

OECD Trento Centre for Local Development

Summer Academy on Cultural and Creative Industries and Local Development

11-15 June 2018 | FIRST EDITION
Bolzano and Trento, Italy

COURSE OUTLINE & AGENDA



■ The Summer Academy

The Summer Academy provides training for policy makers and representatives of cultural and creative industries (CCIs). At the end of the course participants will:



- acquire a deeper understanding of the sector, its needs and dynamics;
- develop expertise in putting in place effective and integrated strategies and policy frameworks to uncap the full potential of CCIs as drivers for local economic growth, job creation and inclusion.

The Summer Academy for CCIs' is a three-year project 2018-2020. The first edition will take place 11-15 June 2018 in Trento and Bolzano, Italy. The final conference on Friday 15 June is open to local as well as to national and international stakeholders interested in the event themes, upon registration.

2018 2019 2020



■ Objectives

The Summer Academy seeks to:

- **Stimulate sharing of knowledge** and experience between participants, experts and professionals from several fields related to CCIs.
- **Provide common interpretation tools** that will be applied to the analysis of participants' case studies as well as projects and local practices aimed at promoting CCIs' and local development.
- **Analyse** the process of culture-driven social innovation and **the role of CCIs**.
- **Foster networking and debate** around relevant case studies and best practices from the Trentino and Alto Adige - Südtirol (Italy) region and across OECD.
- **Examine the CCI entrepreneurial process** and the importance of creativity and innovation.
- **Promote online and offline social networks** among participants in order to exchange knowledge, practical experiences and work methodologies, on CCIs' and local development.

■ Background

The past decades have seen the rapid emergence of the culture and creative economy. Cultural and creative industries (CCIs) are at the centre of this dynamic and resilient sector comprising a broad range of activities, including cultural heritage, architecture, music, live performance, publishing, the art market, arts and crafts professions, television and radio, film and video, advertising, design, fashion, video games, etc..

These activities use creative skills, add value by applying knowledge and often depend on intellectual property. In many countries, CCIs have grown faster than the economy as a whole, making them attractive to policy makers as drivers of sustainable economic growth and employment. With their extensive knowledge base, CCIs generate value far beyond the narrow economic output of the individual sectors involved. They deliver a broad range of benefits nationally and locally, including:

- ▶ Generating economic growth, exports and employment;
- ▶ Stimulating innovation;
- ▶ Regenerating urban areas;
- ▶ Promoting regions as destinations to visit, live, work and invest in;
- ▶ Strengthening cultural identity and diversity;
- ▶ Supporting social cohesion and integration of marginalised groups;
- ▶ Contributing to well-being.

Despite the considerable potential of CCIs, they remain too often undervalued and unrecognised, especially in terms of their ability to access start-up capital and financing.

Due to the rapid evolution of CCIs, the difficulties to define their needs, the often intangible impact of culture-led projects, the need to catch up with new trends in cultural and creative tourism, and the fragmentation of policy frameworks, local policy makers often do not grasp the full extent of the sector and deploy insufficient efforts to support it. Overall there is a lack of capacity in designing integrated strategies and leveraging the appropriate policies to fully tap the potential of CCIs.

To fill this gap, the Autonomous Provinces of Bolzano (PAB) and Trento (PAT) in cooperation with the Organisation for Economic Cooperation and Development (OECD) and the European Creative Business Network (ECBN) are organising a capacity building Academy to create, develop and strengthen the abilities of organisations, communities and individuals in the cultural and creative sector. This will enable them to confront challenges and achieve goals, work collectively across institutional lines and policy silos, share experiences and develop synergies.

■ Focus

The Academy will focus on the relationship between cultural heritage and CCI, with an exploration of following themes:



Building resilient creative ecosystems:

What kind of environment do CCIs need to flourish? What challenges does the establishment of creative ecosystems pose to policy makers? Policy intervention needs to take a holistic approach to creative ecosystems, focusing on entrepreneurial and creative actors, resource providers and connectors.



Raise awareness of creative resources:

What are the main skills needed by CCIs? How can knowledge and creativity support innovation? Main topics such as mapping CCI skills needs, adapting training provisions and supporting life-long learning, knowledge spill overs and contamination, and exchange within the CCI sector and with other sectors will be discussed.



Governance and funding:

How can a financial ecosystem support CCIs? How can we best fund artistic and cultural activities and products? What can be done at city or regional level? Work will focus on the main difficulties related to funding the Cultural and Creative sector, with particular focus on possible solutions and alternatives to traditional credit channels.



CCIs for inclusive development:

What is the link between CCIs and social inclusion? Why and how can culture and creativity improve the quality of life in a community? The module will review how the development

of CCIs in a specific territory can enhance social innovation, especially concerning social and cultural inclusion.

■ Methodology

The Summer Academy approach is based on a combination of theoretical inputs and practice-oriented working group sessions. A substantial time, during and at the end of each thematic module, is reserved for discussions to generate and exchange knowledge.

→ A modular programme structure: one different topic is developed each day.






→ Key components:

- Theoretical/methodological “essentials”;
- Work on participants' case studies;
- Field visits to learn from innovative local initiatives in Trentino and Alto Adige - Südtirol (Italy).

→ An active participatory approach and exchange of knowledge/experience among participants during and after the Summer Academy are promoted, through working groups and the development of an active network.

