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# Basilicata Heritage Smart Lab

An action plan to support the cultural and creative industries and the tourism sector

Action plan proposal by

**Eu Project**

**Italian Partner**

**Regional Partner**



## Action Plan info

**Partner organization:**

Consorzio Materahub, industrie culturali e creative

**Other partner organisations involved (if relevant):**

The regional cluster of CCI “Basilicata Creativa”

**Country:**

Italy

**NUTS2 region:**

Basilicata

**Contact person:**

Paolo Montemurro

email address: [paolomontemurro@materahub.com](mailto:paolomontemurro@materahub.com)

phone number: +393293509982

## Policy Instruments

The Action Plan aims to impact on the investment for Growth and Jobs programme in the field of the Cultural & Creative sectors.

**The policy instrument addressed:**

ERDF 2014-2020 programmes AXIS I - Research, technological development and innovation, plan to development of Clusters and Smart Specialization Strategy (S3) in Basilicata.

The Action Plan is also proposed as a good practice for public investments of the Basilicata Region in the field of technological innovation and enhancement of the cultural, creative and tourism sectors for the new programming of ERDF funds 2021-2027, specifically to the new S3 - *Smart Specialisation Strategy Program*, which plans to re-schedule investments in the cultural and creative industries sector, with the specific aim of supporting the creation of new enterprises and the strengthening of existing businesses in the heritage and tourism sectors.

## ECoC-SME project info

The ECoC-SME project recognizes the **European Capital of Culture (ECoC) Programme as a yet under-utilised opportunity for cities and regions to develop existing and prospective local small- and medium enterprises (SMEs)** via their early engagement in the event. The project focusses on the mega-event's potentials to trigger, strengthen and diversify local entrepreneurship by encouraging their creative, 'unconventionally' cross-sectoral cooperations, clustering and networking, as well as their internationalisation.



More info on [www.interregeurope.eu/ecoc-sme](http://www.interregeurope.eu/ecoc-sme)

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# 1.Intro

**The designation of Matera as a European Capital of Culture 2019 - a title assigned by the European Community due to a social and economic urgency that can be faced through culture - established a significant worldwide recognition of the territory, and marks a boost for the economy of Basilicata.** It has also aroused interest in the Mediterranean area and a cultural area threatened by marginalization. The interest in Matera and Basilicata manifested itself with the discovery of its territories, and its very identity and unique culture, far from the big circuits. This appointment allowed a reinterpretation of the peripheral territories and their repositioning towards greater centrality.

An analysis of Basilicata Chamber of Commerce registrations in 2019 attests to an increase of entrepreneurs, especially in the CCI sectors. These elements are the basis of the choice of the Basilicata Region to consider the cultural and creative industry area as one of the strategic development factors contemplated in the regional Smart Specialization Strategy to be applied to the 2014-2020 ERDF programming. The data also attests to one of the highest annual growth variations in the context of the Italian regions, both in terms of benefit and employment. However, it is not known yet what the "reset" effect caused by the Covid19 pandemic may be.

**In this context Materahub wants to share a challenge with other European Capitals of Culture in Europe, through the ECoC SME project.** This has opened a wide debate on what actions are needed to boost investment in the cultural and creative industries in the territories that have been, and will be, European Capitals of Culture, in order to generate new employment, new entrepreneurial chains and innovation not only in the fields of culture and creativity, but also in other connectable sectors such as tourism and territorial welfare.

Thanks to the ECoC SME project, **we were able to learn many lessons from other European Capitals of Culture** and the visions and strategies of those territories, which like us have and are investing in the development of cultural and creative industries. This action plan is the result of a collaboration and discussion over the last few months with technicians, experts and representatives of the partnership operating in territories that are very similar to each other, despite having different social, economic and cultural ecosystems. In addition, this document represents a **shared vision with local stakeholders** that has allowed a better definition of the activities, visions and strategies involved.

## 2.Objectives of the action plan

**The ECoC-SME project recognizes the European Capital of Culture (ECoC) Programme as a yet under-utilised opportunity for cities and regions to develop existing and prospective local small- and medium enterprises (SMEs) via their early engagement in the event.** The project focuses on the mega-event's potential to trigger, strengthen and diversify local entrepreneurship by encouraging their creative, 'unconventionally' cross-sectoral cooperations, clustering and networking, as well as their internationalisation.

Through an iterative process of interregional and local-participatory learning and co-creation, the partners explored and shared approaches and practices to invigorate their local-regional SME sector in the CCI field. There was an exchange between "past/present" and "future" ECoCs - Leeuwarden, Matera, Rijeka, Timisoara and Kaunas - under the coordination of a team of experts from the University of Eastern Finland. **Around 30 "Local Learning Labs"** were organised across Europe, with the aim of building action plans proposing new practices and innovative projects adapted to the five ECoC territorial contexts involved in the project and their local/regional policy instruments: the (regional) Operational Programmes of the North Netherlands, the Basilicata Region ERDF in Italy, the Integrated Urban Development Strategy for Timisoara Growth Pole (Romania), and the local development strategies of the municipalities of Rijeka (Croatia) and Kaunas (Lithuania).

