

TAKING
COOPERATION
FORWARD



2nd Partner meeting
Pécs - Baranya, 12th -13th March 2018



Brief Presentation of SWOT and best practice



(Insert your Institution)

Analysis about cultural and creative enterprises in the Veneto Region



THE VENETO REGION



CREATIVE INDUSTRY IN VENETO

The Region has recognized the creative industry as one of its main areas of specialization (RIS 3 - Creative industry is one of the 4 main areas for Regional Innovative Networks).

It is one of the productive realities of Veneto able to generate wellbeing and to express unique and particular excellences.

This area is characterized by a continuous need for restructuring and modernization generated by multiple factors such as the **close relationship with the changing expectations and preferences of consumers**, the **rapid technological progress**, the **innovation on materials**, the commercial competition and the change in production costs resulting from global competitiveness.



Creativity and innovation are constantly necessary and often fundamental processes in the fashion industry, one of excellence sector of the Veneto region.

- quality craftsmanship
- high-end industries
- artistic artefacts typical of the area
- fabrics and objects for the furniture
- sport system.

Product design, materials preparation, production processes, supply chain management, communication and branding are the phases of the value chain in which research, innovation and creativity go hand in hand to generate new, competitive products.



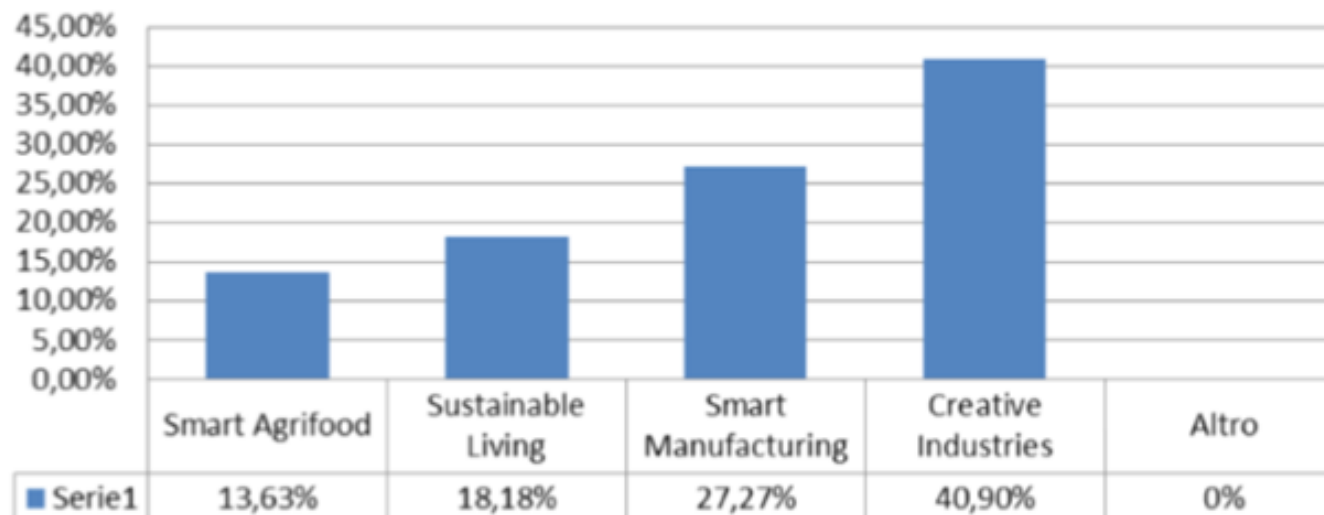
Research actions are needed to develop new materials for fabrics, such as special fibres and composites, functionalized materials, "biological based materials".

Biotechnologies and nanotechnologies are linked, they are cross sectors that can be used according to new types of production.

The use of new materials will also imply an innovation of production processes that will have to be able to respond more and more to criteria of environmental sustainability guaranteeing the birth of new "green labels" of excellence.



Quale ambito di specializzazione la rappresenta maggiormente?



- Excellent positioning of the Veneto universities respect to the teaching of scientific subjects
- Presence of centres of excellence in research and laboratories on nano- and biotechnologies, biomedical engineering, construction technology
- High propensity of companies to invest in green
- Growth in number of innovative start-ups
- Companies with a propensity for innovation
- Increase the presence of innovative and technological companies
- Regional laws for the support to develop of enterprises, innovation and internationalization
- High density manufacturing region with high export propensity
- Widespread entrepreneurship
- Strong tourists vocation
- Presence of excellence and leading companies
- Wide cultural and environmental heritage



- Research centres are not connected to each other
- Low use of ICT technology in micro businesses
- Difficult attraction of research services for companies
- SMEs with low investments in research
- Difficulties of companies to intercept financing and innovation opportunities



