



Past - Present - Future



CONCEPT FOR CREATING PIONEER AND CULTURE SPACE IN OLD-INDUSTRY SITES

Thematic - Concept

Version 2
11 2017



Deliverable nr. 4.4.1



Reporting Period nr. 3



PP nr. 6, Camera di Commercio Padova



Roberto Sandrini
sandrini@sandriniroberto.it
progetti@pd.camcom.it

TABLE OF CONTENTS

ABSTRACT	3
1. Project Context	3
2. Introduction	4
3. Objective	5
4. Applied Approach	6
5. Results	12
6. Evaluation of results	12
7. Outlook and sustainability	12

ABSTRACT

This document summarises the action to be undertaken by the PP6 to establish a strong relationship between regional creative community and old-industrial site. The core of the concept is the establishment of a creative-social innovation Centre in one old Jute factory recently restored by the Municipality of Piazzola del Brenta (a small city in the surrounding of Padova town).

The Concept justifies the connection between Creative and Cultural Industries with Social Innovation from one side and the added value to this joint assistance for the territory in the premises of an old Jute factory available and already restored by the local Authority. Some elements to better understand both the Social Innovation concept, its relationship in terms of methods and services with Creative Industries are given.

The final step of the concept clarify the roadmap to finalise the agreement with the Municipality and start implementing the Centre.

1. Project Context

[InduCult2.0 project](#), financed by the Interreg Central Europe cooperation programme, establishes the idea of Living an Industrial Culture in Central Europe and reveals, strengthens and utilizes the unique cultural spirit of industrial regions.

The underlying basic concept is innovative in itself: Living Industrial Culture goes far beyond heritage preservation and utilization. Instead, past, present and future cultural and creative assets related to industries are combined into one powerful package. This is achieved by cross-sectoral cooperation set up by the partners, bringing together their museums, companies, schools, and creative communities. In this way, Industrial Culture becomes a living and dynamic concept, mirroring the ongoing transformations of the industrial economy and shaping the cultural sphere of affected communities.

The Thematic Work Package T4 “Fostering creativity and innovation in the environment of industry and its remains”, moves from the need to promote the Industrial Culture with the introduction of significant innovation in the industrial processes, mainly linked to the digitisation processes and the strong approach to the marketing innovation and the user-oriented strategies through the involvement of Creative and Cultural Industries.

The traditional industrial sectors, that often are located in well established clusters, building, etc, need to create new relationships with emerging sectors, like Cultural and Creative sectors, to be able to support the competition and give new strengthness to their products. This relationships can be linked to social innovation centre, in charge to complete the set of services provided to the territory promoting social advancement jointly with the cooperation between CCIs and industry.

The way to support the dissemination and promotion of Industrial Culture and its new attractiveness toward new generations of workers, students and economic operators, can be linked with the restoration and new destinations of old industrial sites that are now empty or partially used with Industrial or others uses.

In this sense, the concept of Industrial Culture is tested in this WP in its contextual capability to create new opportunities coming from durable relationships between traditional industrial sectors, Cultural&Creative sectors (CCIs) from one side and the re-use or new destinations of old industrial buildings to become new service providers connected with new needs, new technologies and new demand of assistance from the territory even supporting social innovation

As main WP T4 output, regions draft action plans for strengthening the relationship and the collaboration between Traditional Industrial sectors and Cultural and Creativity sectors. The collaboration will be both at the level of “products design innovation” (task 4.3) and locations (task 4.4). For the former, a concept aiming at strengthening the cross-fertilization processes between Paper/Printing value-chain and CCIs has been implemented by the CCIAA PD(P6). For the latter (task 4.4), specific experiences, like co-working, fab-lab, innovation and service centres, etc are encouraged, defined and tested.

Particularly:

- a) Regions will elaborate action plans (D.T4.3.1) that will promote the collaboration between industry and CCIs through competitions, living labs, work camps, etc
- b) Regions will elaborate plans (D.T4.4.1) to create innovative spaces connected with Creativity, social innovation and new services to be offered to SMEs and employees from traditional industrial sectors within old-industrial sites.

The concept developed with this document will define the action by PP6 focused on the latter approach (D T4.4.1: Concept for creating pioneer and culture space in old-industrial sites and the following testing measures.

