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6TH STUDY VISIT REPORT

EMILIA-ROMAGNA REGION
Research, Innovation, Energy and Sustainable Economy Unit

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1. GENERAL INTRODUCTION

A. GENERAL PROJECT INTRODUCTION

CREADIS3 - Smart Specialization Creative Districts is a cooperation project that addresses the issue of innovation driven by territorial development through non-technological forms of innovation such as Cultural and Creative Industries (CCIs). To tackle economic, social and environmental challenges, the innovation is needed, not only technological innovation but also cultural-creative and social innovation, process strategic innovation.

The main objective of CREADIS3 is to align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development in European regions. It is declined in 2 priority themes:

- Improving institutional governance,
- Boosting CCIs contribution to regional development.

The project supports the setting up of Creative District, defined as an ecosystem that generates collaboration across public authorities and industrial stakeholders in order to foster the development of culture and creative industries, as well as innovation according to its Smart Specialization Strategy.

CREADIS3 gathers six European partners, sharing good practices and lessons learnt from their local experiences:

- The Regional Government of the Basque Country
- The Regional Council of Central Finland
- The Emilia-Romagna Region
- The Public Service of Wallonia
- The Ministry of Culture of the Slovak Republic
- The Region of Western Greece

The project started in January 2017 and will end at the end of 2021, with a total budget of 1,462,700 Euros. As first core activities, each partner has mapped their own CCIs ecosystem and shared good practices and experiences with other partners. Phase 1 of the project is near the end (December 2019), in this period each partner is defining the Action Plan that will be implemented from January 2020 (Phase 2).

The outputs will support the establishment of sustainable Smart Specialisation Creative Districts with the following characteristics:

- Better governance models aligning territorial public policy agendas to offer tailored support to CCIs
- Increased synergies between culture and economic development policy instruments
- Better policy measures to integrate CCIs in the local innovation ecosystems
- Increased partners' attractiveness for creative talents and enterprises
- Increased cross-collaboration and cross-fertilisation initiatives between CCIs and other sectors of economy, education and research to drive innovation
- Better policies to support internationalisation of local creative SMEs
- Reinforced role for CCIs in ESIF and RIS3.

Through the CREADIS3 project, Emilia-Romagna Region aims at improving its institutional governance in terms of cultural and creative policies. By putting a range of strategies into action, in cooperation with many regional stakeholders such as ART-ER, Municipality of Bologna, CLUSTER CREATE and other public and private sector bodies, Emilia-Romagna intends to support the region's businesses and creative potential.

The Region, with the Basque Country, is part of the RICC *Regional Initiative for culture and creativity network*: the EU platform driven by European Regional offices working in close cooperation with decision makers and experts from their Regions to advocate on cultural and creative policies, to work a common project, to define strategies and innovation under S3 guidance.

Thanks to the CREADIS3 project, Emilia-Romagna Region, sharing with other partners best practice, experiences, policies, solutions to the same problems, tools, has the purpose to support Creative District and Cultural Creative Industries, to facilitate the technology transfer and innovation, to reinforce a multilevel administrative collaboration, to stimulate public-private projects, to strengthen the business dimension and internationalization.

B. ELEMENTS OF CONTEXT: CCIs in Emilia-Romagna and the Cultural and Creative Ecosystem

In its regional S3 Strategy (2014-2020), Emilia-Romagna has included the CCIs among the drivers of development for competitive strengthening and employment growth of the regional economic system (other sector: Agrifood, Building and Construction, Mechatronics and Motoristics, Energy and Sustainable Development, Service Innovation, Life Sciences and Wellbeing). CCIs are considered as emerging clusters with a high innovative potential and employment for the future (Priority B of regional S3).

CCIs represent one of the fields in which to invest for generating new industries and new employment opportunities, especially for young and cultural people. Emilia-Romagna works for combining cultural, technology and management capabilities, by reinforcing the business dimension and connecting CCIs to other industries and sectors.

To this end, the Clust-ER CREATE (the Cultural and Creative Cluster of the Emilia-Romagna Region) has been set up, which promotes a more efficient dialogue and more integration among research labs, innovation centers and SMEs, in the cultural and creative sector. The Clust-ER CREATE has identified five value chains: Fashion, CultTech (Digital Culture Technology), Advanced Design & Digital Craft Technologies, Multimodel (Multimedia e New Business Models), Tourism and Urban Regeneration. For every value chain, a program has been created which sets out a strategic overview and objectives to strengthen the position of local industries in the global market.

The cultural and creative ecosystem in Emilia-Romagna is very extensive. The region has a significant artistic and architectural heritage with a wide network of museums, libraries, theatres, cultural associations, hubs, co-working spaces, fablabs, startups, etc. Furthermore, Emilia-Romagna is noted for its contributions to artisan crafts, fashion, furniture, gastronomy, tourism and the “high-tech” and “high-end” sectors (the latter characterised by a strong creative element in terms of products and manufacturing processes, for example Giorgio Armani, Max Mara, Marina Rinaldi, and in the automobile sector car manufactures known all over the world, such as Ferrari, Ducati, Lamborghini and Maserati). Emilia-Romagna is a region characterized by many festivals, events, exhibitions, cultural events, and by innovative spaces and creative contamination such as start-up, innovation centers, mak-er network, technopoles, incubators for new high-tech companies, hubs for creative companies.

Stakeholders selected by Emilia-Romagna Region, involved in CREADIS₃ project, are among the “key players” of the regional CCI ecosystem. IncrediBOL (promoted and coordinated by the Municipality of Bologna and supported by the Emilia-Romagna Regional Government) is focused on supporting small creative cultural realities and individual professionals; ART-ER (formed by ASTER - Consortium for innovation and technology transfer of Emilia-Romagna - and ERVET - Joint Stock Company of the Emilia-Romagna Region) coordinates the High Technology Network, the Technopoles, the Business Incubators, the Clust-ERs, the Startups and it takes part in European projects (Chebec, RegionArts,..), promotes internationalization projects (Emilia-Romagna in Silicon Valley), manages Emilia-RomagnaStartUp platform, and activities such as KICK-ER crowdfunding, FinancER Market Place of finance, StartCup Emilia-Romagna, fairs in Italy and abroad; CLUST-ER CREATE develops joint and system projects gathering CCI companies, research, training and innovation organizations.

2. SITE VISITS AND STUDY TIMES

A. INTRODUCTION

The sixth, and last, Study Visit of the CREADIS₃ project took place in Bologna from June 26 afternoon to June 28 (2019), hosted by Emilia-Romagna Region.

In the framework of the **CREADIS₃ thematic axis** "Improving Institutional Governance" and the specific **sub-theme** "Support International Territorial Attractiveness to Increase Investment in the Creative Potential of the region and Retain Talents/Creative Entrepreneurs", the 6th CREADIS₃ STUDY VISIT in Emilia-Romagna focused on the **topic "CREATIVITY AND INDUSTRY"**: how cultural and creative industries contribute to the competitiveness of the whole ecosystem, including manufacturing firms and clusters.

Specifically, the Study Visit has been characterized by:

- Presentation of the good practices of Emilia-Romagna (*Support for the development of infrastructures for the competitiveness of the territory* - Activity 5.1- Regional Programme for Productive Activities (2012-2015); IncrediBOL; Emilia-RomagnaStartup/Creative; Clust-ER CREATE);
- Presentation of the regional CCI innovative ecosystem;
- Participation of the main players of the creative ecosystem namely the "intermediary structures" that collaborate with the regional administration favoring a multilevel governance: ART-ER, IncrediBOL, CLUSTER-CREATE;
- Presentation of three HUBs, born as startups beneficiaries of Activity 5.1 (DAISY, HUB MODENA NORD; URBAN HUB PIACENZA);
- Visit to small cultural-creative activities. Emilia-Romagna is characterized by a plot of small realities that combine artisan skills, local culture, creativity and new technologies (Apparati Effimeri, Playwood, Les Libellules, Otago, Inuit).
- Visit in three big cultural creative industries. Three examples a large scale of the combination "Creativity and Industry" (EON, Carpigiani, Fico Eataly World). These visits had taken place on third day of the Study Visit, dedicated to the topic "how cultural and creative industries contribute to the competitiveness of the whole ecosystem, including manufacturing firms and clusters". Companies with large-scale businesses that have international appeal and have detained creative talent.