- Participation in national research projects (national technological clusters) and international projects
- Complementarity of knowledge and specializations between different clusters, even beyond regional boundaries
- Open Innovation
- Unexpressed potential in terms of research and development
- Innovation of production processes
- Economy always more careful to environmental sustainability



THREATS

- Enduring economic crisis
- International market exposure



BEST PRACTICES ON INCLUSION OF CULTURAL AND CREATIVE SCENE IN FORMER INDUSTRIAL/PRODUCTIVE BUILDINGS



VILLA ZILERI

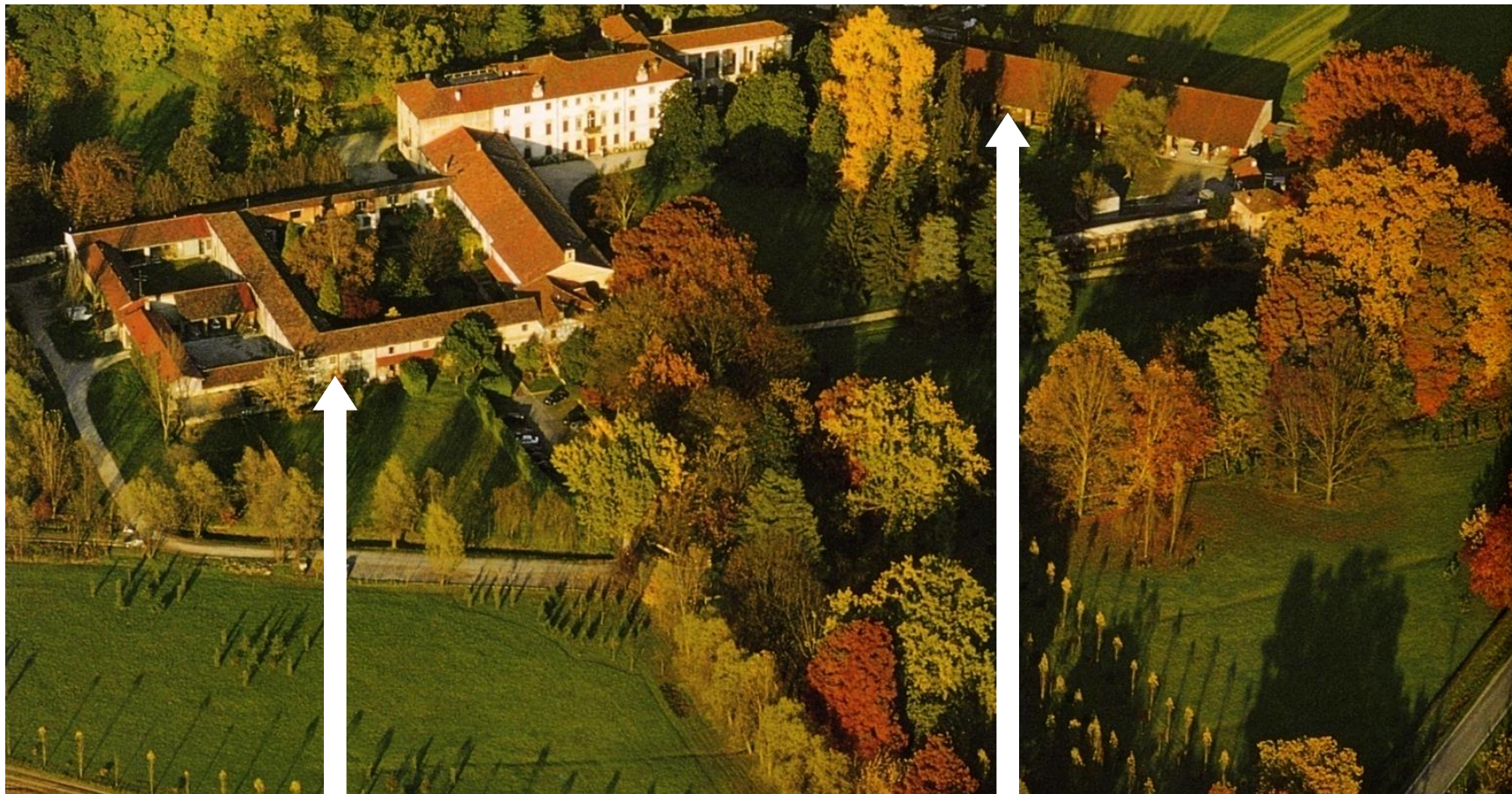


- Built in 1436
- Frescoes by GiovanBattista Tiepolo in 1734

...antique Venetian Villa transformed in a residential and directional pole, unique in Veneto and Italy.