There is growing interest both from the part of the EU Commission and the participating cities in achieving an efficient use of local and EU resources and maximizing benefits from the ECoC. However, there are no concrete guidelines offered to ECoC hosts for the engagement and encouragement of local SMEs. **The ECoC SME project will provide this, and experiences will also be shared with the ECoC Programme to improve its guidelines for applicant cities.**

In Basilicata, between 2019 and 2020, 4 Local Learning Labs (LLL) were implemented, in which many territorial stakeholders and private and public actors were involved.

The territorial partner which, together with Materahub, supported this process of comparison and construction of the action plan was Basilicata Creativa, the official cluster of the cultural and creative industries in Basilicata.

The first LLL focused on strategies to involve young generations, to build innovation and new employment in the cultural and creative sectors and to generate significant impacts through the role of Matera and Basilicata in Europe

In the second LLL held in Matera, various institutions, public and private organisations, and stakeholders involved in the entrepreneurial and innovation policies in the Basilicata territory were invited, with the aim of discussing innovative policies to promote more effective actions and enable young people to invest in the cultural and creative industries of their territory. It was particularly noted that the policies adopted by the regional government have so far not been very successful.

The **Covid19 pandemic changed all the initial scenarios, but did not interrupt the strategic process started with the ECoC SME project.** The third meeting of the LLL in Matera was run, by necessity, through an online format, but this did not have a negative impact on its effectiveness. Materahub involved local politicians from the regional authority, the Matera 2019 Foundation and the ERDF/ESF authority of the Basilicata region in an online dialogue. In order to gain a perspective from outside the region representatives of the regional authority in Tuscany and representatives of the CCI sector in Puglia were also invited.

During the LLL, topics related to the impact of the pandemic on the CCI sectors in Basilicata and Italy were discussed in order to understand together how to address future development strategies in the culture and creativity sectors. Policy makers were invited to present measures taken to address the emergency and measures to be considered for the future of the sector, taking into account the next 7 years of EU funding for regional development and the CCI sector (ERDF 2021-2027)

Materahub presented an online campaign to collect interviews from representatives of the CC sector called "The State of the Lucanian Cultural and Creative Sector". The campaign explored the current situation of the CC sector during the Covid19 pandemic, ongoing activities, and future perspectives. From this mapping, we selected CC sector actors able to actively contribute to the dialogue with policy makers in order to initiate a joint discussion leading to possible new policies, an improvement of existing measures, and to stimulate the restart and recovery of the sector.

The results of the campaign and the LLL video can be found here:

**<https://www.materahub.com/stato-settore-culturale-e-creativo-basilicata/>**

After sharing the results of the first LLL, the analysis led us to explore the relationship between the cultural and creative sectors and tourism in Basilicata. Matera showed great potential for investment in culture, creativity and tourism, even though activities

were frozen during the pandemic. The reason why the local economy was able to withstand the economic crisis is linked to the presence of numerous micro-enterprises operating in the area. However, there is a need to support a reorganisation of production systems and supply chains in the culture, creativity and tourism

sectors, by stimulating effective collaboration and interventions aimed at encouraging cooperation between businesses and also between public and private organisations.

During the last LLL, different effective examples of cooperation between the cultural and creative sectors and tourism were analysed, together with how the CC sector and tourism can cooperate to revive both industries, through more sustainable and community-friendly forms.

The objectives of the action plan are therefore linked to 3 different processes:

- **cross-fertilisation processes of the CC sector** with other sectors and specifically tourism and the enhancement of local heritage, both tangible and intangible;

- **innovation processes, approaches and digitalization**

- **processes of creation of cultural, creative and tourism micro-systems** in the territory of Basilicata, supported by the regional government.

## 3.The background: CCI sector in Basilicata

In order to measure the size of the CCI sector in Basilicata, it was considered appropriate to carry out an analysis of the ascertainable entrepreneurial presence.

A research survey was carried out that resulted in merging the activities according to macrosectors. The survey highlighted the existence of over 3000 core companies and 1465 creative driven companies (709 tourism companies, 767 manufacturing craft companies, 411 companies that carry out services for buildings and 151 for landscaping), out of over 60,000 companies registered in the region. The survey shows that there are more than 4,500 companies belonging to the cultural and creative sector, which may be slight increased when considering companies that operate in the region, but which are located elsewhere. The total number of employees is 18,086, 16,218 of which are employed in companies that have their headquarters in the region.