The Study Visit took place in Bologna during the "Cinema Ritrovato" Week organized by Cineteca Foundation, an international Festival that lasts nine days and shows around 400 films (European, US, African, Latin American) attracting many visitors every year (<https://festival.ilcinemaritrovato.it/en/>).

ANNEX A: Agenda of the 6th Study Visit

ANNEX B: List of attendants

B. SESSIONS OF 26TH JUNE

>> 5.30 pm - 8.00 pm | at Le Serre dei Giardini Margherita Bologna

1. The CCI in the regional innovation ecosystem

The Study Visit started at 5.30 pm at Le Serre Giardini Margherita of Bologna, the metropolitan hub for innovation and for the promotion of entrepreneurial culture: a place for startups, incubation, co-working spaces, exhibitions, training, events and meetings and services (<https://leserre.kilowatt.bo.it/en/>).

After a brief presentation by Fondazione Golinelli and Kilowatt (hosting us for the 1st day of the Study Visit), **Silvano Bertini**, Head of the Unit **Research, Innovation, Energy and Sustainable Economy-Emilia-Romagna Regional Government**, presented the creative cultural ecosystem of the Emilia-Romagna Region and the priorities of the Smart Specialization Strategy:

- Food (parmesan, preserves, pasta, wine, meat, ...);
- Build (ceramics, construction, components);
- Mechatronics/engineering (luxury and sport automotive, industrial engineering, robotics, agricultural machines, ...);
- Health & Wellness (bio and electromedical, orthopedic, ...)
- Cultural and Creative Industries.

An emerging specialization in Emilia-Romagna is supercomputing big data sector: the region is characterized by a network composed of High-Technology Centers, Research laboratories, S3 Spaces (managed by Art-ER).

The CCIs included among the priorities of the S3 affect traditional sectors (culture, gastronomy, fashion, ...) and emerging sectors such as digital media, creative services, design.

The Region invests in the CCIs for:

- Promoting new approaches to innovation
- Developing new businesses and new business concepts Keeping and attracting talents
- Urban revitalization and modernization
- Revitalization of traditional industries
- Cultural heritage sustainability.



2. The Clust-ER CREATE

Massimo Garuti, cluster manager, presented the **Clust-ER Create**, the Cultural and Creative Cluster of the Emilia-Romagna Region. It gathered a community of public and private bodies (research centers, businesses, training bodies, public entities) that share ideas, skills, tools, and resources to support the competitiveness of the Emilia-Romagna system.

In June 2017, the founders were 25 realities, today there are 69 entities including research centers, laboratories, CCI companies, education centers, other public and private bodies.

Joining the Clust-ER means contributing to strengthening the region's research and innovation system encouraging a more effective interaction between laboratories and businesses through: developing joint projects within the context of collaborative research; implementing system actions aimed at encouraging the sharing of resources and infrastructure between research systems and businesses; sharing equipment and infrastructure, the development of joint labs, as well as pilot and demonstrative installations; promoting shared actions for the valorization of research results and transfer of knowledge; promoting higher education actions.

The Value-Chain of the CCI were illustrated:

- CultTech (technology for Cultural Heritage): Conservation-restoration, Usability-accessibility; Museums and archives management. Addict (advance design): Made in Italy, Customization and shelf innovation.
- Fashion: value chain and shopping experience, new materials and functionalization, warehouse-Archive-Museum.
- Multimedia: Immersive reality, Educational and training inclusion.
- Tourism and Urban Reactivation: multi-channel platforms and open data for promotion of Tourism / Urban reactivation and "co-generation" (collaborative culture and participatory approach).

The strategic objectives were also illustrated: Digital and physical (touch points), Partnership chain (micro-companies), Scalability (reproducibility and repeatability), Brand and OpenSource, Pre-Commercial Procurement, Digital transformation, Product/service/process innovation and new business models.



3. Good Practice “Support for the development of infrastructures for the competitiveness of the territory”

Barbara Busi, manager of **ART-ER** (ex Aster), has explained the CREADIS3 good practice *Support for the development of infrastructure for the competitiveness of the territory* – (Activity 5.1 of the Regional Programme for Productive Activities 2012-2015) and the innovation ecosystem in Emilia-Romagna.

The specific objective of the call is to support projects of innovative and creative companies with programs and services dedicated: incubators for new high-tech companies, “hubs” for creative companies, poles for innovative tertiary activities, innovative CCI firms. Since 2013 there have been 3 calls, 23 projects (12 billion euros funded by the Region).

Thanks to this good practice, the Region facilitates innovation in production, development of new clusters and high-tech manufacturing sectors, relationships between startups with research laboratories and international research organizations, international openness.

Furthermore, the MAK-ER Network was presented: the first digital fabrication networking in Italy. The MAK-ER network, thanks to the support of ART-ER, systematized the best energies and aspirations of the Emilia-Romagna region, combining the organizational flexibility of individual members together with a critical mass able to make them identifiable, believable towards the production environment and able to participate in large-scale strategic projects. The MAK-ER network is composed by co-planning and prototyping laboratories, technopoles, incubators, research laboratories, hybrid spaces (informal, non-conventional training) where the community activates processes of contamination, research, inclusion and innovation social through new technologies.



4. Three projects: DAISY, HUB MODENA NORD, URBAN HUB PIACENZA

Finally, there was the presentation of three projects supported by the Activity 5.1 (good practice “Support for the development of infrastructures for the competitiveness of the territory”).

Sara Monesi (Startup Area’s Manager in ART-ER) presented **DAISY**, a project for the regeneration of the Giardini Margherita through a public-private partnership (Emilia-Romagna Region, Bologna Municipality, ART-ER, Fondazione Golinelli and Kilowatt cultural association).

The total cost of the project was approximately one million euros, 50 % financed by a regional contribution, for about 290 thousand euros by the Municipality of Bologna, 110 thousand euros will be invested by the Marino Golinelli Foundation and another 100 thousand by the Kilowatt association.

DAISY has been driven by following objectives: create a support for new ideas and businesses in Bologna, foster the culture of creative and innovative enterprises, test and implement a set of structured and permanent services, develop synergies among people, companies and startups through networking and co-working, increase open innovation mechanisms.

The activities carried out by each partner of the project:

- Golinelli Foundation: Science Lab for children 6-10 years old on STEM; the business garden - entrepreneurship lab; Reactor - entrepreneurship-lab for PhDs and researchers; Teachers training on entrepreneurship and innovation.
- Kilowatt: Vetro - Natural eating; Kworking - coworking space; the educational service Kw Baby; the summer festival Kw Summer; the gARTen community managing the vegetable garden; the ethical purchasing group (GAS); Lion Cage, a space for events.
- AST-ER (now ART-ER): Infodesk - first support service for teams and startups; acceleration program for teams and startups; workshops & events on startup and innovation matter; open innovation meetings.
- Sole Nova 24 ore: Storytelling.

The DAISY executive project lasted 2 years: restructuring of internal and external spaces, purchase of technical equipments, design of support services, organization, animation and development, launch and promotion.

Specifically, “LE Serre di ART-ER” is an acceleration program (training on entrepreneurship topics, access to the ART-ER Mentorboard, consultancies carried out by consultants in residence, business development, business contacts with the regional innovation ecosystem, networking events, involvement in international activities, fund raising and IPR, crowdfunding) of start-up selected each year by public tender.

Then, **Valentina Matli** presented **Hub Modena R-Nord**, an urban regeneration project that started thanks to the Activity 5.1. The objectives were: the regeneration of the “R- Nord” building, to install new business (private and public), to promote educational, cultural, training and socializing programs, to give priority to digital, creativity and innovation projects.