VILLA ZILERI



- 12.000 SM of covered surface
 - 300.000 SM of garden
 - 42 residential apartments
 - 45 offices
-
- Fashion enterprises, service enterprises, cosmetic enterprises are using the Villa for offices and exhibit and show room.
 - The companies and the spaces of the villa provide services and activities also for the nearby city of Vicenza, such as restaurant, gym, music hall.



VILLA ZILERI



Amount of funding: some millions of euro divided by years and lots of activities. The loans were private, by the owner.

Economic sustainability of the intervention is demonstrated by the actual operativity of the structure. The owner is able to get economic profits from the management of the building, coming from commercial and residential activities. These benefits permit to cover also restoring costs to maintain in perfect conditions the valuable surfaces (frescoes, paintings, stucco, etc.) of the Villa. The main positive results are:

- Perfect conservation and maintenance of historic architecture and surfaces
- Functional and efficient spaces for daily uses
- Quality of life for users
- Environmental sustainability (renewable energy sources with PV panels, centralised conditioning system managed by environmental sensors, rainwater is stored and used for irrigation)

The main indicator of success is the response from users: almost all available spaces are occupied 95%, with a turnover of thousands of euro of years. Approximately 50% of creative companies are established. This also allows the perfect conservation of all artistic areas, frescoes, stuccos and the historical ornamental park.



The greatest difficulties are:

- A. bureaucratic obligations, overcome with the competence of technical advice;
- B. to combine the coverings with the breakeven of the single work lots, overcome with the organization of the works and of the promotion and marketing activities;
- C. reduction of management costs, resolved with the design and selection of low-cost and environmentally friendly technologies and energy sources.



Economic sustainability is interesting as a model of intervention that can be applied to other realities, by analyzing the market and potential uses, studying possible solutions and defining a detailed intervention plan.

Also knowing the laws and applications for financing and tax breaks.

Verifying the potential of the building and combining it all with the economic activities compatible with the historic artistic building. This case study is working today and represents a real point of excellence for the sustainable use of rural cultural heritage.





From 1975 the site, after being abandoned for a long time, started to be used by cultural associations with the creation of CLAC (Comunità per le Libere Attività Culturali - Community for Free Cultural Activities), with the mission to create a cultural laboratory open to the community.

In 1984 CLAC was recognised by Regione Veneto as regional institution with cultural relevance and provides an annual benefit. In 1989 CLAC and its Cultural Laboratory is supported at international level by the UNESCO Club. In 1991 the site is inserted in the list of “Friends of the World Treasures”. In 1995 the Cultural Laboratory starts its collaboration with the Council of Europe and ICCROM, on a programme of awareness about cultural heritage.



At present around 20 associations in the cultural, environmental and creative sector are settled in the complex, more associations, artists and citizens are using the spaces from time to time for their activities, while the biggest central building is used for exhibitions, managed by the municipality.

Associations are active in different fields: artistic (theatre, performing arts, creativity, etc.), cultural, including technical and scientific (planetarium, free software, traditional dances, etc.), environmental and social (human rights, peace, etc.).

Many courses are given to public (languages, arts, craftsmanship, creativity, astronomy, bicycle repairing, etc.) while several exhibits are organised every year.

The collection of publications by all these associations gave life to a huge library, including different sectors, from local culture and environment (7000 books, magazines, newspapers), to children's books in several languages especially about cultural diversity (about 12.000 books from first lecture to tales for teenagers), to heritage (English Heritage Fund and UNESCO publications) with publications on didactic and conservation of cultural heritage.

The green spaces around the buildings have been managed as a sort of small botanic garden, with a small wet area for environmental and didactic purposes.





The success of this experience is showed by the use of the site by many cultural and creative associations, the revitalisation of cultural and creative scene also through exchanges among associations. A major result is the opportunity of exchanges between the present associations and involvement of more external associations and groups to carry out activities and improve the results of single associations. Another major result is the creation and maintenance of the botanical educational garden.



The main difficulties have always arisen in the context of the relationship with the municipality and in the search for the resources necessary to continue the activities of the associations: some offices of the Municipality struggle to reconcile their role with the activities of the associations on the site; on the other hand, as regards the search for resources, most of these are provided by the volunteers themselves or through the teaching activities provided to the public (for the Italian law the associations can not carry out commercial activity except to a marginal extent).

The lessons learned are mirrored in relation to the above: a negotiation was started with the Municipality in order to formalize some of the activities of the associations in the area and sustainability criteria and international relationships have always been adopted in order to support and permit the associations to continue their activities.



CLAC and the UNESCO Club realised in this site, in a long period, an excellent experience including international relationships and the project “Amici dei Tesori del Mondo” (“Friends of the World Treasures”). In fact, this project already carried out a significant transfer to other realities, considering that the sustainability criteria of the “Treasures”, thanks to the work of local communities of people that protect them, have been exported and valued to all other Treasures.