After the ECoC year in Matera, the pandemic has turned everything upside down and the following actions are needed:

- ◆ accelerate digitalization processes,
- ◆ help companies (especially micro-enterprises) to innovate and overcome the economic crisis,
- ◆ innovate business models in line with the co-sustainability objectives promoted by the EU green deal,
- ◆ support companies to internationalize,
- ◆ help marginal territories to experiment with new growth models,
- ◆ help the younger generation to activate their talents,
- ◆ support the cultural and tourism sectors because they have suffered a shock,
- ◆ improve the efficiency of public administration,
- ◆ build actions that generate socio-economic impacts in the short and long term,

In short, we need to change the economic, social and cultural paradigms in the local ecosystem.



**4. After 2019, the opportunities of "Heritage Smart Lab" to generate cultural & creative micro-systems**

Basilicata is a fragmented land, a variegated ecosystem, both from a geomorphological and social point of view: the region is a land divided between areas of market failure (in which depopulation is a pressing concern and the old age index is fearfully increasing) and industrial areas that, after a momentary period of success in the mid-90s, have failed to cultivate the growth of skills, and today risk succumbing to the challenges of environmental sustainability towards which the global economy is being reorganized.

However, the connection between culture and tourism is very close, and the presence of heritage and a thriving cultural activity offers great attraction increase the demand for travel and holidays.

Many territories are wondering about the scenarios in which to organize the most effective paths to generate concrete responses in the short, medium and long term, to respond effectively to the ongoing social and economic crisis caused by Covid19.

The regional government is called to a crucial task in the coming months: to build the strategic plan and guidelines on which to invest the resources that will be set in motion by the indirect European funds and the recovery fund (Next Generation EU).

**Moreover, the region is rescheduling investments on innovation, research and support for the birth and growth of SMEs for the future (S3) *Smart Specialisation Strategy***, confirming the cultural and creative sector as one of the key sectors for territorial development and entrepreneurial growth in the coming years, in close connection with tourism and the enhancement of cultural heritage.

The aim is to grow the territorial micro-systems and support an increase in the number of youth enterprises and start-ups by building stronger relationships and collaborations between different actors, such as small Municipalities, cooperatives, third sector organisations, existing business systems, the University and education system, regional Development Agencies, the Chamber of Commerce and the regional incubator system.

Through this action plan we want to generate an innovative ecosystem to support the heritage sectors and the cultural and creative industries, through the use of new technologies, new cultural approaches, new creative models and new production processes. The action is called **Heritage Smart Lab**, because we want to generate smart laboratories through a methodology of participatory design, which can involve multidisciplinary working groups and encourage the emergence of new prototypes and new models, to enhance the cultural heritage of Matera and Basilicata.

We all agree that the sectors of culture and creativity are strategic, but need the development of innovative models and effective project visions that must be implemented in the territories. It is not sufficient to make the territories more intelligent by exploiting technology; we

also need different welfare models, and the active involvement of communities.

As well the action plan representing a best practice for the new 2021-2023 tourism development plan (currently being designed), it will act as an inspirational model for the mountainous and marginal areas of the region, which will have to plan the investments that will become available within the 2021-2027 ERDF program.

Basilicata needs to prepare the territory for the post-pandemic relaunch of the coming months, by investing in innovative ideas and using the best energies that exist in the area, starting with prototypes of existing start-ups and attracting new talent.

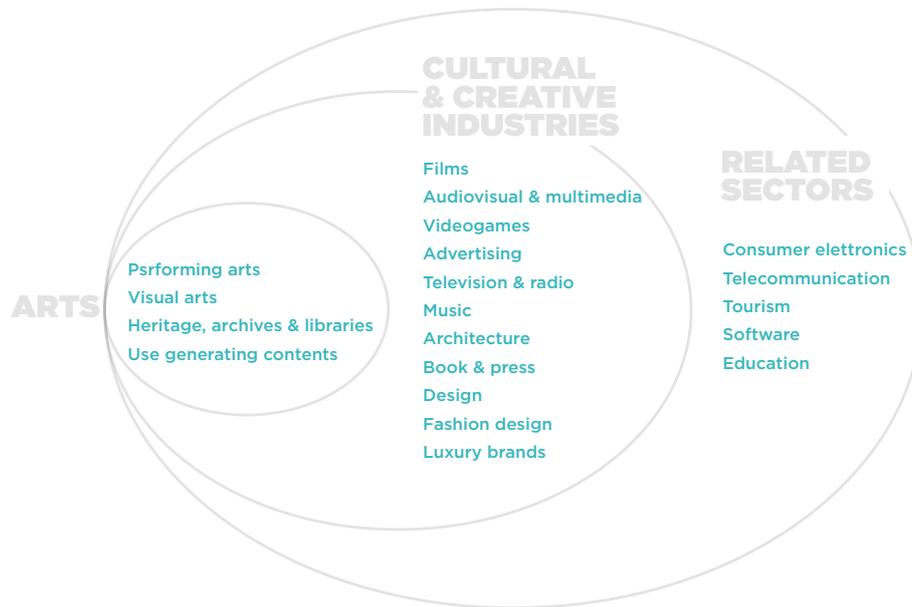
Through this action plan, we propose two-years of activities to:

- ◆ stimulate cross-sector collaboration and the creation of cultural and creative micro-systems in some pilot areas of Basilicata,
- ◆ guide territorial stakeholders (Materahub and the Cluster Basilicata Creativa) in the valorisation of the cultural and creative resources of the territories,
- ◆ generate innovative prototypes and new local development strategies to;
- ◆ stimulate the birth of new cultural and creative enterprises and the networking between enterprises and public actors which,
- ◆ support cultural, social and economic growth of the territories.

Having understood that the original policy instrument selected in the application process of the ECoC SME project was no longer available to be the main focus of this action plan, Materahub proposed to the project coordinator, the local stakeholders and especially to the Basilicata Region a **new idea for a brand new policy instrument and support program to offer a follow up to the discussions that happened in Local Learning Labs.**

The Region of Basilicata has always invested in the cultural and creative sectors, especially during the last programme period: the most striking example being the European Capital of Culture experience for 2019. But we must not forget all the activities that have generated cultural and tourism development in Basilicata through specific actions such as the "Visioni Urbane Programme", or investments to support the emergence of tourist and cultural attractions through the PIOT (integrated plans for tourism supply), investments made to generate 'innovation in the cultural and tourist sectors (aimed at SMEs in the CC and tourism sectors).

As a reminder of how extensive the cultural and creative industries sector is, the main sub-sectors are listed below:



<https://keanet.eu/wp-content/uploads/ccs-market-analysis-europe-KEA-March2019.pdf>

Investments in culture and creativity are always resource multipliers, as they not only generate added value to the public contribution, but also ensure the emergence of new, long-term business activities and generate significant short-, medium- and long-term impacts.

Here are some of the main needs to which the systemic vision of "Heritage Smart Lab" could provide solutions:

- **the need to expand youth employment**, especially in marginal and/or internal areas of Basilicata;
- **the need to strengthen the tourist/cultural offer of Basilicata**, also in terms of digital innovation, products and services;
- **the need to make public/private collaboration more efficient** in order to improve the impact of interventions on the cultural and environmental heritage of the region

Each territory has different characteristics and needs, which is why it is necessary to build customizable models of collaboration and development that take account of the specific nuances. Some innovative models of sustainable, culturally-based territorial development have also been tested during the ECoC year, but much still needs to be done. The weak points of the Matera-Basilicata 2019 process have been the lack of territorial actions aimed at the growth of cultural, creative and tourism enterprises and the lack of support

paths for the creation of new services and new cultural, creative and tourism products.

This is where we want to start from, together with the Basilicata Creativa cluster, whose main mission is to generate innovation in the area, through effective collaboration between businesses, research organisations, policy makers and local communities. Among the key actors to start a process of support to the cultural, creative & innovative tourism sectors in our region, certainly the Basilicata Creativa cluster has the right strength and dynamism to be able to start effective actions with a strong impact on the territory.



## 5. Basilicata Heritage Smart Lab: activities, players & budget

Basilicata Heritage Smart Lab is a pilot action that will involve at least:

- 10 pilot sites of great cultural value that are present in
- 10 different areas of Basilicata, starting from Matera.

Each smartlab will be a cross-sectoral laboratory involving:

**young people - innovators - designers - cultural operators - tour operators - researchers - new technology experts - heritage professionals - artists - creatives - entrepreneurs - representatives of local communities**

Each smartlab will generate new digital prototypes and new models for the recovery, maintenance, use, communication and dissemination of cultural heritage, for each of the pilot sites involved.

Basilicata Heritage Smart Lab will be fundamental to build the basis of a series of territorial cultural and creative micro-systems, since each Lab will have to involve public actors, enterprises and local communities, in order to generate prototypes and activities for the valorisation of cultural heritage through creative and digital innovation.

Over the next 2 years, Basilicata will have to speed up some key processes for the growth of its territories:

- ♦ to support municipalities (especially those located in rural areas) in a continuous process of enhancing tangible and intangible cultural heritage, involving companies, young talents and public organisations, to generate employment and socio-economic impacts;
- ♦ to generate new cultural and tourist attractions thanks to the enhancement of digital, tourist and educational services, which favour the involvement of cultural and creative enterprises and local communities (especially young people and vulnerable and fragile groups), using a cross-sectoral approach;
- ♦ to increase the number of cultural, creative and tourist enterprises in the Basilicata region, facilitating experimentation and prototyping processes that make the Basilicata region a model in Europe on the subject of innovation applied to Cultural Heritage, maintaining the leading role already acquired thanks to the title of European Capital of Culture in 2019.