The HUB has launched a technological social innovation program thanks to:

- R-Nord Startup Incubator: aims to support the creation and the development of startups, new businesses projects in digital and creativity sector (with an industrial focus).
- Makers Modena Fab Lab: aims to disseminate and share technical competence and innovation expertise and to promote collaboration between startup and enterprises.
- Junto Tech co-working Space: aims to connect and provide opportunities between startup, developer, makers, students and enterprises.

At the end, a third project funded by the Activity 5.1 and member of the MAK-ER Network, **Urban Hub Piacenza** has been presented by **Andrea D’Amico**.

The Hub deals with several areas:

- Maker Lab (3D Scanner, 3D Modeling, 3D Printing, Laser cut)
- Video (Digital Signage, Mapping, 3 D virtual reality)
- Robotic & IoT (Arduino, Raspberry Pi)
- Augmented reality (Epson Moverio, structure sensor 3D)
- Drone (Design & Custom production)
- Music (Ableton, Cubase, 2.0 Musical Instruments).

Activities carried out by Urban Hub Piacenza: Advisory Services to SME (4.0 Technologies Testing, Rapid Prototyping up to 50cm, 2 m, courses and skill development for 4.0 technologies); Advisory Services to school and University (4.0 Technologies Lab, partnership projects with schools and companies); Advisory Services to Start-up (Info Desk for Startup, Co-working Services, Acceleration program and Mentorship); Hackathon & Events on Innovation topics.



The first day of Study Visit concluded with a networking aperitif at "Serra dell'Orto".



C.SESSIONS OF 27TH JUNE

>> 9.30 am - 8.00 pm | at Accademia Belle Arti Bologna - Tour in the center of Bologna among some beneficiaries of IncrediBOL - Fondazione Innovazione Urbana Bologna

The second day of the study visit began at the Academy of Fine Arts in Bologna with the Rector's greeting and a brief presentation on creative courses by Carlo Branzaglia, Professor of the Department of Design and Applied Arts.



1. Good Practice IncrediBOL

From 9.30 am to 11 am the Emilia-Romagna's stakeholders worked on the specific sub-theme "Support International Territorial Attractiveness to Increase Investment in the Creative Potential of the region and Retain Talents/Creative Entrepreneurs". In relation to this topic, two good practices were presented, IncrediBOL e EmiliaRomagnaStartup/Creative, 3 regional startups (Apparati Effimeri, Playwood, Mapendo) and Bologna Design Week, the international event dedicated to the promotion of design culture in Emilia-Romagna.

Silvia Porretta, working at the Municipality of Bologna, illustrated the good practice **IncrediBOL** (Bologna's Creative Innovation), the CCI project promoted by the Municipality of Bologna since 2010 (co-financed by the Emilia-Romagna Region since 2013). The aim is to support the creative and innovative professions and companies during their STARTUP phase, offering them a combination of tailor-made opportunities through multilevel governance and holistic approach. IncrediBOL is a call for innovative business projects in the Cultural and Creative Sector developed with a long-term vision and a sustainable economic approach. The winners get a specific tool kit to support their project:

- GRANTS (small amounts of money to start their business, not more than 10.000 € each)
- SPACES (rent-free spaces property of the Municipality of Bologna, consequently this action enable the regeneration of spaces and areas)
- EDUCATIONAL AND TRAINING ACTIVITIES (offered by partners for free: educational and Training Institutions, Business, Legal and Financial Consultants)
- FRONT OFFICE (to support businesses who need technical advice)
- PROMOTION (press office, dissemination, attendance at fairs, events, etc)
- TAILOR-MADE SUPPORT (project and network management, for match-making, tailor-made support plan, specific needs, etc)
- INCLUSION IN THE NETWORK (connection with about 30 public and private Partners, participation to free workshop and B2B meetings concerned with CCI'S Sector, participation in competitions and international events as representatives of the city)
- FEEDBACK AND EVALUATION.

IncrediBOL's next edition (September 2019) focuses on the internationalization of the CCI companies to stimulate penetration into new international markets, to develop new projects, products and services for the extra regional and foreign markets. For this new challenge, IncrediBOL has organized some courses for the beneficiaries: course for the development of business plans aimed at penetrating foreign markets; business English for internationalization; optimize sales through e-commerce.

2. Good Practice EmiliaRomagnaStartup/Creative

Sara Bonora, working at the Municipality of Bologna, illustrated another good practice, **Emilia-Romagna Startup/Creative**, the platform for creative and innovative companies.

The platform supplies a geo-localized mapping on the CCIs of the territory and a section "Calls", "News", "Events". Here you can find opportunities, tenders, workshops, events, conferences, competitions, and services such as HelpDesk for intellectual property, Helpdesk of the labor consultant, Guidance Help Desk. In this platform, the information is so to speak "Translated", not only from English to Italian but also from a bureaucratic to a simpler one.



3. Three regional startups (Apparati Effimeri, Playwood, Mapendo) and Bologna Design Week

Three CCI start up showed their work.

- **Apparati Effimeri** (Federico Bigi) is a design studio “Immersive Environment & Visual Design”, which uses tools such as video (video mapping on architectures for example), sound design, virtual reality, scenic installations, creative effects to communicate content in an emotional and multi-sensory way offering to visitor an immersive experience.
- **Playwood** (Giovanni Silvanini) is a wooden furniture manufacturing company, which uses a particular assembly technique without drilling the material. The pieces can take a different combination by creating different models (the user will have in endowment design projects realized by Playwood).
- **Mapendo** (Lorenzo Viscanti) analyzes customer activities on smartphones and with the information obtained optimizes the advertising of client companies on these devices. The startup, active for 24 months and supported by IAG Italian Angels for Growth and Barcamper Ventures, has a turnover of over 2.5 million euros and it operates almost exclusively abroad (about 100 countries) with English, Germans, Americans and Latin Americans e-commerce operators.

Elena Vai presented the **Bologna Design Week**, an international manifestation dedicated to the promotion of Design culture in the Emilia-Romagna. During this week, the “design” invades Bologna with more than 200 events and temporary exhibitions, involving brands, professionals, investors, sponsors. BDW is an integrated communication project that intends to tell and promote the creativity and design of companies, retail, art galleries, designers and architects of the Emilia-Romagna region.



At 11 am the participants made a coffee break talking during an informal moment.



4. Workshop Wester Greece

From 11.30 am to around 1.00 pm, the co-hosting partner Western Greece held the workshop on the subject "The Digital Cultural Heritage as a leverage for the CCI development and internationalisation". It was led by Andreas Tsipras (Cultural Manager & Co-founder of Mosaic//Culture & Creativity - stakeholder), Spyros Papaspirou (Directory of Development Planning / Region of Western Greece), Marisofi Mavroulia (Regional Development Fund / Region of Western Greece).

Specifically, Western Greece Partner has chosen to argue the "Digital cultural heritage" for the following reasons:

- Because generally offers a strong link with CCI sector, helps to protect and promote cultural heritage, enhances the attractiveness of a region, creates new jobs and businesses.
- Because in Greece, specifically in Patras, the two most active universities, The University of Patras and the Hellenic Open University, have a strong technological identity and should be more close to the cultural heritage. According to the Mapping of CCIs, stakeholders claim that one of the strongest disadvantages in Western Greece is the low use of new technologies in CCI sector. Artists ask urgently for training courses in using new media and technologies.

The workshop was attended by members and stakeholders from the regions of Western Greece (coordinator), Wallonia, Emilia-Romagna, Basque Country Region and the Slovakia Republic.

After presenting the overall structure of the seminar, the coordinators asked the participants to be divided into groups according to the region of origin of each one.

The "Challenges and How Might We (HMW) Statement" method was followed, according to which each group was invited, after a relevant discussion, to describe a challenge from its region that is related to digital cultural heritage and / or the use of new media / technologies.

Each team completed a form with the actions, benefits, the challenges. The structure of the form and the answers are shown below.

