



REGIONE DEL VENETO



Interreg
Europe

European Union | European Regional Development Fund



Cult-CreaTE

*Cultural & Creative Industries Contribution to Cultural & Creative
Tourism in Europe*

Nicola Panarello

Veneto Region – Brussels Office
nicola.panarello@regione.veneto.it

KICK-OFF MEETING

RIGA, LATVIA 13-15 NOVEMBER 2018



Overview

1. About us

- EU projects, Networks (ECTN, NEcsTour)...

2. VENETO Region (needs/strategy)

3. Cult-CreaTE

- The role of Veneto (Activities, budget, deliverables)



1. VENETO-ECTN: A LONG-TERM COLLABORATION

EU projects:

CHARTS (Interreg IVC 2007-14) “*Culture and Heritage Added value to Regional policies for Tourism Sustainability*”.

- **2014 CHARTS Award** “Destination of Sustainable Cultural Tourism” (small walled-town of **Cittadella**)
- Interreg IVC Best Practices: https://www.interregeurope.eu/Report_INTERREG_IVC_project_study.pdf;
- **CHRISTA (2014-20)**: focus on Venetian islands
- **Cult-CreaTE (2014-20)**





1. VENETO and NECSTouR



- NECSTouR is a network that brings together **37 regions**, academic organisations and representatives of sustainable and responsible tourism business networks from **17 European Countries**. It has been at the forefront of European tourism policy, lobbying to strengthen the presence of regions in the European arena
- **2018:** Drafted a chapter «**EU policies for Tourism**» (for «*La governance del turismo nell'era del digitale*»);
- joint event at EU Parliament (presenting San Fermo – Verona)
- **2019-2021:** Working Group on Tourism *Indicators*;





2. VENETO REGION

PIL PROCAPITE 2017 (migliaia di euro)		PRODUTTIVITÀ 2017(*) (migliaia di euro)	
Veneto	32,5	Veneto	67,2
Italia	28,5	Italia	64,5

(*) Valore aggiunto per unità di lavoro



Turismo

I COMPENSORI TURISTICI

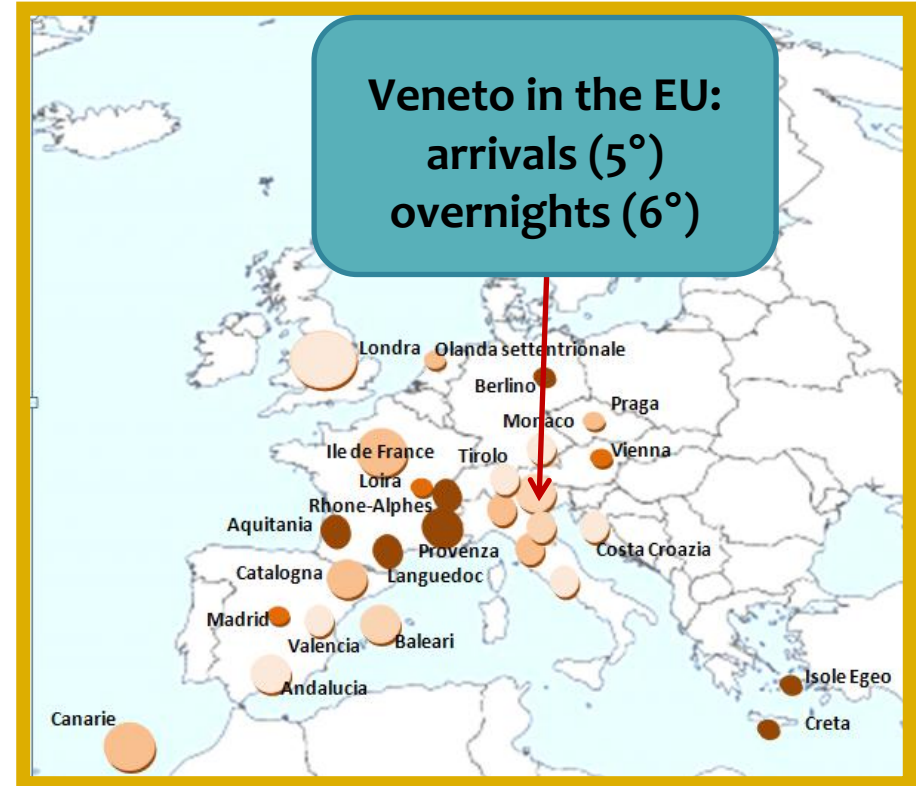
Variation % arrivals 2017/16



Veneto #1 Region in Italy for tourist arrivals and overnights!