2. Introduction

Within the InduCult2.0 project, Industrial Culture is proposed to be open to new inputs coming from emerging sectors, like Cultural and Creative sectors. The industrial culture is made of knowledge, skills, tangible and intangible assets. Many times, for the territory, the link with the industry is coming from big buildings. These buildings are somehow the existing signal of the industrial culture and are now still productive sites or empty. In the former case, the activity carried out inside can be the same than the original; many times the activity changed and then these (often) very large buildings are partially destined to new use, even very far from the original scope. In case they are empty, the problem is about their impact on the territory, even in terms of environmental and safety rules.

In Veneto Region, several actions have been undertaken on this topic:

- a) Several very ancient industrial locations (from the XVI to the XIX century) have been restored with new destinations (hotels, cultural centres, museums, etc)
- b) Several modern industrial locations have been restored and are still industrial sites many times linked to the original productive sector
- c) Several modern industrial locations have been restored and become service providers centres.

- d) Several modern and contemporary buildings need to be restored or demolished, because of the impact at environmental and urban level

The action to be undertaken with Inducult2.0 are addressed to the re-use of an old Jute Factory, actually partially empty and already restored by the local Municipality.

After the meeting with the regional focus group, PP6 and the owner (the Municipality of Piazzola sul Brenta) are thinking to set-up a creative and social innovation centre. The idea of a joint Creative and Social Innovation Centre is coming from other running experiences and the needs to combine the modernization of the industrial sectors with a general advancement of the territory in terms of social innovation. The centre established will address its activities to SMEs, citizens, non-profit organization, association and the Clusters/Enterprises with social perspective of the territory operating in the sectors of Tourism, Health, Labour, Social Inclusion, Creativity, etc) identified from the analysis of the local needs. This proposal was discussed and approved by the Focus group members. In fact, the participants to the focus groups highlighted from one side the existence of many technological and technology innovation service providers and the risk of overlapping with consequence (in terms of sustainability) and from the other the need to assist properly Creative&Cultural actors often operating in strict connection with entities and actors with social perspective.

The inputs from the Focus group brought us to the decision to enlarge the concept originally planned and establishing a centre that aims at developing an innovative model of assistance to the territory, able to combine both the involvement of Creative and Cultural SMEs and Actors with social perspective and operating in many sectors (many of them belonging to traditional industrial sectors).

3. Objective

In the framework of InduCult 2.0 thematic WP T4, task 4, Padova Chamber of commerce in agreement with the Municipality of Piazzola sul Brenta is going to propose the re-use of an old Jute Factory as a Creative and Social Innovation Centre. Being the building already restored and available, the agreement of cooperation with the owner (Municipality of Piazzola sul Brenta) is to organize the Centre and set-up the services.

Going into detail, the objective of this concept is to design the plan to set up the Centre and provide the services. The result of this collaboration should have the following aspects:

- a) To re-use the old Jute Buildings (partially)
- b) To define a set of services to support local CCIIs and no-profit organization and enterprises with social attitude
- c) To promote the cooperation between CCIIs and traditional industrial sectors

- d) To promote new model of cooperation between Industry, Creative sectors and enterprises with social perspective
- e) To train the local public actors on the services to be provided for the durability of the action undertaken in the framework of Inducult 2.0.

4. Applied Approach

4.1. General

In Padova the focus groups on industrial culture connected with “creativity and cultural sector” was established in Autumn 2016. One of the topics they have been working on is how to re-use old industrial sites. The discussion follows three main paths:

- a) Which industrial location should be selected (close to the main Urban area? In the outskirts? One of the small municipalities surrounding Padova?
- b) Which kind of activities can be start-up in the industrial location? The original plan was to establish a “fab-lab” (digital innovation services and prototyping addressed to SMEs); after some check and discussion with the members of the focus group, the conclusion was that there is no need of a new “technology” innovation centre; there is the need of a Creativity and Social Innovation centre
- c) How to create a sustainable model for the new Centre to assure the durability of the action undertaken.

The main conclusions are the following:

- a) The industrial building to be re-used is located in one small municipality (Piazzola sul Brenta, 11.500 inhabitants) with a very productive territory around
- b) The Centre to be established will focus on Creativity and Social Innovation
- c) The durability of the initiative is linked to an agreement of cooperation with the Municipality that will assure the continuity of the experience piloted with Inducult2.0

4.2.1 The Jute Factory in Piazzola sul Brenta

The factory for the jute’s spinning and weaving has been built starting from 1890, when a dedicated company was established by the local family of Scalfo Pavan. Eng. Giulio Lupati built the factory from 1889 to 1892 and then he was replaced by Eng. Francesco Pasini that finished the building around 1895. The factory employed about 120 workers.

The jute was coming directly from Calcutta (India) through the Port of Venice. The production increased a lot with the new Century (from 1000 to 2400 spindles; from 40 to 144 textile frames). The production increased up to the end of 1920.