The course materials and participants case studies will feed into a **manual for policy makers and practitioners**. The manual will provide practical guidance and recommendations on how to strengthen the CCIs sector, its competitiveness and economic relevance as well as its spill-overs to other industries. It will provide tools and instruments to address existing barriers and needs.

■ Daily agenda structure

	 DAY 1 Building resilient creative ecosystems	 DAY 2 CCIs for Inclusive Development	 DAY 3 Governance and funding	 DAY 4 Raise awareness of creative resources	 DAY 5
MORNING	Theoretical/methodological “essentials”	Theoretical/methodological “essentials”	Theoretical/methodological “essentials”	Theoretical/methodological “essentials”	Final Conference
	Participants' case study presentation	Participants' case study presentation	Participants' case study presentation	Participants' case study presentation	
	Summary of key concepts	Summary of key concepts	Summary of key concepts	Summary of key concepts	
	Lunch break	Lunch break	Lunch break	Lunch break	
AFTERNOON	Case study	Case study and Study visit	Case study	Case study and Study visit	
	Working groups	Working groups	Working groups	Working groups	
	Wrap-up of the day	Wrap-up of the day	Wrap-up of the day	Wrap-up of the day	

■ Participants profile

The programme of the Summer Academy targets national and international policy makers and practitioners active in the promotion and support to creative cultural sectors at the local, regional, national and international level, as well as cultural and creative entrepreneurs.

Participants should be strongly committed to the development of the cultural and creative sector. They should be freelancers or currently work in private companies and organisations (foundations, co-operatives, NGOs, grassroots community organisations, non-profit entities, etc.) or public institutions (national, regional, provincial or local governments, development agencies, research centres, international organizations) active in the field of CCI development.

■ Working Language

All sessions will be conducted in English.

■ Dates & venue

The Summer Academy will take place on 11-15 June 2018 in Bolzano and Trento, Italy.

■ Organisers and Partners

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Cooperation and Development), whose mission is to promote better policies for better lives. The OECD facilitates governments comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The mission of the Trento Centre is to build capacities for local development in OECD member and non-member countries. The 2016-2020 new vision combines an enhanced international role as capacity building provider for national and sub-national authorities on issues related to local development and a new development as a centre of excellence on issues related to spatial productivity.

tsm - Trentino School of Management is a consortium composed of the Autonomous Province of Trento, the University of Trento and the Region of Trentino Alto Adige-Südtirol. tsm is committed to both training and applied research in the public and private sectors, with a particular focus on the Trentino economy. The core activity of tsm is to provide training courses to public sector stakeholders and main actors (i.e. the Autonomous Province of Trento) and related organisations and companies. By creating a growth-friendly environment, tsm supports a development vision based on life-long learning principles. At the local level, tsm stands out as an integral part of a system improving skills in the public administration, and a reference point for training and research in the Autonomous Province of Trento.

The European Creative Business Network (ECBN) is a unique not-for-profit foundation initiated by the European Capital of Culture RUHR.2010 and established in 2011 as a Dutch Stichting in Rotterdam. Its founding members were the Creative Factory Rotterdam, Creative England, Creative Industry Košice and the European Centre for Creative Economy. Given the diversity of cultural expressions as well as of cultural and creative markets across Europe, ECBN works – on purposes indirectly and decentralized – by supporting leading agencies, funders and intermediaries on local, regional and/or national level. ECBN is “supporting the supporters” of creative business with the following actions: i) policy initiatives and advocacy; ii) research on spill-over effects of cultural creative sectors; iii) know-how exchange; iv) member exchange & collaboration; v) funding support; and vi) business opportunities in cross-innovation. At the Summer Academy, ECBN will focus on know-how transfer of best practice policies and on spill-over effects of CCI into the wider economy and society.

Centro Servizi Cultura e Volontariato (CSCV) was founded in Bolzano in 2016 to offer training, administrative and financial services to the cultural organisations active in South Tyrol. The partnership oversees the collaboration of Arci Ragazzi, Ascolto Giovani and Cooperativa Pratica in promoting social cohesion through collaboration, cooperation and innovation. The main objective of CSCV is to support and develop networks and connections between citizens, associations, public bodies and organisations at local, national and European level. CSCV is financed by the Department for Italian culture of the Autonomous Province of Bolzano-Bozen.

Department of Italian culture (Youth Policies Unit) – Autonomous Province of Bolzano is a public organisation that strongly believes in culture-based social innovation projects. Culture plays a huge role in the shaping of urban morphology and human relations. The Youth policies Unit implements skills of young people willing to improve the territory with new entrepreneurial projects related to culture and creativity. These sectors are considered decisive not just for youth leisure time, but also for empowering young people with professional skills and creating the best job opportunities. Many of these projects have been recently implemented in the Autonomous Province of Bolzano. These include the “Botteghe di cultura”, “Cohousing Rosenbach” and the restoration of DRIN (3000 square metres reserved for co-living projects of young people in the field of CCI).

The Department for Cultural Activities of the Autonomous Province of Trento is responsible for the museum and entertainment system, basic musical education, cultural associations and libraries. It also coordinates the initiatives and cultural events directly organised by the Autonomous Province of Trento and carries out studies and research in the field of cultural activities, acting as Provincial Observatory of cultural activities. The Department supports the initiatives proposed by young artists, individually and collectively, also through the provision of spaces and structures, the new professions and entrepreneurship in the cultural field and provides training for cultural operators.

