



Online Info-Day

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Interreg
Mediterranean



smath



REGIONE AUTONOMA
FRIULI VENEZIA GIULIA

THE CCIs IN FVG

The cultural and creative production system in FVG represents **5.4% of the regional economy** with over **1.8 billion euros**, involving over **34,000 workers** - **6.3% of the total employed** in the Region.

In 2018, 3 regional territories ranked among the top 20 Italian provinces for the incidence of CCI on the total of production companies:

- **Trieste** ranks 4th with 6.1% of the CCIs out of the total entrepreneurial system.
- **Udine** ranks 19th with 4.8%.
- **Pordenone** closes the ranking in 20th place with 4.8%.



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THE REGIONAL POLICY FOR THE CCIs

Regional Cultural Heritage

1. **ERPAC**
2. **EU projects:** COME-IN!; SMATH; CROSSINNO; CREATURES.

Cultural and Creative Industries

1. **POR FESR 2014-2020**

Activity 2.1.b – interventions dedicated to companies in the specialization area of culture, creativity and tourism:

3 calls – total amount: more than 4.000.000 €

2. **EU Projects:** CRE:HUB; ChIMERA; SMATH; SACHE; DIVA.



Cultural and creative spaces

Friuli Venezia Giulia Region decided to support actions directed at **promoting regional cultural spaces** as well as **strengthening and enriching the territorial context** through valorization and exploration **projects dedicated to urban areas.**

The budget foreseen by FVG Region for project is **10.510.000 euro** in the period 2020 – 2022.



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Action Plan of the CRE:HUB project

1. Coordination actions to create synergies between EU funding and regional support to CCI
2. Creation of a Cluster for CCI
3. Creation of financial instruments to support access to credit for CCI



1. Coordination actions to create synergies between EU funding and regional support to CClIs

Thanks to the **CRE:HUB project**, integrated policies have been implemented for the CClIs.

The Regional Departments involved (Employment, Training, Education and Family Department; Productive Activities Department; Culture and Sport Department) understood the **need for close cooperation** and coordination: **working groups** have been set up to better **coordinate actions** to support CClIs.

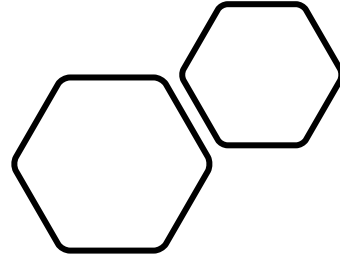


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2. Creation of a Cluster for the CCI

The creation of the Regional Cluster for Culture and Creativity is an **important moment for the cultural and creative system** of the Region. Regional **stakeholders** were involved in several activities, including a cycle of **Living Labs**, which led to the identification of services for the Cluster.

3. Creation of financial instruments to support access to credit for CCI



After analyzing the existing regional instruments for the access to credit for CCI, **new instruments** have been identified and thanks to SMATH, has been created a new set of evaluation criteria to finance CCIs business ideas.

Regional budget 2020: new incentives for CCI

The FVG Autonomous Region, in 2020, foresaw **new incentives for CCI** aimed at ensuring **support to cultural and creative business processes**, supporting start-ups in the post-start-up phase.

The new resources in support of these actions amount to **300,000.00 euros in the three-year period 2020-2022** and will be disbursed to the CCI present on the regional territory.



REGIONAL ART BONUS

The Friuli Venezia Giulia Autonomous Region intends to implement a strategy aimed at soliciting and promoting a **joint action** to raise **private** funds, in addition to **public** ones, to promote regional cultural activities and heritage.

The Regional Art Bonus represents a tax relief in the form of a tax credit on donations made by companies and foundations in support of:

- projects for the promotion and organization of cultural activities;
- cultural heritage enhancement projects.

Financial allocation for 2019: **€ 350,000**.

Financial allocation for the **three-year period 2020-2022**: **€ 1,000,000** per year.



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FVG CREATIVE NEST

The **FVG Creative Nest** is an **approach** rather than a **physical place!**

It's a **toolbox of services** developed for the **enhancement** and strengthening of **CCIs** throughout a better **understanding** of the **needs** of the **traditional entrepreneurial fabric** of FVG Region.

It was established considering the **interactions** between the **cultural and creative sector** and the **traditional one**, so to develop an **eco-system** that involves **research** and **training centers, business incubators, cultural and creative actors.**

The **FVG Creative NEST** consists of **7 project ideas.**



Main results capitalized

- **World Cafè:** 22nd March 2019 at **PAFF!** - *Building of Arts and Comics* (Pordenone). Attended by **48 participants**, it brought to the elaboration of **17 potential project ideas** (7 about responsible tourism; 6 for social cohesion; 4 for urban regeneration). Relevant was the **speed dating** activity.
- **Pitching event:** 19th September 2019 in Udine. It was an occasion to present some of the ideas of the *World Cafè*.
- **Coaching assistance online:** realized between January-March 2020 by our **User Experience Designer** in order to support the development of the **7 project ideas** of our NEST.
- **Online Marketplace:** 11-12-13th May 2020 organized with 7 online sessions (one for each project idea) with the support of a **panel of 20 experts** in **incubation** and **financing**.



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ITALIA-SLOVENIJA



DIVA



UNIONE EUROPEA
EVROPSKA UNIJA

Progetto strategico co-finanziato dal Fondo europeo di sviluppo regionale
Strateški projekt sofinancira Evropski sklad za regionalni razvoj



Support to cooperation between SMEs and CCIIs

Strengthening cooperation between key ecosystem actors, in order to enhance **the transfer of knowledge**, introducing elements of disruptive innovation in the key sectors of the CCIIs' area.

The project includes a **900,000 euro tender** to finance **cross-border business ideas** in the CC sectors.

DURATION: 36 months

01.03.2019 - 31.03.2022

BUDGET: 3.525.018,70 €



Cooperation with CCIs and cultural heritage

CROSSINNO wants to promote:

- **an in-depth analysis** of the cross-fertilization process between cultural heritage, CCIs and traditional SMEs
- **pilot actions**, creating synergies between the CCIs and cultural heritage, promoting innovation processes

Duration: 30 months

Budget: 659.235,00 €

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Cooperation with CCIs and cultural heritage

CROSSINNO aims to promote **pilot actions**, creating synergies between CCIs and cultural heritage, favoring innovation processes.

The pilot actions will take place in two regional cultural assets:

- **Museo dell'Arte Fabbrile e delle Coltellerie** (Maniago)
- **Museo Carnico delle Arti Popolari "Michele Gortani"** (Tolmezzo)



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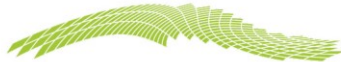
EUROPEAN UNION



CCIS and tourism



CREATURES



CREATURES aims to preserve the cultural heritage, promoting **sustainable and experiential tourism**, exploiting the potential of the CCIs.

Due to the project, an **app** will be developed in order to attract new tourists in the **cultural routes** created by the project. The aim is to encourage them to explore the cultural heritage of the ADRIAN region in an innovative way.

DURATION: 30 months

BUDGET: 1.847.410,00 €



SACHE PROJECT

Strengthen the role of cultural heritage, transforming it into **SACHE: «Smart Accelerator of Creative Heritage Entrepreneurship»**.

Organization of the **1st regional fair of culture and creativity**.

DURATION: 36 months

01.01.2019 - 31.12.2021

BUDGET: 2.062.753,85 €

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Development Fund

SACHE

THANK YOU FOR THE ATTENTION!

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