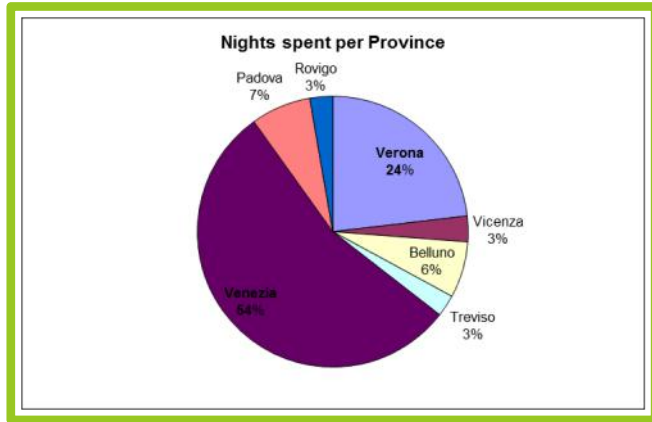


2. VENETO REGION

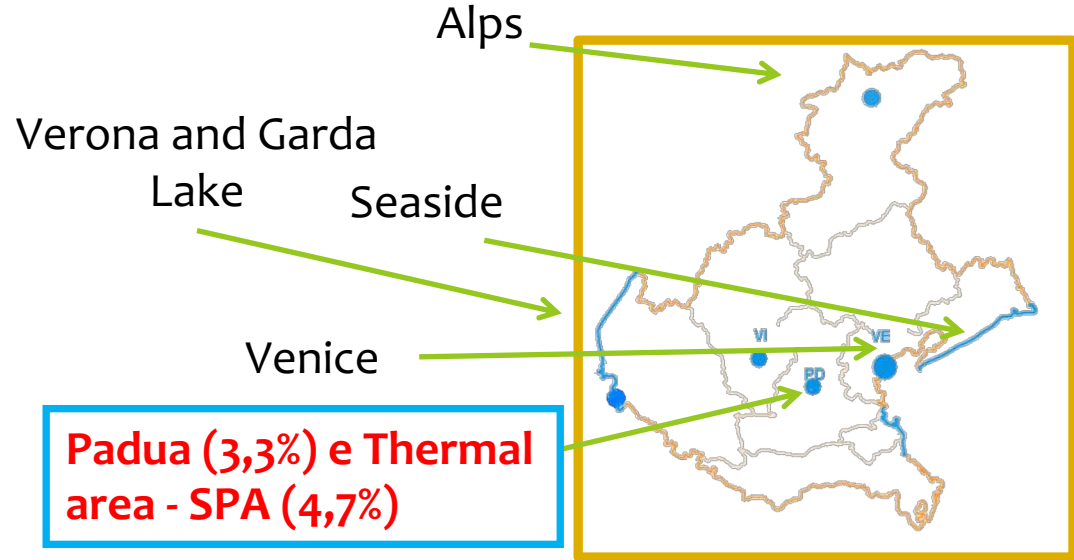




2. VENETO REGION



Nights spent per province



About 70 million tourists/year – large spatial concentration (80% in 2 provinces out of 7!)

HOW MUCH...



“Vaporetto collides with gondola”

...is TOO MUCH?



NEEDS TO...

- REDUCE OVERTOURISM IN THE HOTSPOTS
- DIVERSIFY TOURIST OFFERS (new DESTINATIONS/new PRODUCTS/MARKETS)
- IMPROVE LOCAL GOVERNANCE (regional Law 11/2013: DMO and DMPlan)
 - Involve private sector and all relevant local entities
 - Inform local population about their Cultural/Natural Heritage
- STRENGTHEN CONNECTIONS WITH EU NETWORKS/PROJECTS:
 - best practice exchange/international tourist routes
 - Encourage the growth of CCI turning them into CCT



Cult-CreaTE will help us meet these NEEDS!