Welcome reception

Sunday
10 June 2018

BOLZANO: Centro Culturale Claudio Trevi, Via dei Cappuccini 28 (entrance from via Marconi)



18.00-20.00

Registration

- Introduction to the objectives and structure of SACCI
- Presentation of the SACCI team
- Presentation of participants and their expectations

Opening of the 2018 Summer Academy

Monday
11 June 2018

Bolzano, Centro Culturale Claudio Trevi, Via dei Cappuccini 28 (entrance from via Marconi)

09:00-09:15

Registration

09.15-09.30

Introduction to the day by the facilitator

- *Lia Ghilardi*, Founder and Director, Noema Culture & Place Mapping, United Kingdom



BOLZANO: Centro Culturale Claudio Trevi, Via dei Cappuccini 28 (entrance from via Marconi)

THEME

In post-industrial economies, cities, regions, and/or agglomerations of smaller centres are increasingly focusing their attention on policies and initiatives aimed at the development of creative ecosystems capable of fostering new economic activities and emerging industries. Sessions during the day will feature reflections on how some cities and regions have successfully nurtured creative economies by adopting a holistic approach to local development. Examples will be provided of cities promoting the development of appropriate infrastructures and multi-disciplinary environments (where CCIs can network and cluster with other economic sectors). Attention will also be given to examples of regeneration of old industrial spaces into hubs or workspaces at local and regional level, contributing to the emergence of creative communities. Culture and the CCIs have a significant role to play in place making, helping cities and regions to re-invent themselves and giving deindustrialized areas a new purpose and identity. In this scenario, however, there are a number of challenges which we will unpack in the course of the day.

09.30-10.00 Official opening

- *Alessandra Proto*, Acting Head of the OECD Trento Centre for Local Development
- *Christian Tommasini*, Vice President of the Autonomous Province of Bolzano, Italy
- *Claudio Martinelli*, Head, Department for Culture, Autonomous Province of Trento, Italy
- *Bernd Fesel*, Director, European Creative Business Network

09.45-11.15 Key note presentation

10.00-10.45

- **New Challenges and Contexts of Cultural Creative Industries: An outlook on local and regional development 2020 – 2030**, *Bernd Fesel*, Director, ECBN, Belgium

Since 2008 cities and regions nurture arts and cultural creative industries successfully as driver for local development. 2018 the UNESCO Creative City Network alone is counting 180 cities in 72 countries. Making this initial start a sustainable success and resilient standard method in local development is the next challenge, especially since both contexts: urban development and of cultural creative industries have changed dramatically - and will continue to do so. This keynote identifies such contexts and their determining elements and presents an outlook for the next big setting of CCI in local development.

10.45-11.15

Debate

11.15-11.30

Coffee break

11.30-13.00 Participants' case study presentation

The case studies examined during this session will focus on both the benefits and the challenges of developing culture and CCI-led local development strategies.

13.00-14.00

Buffet lunch

14.00-14.15 Rules of the game

14.15-15.15 Case studies testimonials

- **Temple Bar: The Power of an idea**, *Eve-Anne Cullinan*, Founding Director, M.CO, Ireland

How can we help create the right conditions for resilient ecosystems without creating a dependency? Do we all have the same problems to solve? How can CCI supports be integrated in local area development? A 1980s decision to locate a city bus station in the mostly vacant but historic Temple Bar area of Dublin was overturned, and in 1991 backed by the Irish Government an

idea to revitalise the 28acre Temple Bar area was launched. Up to 2000 the area's regeneration was delivered through a public-private partnership model, underpinned by EC funding. Some pioneering projects included: the IFI for the Irish Film Institute, the Ark Children's Cultural Centre, new public squares, The Green Building; re-use of old buildings as new homes and spaces for design and creative industries; an integrated cultural development programme; with authentic marketing and greening initiatives funded through a TASCQ community partnership model. As Dublin's economy changed dramatically within the same period, many challenges were faced that became part of public debate on sustainable cities. Temple Bar regeneration won national and international recognition for innovation, and numerous architectural, environmental, and cultural tourism awards. The presentation will elaborate on the success factors and challenges for CCIs in the Temple Bar experience. It will also reflect on application of those success factors and new learnings about future needs of CCIs through more recent case studies: a) innovation for CCIs in the North West of Ireland; b) a strategy for creative entrepreneurship in Donegal County; and c) for Trinity, a leading university, on how best to support arts, culture and creative industries in a Dublin ecosystem, national and international context.

- **Lille: Turning a (post) industrial city into a Europe-wide cultural centre**, *Thierry Baert*, Director of Studies of development and cooperation, Development and Planning Agency of Lille, France

For cities, Culture is a powerful lever for transforming places and communities, and a strong vector of image change. The experience of Lille illustrates very well these positives. Since the early 1980s, local politicians and economic decision-makers have joined forces to design and implement successful development strategies. Following the bid for the 2004 Olympics, the nomination to European Capital of Culture was a main step in the recent evolution of a city that is to become World design capital in 2020. In hindsight, Lille 2004's success can only be explained in its historic and geographical context. A city that is both French and part of Flanders, many times destroyed by war and then rebuilt. Now a city engaged in a long-term process of transformation from its industrial past which made it so attractive to newcomers from all over the world. As in many other cities, cultural factors have played a crucial role in the redevelopment of Lille for the last decades. But what is probably the most interesting thing about what has been achieved here, is that it is not just about image promotion and tourism, but also about giving local people self-confidence and civic pride (as well as being about urban regeneration and industrial conversion). Throughout the years a constant concern for the city has been to develop a cultural offer that was both uncompromising/demanding yet accessible to all. This is why high-level facilities have been developed and now even in the most deprived neighbourhoods have now become an integrated part of the overall local development strategy. The huge challenge here was -and still is -to turn a whole local community and economy based on the strong industrial values of the past to a creativity-based type of economic and social values.