Some of the main activities on which the Heritage Smart Labs will be able to focus:



New experiments with gamification



Augmented Reality and the creation of new immersive experiences



Artificial intelligence and blockchain to manage new content and interact with visitors



New paths of Transformative Tourism



Community mapping to create new narratives of territories



New materials and equipment for restoration



New sensors for monitoring Cultural Heritage

## Activities

1



**Co-design of prototypes  
in cross-sectorial labs**

10  
prototypes

100  
people involved

Each Heritage Smart Lab will be set up, building at least 10 different prototypes in about 10 pilot territories, involving more than 100 people in total.

Each co-design action will address a specific focus, such as the creation of new models or new experiences of visiting cultural heritage, through new technologies but also new approaches to innovate recruitment and interactions with visitors.

Each lab will involve people who live and work in the Basilicata region, and also experts and professionals from other ecosystems (from Italy and abroad).

Each lab will follow an **OPEN DESIGN methodology** and will aim to enhance and adapt existing prototypes or create new ones. An "Heritage Smart Lab Methodology" will be defined to facilitate teamwork and the process of co-creation, building on the experience of the Open Design School promoted during Matera 2019.

## METHODOLOGY



**Heritage Smart Labs will be moments of participatory co-design that will foster cross-collaboration between different professionals from the CC and tourism sectors**



### GOALS

- Creating innovative prototypes
- Stimulating collaboration between different sectors
- Supporting the creation of new territorial attractors
- Stimulate the creation of new start-ups and micro-enterprises
- Stimulate public/private collaboration
- Involve young talents
- Involve local communities
- Supporting the growth of sustainable micro-systems
- ...



Walter Gropius, founder of the Bauhaus school and the inspiration of the Open Design School in Matera believed that:

«The mind is like an umbrella - it functions best when open»

**The New European Bauhaus** initiative presented by the European Commission President Ursula von der Leyen in October 2020 has given new life to this revolutionary movement through 'a creative and interdisciplinary initiative, convening a space of encounter to design future ways of living, situated at the crossroads between art, culture, social inclusion, science and technology.' It is not by chance that the Open Design School has been quoted as a best practice by the Commission and continues to grow with other initiatives such as the Erasmus + VET project, DeuS, that explores how to adopt its methodology in support of regional sustainability.

These moments of shared work will strengthen prototype development strategies and create lists of priorities and potential actions to be carried out, while respecting the role of each individual and/or organisation involved. Workshop activities will be facilitated by experts.

Different types of cultural sites will be identified, such as:

**museums, archaeological parks, nature parks, historic centres in small villages, churches, libraries or archives, monuments, etc. The choice will be based on the cultural value of the sites and the presence of ecosystems conducive to the creation of new cultural, creative or tourism enterprises.**

**Activities**

**2**    
**Mapping and defining cultural sites for piloting**

**10**  
**cultural sites to test the prototypes**

**10**  
**territories involved**

After the design phase of the prototypes, testing will take place in each territory. This is an important phase as it will enable the actors involved in the territorial micro-systems to move from theory to practice, and to measure the strengths and weaknesses of the collaboration and assess the most effective corrective actions.

To map existing prototypes or prototype ideas to be implemented, the **Heritage Smart Lab platform** will be used. This will have an online section open to innovators, researchers, experts and organisations operating in Basilicata or in other Italian and European contexts, who will be able to present their prototype or idea and participate in one of the local labs. The platform will also help generate connections between people before, during and after the Labs.

**ONLINE PLATFORM**



**Users involved**

Innovators, creatives, artists, digital experts, tour operators, cultural operators, designers, young talents, policy makers

**Functionality**

Recruiting participants for Heritage Smart Labs  
Presenting prototypes  
Facilitating networking





50

local, national and international stakeholders involved

50

matches between cultural, creative and tourism enterprises or start-ups

It will be important to involve local stakeholders in the creation and testing of the prototype, through a specific working plan for each of the pilot sites. A group of facilitators and experts in territorial development strategies will support the field testing phase, stimulating collaboration and partnership work between organisations and individuals, in between public institutions and private bodies, to enhance the co-creation and collaboration work generated during the Heritage Smart Lab.

In addition to networking at a local level, it will also be useful to start collaborating and exchanging good practices with other territories and pilot sites in Italy and Europe, especially in connection with other ECoC.