Digital Cultural Heritage - Challenges and How Might we Statement

TEAM	Action you want to achieve	Subject to be influenced or affected	What you would like to ideally achieve?
	1. Action	2. Subject	3. Outcome
Basque Country	Increase the use and visibility of the digital archive of Basque Country		Content Dissemination Promote New Uses Generate New Audiences
Wallonia	Statement: very little use of new technologies in architecture heritage sites. Challenge: how to convince the responsible of the cultural heritage organizations (castles, churches, ..) that the new technologies won't affect the values of their heritage, but that they can improve the quality of the cultural experience, attract new publics, open internationally.	Training in new tech for the cultural teams, more relation between cultural and tech profiles. Partnership with private companies.	Augmented reality tour in a castle or a church Immersive Experiences In order to increase the cultural interest among the society, + larger public.
Emilia-Romagna	Make available digital and valorization solutions (gaming, storytelling, apps, interactive tools)	Synergy Communication Legitimation	Agreement with directors and between developers
Western Greece	<ul style="list-style-type: none"> - Digitalization and internationalization of Museums - Internationalization at Patras Carnival - Alternative use of cultural heritage and extraversion in other sectors and actions - Archive 	<ul style="list-style-type: none"> - Digital calls - Education and training - Hubs (virtual and physical) 	<ul style="list-style-type: none"> - Documentaries - Festivals - International festivals and design - new curriculum for education - Cross fertilization - Dissemination new content / new audience

TEAM	Action you want to achieve	Subject to be influenced or affected	What you would like to ideally achieve?
Slovakia	The topic is not developed in Slovakia, the first step is to raise awareness about creative cultural heritage.	<ul style="list-style-type: none"> - museums and cultural institutions - Universities and students that are specialized in the topic - Regional and local authorities 	Not only new technologies.. Generally, to find common dialogue between traditional culture content and creativity tools as well as supporting cultural institutions in creative ways to increase cultural consumption

Afterwards, the group spokesperson described the challenges that had been selected and asked to the other groups suggestions to resolve them. Thus, a dialogue on the challenges of each region was developed among the participants.

Finally, the workshop coordinators spoke briefly about the situation in Western Greece regarding the digital cultural heritage and developed the general conclusions of the workshop, which are given below.

Team challenges and discussion

Basque Country team

The challenge for the Basque Country Region was the use and the widest possible dissemination of the region's digital archive. According to the team's placement, there is a rich digital cultural archive that concerns the Region, but its existence is not widely known, so it does not perform its role and does not create a new audience for history and culture issues of the region.

According to the discussion that followed, this challenge is familiar to most regions. The following discussion showed that:

- Local and public authorities in the region are considered to be primarily responsible for not using the digital file
- There is a need to enable citizens who are already aware of this issue, as well as those involved in history and culture, to use the digital archives and to develop initiatives for its better empowerment.
- The digital archive, which is already linked with Europeana, should be accessible in many ways to citizens for commercial or non-commercial use after clarifying all the intellectual property issues that accompany it.

Wallonia team

The key challenge for the Walloon Region group is the minimal use of new technologies on architectural heritage, as well as how to convince the responsible bodies (church, archives of antiquities, etc.) that the use of digital media instead of distorting the essence of the cultural heritage they manage, will broaden cultural experience and attract new audiences.

The discussion revealed that the biggest problem is the difficulty of traditional cultural heritage management institutions to integrate innovative actions in their operation, while similar difficulties are also encountered in the professional sectors that manage cultural heritage issues (e.g. archaeologists).

In order to solve this problem, it was proposed to train the above-mentioned actors and scientists on new technologies, to modernize the role of new technologies in the use of cultural heritage and to create conditions for their cooperation with recognized private companies or scientists from other disciplines, on the use of new technologies.

Emilia-Romagna team

The challenge for the Emilia-Romagna region is to use new technologies to exploit and enhance the cultural heritage with new methods, such as using gaming, storytelling, etc. to achieve more synergies and interactions with other CCI sectors.

The debate over this particular challenge showed that one of the possible solutions is to change the cultural heritage management model so that people from other sectors can contribute to it with new innovative ideas and suggestions.

Slovakia team

The challenge for the Slovak team was how to raise the awareness of actors and citizens about wider cultural heritage issues and how to integrate the protection and enhancement of cultural heritage as a basic concept both in the education system and in the functioning of all the structures dealing with history and culture, regardless of whether or not to use new technologies.

The debate over this particular challenge has shown that although we consider the role of new technologies to be of great importance, we must not forget that in many cases there are many gaps in the knowledge of the citizens about the cultural heritage of each site and the modern artistic production. It is therefore necessary to find ways and tools to improve the degree of assimilation of cultural products and services by citizens.

Western Greece team

Closing of the workshop, the representatives of the Region of Western Greece suggested that their challenge is the exploitation of the enormous cultural content in the museums of the region, as well as the large archive from "Patras Carnival», which is considered to be the top cultural event of the region. The digitization of the museums' content and the carnival's archive, the production of new cultural products and the implementation of innovative actions (documentaries, international broadcasting productions, modern educational tools, operation of creative hubs, etc.) will stimulate the international character of the region's cultural heritage. clearer added value.

Conclusions

The general conclusions that emerged from the workshop are summarized in three axes:

- The use of new technologies to protect and enhance the cultural heritage is necessary for all regions and is only feasible through the co-operation of heritage management authorities with private and social stakeholders in the CCI sector.
- Educational actions at all educational levels and actions to raise citizens' awareness of cultural heritage are essential so that any initiative on cultural heritage can find the most possible allies.
- Although in recent years we have been stepping up the emphasis on the role of new technologies, the priority remains to strengthen the knowledge of each region's inhabitants, visitors and tourists about local history and culture.



After the workshop, there was the lunch at Scuderia Future Food Urban Coolab.



5. Tour / meetings beneficiaries of IncrediBOL (the small CCI of the region)

After lunch, all participants took a short tour in the center of Bologna, meeting some IncrediBOL beneficiaries.

1. **Les Libellules**, stylistic lab, handcraft tailor workshop, show-room (leslibellules.it/ | winners IncrediBOL 2° edition 2012 + winners of the internationalization call).
2. **Otago**, literary agency (www.otago.it | winners IncrediBOL startup 1° edition 2010 + winners of the internationalization call + space)
3. **Inuit**, Risograph Lab, Bookshop, Small Publisher (www.inuitbookshop.com | winners IncrediBOL startup 3° edition 2013 + winners of the internationalization call + space).

When the tour ended, the group moved to the Urban Innovation Foundation. Here CREADIS3 members gathered for the project meeting while the stakeholders participated in B2B workshops.



6. Networking Session for stakeholders

The stakeholder's workshop, led by Silvia Porretta (Municipality of Bologna), focused on the internationalization of the CCIIs and was based on the B2B Speed Dating methodology.

Structure of the workshop: foreign stakeholders were divided by nationality, therefore there were 5 work tables at different points in the room. They remained stationary while the interlocutors changed, the latter, representatives of 4 startups and 1 training institution (Demetra), changed every 10 minutes.

The startups that have participated in the Speed Dating were selected from the Chebec internationalization project (chebec.interreg-med.eu | Chebec is an Interreg MED project which aims to foster the internationalisation process of CCIIs located in the Mediterranean area).

Below, the startups presented to each work group for ten minutes:

- Arthea Eventi (www.artheaeventi.it), creative cultural company in events and communication sector. In particular, they carry out ad hoc cultural and artistic events for companies, planning marketing engagement actions helping companies to communicate effectively and creatively.
- ARTernative (www.arternative.it), startup that spreads art in an engaging and innovative way, through gamification, storytelling and mobile technology.
- Orchestra Senza Spine (<http://www.senzaspine.com>), an association that today has over 450 classical musicians under 35. Since 2015, thanks to the Incredibol call, it has an official seat where concerts and training courses are organized.
- Teatro Ebasko (teatroebasko.com/produzioni/progetti/englisth), theatrical research group that through the experimentation of different artistic languages investigating the functionality of the body connecting music and theater.

