

Project Cre:Hub “Policies for Cultural Creative Industries: the hub for innovative regional development”

Regional stakeholder meeting and Working session of stakeholder groups on study visits - MINUTES

Date: 23 February 2017

Location: Trieste

Time: from 14.30 to 15.30

Focus group – Barriers and Solutions

Renato Quaglia, Chamber of Commerce Udine, Claudia Baracchini, Friuli Innovazione aimed at illustrating the rationale of the document “Barriers and Solutions” to selected stakeholders whose fields of expertise are access to credit and business incubation services, with the view of drawing suggestions on how to implement it.

The stakeholders pointed out that the situation is similar to the 70ies for culture and creative sectors. Forty years ago there was a lack of experience in facing the institutional context in critical terms, due to a difficulty to read and understand the change. It is necessary to remember this in order to avoid to propose the same solutions found in that period since those solutions didn’t have the expected effect on this industries.

Mr, Quaglia explained that in Veneto region the institutional support consist of providing desks, offices, PC to these companies and this is not a good solution; in Lombardia region thanks to Cariplo the decision makers are aware of the barriers and they try to introduce the change offering commitments objectives; while the Foundation Con il Sud is linked to models and monitors the results.

One of the strengths of the CCI is the idea, the dream, the young people involved, but they lack of experience since it will be acquired in a second period. The risk is that the young people will not have the time to learn. A solution can be horizontal mobility: redundancy of experts in some institution can be useful and the expert can join the new team and bring their experience.

Ms. Baracchini explains that there are three phases in a company life: trigger" (3 years), graft (7 years), then settlement that goes together with demotivation. There are a lot of ways to compose the teams by people with different skills coming from different sectors, for example mash-up, start-up labs, BarCamps, start up weekends. During this meeting the teams work together on a common idea.

To build a project is different form create a company but the project creation can be the innovation for the enterprises.

Mr. Linda reports Friuli Venezia Giulia has been introduced the temporary manager, but considering the long terms for the procedures is an available possibility.

Mr.Quaglia underlines that a tailored approach can work better than a model approach used by Fitzcarraldo.

Time: from 15.30 to 18.00

Working session of stakeholder groups on study visits and 1st workshop of the regional stakeholders group

The workshop started with the opening remarks of the regional Minister for culture, Mr. Torrenti, followed by an introduction on the project, its objectives and activities, as well as stakeholders' role in CRE:HUB.

Working session of stakeholder groups on study visits consisted in a short presentation of the study visit which took place in Ljubljana, Slovenia on February 2nd given by Mr. Caradonna, who participated in it. Mr. Caradonna explained that the visit was useful in particular for the Museum and Poligon for culture and creative culture industries, while the accelerator experience was not directly linked to the sector but to new companies in general. For ICCs is crucial the pre-incubation phase during which the idea is developed.

Then the regional state-of-the-art and SWOT analysis of cultural and creative sectors was illustrate by Mr. Campobasso. (Presentation attached)

The analysis was conducted also using the feedback to the prepared questionnaires but it would have been more effective add a questions on level of knowledge on the issue form the interviewed people, in order to have more accurate answers.

The discussion, moderated by Ms. Del Bianco, then focused on existing barriers to the establishment of new business activity in the cultural and creative sectors.

Within the analysis were identified 6 categories of Barriers and solution

- 1. Awareness & Promotion*
- 2. Administrative & Technical*
- 3. Skills & Capacity Building*
- 4. Financial & Economic*
- 5. Policy Issues*

6. Internationalization

From the Stakeholder roundtable the project staff could get some good ideas and approaches to integrate the document and define better the barriers and the possible solutions

Some of identified barriers during the meeting are:

- the common approach is that culture has to be financed and that is not sustainable.*
- With the calls for fighting poverty the State has conditioned the fragmentation of the sector*
- the objective of renovation of the mission brought to a wrong use of resources.*
- People don't understand the cultural industries can create salaries*
- Lack of Services for ICCs*
- The way to give the financing change the effects, sometimes public financing brings to a stop of creativity and commitment.*
- Since cultural heritage doesn't belong to single persons there is a common vision that it cannot be valorised in autonomous ways from the state*
- Sometimes entrepreneurs cannot recognized themselves as a company and get the financing.*

Some of proposed Solutions:

- Companies has to be considered as territorial system and the categories have to be considered as different context: external (1° and 2°), internal (3° and 4°), institutional (5°) and separate one (6°).*
- It should be done a generational agreement among people doing the same profession.*
- Guarantee fund exists and has to be used*
- It is needed to out in action an awarding system, since it is more virtuous that an subsidy approach*
- It has also to be taken into consideration that bureaucracy issues are really distant from creative approach. Try to convert artists or researchers in manager is a ruinous approach. The team has to have somebody that copes with administrative issues. The team has to start from an idea, imagine it in a long term and evolve together with the context and the world changes.*
- What is really important is to short the Time to get the financing*

The stakeholders were invited to further elaborate on the topics by sending their comments in writing as to possible suggestions to overcome the identified issues (deadline: March 2nd).

Name and function of the signatory	ANNA DEL BIANCO, RAFVG
Name and function of the signatory	ELENA MENGOTTI, RAFVG
Name and function of the signatory	ANNA CAROBOLANTE, RAFVG
Name and function of the signatory	MARCO LINDA, RAFVG
Name and function of the signatory	FRANCESCA SILVERA, INFORMEST

Name and function of the signatory	<i>CINZIA BERTINO, INFORMEST</i>
Name and function of the signatory	<i>CORRADO CAMPOBASSO, INFORMEST</i>
Name and function of the signatory	<i>ISABELLA SOLLERO, RAFVG</i>
Name and function of the signatory	<i>TOMMASO MODONUTTI, INFORMEST</i>
Name and function of the signatory	<i>RENATO QUAGLIA, CHAMBER OF COMMERCE UD</i>
Name and function of the signatory	<i>CLAUDIA BARACCHINI, FRIULI INNOVAZIONE</i>
Name and function of the signatory	<i>ELENA MANAIGO, CREEA SNC</i>
Name and function of the signatory	<i>GIANCARLO CARENA, CNA FVG</i>
Name and function of the signatory	<i>PAOLO MARCHESE, CHAMBER OF COMMERCE VG</i>
Name and function of the signatory	<i>GIANLUCA BARONCHELLI, FONDAZIONE AQUILEIA</i>
Name and function of the signatory	<i>PAOLO SANTANGELO, FONDAZIONE CRTRIESTE</i>
Name and function of the signatory	<i>SERGIA ALOISI, MA FVG ERDF OP 2014-2020</i>
Name and function of the signatory <i>FACTORY</i>	<i>MAURIZIO CARADONNA, AREA – INNOVATION</i>
Name and function of the signatory	<i>FRANCO SCOLARI, POLO TECNOLOGICO PN</i>
Name and function of the signatory	<i>ENRICO PUSCEDDU, POLO TECNOLOGICO PN</i>
Name and function of the signatory	<i>STEFANO ANDREANI, NUWA TECHNOLOGIES SRL</i>
Name and function of the signatory	<i>CHRISTIAN BERTOIA, NUWA TECHNOLOGIES SRL</i>
Name and function of the signatory	<i>KEIVAN DJAFARI ZAD, NUWA TECHNOLOGIES SRL</i>
Name and function of the signatory	<i>GIUSEPPE BORRUSO, UNITS – DEAMS</i>
Name and function of the signatory <i>DELEGATE FOR RESEARCH</i>	<i>GUIDALBERTO MANFIOLETTI, UNITS – DEPUTY</i>
Name and function of the signatory	<i>SIMONETTA MINGUZZI, UNIUD – DIUM</i>
Signatures in attached DOC	