- **Malta: The culture-led transformation of Valletta through Valletta 2018**, *Graziella Vella*, Research Coordinator, Valletta 2018 Foundation, Malta

Over the last few years, the city of Valletta has embarked on a radical change, particularly since Valletta was selected as a European Capital of Culture (ECoC) for 2018 in 2012. The city has now become more accessible, with spaces given back to the public. Overall, the city feels and looks better and Maltese and foreigners want to buy property and settle down here. The work of the Valletta 2018 Foundation has focused on making culture more accessible, providing a varied program of events for different communities beyond the walls of the capital extending to all the Maltese Islands. As part of this process, the Foundation has also embarked on an extensive Evaluation and Monitoring exercise to understand and document the impacts of the ECoC. What comes after 2018, is maintaining the momentum. Sustaining the vibe and positive energy created in the sector and in the city, and ensuring that the livability of Valletta continues to improve. Throughout this presentation, the change which has happened in Valletta will be explored, highlighting the benefits of the ECoC and this culture-led process as well as the challenges which have been encountered, how these have been solved and what still needs to be tackled. The presentation will also look at how the legacy of Valletta 2018 is planned to be maintained.

15.15-15.45 ○ Preparation of questions in small groups

15.45-16.30 ○ Panel interview to the testimonials

16.30-17.15 ○ Wrap-up of the day



BOLZANO: Centro Culturale Claudio Trevi, Via dei Cappuccini 28

THEME

There is evidence that culture-led development strategies can have an impact on social inclusion, social innovation and intercultural dialogue. The focus will be on issues of access, intercultural dialogue and social innovation. This is because we know that access to culture (in production as well as consumption) for all (and especially now that digital technology is widely available) can increase social cohesion at local level and strengthen the sense of belonging to a city, as well as local pride. Culture and creativity are increasingly regarded as tools for fostering dialogue between citizens of different backgrounds, and for participation in new economic activities. Cities are particularly well positioned to implement culture-related activities with a social purpose. By promoting citizens' participation, forms of co-creation and involvement, culture and the CCIs can also be instrumental in delivering social innovation. Creativity, lateral thinking and imagination are valuable in generating new ideas to solve societal issues through the creation of new products, services and models.

09.00-09.15 Introduction to the day by the facilitator

- [Lia Ghilardi](#), Founder and Director, Noema Culture & Place Mapping, United Kingdom

09.15-10.30 Key note presentation

- [Pier Luigi Sacco](#), Special Adviser to the EU Commissioner for Education and Culture, EC & Director, IRVAPP, Italy

09.15-10.00 *Debate*

10.00-10.30

10.30-10.45 *Coffee break*

10.45-13.00 Participants' case study presentation

The links between CCIs and social inclusion, and how culture and creativity can be mobilised to improve the quality of life and the capacity for innovation, in particular in the social sphere, are some of the questions the case studies will be dealing with during the last day of the Summer School.

13.00-14.00 *Buffet lunch*

14.00-14.40 Case studies testimonials

- **Towards an OECD Guide for Local Governments, Communities and Museums**, [Ekaterina Travkina](#), Coordinator - Culture, Creative Industries and Local Development, OECD

In 2017-2018 the OECD is developing a [Guide for Local Governments, Communities and Museums](#) to provide a self-assessment framework: i) for local and regional governments to assess and improve their approaches to utilising cultural heritage as part of sustainable local development; and ii) for museums to assess and strengthen their existing and potential linkages with the local economy and social fabric. The Guide is organised around the following five themes: 1) Economic development and innovation; 2) Urban design and community development; 3) Cultural development, education and creativeness; 4) Inclusion, health and well-being; and 5) Managing museums for local development. For each theme a series of policy and action options and good practice criteria are presented, addressed to both museums and local government.

In 2018 a number of cities and museums are piloting the Guide to undertake an in depth self-assessment of their policies and actions. The pilot group includes Venice and Trento (MUVE and MUSE) in Italy, Louvre Lens and Musée des Confluences in Lyon, France; Gothenburg city in Sweden and its four museums (the City Museum, Gothenburg Art Museum, Maritime Museum and Aquarium, Design Museum), Osnabrück city and its museum Quarter, Germany; Museum of Antioquia in Medellin, Colombia; Museum of Fine Arts of Montreal, Canada; a number of cities and

museums in Poland (including the Historical Museum of the City of Krakow, the Tatra Museum, the Warsaw Uprising Museum, Museum of King Jan III's Palace at Wilanów, Coal Mining Museum in Zabrze), the city of Lisbon and the Museum of the City. The final version of the Guide will be launched at the OECD International Conference on Culture and Local Development on 6-7 December 2018 in Venice, Italy.

- **Supporting Creative Places and Partnerships in Scotland**, [Karen Dick](#), Place, Partnership and Communities Officer, United Kingdom

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland. One of our key ambitions is to “ensure that places and quality of life are transformed through imagination, ambition and an understanding of the potential of creativity”. We believe that creativity makes the society we live in a better society. We know that cultural and creative industries are increasingly contributing to social and economic regeneration, however we also know that, in many parts of Scotland, people working in these industries are unconnected, have limited resources and little capacity to address the challenges in their area.