The second day of the Study Visit ends with a networking dinner at Giampi and Ciccio Restaurant.

D. SESSIONS OF 28TH JUNE

Visits at EON REALITY, CARPIGIANI GELATO MUSEUM, FICO EATALY WORLD

>> 9.00 am - 16.30 pm | at EON Casalecchio di Reno - Carpigiani Gelato Museum Anzola dell'Emilia
- FICO Eataly World Bologna

The third day of the Study Visit was dedicated to visits, whose main theme has been "Creativity and Industry": how the creative industries contribute to the competitiveness of the regional ecosystem.

The first visit was at EON - Augmented and Virtual Reality Center (<https://www.eonreality.com/locations/bologna-it/>), a Californian company, world leader in software's and digital platforms' development that opened in Casalecchio di Reno (Bologna) its own interactive digital center (Cdi) and the Virtual Reality Innovation Academy (Vria) for the development of content and applications related to augmented virtual reality. Here, two professionals explained the products and applications to the participants. Virtual reality and augmented reality, interactive 3D, Software, pilot plants, multi-platforms, VR simulator, find application in many sectors such as Aerospace, Defense & Security, Education, Energy, Health & Medical, Manufacturing & Industrial. After the presentation, the participants had a chance to test virtual reality machines, followed by EON professionals.

The second visit was at Carpigiani Gelato Museum, in Anzola Emilia (Bologna) (<https://www.gelatomuseum.com/en/home>), the only Ice-Cream Museum that tells in an interactive way the story, the machines and ways of eating ice cream. Here, all the participants enjoyed the ice cream.

During the tour in the museum, the guide explained the evolution of the ice cream and the history of the machines and tools produced by the Carpigiani family.

The third visit was at FICO Eataly World (Bologna) (<https://www.eatalyworld.it/en/>), the largest theme park in the world dedicated to the agri-food sector and gastronomy.

The park covers an area of ten hectares and includes shops, restaurants, 150 companies, an educational farm, farming and breeding activities, educational attractions and multimedia spaces. After lunch at one of the FICO restaurants, the participants took part in a guided tour.

The guide illustrated the history of the park, the quality and the production processes of some DOP products of Emilia-Romagna (Parma ham, Parmesan cheese, balsamic vinegar of Modena).

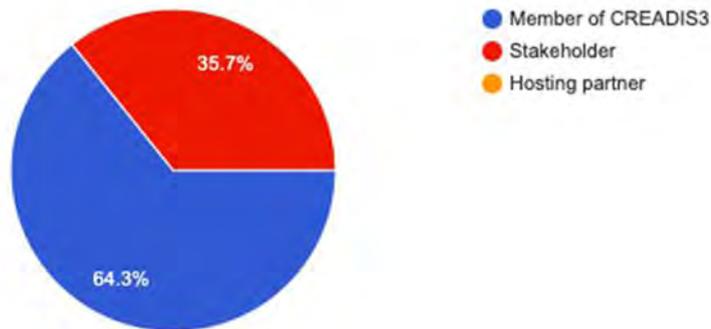




3. CONCLUSIONS AND LESSONS LEARNED

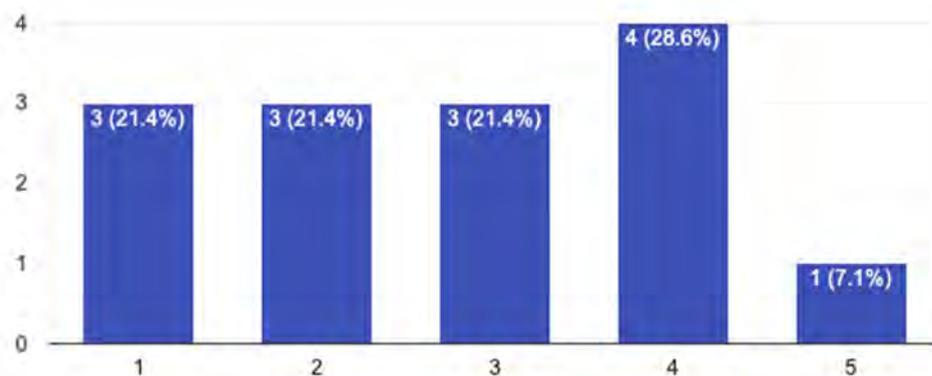
A. OVERALL EVALUATION

To evaluate the study visit’s perception of the participants, a survey was submitted to them. Only 14 answers received, a low rate of responsive probably due to holiday season.



The participants were classified in three different groups, being **the group of members of CREADIS 3, the one with more responses**, as illustrated in the diagram above.

The visit was rated **perfect or very good** (grades 1 or 2) by **45%** of respondents and 35% of the respondents thought it could be improved (grades 4 or 5).



Members attributed positive adjectives to this study visit, such as: inspirations, interesting or enlightening. The majority of participants **agreed to say the visit was instructive (79%) and useful (64%)**.

Some of the common feedback from participants are:

- Interesting visits and presentations which allow comparisons and benchmark
- Most of the spaces and projects showed were original and much related with the topic.

B. EVALUATION ON ACTIVITIES SCHEDULE AND CONTENT

The global evaluation of the organization of the event is very positive, most participants think schedule, contents, dynamization was good, and that the site visits were worth it. Nevertheless, some of the assistants considered that the interaction between stakeholders and CREADIS members and that workshop were not such a useful tool.

At the same time, a few areas of improvement on scheduling were suggested such as:

- To define better in advance the themes of the Study Visit (the workshops were not really in line with what it was written in the agenda and some were not interactive)
- In order to improve the networking and synergies with stakeholders a presentation at the beginning would have been useful.

Evaluation of each of the activity in the Study Visit was asked with and most of the activities had a positive feedback

The most valued activities as more than 90% of partners considering them good and useful were:

- Welcome to Le Serre dei Giardini Margherita (Fondazione Golinelli & Kilowatt)
- Clust-ER CREATE presentation
- Presentation of project Hub Modena Nord
- Presentation of project Urban Hub Piacenza
- Presentation of good practice IncrediBOL!
- Action Plan workshop and steering committee

The activities where more than half of the members considered either there was lack of transferability tips, technical content or were not appropriate for CREADIS₃ project were:

- Workshop by Western Greece: "The Digital Cultural Heritage as a leverage for the CCI development and internationalisation"
- Networking session for stakeholders

With the aim of improving the contents for upcoming study visits, participants were asked to provide suggestions. These are the main suggestions gathered:

- Better explanation of the INCREDIBOL project in order to understand how the project works (who, what, how)
- Less presentations but speakers that take the time to explain slowly and simply
- More interaction in the presentations and in the stakeholders meeting.

C. MAIN LESSONS LEARNT AND TRANSFERABILITY

Good connections were done or reinforced in this 6th Study visit due to the fact that **71,4% of the respondents thought they will stay in contact with other SV participants.**

When asked about the added value of the visit for their organization, respondents underlined the following items:

- The EON (Augmented and Virtual Reality Center) occasion
- The whole innovation ecosystem linking innovation with creativity and to include CCIs and creative actors within the "traditional" RDI ecosystem
- Different perspectives of supporting innovation and business
- Networking with other stakeholders and CREADIS₃ members

If we pay attention to potential transferability of the activities and concepts shared in the visit, the ones who were the most likely transferred in assistant's territories are:

- The presentations of the innovation ecosystem and the innovation hubs because other regions such as Wallonia are taking actions quite similar.
- Incredibol project in order to compare or inspire other similar calls such as "Boost-up ICC" call in Wallonia.
- The EON centre (connections possible with our Numediart Institute and the Click Living Lab that also work AR and VR)
- Different models of Clust-er`s and associations, start-up policies
- Presentation of 3 regional start-ups (Apparati Effimeri, Playwood, Mapendo)
- The know-how of Incredibol! and Urban Hub, as inspiring and guiding good practices for regions with lack of this kind of experiences.