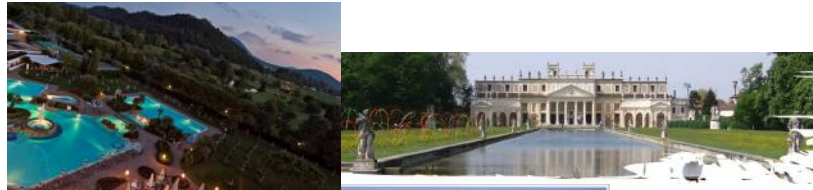
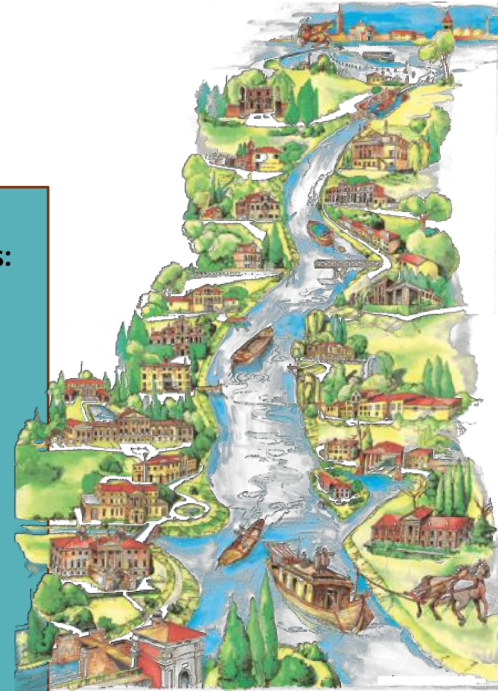
3. Cult-CreaTE: Focus on PADUA

The City of **PADUA** is a perfect location to experiment with an innovative model tourism development involving local Cultural and Creative Industries (CCIs).

- Good geographical location (central and accessible);
- High quality local services and tourist facilities;
- Very valuable “untapped” cultural heritage
 - Eg. Saint Anthony pilgrim route, Giotto’s masterpieces, botanical Garden

Amazing Surroundings:

- **Walled Towns,**
- **Brenta River**
(link to Venice by boat, Venetian Villas)
- **SPA**
(Thermal Baths),
- Cyclo ways
- ...





3. **Cult-CreaTE: CCI to be exploited**

In the **Cult-CreaTE** project, we are focusing our actions on developing as a tourist attraction very interesting cultural asset: the **Basilica of Santa Giustina in Padua** (which contains the remains of **Saint Luke**, one of the most important religious figures in Christianity, celebrated by both the Catholic and Orthodox Churches. The **Abbey of Santa Giustina** is located in downtown Padua, in the largest and most picturesque square "**Prato della Valle**" (close to Saint Anthony's Basilica and Orto Botanico a UNESCO heritage).

Until now regional cultural and tourist policies have not given this important asset the attention it deserves

What's inside? Masterpieces, such as "**The Martyrdom of Santa Giustina**" by Veronese, an **old library** specializing in religious studies, a small store for direct sales of **handicrafts** made by the Benedictine monks according to the motto of St. Benedict, patron of Europe: "*ora et labora*"





Cult-CreaTE: Best Practices (from CCI to CCT)



Tiramisù Festival in Treviso!



Giulietta's House - Verona



San Fermo - Verona



3. Cult-CreaTE: our TEAM

- **Our Team:**
 - Mirko Mazzarolo (Financial Manager) – In-house company (operating aspects)
 - Fabio Zecchin (to facilitate collaboration with religious authorities, Santa Giustina's Abbey, San Fermo)
- **Stakeholders Group:**
 - Regional Universities
 - Local DMO (Municipality of Padua)
 - Umbrella Organizations (Chamber of Commerce, Confindustria, Associazione albergatori..)
 - Coopculture (a cooperative operating in the heritage and cultural activities sector in Italy, with offices in Venice;
 - SMEs in CCIs
 - External support: Council of Europe (Venice Office), NECSTouR, Italian Government...