This presentation will examine how Creative Scotland's development work, and initiatives like the Place Partnership program, provide new ways of working collaboratively with communities to understand and address local challenges and opportunities, and support community cohesion. Ensuring that development is truly locally driven is challenging, especially within ever-changing contexts across the cultural sector. Development takes patience, flexibility and the ability to put the needs of the place and its communities above the desires of individual organisations or people – which is not easy. This presentation will also look at these challenges, as well as how locally led development can help to bring about a positive change in the perception of a community, by both its residents and visitors, revitalising the people and their place.

14.40-15.00 ○ **Preparation of questions in small groups**

15.00-15.45 ○ **Panel interview to the testimonials**

15.45-16.00 ○ *Walk to study visit*



16.00-17.30 △ **Study visit: “Culture outside the box”**

- [Spazio Resistenze](#), via Torino 31, Bolzano

17.30-18.15 ○ **Wrap-up of the day**



TRENTO: tsm - Trentino School of Management, Via Giuseppe Giusti 40

07.45-08.45  Bus transfer from Centro Trevi, Bolzano to tsm, Trento



THEME

While innovation has been traditionally led by industry, cities are increasingly experimenting with new ways of attracting creative talents and unleashing CCI's capacity to innovate. Many cities and regions are developing new tools and facilities to foster the sustainable development and the internationalisation of CCIs. We know that the promotion of creative entrepreneurship offers an important stimulus to the emergence of new economic activities, thus generating new employment opportunities and growth at local level. This is why the day will focus on the mechanisms needed for the delivery of effective support. Retaining talent, incubating enterprises, improving the educational and skills level (including digital skills) of cultural and creative entrepreneurs are all priorities. But, in addition, CCIs, in particular SMEs, encounter difficulties in accessing the funds they need to finance their activities, both in terms of credit and equity. There is a crucial role to be played by public authorities in stimulating private investment and promoting public-private partnerships. Throughout the day, examples and testimonials about relevant initiatives will be presented and their merits discussed.

09.00-09.15  Introduction to the day by the facilitator

- *Lia Ghilardi*, Founder and Director, Noema Culture & Place Mapping, United Kingdom

09.15-10.30  Key note presentation

09.15-10.00

- **Tailored Policies and territorial ad-hocism**, *Luca Dal Pozzolo*, Head of research, Fondazione Fitzcarraldo and Director Cultural Observatory of Piedmont, Italy

Attracting CCI's and developing new enterprises and start up requires special attention in designing policies and tools, far from a standard approach, depending on the quality of the activities and the features of the territory involved. During my presentation direct case studies will be discussed such as, for example the policy descending from PON (piano Operativo Nazionale) for the Southern Regions of Italy's; examples of Incubators, territorial policies, and policies for heritage and Museums will also be discussed.

10.00-10.30

Debate

10.30-10.45  Coffee break



10.45-13.00 Participants' case study presentation

Case studies will feature examples of CCIs development mechanisms and discuss the merits and the challenges of implementing initiatives focused on funding, clustering, incubating or marketing (among others).

13.00-14.00 Buffet lunch

14.00-15.00 Case studies testimonials

- **ADDICT - Creative Industries Portugal: a vision for the development of the North Region of Portugal based on the creative industries, 2008-18**, [Cristina Farinha](#), Policy expert and researcher specialised in heritage, culture and the creative industries sector, Portugal

ADDICT was created in 2008 as a result of the founding vision of a group of diverse institutions from the city of Porto and the North region of Portugal. Industrial concentration, a rich cultural heritage alongside the relevant network of universities have allowed for pioneering investment to provide new value to these territorial assets. A mapping and strategy for the development of a creative industries cluster supported by a parallel regional funding line ensured the rationale and resources. Relevant investments were done in infrastructures and events to support an emergent yet dynamic group of creative enterprises and projects, notably in new media and ICT, architecture, design and fashion. ADDICT has grown into a nation-wide membership based non-profit association gathering a myriad of organisations with the main mission of representing the sector, supporting capacity building, joint promotion, and internationalisation.

Being one of the only entities in the country that responded to this agenda and acted as intermediary, ADDICT had difficulties to cope with all requests and needs especially in view of its small fragile organisational status. Furthermore, the lack of a nation-wide policy for the sector with consequent lack of specific support tools and programmes; and the economic uncertainty preventing a long-term investment strategy, has led to disinvestment from its major founding members. In the face of a still precarious cultural creative community that was not convinced to act together and actively participate in the governance, ADDICT was officially closed this year, leaving a relevant role to be fulfilled.

- **Pecci Foundation**, [Irene Sanesi](#), President of Pecci Foundation, Italy

The Foundation manages the Centro per l'Arte Contemporanea Luigi Pecci, promoting and expanding the permanent collection, scheduling the exhibitions and research projects, organising events and multidisciplinary cultural activities, collaborating with public and private bodies operating in the regional territory, coordinating and promoting contemporary artistic production in Tuscany and, through the activities of the CID/arti visive, storing information and documents relative to all aspects of contemporary artistic expressions.