4. APPENDIX

A. AGENDA OF THE STUDY VISIT

B. LIST OF ATTENDANTS

C. TEMPLATE OF THE EVALUATION QUESTIONNAIRE

CREATIVITY & INDUSTRY

CREADIS3 | 6TH STUDY VISIT IN EMILIA-ROMAGNA

26·27·28 JUNE | 2019 | BOLOGNA



6th STUDY VISIT

EMILIA-ROMAGNA

REGION

Where We are

Emilia-Romagna is a region located in the north-eastern part of Italy. It has 9 provinces (Piacenza, Parma, Reggio-Emilia, Modena, Bologna, Forlì-Cesena, Ravenna, Ferrara, Rimini) and a good strategic position thanks to an efficient infrastructure system that connects it with central Europe and with northern and southern Italy.

Bologna (capital of Emilia-Romagna) hosts the oldest University of Europe, the University of Bologna, founded in 1088. With 3 other universities in Modena and Reggio Emilia, Parma, Ferrara and with the presence of the Polytechnic in Piacenza of the Catholic University (both Milanese), the region offers a wide range of academic courses, from art to humanistic to scientific subjects.



Background Information

The cultural and creative ecosystem in Emilia-Romagna is very extensive. The region has a significant artistic and architectural heritage with a wide network of museums, libraries, theatres, cultural associations, hubs, co-working spaces, fablabs, startups, etc. Furthermore, Emilia-Romagna is noted for its contributions to artisan crafts, fashion, furniture, gastronomy, tourism and the “high-tech” and “high-end” sectors (the latter characterised by a strong creative element in terms of products and manufacturing processes, for example Giorgio Armani, Max Mara, Marina Rinaldi, and in the automobile sector car manufactures known all over the world, such as Ferrari, Ducati, Lamborghini and Maserati).

With the definition of the Regional S3 strategy, in 2013-2014, CCI was included among regional S3 sectors. A specific working group on CCI was set up, with businesses, innovators and experts to define a strategy to develop the sector, launching new policies and supporting actions.

In the framework of the regional S3, CCIs are considered as emerging clusters with a high innovative future potential (Priority B of regional S3). CCIs represent one of the fields in which to invest in order to generate

new industries and new employment opportunities, especially for the young and those in the cultural field. Emilia-Romagna works to combine cultural, technology and management capabilities, by reinforcing the business dimension and connecting CCIs to other industries and with tourism.

To this end, the regional Clust-ER CREATE has been set up, as one of the 7 associations, the so called “S3 Clust-ERs (<https://www.retealtatecologia.it/en/clust-er>).

The Clust-ER CREATE (<https://create.clust-er.it/en/>) promotes a more efficient dialogue and greater integration among research labs, innovation centers and SMEs, in the CCI field.

The Clust-ER CREATE for the cultural and creative Industries has identified five value chains: Fashion, CultTech (Digital Culture Technology), Advanced Design & Digital Craft Technologies, Multimodel (Multimedia e New Business Models), Tourism and Urban Regeneration. For every value chain, a program has been created which sets out a strategic overview and objectives to strengthen the position of local industries on the global market.

The 6th CREADIS3 STUDY VISIT

Through the **CREADIS3 project**, Emilia-Romagna Region aims at improving its institutional governance in terms of cultural and creative policies. By putting a range of strategies into action in cooperation with many regional stakeholders such as ART-ER, Municipality of Bologna, CLUST-ER CREATE and other public and private sector bodies (across multilevel governance), Emilia-Romagna intends to support the region’s businesses and creative potential.

In the framework of the **CREADIS3 thematic axis** “*Improving Institutional Governance*” and the specific **sub-theme** “*Support International Territorial Attractiveness to Increase Investment in the Creative Potential of the region and Retain Talents/Creative Entrepreneurs*”, the **6th CREADIS3 STUDY VISIT** in Emilia-Romagna will focus on the topic

“CREATIVITY AND INDUSTRY”: how cultural and creative industries contribute to the competitiveness of the whole ecosystem, including manufacturing firms and clusters.

DAY 1 | 26 JUNE 2019

Le Serre dei Giardini Margherita (Via Castiglione 134, Bologna)

The 6th Study Visit will start in the heart of **Giardini Margherita**, at **Le Serre**, the metropolitan hub for innovation and for the promotion of entrepreneurial culture: a place for startups, incubation, co-working spaces, exhibitions, training, events and meetings and services (<https://leserre.kilowatt.bo.it/en/>).

The Study Visit will open with a presentation on the region’s CCI ecosystem, followed by a second on **Clust-ER CREATE**: the Creative and Cultural Cluster of Emilia-Romagna Region.



A third presentation will outline the **good practice “Support for the development of in-frastructures for the competitiveness of the territory”**, a call for tender which supports startups with a focus on CCI.

3 projects will be presented:

- DAISY, a project for the regeneration of the Giardini Margherita through a public-private partnership (Emilia-Romagna Region, Bologna Municipality, ART-ER, Fondazione Golinelli and Kilowatt cultural association);
- Hub Modena Nord (incubator of hi-tech startup, FabLab, a co-working space dedicated to the digital and creative sector <http://hubmodenarnord.it/>);
- Urban Hub Piacenza (Fablab, <http://www.urbanhub.piacenza.it/>).

To close drinks and networking at “**Serra dell’Orto**”.

DAY 2 | 27 JUNE 2019

The second day will begin at the **Accademia delle Belle Arti** (Via delle Belle Arti 54, Bologna) (<http://www.abap.it/ABA/>) with a presentation on “*The Tradition of Innovation*” by Professor Carlo Branzaglia, a teacher at the Department of Design and Applied Arts.

In the framework of the **CREADIS3 sub-theme “Support international territorial attractiveness to increase invest in the creative potential of the region and retain talents/creative entrepreneurs”**, Emilia-Romagna Region will lead the **workshop**

“*Support CCIs retaining creative entrepreneurs and professional talents and boosting the innovation of the region: multilevel governance and holistic approach*”, during which two **good practices** will be presented: **INCREDIBOL! - Bologna’s Creative Innovation and EmiliaRomagnaStartup/CREATIVE**.

INCREDIBOL! - Bologna’s Creative Innovation is a project to promote creative and cultural activities, by supporting the creative and innovative professions and companies, coordinated by the Municipality of Bologna and supported by the Emilia-Romagna Region, in conjunction with public and private players. (www.incredibol.net/en)

Emilia-Romagna Startup is the regional strategy to boost innovation and helps start up creation. Its main tool is a website for the provision of services: guidance, information on the existing financing opportunities, online and offline consultation, free participation at trade fairs, financing for research, networking, collaboration with companies, participation in European and internationalization projects. The specific section of **Emilia-RomagnaStartup/CREATIVE** (<http://www.emiliaromagnastartup.it/creative>) is dedicated to CCI.

3 regional startups will present their projects:

- APPARATI EFFIMERI (<https://apparatieffimeri.com/en>)
- PLAYWOOD (<https://www.playwood.it/#close>)
- MAPENDO (<https://mapendo.co/>)



Furthermore, there will be a presentation on Bologna Design Week (<https://www.bolognadesignweek.com/>), the international event dedicated to the promotion of design culture in Emilia-Romagna.

The co-hosting partner, Western Greece, will lead the **workshop “The Cultural Heritage as a leverage for the CCI development and internationalisation”**, in the framework of the **CREADIS3 subtheme “Support the internationalisation of SMEs through new business models”**.

After lunch at the **restaurant “La Scuderia”** (<http://scuderia.futurefood.network/>), there will be a short tour among some beneficiaries of the INCREDBOL! project, in the town centre of Bologna.

We will arrive at **Fondazione Innovazione Urbana (FIU)** (Piazza Maggiore 6, Bologna) (<http://www.fondazioneinnovazioneurbana.it/>).

Here, CREADIS3 members will gather for the project meeting, while the stakeholders will participate in B2B workshops.

The day will end with a networking dinner at **“Giampi e Ciccio restaurant”**, in the historic centre of Bologna.



