellent results. There is in the regional territory, in the municipality of Cordovado, the literary park of the writer Ippolito Nievo, that should be developed for the cultural tourism. These areas are the places of the most famous inspiration, which - they attempt alongside the preservation of a particular literary vision - to harmoniously save every element of nature, artistic construction, or historical memory of the place. Moreover, even the grave of the writer Pasolini, in Casarsa della Delizia, is a touristic point of interest that the Region should amplify and sustain.

5.3. “What are the main strong and weak points of the regional policy on cultural heritage preservation and sustainable tourism promotion?”

Friuli Venezia Giulia Region has never been a destination for mass tourism. In the last years the situation is slightly changed in better and the FVG Region is well known at national level now thanks to the action carried out by the Turistic promotion development Agency Promoturismo. The COVID-19 emergency could be an opportunity to revive the tourism sector. As said before, among the weak points of the regional policy, you can find a lack of general knowledge of the territory. On the contrary, Friuli Venezia Giulia Region has many opportunities related to cultural heritage and experiential tourism: in our territory great poet, writer and cultural excellences are from these territory (Ippolito Nievo and Pasolini). Slow tourism and sustainable tourism could benefit from our cultural heritage. Further weak point should be the absence of a mapping of places of culture, absence of mapping of the operators of the sectors, absence of the mapping of the skills of the ICCs.

5.4. “In what areas of cultural heritage preservation and sustainable tourism promotion would you need additional support from the regional policy?”

- Probe if the interviewee does not understand the question:
 - For example, increased access to financing for sustainable tourism companies, training and capacity-building for tourism operators in order to become more sustainable, financial incentives and support to tourism companies and heritage institutions, incentives to the cultural heritage sector to become more innovative and creative through digitisation, incentives for cultural heritage preservation and maintenance etc.

Regional institutions should create a network between regional actors, a sort of map. Thanks to this network, new collaborations between local actor could be created. Furthermore, training and promotion are two key factors in this area: for this reason, regional investments in these areas are relevant. Public funding should support cultural operators and tour operators. The need of funds is important to let some initiatives continues, but the best ideas and projects have to be encouraged. It is important that the actors could define their own project clearly: only in this way they will be able to make the best use of public funding.



CCI and promotion of cultural heritage and sustainable tourism

6.1. “In your region is there a linkage between CCI and cultural heritage and sustainable tourism promotion?”

- Probe if the interviewee does not understand the question:
 - For example, are there any CCI enterprises involved in offering innovative digital solutions on cultural heritage management and promotion (such as for example electronic ticketing, virtual tours) or sustainable tourism offerings? Are there any examples of cultural heritage institutions (such as museums, libraries, archaeological sites, art galleries) making use of creative services (e.g. audio-visual and interactive media, web-based solutions and platforms) to enhance visitor experience? Is there any collaboration between the public and private sector in linking CCI and cultural heritage / sustainable tourism, e.g. by revitalising cultural heritage monuments through their redevelopment into cultural and creative hubs?

In Friuli Venezia Giulia there is not a lot linkage between CCIs, cultural heritage and sustainable tourism promotion. A more organic institutional communication could act as booster for tourism sector. Creative and digital tools, such as video, web and social networks, should be used. Some years ago, we tried to connect stakeholders from different Festival and the Touristic sector in order to create new opportunities, but we gained no results. Maybe now the time is now ripe and this approach should be proposed once again. The Region should be part of these stable table.

6.2. “What are the main factors enabling the use of CCI products / services in cultural heritage and sustainable tourism promotion?”

The main factor related to our festival are the high content of the “product”, the audience and the versatility in the organization. With reference to the audience, it is composed by young people, that are generally more active and pay attention to the details. We receive every year some new proposals and suggestions from the audience, that allow us to improve the next edition. In this sense help us out versatility that is essential in order to engage more people. Public policies play an important role in the cross-contamination between cultural and creative industries, cultural heritage and sustainable tourism. The operators should be ready for the new challenges and the new trends.

6.3. “What are the main factors hindering the use of CCI products / services in cultural heritage and sustainable tourism promotion?”

Credibility plays an important role for every organization or enterprise. A lack of credibility can threaten the whole sector. A credibility-related issue is the institutional support: Fondazione Pordenonelegge can boast a bipartisan support thanks to its political neutrality. Other factors that could hinder the use of CCIs products should be the lack of incentives and inters from those working in the preservation of cultural heritage, loss of public funds, lack of a ready-made audience and loss of support from institutions.



6.4. “Does the regional development policy make any reference to strengthening the linkage between CCI and cultural heritage and sustainable tourism promotion? If yes, how does the regional policy envisage / describe the strengthening of this linkage (e.g., incentives to CCI enterprises to undertake cultural heritage and sustainable tourism business undertakings, cooperation between the public and private sector to revitalise and repackage regional cultural heritage)?”

Public policies make a real difference in order to increase and strengthen linkage between stakeholders. For example, public institutions should change the way museums are experienced. People should enjoy museums as innovative places and not as exhibitions. Regional institutions pay attention to these themes: thanks to European projects, stakeholder maps and networks have been developed. The Region is the point of connection among different regional reality: for example, we collaborate with the Carnic Museum of Folk Arts and Traditions of Tolmezzo and with the Museum of Blacksmiths’ art of Cutlery located in the municipality of Maniago.

In this last case, during one edition of Pordenone Legge, we organize a special tour, that allow the participants of the Festival Pordenone Legge to discover the museum through the voice of a well-known writer, Corona that in the bus, during the trip to the Museum, talked with the other travellers on the thematic of the museum.

Another interesting project is the Literary Contest LAMA e TRAMA, a literary competition for students, that have to write a novel on the blades.

6.5. “If your answer to the previous question is negative, do you need additional support from the regional policy in linking CCI with cultural heritage and sustainable tourism promotion? If yes, in what areas do you need support?”

Any other comments

7.1. “Is there anything that you would like to add concerning CCI, cultural heritage and sustainable tourism in your region that has not been covered in the previous questions?”

