

TAKING
COOPERATION
FORWARD



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



Brief Presentation of SWOT and best practice

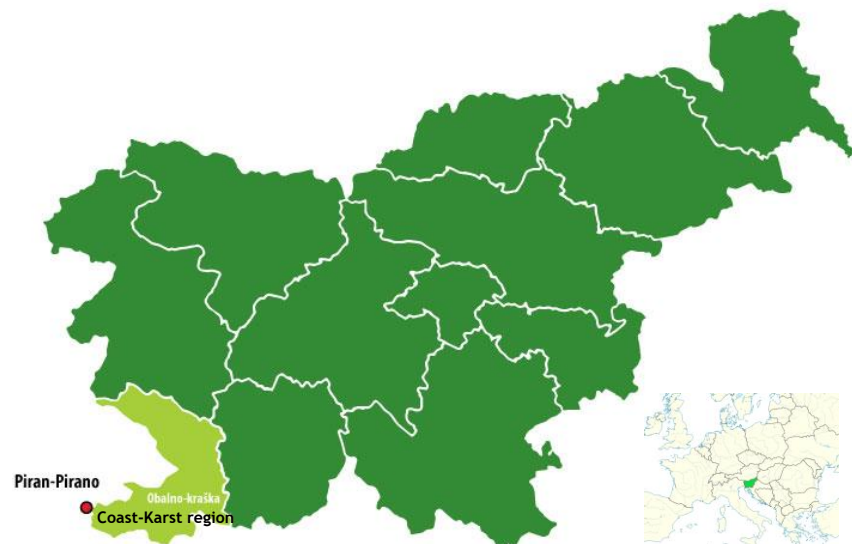


Institute for the Protection of Cultural Heritage of Slovenia



SWOT ANALYSIS

DATA FOR 2015	MUNICIPALITY OF PIRAN	COAST-KARST REGION	SLOVENIJA
Area km2	45	1044	20.273
No. of inhabitants	17.858	112.942	2.063.077
Employees	5.310	45.030	713.076
Average neto salary (€)	920,28	998,39	1.013,23
Companies income (1.000 €)	370.884	5.019.848	95.298.760
Average age	44,8	43,9	42,6
No. of companies	2.421	13.559	191.863



Regions of the Republic of Slovenia, Source: SURS, <http://www.stat.si/obcine;>

AREA OF EMPLOYMENT

The Coast-Karst region:

- companies in the manufacturing sector (25%),
- companies in the field of transport and warehousing (21,6%),
- commercial activity (11,9%),
- hospitality activity (10,2%).

Municipality of Piran:

- Hospitality activity / tourism (25%)



Sectoral structure of creative industry in Coast-Karst region

1. public institutions (RTV Slovenia Koper-Capodistria, museums, galleries,...)
2. non-governmental organizations (associations)
3. private companies or self-employed professionals (contemporary artisans, arrangers, architects-designers, journalists - authors).



SWOT ANALYSIS

Regional SWOT results

Strengths

- International cooperation and co-financing of cross-border implementation of EU projects
- Local cultural events and awards
- Internationally acknowledged business ideas (online crowdfunding)
- Development of the tourist economy
- Development of authentic products and branding
- Developed entrepreneurial structure and institutional support of the development of the economy (one-stop shop)
- Presence of the University in the region
- Strong public sector
- High-quality education and additional training in some sectors

Opportunities

- Create local demand for creative products and raise the quality of the creative scene
- New support policy for the CI on local level
- Connect traditional crafts with innovation (creative carpentry, creative fashion design)
- Connect culture to tourism

Weaknesses

- Lack of a critical mass for the CI, generally limited knowledge about art forms
- Small market and non-existent demand
- Lack of networking and promotion
- Legislation is inadequate for a comprehensive support of the CI
- Insufficient financing and high start-up costs
- Lack of managerial knowledge
- Price competition due to the problem of supplying local materials and the price of producing handicrafts

Threats

- Emigration of talents immediately after they become established in the domestic market
- Fierce competition from other countries
- Economic sustainability of the CI in contemporary arts (e.g. performing arts, which leads to working only in the field of youth education as the only paid activity)



POLIGON CREATIVE CENTRE, LJUBLJANA

- Tobačna Ljubljana; tobacco factory built in 1872
- Poligon is an autonomous connecting platform for different groups of creators (creative economies, social entrepreneurship and culture) with an agenda to empower the self-employed.
- Poligon's co-founders are Slovenia Coworking, Slovenia Crowdfunding, Kreativna Cona Šiška (Rompom) and Ljudje.si, who have invested over 5000 voluntary hours (2014).



- daily, multi-day and monthly membership
- 60 desks in the co-working office, 7 offices, 1 conference room, the Poligon Lab and photo studio, the Crowdfunding Lab, a bar, a small shop, a library, and an event space.



TAVERNA KOPER

- salt storage of St. Marc (17th century)
- multi-purpose space for organization of “open air” events
- equipped with sound system, video projector, stage, toilets, backstage,...
- needs identified by Municipality of Koper and local creative scene; financed with public funds (2000/2001)



- new use: concerts, exhibitions, workshops, culinary events
- 50 events/year
- most of events have free entry (public funds)



Thank you for your attention!