DAY 3 | 28 JUNE 2019

The Visit

The third day of the Study Visit will be dedicated to visits, whose main theme will be **“Creativity and Industry”**: *how the creative industries contribute to the competitiveness of the regional ecosystem.*

The first visit will be at **EON - Augmented and Virtual Reality Center**, in Casalecchio di Reno (Bologna) (<https://www.eonreality.com/locations/bologna-it/>).

EON Reality is a Californian company, world leader in software’s and digital platforms’ development that opened in Casalecchio its own interactive digital center (Cdi) and the Virtual Reality Innovation Academy (Vria) for the development of content and applications related to augmented virtual reality.



The second visit will be at **Carpigiani Gelato Museum**, in Anzola Emilia (Bologna) (<https://www.gelatomuseum.com/en/home>), the only Ice-Cream museum that tells in an interactive way the story, the machines and ways of eating ice cream.

The third visit will be at **FICO Eataly World** (Bologna) (<https://www.eatalyworld.it/en/>), the largest theme park in the world dedicated to the agri-food sector and gastronomy.

The park covers an area of ten hectares and includes shops, restaurants, 150 companies, an educational farm, farming and breeding activities, educational attractions and multimedia spaces.

After lunch, at one of restaurants in FICO, we will take part in a guided tour in some of its factories.



6th STUDY VISIT in EMILIA-ROMAGNA REGION

Wednesday 26 June | 2019

1 LE SERRE DEI GIARDINI MARGHERITA

Via Castiglione 134, Bologna

17:00 | 20:00

- Registration and tour of the garden
- Welcome Remarks: FONDAZIONE GOLINELLI (*Cristina Lertora*)
- Welcome Remarks: KILOWATT (*Anna Romani*)
- Opening of the Study Visit and Introduction by Emilia-Romagna Region
“The CCI in the regional innovation ecosystem”
(*Silvano Bertini – Regione Emilia-Romagna*)
- Clust-ER CREATE: The Cultural and Creative Clust-ER of the Emilia-Romagna Region
(*Massimo Garuti*)
- Presentation of the Good Practice
“Support for the development of infrastructures for the competitiveness of the territory”
(*Barbara Busi – ART-ER*)
- Presentation of 3 projects:
DAISY Le Serre di ASTER (*Sara Monesi – ART-ER*)
HUB MODENA NORD (*Valentina Matli*)
URBAN HUB PIACENZA (*Andrea D’Amico*)

20:00

Networking Cocktail at “Serra dell’Orto”

Thursday 27 June | 2019

2 ACCADEMIA DELLE BELLE ARTI | ACADEMY OF FINE ARTS BOLOGNA

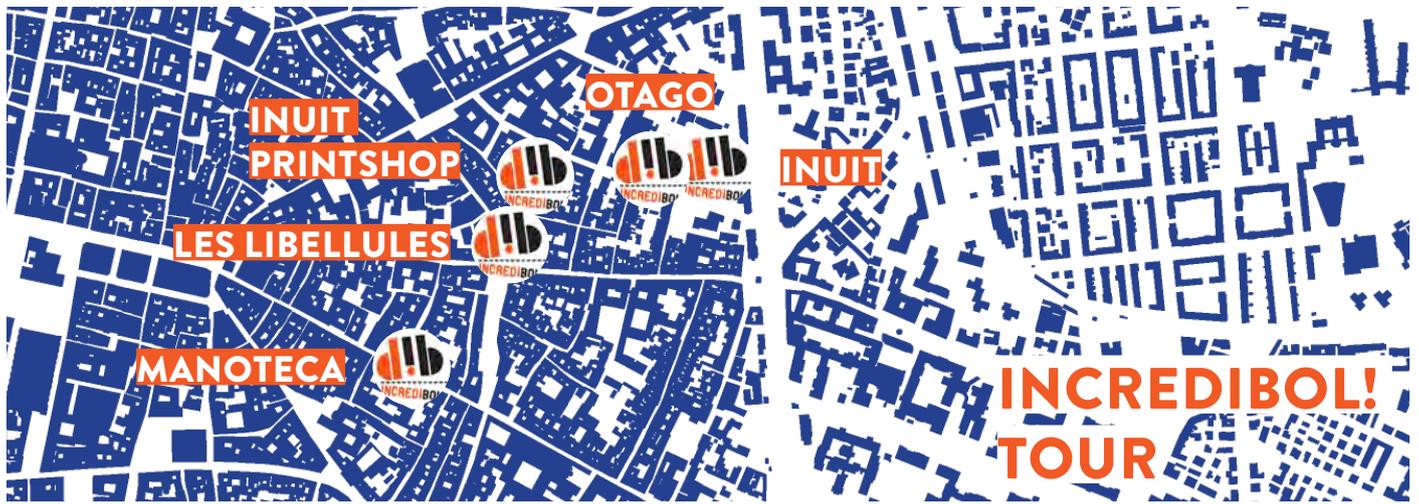
Via Belle Arti 54, Bologna

- 8:45** • Registration of Participants
- 9:00 | 9:10** • Welcome Remarks: Enrico Fornaroli - Director Academy of Fine Arts
- 9:10 | 9:30** • The tradition of innovation: Prof. Carlo Branzaglia - Academy of Fine Arts
- 9:30 | 11:00** • Workshop EMILIA-ROMAGNA REGION
“Support CCI retaining creative entrepreneurs and professional talents and boosting the innovation of the region: multilevel governance and holistic approach”
- 9:30 | 9:50** • Presentation of the Good Practice “INCREDIBOL!” and its specific internalization opportunities addressed to the CCIs of the regional territory
(Sara De Martini and Silvia Porretta – Comune di Bologna)
- 9:50 | 10:00** • Presentation of the Good Practice “EmiliaRomagnaStartup/ CREATIVE”
(Sara Bonora and Silvia Porretta – Comune di Bologna)
- 10:00 | 11:00** • Presentation of 4 regional start ups:
APPARATI EFFIMERI, PLAYWOOD, MAPENDO, BDW
- 11:00 | 11:30** • Coffee Break
- 11:30 | 13:00** • Workshop WESTERN GREECE
TOPIC: The Cultural Heritage as a leverage for the CCI development and internationalisation
SUBTHEME: Support the internationalisation of SMEs through new business models

3 SCUDERIA FUTURE FOOD URBAN COOLAB

Piazza Giuseppe Verdi 2, Bologna

- 13:00 | 14:00** • Lunch



TOUR FOR MEETINGS WITH SOME BENEFICIARIES OF INCREDBOL! PROJECTS

in Bologna center

14:00 | 16:00 (*Sara Bonora and Silvia Porretta – Comune di Bologna*)

4 COMUNE BOLOGNA (COBO) & FONDAZIONE INNOVAZIONE URBANA (FIU)

Piazza Maggiore 6, Bologna

16:00 - 16:10 • Presentation of Fondazione Innovazione Urbana (FIU) (*Stefania Paolazzi*)
Sala Verde, Comune Bologna

16:10 - 18:00 • Workshop/Networking session for stakeholders (only for stakeholders)
Cappella Farnese, Comune Bologna

16:10 - 16:30 • Video Recording Session (for CREADIS3 staff members)
Sala Verde, Fondazione Innovazione Urbana

16:30 - 18:00 • CREADIS3 Partners meeting (only for CREADIS3 staff members)
Sala Verde, Fondazione Innovazione Urbana

18:00 - 19:00 • Steering Committee meeting (only for CREADIS3 SC members)
Sala Verde, Fondazione Innovazione Urbana

5 GIAMPI E CICCIO RESTAURANT

Via Farini 31, Bologna

20:30 • Networking Dinner

Friday 28 June | 2019

6 BUS STATION

Piazza XX Settembre 6, Bologna

8:30 • Meeting point at the entrance of the bus station

9:00 | 9:10 • Transfer to Casalecchio di Reno (Bologna), by bus

7 EON REALITY

Worklife Innovation Hub, Via del Lavoro 47, Casalecchio di Reno (BO)

09:15 | 10:30 • Visit in EON (Augmented and Virtual Reality Center)