15.00-15.30 Preparation of questions in small groups

15.30-16.15 Panel interview to the testimonials

16.15-17.00 Wrap-up of the day



BORGIO VALSUGANA: Arte Sella

07.45-08.45  Bus transfer from Trento Stallo di Torre Vana to Arte Sella



© Arte Sella

THEME

Successful policies and strategies for developing CCIs have been based on a clear understanding of the special characteristics of local cultural resources (understood in the broadest sense of the term). CCIs and CCI workers play an increasingly important role in the new economy as a key source of creativity and innovation, either in their working methods or in their ability to exploit the capacity of individuals to think inventively and imaginatively. Raising awareness of local strengths, weaknesses, and specific dynamics is key to the implementation of effective interventions. The question of what steps need to be taken in order to map and assess the cultural and creative capacity of a particular place will be one strand of the day's discussions and case studies. In addition, examples and testimonials of places that have engaged in developing evidence-based research, policies and strategies for the support of CCIs will be presented, together with a discussion of the knowledge spill-overs (e.g. in relation to innovation) generated by CCIs, and the measures places can take to improve the skills base and training provisions in order to foster creative talent and capacity.

09.00-09.15  Introduction to the day by the facilitator

- [Lia Ghilardi](#), Founder and Director, Noema Culture & Place Mapping, United Kingdom

09.15-10.30  Key note presentation

09.15-10.00

- **Mapping Creative Ecosystems: The Case of UK**, [Hasan Bakhshi](#), Executive Director, Creative Economy and Data Analytics, Nesta, United Kingdom

In this lecture, Hasan Bakhshi will trace the evolution of attempts to measure the creative economy through the experience of the U.K. He will explain that the primary benefit of the earliest attempts were to help legitimise the creative industries in the eyes of policymakers. He will then explain how recent developments in methodology and data sources permit the ecosystems within which creative businesses operate to be mapped, taking measurement beyond legitimisation and placing it at the heart of decision-making.

10.00-10.30

Debate

10.30-10.45  Coffee break



10.45-13.00 Participants' case study presentation

Case studies will be focused on the themes of the day and, in particular, the emphasis will be on examples of initiatives aimed at improving the conditions for CCI to thrive, the mapping exercises conducted to establish local specific strengths and dynamics, and the challenges encountered.

13.00-14.00 Buffet lunch

14.00-15.00 Case studies testimonials

- **Using Cultural Resources to Regenerate Communities: The case of the Kulturfabrik, René Penning**, Administrator, Luxembourg

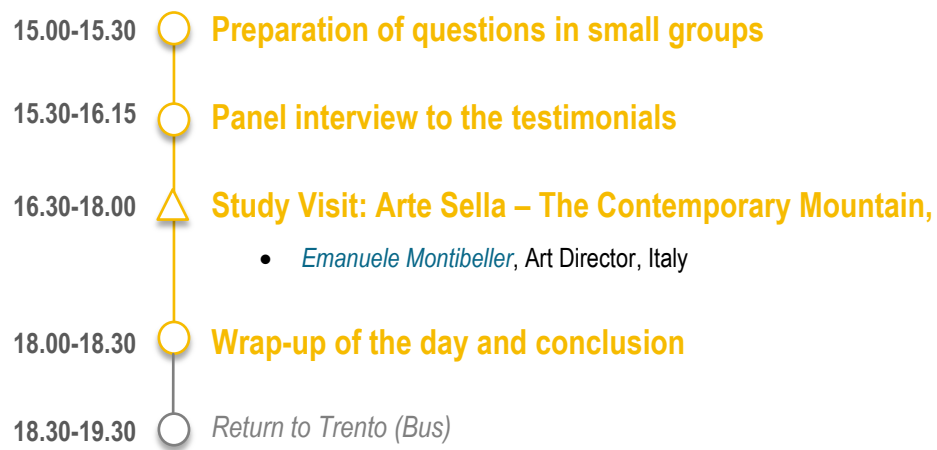
Esch-sur-Alzette, 35.000 inhabitants, second city in Luxembourg and former stronghold of the steel industry era is only a tiny spot on the map. But the whole southern region of Luxembourg flourishes due to ambitious urban development projects on former industrial sites, the implementation of the University in Esch-Belval and the establishment of many research and scientific centers. Esch recently drew attention due to its nomination for European Capital of Culture in 2022. Kulturfabrik, former slaughterhouse and artist squat until its renovation in 1995, finds itself challenged by this rapid state of change. Reluctantly accepted by political decision makers at its reopening in 1998 it has now reached a very good place in the city due to its creativity, people-centred management and a committed bunch of people. "Kufa" is increasingly seen as a key tool for engaging communities in the city and the region, offering a very diverse program ranging from indie music to flamenco, an important Urban Art Festival, artists' residencies, a festival of clowns for adults, educational programmes for schools, cross border literature & theater projects, a recently reopened cinema, a restaurant, a bar and much more. In this presentation you will hear more about Kufa's role in the city, how it contributed to Esch's cultural strategy (the first in Luxembourg), the inclusion and empowerment of the different sectors of the local community, and how the Urban Art project helped to improve the city image. You will also get a sense of the challenges encountered by this organization when trying to cooperate with other cultural partners in the city.