Networking will be facilitated by the use of the Heritage Smart Lab platform, which will also implement a virtual community that will support the organisation of the Labs and the promotion of the final prototypes. Once the prototype designed by the actors of the local cultural and creative micro-system has been tested, it will be necessary to build different levels of relations. Especially, it will be necessary to build territorial, national and international relations, in order to make the projects tested in the territory effective and sustainable and to promote the products/services put in place

**The Cluster Basilicata Creativa will realise the platform, build the system of territorial, national and international relations, start the territorial collaborations with the stakeholders, and activate the recruitment of participants, partners and key actors of each Heritage Smart Lab.** Basilicata Creativa will support the territorial actors to define short, medium and long term fundraising & legacy actions and will monitor activities and territorial strategies.

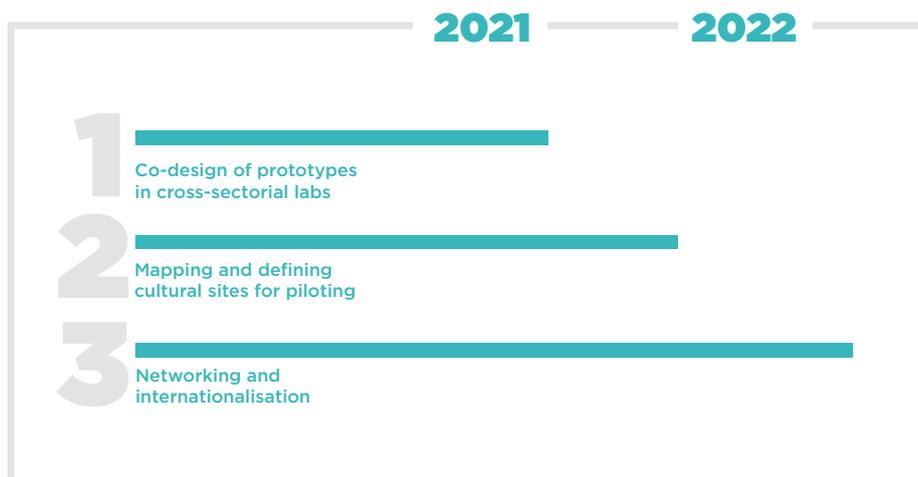
## Players involved

To implement Heritage Smart Labs in the territories, it will be necessary to set up a collaborative network between the players of innovation in Basilicata. We are evaluating various possible scenarios to create this network, starting from the involvement of the Creative Basilicata cluster and extending the invitation to the Municipality of Matera, the Basilicata Territorial Promotion Agency, the Regional Development Agency, the Basilicata Chamber of Commerce, the Film Commission and other public and private organisations. The Basilicata Creative Cluster already is an aggregator of the initiative, as it already has contacts within the National Research Center (CNR), the University of Basilicata and over 60 creative & cultural companies specializing in digital innovation, technology, management of and enhancement of cultural heritage, gamification, recovery and other strategic sectors of cultural and creative industries.

The cluster will also engage with SME networks and large enterprises operating in the region, and identify existing incubation and coworking spaces, which can coordinate the interventions in the various territorial micro-systems, with the aim of enhancing cultural and creative resources, tangible and intangible assets and tourist/cultural attractions in the Basilicata region.

A working group will be set up, consisting of a mixture of representatives of these organisations and young talents, innovators, experts, creative people and policy makers, who will be able to coordinate interventions and imagine effective actions in the territories. The working group will be invited to consider all current and past projects and experiences that have already brought benefits to the territories or had positive results, while learning from all the negative lessons.

## Timeline



## Risks

### **Permanence of Covid19 emergency restrictions**

Even if all activities are designed to be managed both online and offline, if there is the possibility to meet and work face-to-face, it would be much more effective for the success of the action plan.

### **Saturation of events and other initiatives**

Many initiatives, projects and activities are being developed in the area and this could make the recruitment action less effective. However, we are evaluating in advance effective solutions that will help us to ensure a calibrated participation and focus from local stakeholders.

### **Lack of attitudes and skills for effective cross-sectoral collaboration**

Collaborative culture is not a strong point of our territory, but during the L.L.s a strong desire emerged to stimulate collaboration and cross-fertilisation between organisations. This was recognised as the only winning solution through which to overcome the crisis and start innovation processes.

## Budget

Estimated around **80,000€**.

Costs include human resources in charge of implementing & promoting the Smart Labs, plus the creation and management of the platform for 2 years.

All activities will be carried out both online and offline. In case we cannot work offline, the budget will not change and the activities will still be carried out online.

A part of these actions will be financed by the ERDF 2014-2020 programmes, in the plan dedicated to the development of clusters in Basilicata and the Smart Specialization Strategy (S3) (Axis I - ERDF 2014-2020), for the second year 2021-2022. A further part will be self-financed by the Basilicata Creativa cluster, which is already planning investments for the two-year period 2021-2022.

## 6. Legacy & impacts

The health, economic and social crisis will be very difficult to overcome, especially for the culture and tourism sectors. As we wait for the world to return to travel, entertainment and cultural and social activities, we need to invest a lot of time in innovation, research and the creation of new prototypes, because this is the only way for territories to be prepared for the new way of life.