The reduction of jute availability and new products brought the factory to the crisis and on 1933 it was sold. After a closure period, the jute production continued up to 1978, when the Factory was closed definitively.

During the following decades the building remained closed and ruined. In the first decade of 2000 a large restoring intervention has been undertaken with the following results:

- Some sectors have been designated to residential scopes (private flats)
- Some sectors have been restored with a public destinations

The latter restoring intervention is linked to the proposal of actions by the Chamber of commerce of Padova.

The intervention

The rooms available for the Centre under development covered around 100 m² that could become two separates rooms for the organization of events and/or the organization of a co-working room available.

The agreement sees the Municipality of Piazzola sul Brenta in charge to refurbish the rooms. Other equipment will be discussed once the programme of services will be validated.



4.2.2 The centre of Creativity and Social Innovation

Industrial Culture, Creativity and Social Innovation: innovative relationships for a living industrial culture

The Industrial Culture, to be seen as the structured set of elements that are characterising a territory and a population, can be innovate and become much more attractive towards

youths and new entrepreneurs when well combine with new elements. The relationships that could be established include;

- a) The relationship with Creative and Cultural Enterprises (CCEs) to promote new products, new production processes and new approaches to the customers, the users and the employees
- b) The relationship with all actors with a high social attitude, interested to interact with economic operators and professional to promote the general advancement of the society and the benefit for the individuals.

In these terms, the innovative combination of Industrial Culture, CCEs and social innovation can bring one territory toward new opportunities able to propose the Industrial Culture beyond traditional and “depreciated” schemes.

Given the knowledge for the “industrial culture” and the “Creative and Cultural industry”, some elements can be displayed below for the “social innovation”.

What is Social Innovation¹

Social innovation can be defined as the development and implementation of new ideas (products, services and models) to meet social needs and create new social relationships or collaborations. It represents new responses to pressing social demands, which affect the process of social interactions. It is aimed at improving human well-being. Social innovations are innovations that are social in both their ends and their means. They are innovations that are not only good for society but also enhance individuals’ capacity to act.

They rely on the inventiveness of citizens, civil society organisations, local communities, businesses and public servants and services. They are an opportunity both for the public sector and for the markets, so that the products and services better satisfy individual but also collective aspirations. Stimulating innovation, entrepreneurship and the knowledge-based society is at the core of the Europe 2020 Strategy.

Social Innovation can be supported with dedicated services that include innovation in services and in service products, new or improved ways of designing and producing services, and Innovation in service firms, organisations, and industries – organisational innovations and the management of innovation processes, within service organisations.

Among others, social design is also used as a term to describe particular approaches to social innovation. Social design is also meant to empower people at local level to invent together solutions to economic and social problems. It contributes to offer new values to guide public administrations’ actions through collaborative working, experimentations and prototyping.

Giving this definition of Social innovation and necessary services to support it, the added value from the collaboration with CCEs is evident and the impact of this cooperation to promote a new concept of Industrial Culture is fully justified.

The connection between Industrial Culture, Creativity and social innovation, combined in one set of services provided by well-trained operators, will highly contribute to promote the economic, cultural and social advancement of the users and the geographical areas interested by the project

4.3. Synergies with existing actions

¹ Guide to Social Innovation – EU Commission - 2013

Notably running experiences can be listed:

- a) In the **Social Innovation Camp**, an interdisciplinary group brings together software designers and experts in social issues. They work intensively on developing a single idea over a 48-hour period. The camp develops the techniques of multi-disciplinary working in a real world setting and some solutions are taken into the outside world.
<http://sicamp.org>
- b) **La 27e région** in France also brings together designers and other creatives to develop tailor-made local solutions. They call them 'residences'. Over a period of a few weeks, a multidisciplinary team of designers, IT people, architects, sociologists and researchers will go and reside in a public infrastructure or space: a school, a university, a service centre, a train station, a business park, an eco-museum, an incubator, a neighbourhood, etc. They then co-design new proposals with stakeholders and users, in a participatory way. Their programme "La Transfo" has already installed social innovation laboratories in a number of French regions.
<http://www.la27eregion.fr>
- c) **Citilab** is a centre for social and digital innovation in Cornellá de Llobregat, Barcelona, using design thinking and user-centered creation as main methods. It is a mix between a training center, a research center and an incubator for business and social initiatives. It sees itself as a center for civic innovation, using the Internet as a way to innovate more collaboratively integrating the citizen in the core process.
<http://www.citilab.eu/en>
- d) The **Danish Business Authority** (responsible for managing the Structural Funds), in the framework of "smarter regulation", has started a project to reduce the administrative burden for both projects and people in the service, shifting the focus from controlling and correcting errors to easing and improving access and looking at the results. For this, they look at the "service journey" that projects applying for Structural Funds money have to go through, starting from their perspective. They are using design and visualisation techniques, "playing with the voices of the people", as the anthropologist involved in the team put it, to understand and map the challenges of these applicants. So, this is an example of social in its means, using design methods and co-creation with users to improve public services.
http://www.erhvervsstyrelsen.dk/preventing_burdens