- **The Cultural and Creative Cities Monitor: A new tool to support peer-learning and foster culture-led development.**, **Valentina Montalto**, Research Fellow, Joint Research Centre of the European Commission

The Cultural and Creative Cities Monitor (CCCM) is new a monitoring and benchmarking tool that was entirely designed and developed by the Joint Research Centre (JRC) of the European Commission with a view to facilitate mutual exchange and learning between diverse groups of peer cities - based on similar population size, income and employment rate - and support the design of development policies, which are culture-led and evidence-based. To do this, the CCCM provides a transparent and comparable set of 29 carefully selected indicators for 168 cities in 30 European countries, making the most of available and culture-related data coming from both official statistics and experimental sources (i.e. the web). These 29 indicators describe the "Cultural Vibrancy", the "Creative Economy" and the "Enabling Environment" of a city and are then aggregated in nine dimensions and in an overall index (the "C3 Index"). The CCCM, which was published in its first ever edition in 2017, will be updated every two years, starting from 2019, in order to ensure continuous support to the raising number of cities interested in initiating culture-led strategies. The presentation will focus on the 1) Cultural and Creative Cities Monitor's policy rationale; 2) methodology (i.e. city selection and data gathering); 3) key findings (i.e. no single city excels on all the nine considered dimensions); 4) accompanying online tool and its main functionalities (i.e. indicators view, comparing cities, adding new cities); 5) uptake by various kinds of stakeholders; and 6) next steps (i.e. mobile web app in 2018 and second edition in 2019).

- **Programme ETA- R&D for the creative economy in the Czech Republic, Marcel Kraus**, R&D Programme Manager, TA ČR, Czech Republic

This presentation will deal first with the national programme of CCIs quantitative and qualitative mapping developed over the past five years across the CZ Republic. In particular I will look at a couple of case studies of mapping and show the initiatives that have been taken as a follow-up to the mapping. The second part of the presentation will take a close look at the R&D programme ETA and the projects supported under this scheme which are relevant to the creative economy. ETA was launched in 2017 and the programme has already supported more than 90 research and innovation projects in the CZ republic. Several of them are very promising for the creative industries and local development. For example, those aimed at the film industry, the design of furniture or data collection in relation to artistic practice.





TRENTO : Buonconsiglio Castle, Marangonerie, Via Bernardo Clesio 5

Working language: Italian/English (simultaneous interpretation will be provided)

RATIONALE

Cultural and creative industries play an important role in the economic, social and urban development of cities and regions and are also a powerful engine for innovation and competitiveness. Since 2010 the European Commission has supported a new approach to local development focused on strategies for smart specialisation (RIS3). Such strategies should embrace a broad concept of innovation which goes beyond investment in research or the manufacturing sector to include also design and the broader creative industries. In practice this means that regional and local authorities can now focus on delivering place and partnership-based initiatives which capitalise on the unique cultural and creative assets of a locality. The conference will deal with the potential such approach provides to deliver new opportunities for a truly inclusive and sustainable development.

09.00-09.30 ○ Registration and welcome coffee

Chair: [Alessandra Proto](#), Head, OECD Trento Centre for Local Development

09.30-10.15 ○ **Main results from the Summer Academy on CCIs and Local Development**

- [Lia Ghilardi](#), Founder and Director, Noema Culture & Place Mapping, United Kingdom
- [Participants](#) of the Summer Academy

10.15-10.45 ○ **CCIs support ecosystems as part of Smart specialisation Strategy**

- [Pier Luigi Sacco](#), Special Adviser of the EU Commissioner for Education, Culture and Sport, European Commission

10.45-11.45 ○ **Realising the potential of CCIs – Panel discussion**

- [Cristina Farinha](#), Policy expert and researcher specialised in heritage, culture and the creative industries sector, Portugal
- [Bernd Fesel](#), Director, European Creative Business Network
- [Annick Schramme](#), Academic Director Creative Economy, Antwerp Management School, Belgium

11.45-12.10 ○ **CCIs development: The perspective across levels of government**

- [Ugo Rossi](#), President of the Autonomous Province of Trento
- [Emanuela Rossini](#), Member of the Italian Parliament

12.10-12.20 ○ **The way forward**

- [Paolo Grigolli](#), Director, SMTC- School of Tourism and Cultural Management, tsm-Trentino School of Management, Italy
- [Teresa Pedretti](#), Manager, Centro Servizi Cultura e Volontariato, Italy

12.20-12.30 ○ **Closing remarks and certificates ceremony**

- [Lia Ghilardi](#), Founder and Director, Noema Culture & Place Mapping, United Kingdom

12.30-13.30 ○ **Farewell buffet lunch**

List of Participants

BELGIUM			
Annick	SCHRAMME	Antwerp Management School	Academic Director Creative Economy
CHILE			
Patricio	ANGONOA	Wild Patagonia	Managing Director
CROATIA			
Tina Lee	ODINSKY-ZEC	Zagreb School of Economics and Management	Director of the Innovation and Entrepreneurship Centre
CZECH REPUBLIC			
Dominik	KOVALCIK	Moravian-Silesian Innovation Centre	Project Manager
Marcel	KRAUS	TACR	R&D Programme Manager
FRANCE			
Thierry	BAERT	Development and Planning Agency of Lille	Director of Studies of Development and Cooperation
GERMANY			
Josephine	HAGE	Kreatives Sachsen	Deputy Director
IRELAND			
Eve-Anne	CULLINAN	M.CO	Founding Director
ISRAEL			
Limor	SHIPONI	The Storytelling Company	CEO, Chief Strategy Officer, and trainer
ITALY			
Francesco	ANDERLINI	Consorzio Turistico Piana Rotaliana Königsberg	Destination Manager
Orietta	BERLANDA	Brera, Academy of Fine Art	Professor of Mass media and of History of Cinema and Video
Marta	BIANCHI	Careof	President
Daniele	CAPPELLETTI	Campomarzio	Co-founder
Gaia	CARROLI	Teatro Cristallo Associazione Verein	Director of the Theatre
Valentina	CATTIVELLI	EURAC Research	Senior Researcher
Paolo	COCCO	MUSE - Museo delle Scienze	Curator