To generate innovation, it is not enough to merely buy new technology or adapt innovative models. It requires co-design work, involving talents, experts, innovators and artists in a collaboration that can generate new ideas.

This is why we conceived the Heritage Smart Labs, as we cannot enhance the heritage of our territories in the same way as we did before, and we have to build new paradigms.

### LEGACY & IMPACT

**10** New cultural attractions in Basilicata  
New cultural, creative and tourism enterprises  
New digital prototypes & innovative projects

**50** Young talents who remain in Basilicata  
Businesses encouraged to invest  
in their local areas  
National and international stakeholders  
invited to collaborate with Basilicata

**100** Innovators registered on the platform,  
who can be involved in other initiatives  
and projects for Basilicata

Here are some of the indicators in the impacts we expect from the "Heritage Smart Lab" action plan:

- ◆ The "Heritage Smart Lab" model can be adopted by the Basilicata Region in the new ERDF and ESF Programming 2021-2027, as an effective action to finance the valorisation of the territories through calls for tenders and direct initiatives, as indicated by the new Policy Objectives OP 4 - *A more Social Europe* and OP5 - *A Europe closer to citizens* (promoted by the European Commission). In the new programming the Basilicata Region will have to plan investments in cultural and tourism development within the Specific Objective OS 4.4 and Specific Objective OS 5.1 - Medium-sized urban areas and territorial systems.
- ◆ Basilicata has already built different territorial systems, through the collaboration between public bodies and institutions. We need to continue along this path and increase networks and integrated projects in the regions, because today, more than ever, we need to cooperate at all levels in order to improve the efficiency of public investments, especially in those areas where youth emigration has increased and where there are high levels of unemployment and business failures.

## 7. Strategic side actions

**In collaboration with the Basilicata Creative Cluster, Materahub proposed to the municipality of Matera to create the innovation hub "Matera Heritage Smart Lab",** as the largest site of experimentation in Europe for technologies applied to cultural heritage, which can attract innovators, researchers, artists, creatives, block chain experts, artificial intelligence, I.O.T, robotics and many other technologies from all over the world.

The laboratory can guarantee the city a path of maintenance and also monitor the vast area of the Sassi and the facing Murgia hill, which together represent one of the largest UNESCO sites in the world. A pilot site can test new application models and management processes, which can then be extended to other very important Italian sites (e.g. Rome, Florence, Pompeii, to name just a few) and international sites (e.g. important Turkish, Egyptian and Greek archaeological sites).

Working in the recovery and enhancement of cultural heritage means stimulating a cross-collaboration between different sectors, such as aerospace (sat and dronics), building (restoration and innovative materials), I.T.C. (data management, sensors, new digital models for maintenance and use), tourism (especially cultural and transformative), performing arts (theatre and live performance), cinema, music, publishing, gamification, and many others aspects.

**After the protagonism of the city of Matera during its year as European Capital of Culture, this project could be a suitable proposal for a legacy process, with positive implications not only for the territorial ecosystem but also on the national positioning in terms of innovation, cultural heritage and tourism.**

Matera initiated a project for an Innovation Hub a few years ago, under the careful supervision of the Municipality, which has seen a functional recovery of a building known as the " **San Rocco Ex-Hospital**", which today is waiting to host 13 companies specialized in digital and business support. Moreover, within the Hub of San Rocco the CNR (National Research Center) has established an Interdepartmental Center with contributions from the Department of Physical Sciences and Technologies of Matter (DSFTM), Department of Engineering, ICT and Technologies for Energy and Transport (DIITET), Department of Earth System Sciences and Technologies for the Environment (DSSTTA), and the Department of Human and Social Sciences, Cultural Heritage (DSU). Thanks to the collaboration with the center, the Municipality of Matera could build a path of digital innovation applied to scheduled maintenance, structural monitoring and innovative enhancement of the UNESCO area (the

Sassi), in collaboration with the Cluster Basilicata Creativa and other partners who are joining our working group.

Matera has already begun implementing the "**Casa delle Tecnologie Emergenti**" (House of Emerging Technologies) project, promoted by MISE (Ministry of Economic Development) and co-financed with a budget of about € 15 Mln, which sees the CNR, the University of Basilicata and the Municipality of Matera already aligned towards a future development of research applied to the use of technologies in a city, and which has now been launched to assume an international role in this sense. This project will be integrated into our Innovation HUB.