The establishment of the Centre in Piazzola sul Brenta will capitalise particularly the experience of **SOCIALFARE**, a service of creative and social innovation located in Torino. Main pillars for this centre are **Design Thinking** and **Co-creation**. These concepts (and related tools) will be transferred and adapted to promote **Industrial Culture** and new ways for its attractiveness toward youths, entrepreneurs, public actors, investors.

<http://socialfare.org/en/>

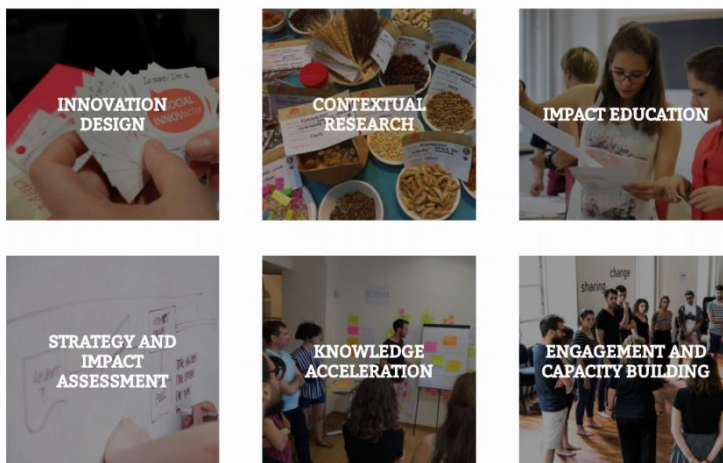


SocialFare is the Centre for Social Innovation in Italy. It designs and supports innovative ideas and solutions that tackle contemporary societal challenges. The centre is managed by social innovators: systemic designers, business analysts and developers, products, experts in social services and entrepreneurship. They apply systemic design and design thinking as core methodologies to develop their impact projects; SOCIALFARE works with communities and accelerate hands-on engagement, capacity-building and impactful enterprises.

The Centre developed and provides the following services:

a) Impact Design.

SOCIALFARE co-designs solutions with the beneficiaries, generating awareness and knowledge so to foster and share capacity for systemic change. The core methodologies – Systemic Design, Design Thinking, Theory of Change – are applied to design sustainable eco-systems.



b) Start-up acceleration

Twice a year the Centre launches FOUNDAMENTA, a 4 month-acceleration program during which the SOCIALFARE's team work hands-on with the start-ups in order to boost their businesses and make them vc-ready, i.e. ready to obtain funds.



Particularly, FUNDAMENTA Initiative, consists of the following services.



4.4. Possible intervention paths:

One **possible path** is under discussion with the focus group and the Municipality of Piazzola sul Brenta and consists of the following steps:

- Finalisation of the Agreement with the Municipality with the list of services, commitments and actions to be undertaken by the Chamber of commerce of Padova and the Municipality;
- Definition of the set of services to be provided in agreement with the Focus Group and the Municipality of Piazzola sul Brenta
- Networking activities and mapping of existing social and cultural&creative enterprises, interested to be involved with the activities of the centre
- Small scale investments to adapt the spaces to the Centre, the activities and the services to be provided.
- Start-up activities

5. Results

The results of actions foreseen in Veneto Region will bring the establishment of a Social Innovation Centre located in the old Jute Factory in Piazzola sul Brenta.

6. Evaluation of results

The actions will be developed in parallel with other partners that are working on the same topic (task T4.4.1) and will give valuable input and inspiration for their individual planned measures. In addition the experience of Veneto region will lead to the elaboration of a model of social innovation centre that will be proposed for other economic sectors and to other geographical areas.

7. Outlook and sustainability

In the coming year, the conceptual approach will be further developed and exploited in the region. This will lead to a broader understanding of what works well and what is difficult to achieve in practice.

The agreement with the Municipality of Piazzola sul Brenta will support the durability of the actions undertaken.