3. **Cult-CreaTE: Policies to Address**

- **ROP – ERDF 2014-20:** focus on ROP Axis n.3 *enhancing the competitiveness of SME*. Many Calls for proposals have been launched by the **Culture and Tourism** Departments;
- **Regional Innovation Strategy (RIS3);**
- Other **EU projects** (SMART, C.HER.I, TRACE), **+RESILIENT** (Veneto -Brussels Office, lead partner, focused on Social Innovation);
- **New Strategic regional Tourism Plan** launched in October 2018



3. **Cult-CreaTE: WORK PLAN**

- **Phase 1 (30 months): «Interregional learning»**
 - 1st Semester (from 1° June 2018):
 - **A) Exchange of Experience:**
 - Launch Conference **Riga, 13-15 November 2018: a first view by Veneto Region on the current situation of CCIIs (nature and activities) and their possible potential for CCT development.**
 - **B) Communication Strategy:**
 - Inputs, link with Veneto Region website
 - **C) Project Management:**
 - Steering Group: Signature of the Partnership Agreement – duties/responsibilities



3. **Cult-CreaTE: WORK PLAN**

- **Phase 1 (30 months) : «Interregional learning»**
- **2° Semester (December 2018 – May 2019?):**
- Veneto Region (PP2) will organize in Padua (**May 2019 , all partners** (+stakeholders representatives): 25-30
- **A) Exchange of Experience:**
 - **Interregional Workshop A:** «Identification of CCIs & Potential Contribution to CCT»
 - **Study Visit** (Outputs: Report on peer review provided by the respective partner);
 - **Local/Regional Stakeholders Group meeting n. 1** (Outputs: meeting Internal minutes)
- **B) Communication Strategy:**
 - Local dissemination event
 - Publicity
- **C) Project Management:**
 - **Steering Group n. 2** : combined with thematic WS A (Mgt and coordination issue, Financial Mgt...).



Partner	Country	TOTAL	Programme funds			Partner contribution		
			ERDF	ERDF/NO rate	Norwegian	Partner contribution from public sources	Partner contribution from private sources	Total Partner contribution
1. Vidzeme Tourism Association	LV	323,000.00	274,550.00	85.00%	0.00	55,950.00	0.00	55,950.00
2. Veneto Region	IT	216,500.00	184,025.00	85.00%	0.00	32,475.00	0.00	32,475.00
3. Cork City Council	IE	212,500.00	180,625.00	85.00%	0.00	32,025.00	0.00	32,025.00
4. Chamber of Commerce and Industry of Pécs-Baranya	HU	184,000.00	138,000.00	75.00%	0.00	27,750.00	0.00	27,750.00
5. Nicosia Tourism Board	CY	209,000.00	177,650.00	85.00%	0.00	31,500.00	0.00	31,500.00
6. Dundee City Council	UK	180,120.00	153,102.00	85.00%	0.00	27,285.00	0.00	27,285.00
7. Kujawsko-Pomorskie Region	PL	184,500.00	156,825.00	85.00%	0.00	28,725.00	0.00	28,725.00
8. Municipality of Naoussa	EL	179,000.00	152,150.00	85.00%	0.00	27,000.00	0.00	27,000.00
9. European Cultural Tourism Network (ECTN)	BE	109,650.00	93,202.00	85.00%	0.00	21,750.00	0.00	21,750.00
Total		1,798,270	1,510,129.50	0.00	0.00	284,985.00	0.00	284,985.00



BUDGET LINES	Staff	Overheads	Travel & Acc	External Exp. (total)		Total
Amount	81,800.00	12,270.00	19,200.00	103,230.00		216,500.00
				8,000	External Exp. (FLC)	
				95,230.00	External Exp. (in house)	

*“Così conversando discendevamo lungo il **Brenta**, lasciando dietro di noi splendidi giardini, magnifici palazzi, guardando rapidamente i villaggi ricchi e popolosi situati sulla riva.”*

Johann Wolfgang von Goethe

Viaggio in Italia



Thank you! 😊

nicola.panarello@regione.veneto.it