**Finally, Materahub, in collaboration with the Basilicata Creative Cluster and the Municipality of Matera, will work together to ensure that all the research, prototypes and experimentation with new technologies funded by the Innovation Pole and the Emerging Technologies House can be used to guarantee an innovative mapping, monitoring and enhancement plan for the Sassi di Matera area and the Rock Churches Park, which together represent one of the largest UNESCO sites in the world.**

New funds are being sought to increase the level of experimentation and applied research activities and to bring researchers, innovators, creatives, artists, investors and experts from all over the world to the city in the coming years, in order to turn Matera into one of Europe's largest emerging technology testing sites. This will form a reference point for regions and nations that want to improve the conservation, recovery, enjoyment, narration and cataloguing of tangible and intangible cultural heritage.

The Covid19 emergency has deeply marked the development of cities like Matera and territories like Basilicata, effectively halting employment growth in the tourism sector. However, while we have observed that the hard work of the last 15 years has not been completely wiped out, we need to start again from a shared project that looks to the future and to an international role of the city in the development of cultural and creative sectors through innovation and digitization in the field of cultural heritage.

It is also necessary to promote knowledge and connections between ongoing innovation projects, funded by regional, national and international programmes, involving municipalities, local business groups (large, medium, small and micro) and Third Sector organisations and management support.

In the coming years we want to improve entrepreneurial acceleration for young people, companies and research groups that have innovative projects generating socio-economic impacts for the territories, and stimulating the birth of new micro-enterprises and an innovation ecosystem in Basilicata, through the use of support and financing measures at regional, national and international level.

Finally, we should foster the international networking for innovative business projects promoted by enterprises and young people in the Basilicata region, by exploiting existing collaborative networks and supporting participation in international matchmaking initiatives, also thanks to the platforms and tools developed by the European Commission.



**REGIONE BASILICATA**

DIPARTIMENTO PROGRAMMAZIONE E FINANZE  
UFFICIO AUTORITA' DI GESTIONE DEI  
PROGRAMMI OPERATIVI FESR BASILICATA

Via Vincenzo Verrastro, 4 - 85100 Potenza  
Tel. 0971/668748  
[Ufficio.autorita.gestione@regione.basilicata.it](mailto:Ufficio.autorita.gestione@regione.basilicata.it)  
[fesrbasilicata@regione.basilicata.it](mailto:fesrbasilicata@regione.basilicata.it)

Protocollo *153849/12AF*

*Potenza, 16 September 2021*

To The Cluster delle industrie culturali e creative della Basilicata "*Basilicata Creativa*"  
Via Lanera s.n.c.  
**75100 Matera**  
[segreteria@basilicatacreativa.it](mailto:segreteria@basilicatacreativa.it)

Consorzio Materahub – industrie culturali e creative  
Via Luigi Einaudi, 73/b  
**75100 Matera**  
[info@materahub.com](mailto:info@materahub.com)

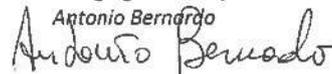
*Solo a mezzo e-mail*

**Subject: *ECoC-SME Interreg Europe - 'Basilicata Heritage Smart Lab' - Action Plan***

I hereby certify that the activities of the "Basilicata Heritage Smart Lab" Action Plan will be carried out with the support of the Basilicata Region, through the following already selected operations on the Priority Axis I "*Research, technological development and innovation*" of the ROP ERDF Basilicata 2014-2020: Project "*Cluster development plan*" and Project "*Basilicata Heritage Smart Lab*", in line with the Regional Smart Specialization Strategy (RIS 3).

**Managing Authority**

*Antonio Bernardo*



[www.pol.basilicata.it](http://www.pol.basilicata.it)

**Culture and creativity  
are the way to unlock  
the talents of young  
people and enhancing  
the heritages of the  
countries**





Materahub manages international pilot projects to support cultural and creative industries, encouraging innovation and inclusion processes and a new entrepreneurial vision to face contemporary challenges.

Materahub organizes several international capacity-building activities, aimed at meeting and consolidating skills between local and international experts, entrepreneurs and policy makers. These are projects funded by the European Erasmus + programs, Cosme, Interreg, Horizon 2020, etc.

Materahub is also a **Europe Direct Center** for Matera and its province. It is the official information point recognized by the European Commission which aims to promote calls for proposals and initiatives put forward by the European Union and also convey the sense of European citizenship.

[www.materahub.com](http://www.materahub.com)



Basilicata Creativa is the **cluster of cultural and creative industries of the Basilicata** region (southern Italy). The Cluster is an association recognized by the Basilicata Region which includes two of the most important Italian research institutions, the CNR (National Research Council) and ENEA (National Agency for new technologies, energy and sustainable economic development), together with the University of Basilicata and over 50 companies operating in the sectors of cultural and creative industries (ICT, Communication, Gaming, management and use of the Cultural Heritage, Communication, Publishing, Cultural services, Performing arts, etc ..).

Basilicata Creativa was born in 2018, thanks to a regional government policy in line with the S3 - Smart Specialization Strategy promoted by the European Commission.

[www.basilicatacreativa.it](http://www.basilicatacreativa.it)