Valentina	COLLESELLI	Valentina Colleselli	Consultant
Massimo	CRUCIOTTI	SOS Archivi	Founder and CEO
Luca	DAL POZZOLO	Fitzcarraldo Foundation	Head of Research
Melisa	DIAZ LEMA	Politecnico di Milano	PhD student
Luca	FERRARIO	Trentino Film Commission	Referent of Trentino Film Commission and Vice President of national network Italian Film Commissions
Daniele	FILOSI	TrentoSpettacoli	President and General Manager
Massimiliano	GIANOTTI	Cooperativa 19	President
Luisa	MARANGON	IDM Südtirol - Alto Adige	Project Manager
Claudio	MARTINELLI	Department for Culture, Autonomous Province of Trento	Head
Francesca	MAZZOCCHI	CNA Cinema e Audiovisivo Toscana	Chief Officer
Paolo	MONTEMURRO	Consorzio Materahub Industrie Culturali e Creative	Director
Emanuele	MONTIBELLER	Arte Sella	Art Director
Marina	MUSSAPI	BASE Milano	Project Manager
Roberta	PEDRINI	Weigh Station	Founding Partner
Eleonora	PSENNER	EURAC Research	Researcher
Renate	RANZI	IDM Südtirol - Alto Adige	Head of Film Location Development and Ecosystem Film & Creative Industries
Rita	ROSATI	Accademia Tessile Europea	Social Media and Communication Manager, Content Designer, Event Manager
Ugo	ROSSI	Autonomous Province of Trento	President
Emanuela	ROSSINI		Member of the Italian Parliament
Pier Luigi	SACCO	Director, IRVAPP	Special Adviser to the EU Commissioner for Education and Culture, EC
Irene	SANESI	Fondazione Pecci	President
Luca Lagash	SAPORITI	Luca Lagash	Artistic Director and Project Manager
Giancarlo	SCIASCIA	Fondazione Bruno Kessler	Audience Developer

Alessandra	TANAS	Ecomuseo della Val di Peio	Consultant and Project Manager
Christian	TOMMASINI	Autonomous Province of Bolzano	Vice President
KOREA- REPUBLIC OF			
Won-Gyu	HWANG	Gangneung-Wonju National University	Professor of Economics
LITHUANIA			
Roma	SURVILIENE	National Association of Creative and Cultural Industries	Executive Director
Neringa	ULBAITE	Ministry of Economy	Advisor and Deputy Head
LUXEMBOURG			
René	PENNING	Kultur Fabrik	Administrator
MALTA			
Graziella	VELLA	Valletta2018 Foundation	Research Coordinator
POLAND			
Aleksandra	WIŚNIEWSKA	Faculty of Economic Sciences, University of Warsaw	PhD student
PORTUGAL			
Cristina	FARINHA		Policy Expert and Researcher on Culture
SLOVAKIA			
Lukáš	DANKO	Tomas Bata University in Zlín, Faculty of Management and Economics	Researcher
UNITED KINGDOM			
Hasan	BAKSHI	NESTA	Director of Studies of Development and Cooperation
Karen	DICK	Creative Scotland	Place, Partnership and Communities Officer
Lia	GHILARDI	Noema Culture & Place Mapping	Founder and Director
Matias	MUÑOZ	City University of London	PhD student
AFRICAN DEVELOPMENT BANK			
Emanuela	GREGORIO	African Development Bank	Innovation and Gender Economist
EUROPEAN COMMISSION			
Valentina	MONTALTO	Joint Research Centre of the European Commission	Research Fellow

CENTRO SERVIZI, CULTURA E VOLONTARIATO (CSCV)			
Teresa	PEDRETTI	CSCV	Manager
Silvia	POTENTE	CSCV	Administrative Officer
EUROPEAN CREATIVE BUSINESS NETWORK (ECBN)			
Bernd	FESEL	ECBN	Director
OECD			
Alessandra	PROTO	OECD Trento Centre	Acting Head
Elisa	CAMPESTRIN	OECD Trento Centre	Research Assistant
Roberto	CHIZZALI	OECD Trento Centre	Research Assistant
Chiara	DALLE NOGARE	OECD Trento Centre	Seconded
Giulia	MARTINELLI	OECD Trento Centre	Intern
Ekaterina	TRAVKINA	OECD	Coordinator - Culture, Creative Industries and Local Development
Renzo	TURATTO	OECD Venice Office	Policy Analyst
TSM – TRENTINO SCHOOL OF MANAGEMENT			
Paolo	GRIGOLLI	SMTC- School of Tourism and Cultural Management, tsm-Trentino School of Management	Director
Serena	CURTI	School of Tourism and Cultural Management, tsm-Trentino School of Management	Project Manager
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Summer Academy on Cultural and Creative Industries and Local Development

11-15 June 2018 | FIRST EDITION - Bolzano and Trento, Italy

VENUES

Bolzano: Centro Culturale Claudio Trevi, Via dei Cappuccini 28

Trento: tsm - Trentino School of Management, Via Giuseppe Giusti 40

Trento: Buonconsiglio Castle, Marangonerie, Via Bernardo Clesio 5

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