10:30 | 11:00 • Transfer to Anzola Emilia (Bologna), by bus

8 CARPIGIANI GELATO MUSEUM

Via Emilia 45, Anzola dell'Emilia (BO)

11:00 | 11:30 • Arrival at Carpigiani Gelato Museum and Ice cream Break

11:30 | 12:30 • Visit in CARPIGIANI GELATO MUSEUM

12:30 | 13:15 • Return to Bologna, by bus

9 FICO EATALY WORLD

Via Paolo Canali 8, Bologna

13:15 | 14:00 • Lunch

14:00 | 16:00 • Visit in FICO Eataly World

16:15 | 17:00 • Return to Bologna, by bus (arrival in Piazza XX Settembre 6)

B. LIST OF ATTENDANTS

Basque Country
Sabin Goitia, Government of the Basque Country, Creadis3 staff member
Faust Kanalaetxebarria, Government of the Basque Country, Creadis3 staff member
Itziar Redondo, Government of the Basque Country, Creadis3 staff member
Josean Urdangarin, Government of the Basque Country, Creadis3 staff member
Camila de Epalza, Delegation of the Basque Country to the EU, Creadis3 staff member
Idoia Aramburu, Creadis3 staff member
Marina Aparicio, ZAWP, stakeholder
Begoña Rodríguez, Basque Culinary Center, stakeholder
Eva Español, Edenway, stakeholder
Imanol Otaegi Mitxelena, Etxepare Basque Institute, stakeholder
Edurne Ormazabal, Tabakalera, stakeholder
David Fernandez, Basque business development agency, stakeholder

Central Finland
Raija Partanen, Regional Council of Central Finland, CREADIS3 staff member
Anu Tokila, Jyväskylän Educational Consortium Gradia, stakeholder
Susanna Nuijanmaa, Jamk University of Applied Sciences, stakeholder

Wallonia
Delphine Goderniaux, Public Service of Wallonia, Creadis3 staff member
Virginie Civrais, St'Art Invest, stakeholder
Camille Braun, Comptoir des ressources creatives, stakeholder
Simona Sandu, Wallonie Design, stakeholder

Slovakia

Maria Simoncicova, Ministry of Culture of the Slovak Republic, Creadis3 staff member
Erik Kral, Slovak Architects Society, stakeholder

Western Greece

Spyros Papaspyrou, Region of Western Greece, Creadis3 staff member
Marisofi Mavroulia, Region of Western Greece, Creadis3 staff member
Andreas Tsiliras, Mosaic // Culture & Creativity, stakeholder

Emilia-Romagna

Silvano Bertini, Emilia-Romagna Region, Creadis3 staff member
Angelica Laterza, Emilia-Romagna Region, Creadis3 staff member
Elisabetta Maini, Emilia-Romagna Region, Creadis3 staff member
Rosangela Saputo, Emilia-Romagna Region, CREADIS3 consultant
Cristina Lertora, Fondazione Golinelli, stakeholder
Anna Romani, KILOWATT, stakeholder
Massimo Garuti, Clust-ER CREATE / Cluster Manager, stakeholder
Barbara Busi, ART-ER, stakeholder
Sara Monesi, ART-ER, stakeholder
Sveva Ruggiero, ART-ER, stakeholder
Valentina Matli, HUB MODENA NORD, stakeholder
Andrea D'amico, URBAN HUB PIACENZA, stakeholder
Carlo Branzaglia, Professor of Department of Design and Applied Art, stakeholder
Enrico Fornaroli, Academy of Fine Arts of Bologna – Director, stakeholder
Silvia Porretta, Municipality of Bologna - IncrediBOL, stakeholder
Sara Bonora, Municipality of Bologna- EmiliaRomagnaStartup/CREATIVE, stakeholder
Federico Bigi, APPARATI EFFIMERI, stakeholder
Giovanni Silvanini, PLAYWOOD, stakeholder
Lorenzo Viscanti, MAPENDO, stakeholder
Elena Vai, BOLOGNA DESIGN WEEK, stakeholder
Julie Caelen, YOUTOOL - BOLOGNA DESIGN WEEK, stakeholder
Marco Nardini, OTAGO, stakeholder
Vito di Battista, OTAGO, stakeholder
Marco Tavarnesi, INUIT, stakeholder
Paola Parenti, LES LIBELLULES, stakeholder
Alice Cappelli, LES LIBELLULES, stakeholder
Isabelle Guignand, LES LIBELLULES, stakeholder
Nicola Poleschi, EON, stakeholder
Francesco Salizzoni, EON, stakeholder

CREADIS3: 6th study visit (Emilia Romagna)

This survey has been designed to:

- Value both contents and form of the sixth study visit (SV),
- Gather the attendant's proposals of improvement in order to help future hosts/projects.

The survey is anonymous, we will just ask whether respondents are stakeholders or members of the project, as their expectations might differ.

We please you to answer only taking into account the activities you participated in.

***Required**



1. Who are you? *

Mark only one oval.

- Member of CREADIS3
- Stakeholder
- Hosting partner
- Other: _____

Overall evaluation

This section intends to focus on the general perception the attendants have about the visit.

2. Give a grade to the Study Visit (SV) *

Mark only one oval.

	1	2	3	4	5	
Perfect	<input type="radio"/>	To be improved				

3. If you had to qualify the SV in a word, what would it be? *

4. Among the following adjectives, which one(s) would be suitable to qualify this SV?

Tick all that apply.

- Useful
- Rewarding
- Well-balanced
- Instructive
- Disappointing
- Disconnected from the project's objectives
- Uncomplete

5. Please justify your previous answer below

The activities

This section focuses on the study visit's activities. We will focus on 2 aspects:

- 1 - The organization: schedule, organization and methodological aspects,
2 - The content: quality of contents and materials.

6. 1) Would you say (please tick yes or no)?

Mark only one oval per row.

	Yes	No	NA
The SV's rhythm was intensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The schedule permitted us both to learn and discover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theoretical work and visit/networking time were well-balanced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The animation/dynamization was well done	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The SV was interactive and dynamic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stakeholders and CREADIS3 members managed to interact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshops are a good tool to work on a defined theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Site visits were worth it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. What would you suggest to improve the schedule?

8. 2) Please value each of the activities' content*Tick all that apply.*

	1 - The content was good and useful	2 - The content was interesting but lacked of transferability tips	3 - The content was not technical enough	4 - The content was inadequate to a CREADIS3 SV
Welcome to Le Serre dei Giardini Margherita (Fondazione Golinelli & Kilowatt)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opening of SV and introduction by Emilia-Romagna Region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clust-ER CREATE presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of Good Practice "Support for the development of infrastructure for the competitiveness of the territory"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of project Daisy Le Serre di ASTER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of projet Hub Modena Nord	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of project Urban Hub Piacenza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcome & presentation of Academy of Fine Arts Bologna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of Good Practice "Incredibol!"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of Good Practice "Emilia Romagna Startup/CREATIVE"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of 3 regional start-ups (Apparati Effimeri, Playwood, Mapendo) and Bologna Design Week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshop by Western Greece: "The Digital Cultural Heritage as a leverage for the CCI development and internasinoalisation"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tour for meetings with Incredibol! beneficiaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking session for stakeholders (only stakeholders)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	1 - The content was good and useful	2 - The content was interesting but lacked of transferability tips	3 - The content was not technical enough	4 - The content was inadequate to a CREADIS3 SV
CREADIS 3 Action Plan Workshop & Steering Committee (only CREADIS3 members)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit in EON (Augmented and Virtual Reality Center)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit in Carpigiani Gelato Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit in FICO Eataly World	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. What would you suggest to improve the content?

Lessons learned and transferability

This section has been designed to let partners and stakeholders tell us more about what this study visit brought them.

10. What would be the added value of this SV for your organization?

11. Do you think you will stay in contact with other SV participants?

Mark only one oval.

- Yes
- No
- Maybe
- Other: _____

12. Among all activities and contents introduced to you during the visit, which items would be the most likely transferred (being implemented or only discussed) to your territory? Why?

