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European Union
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Regional policies supporting CCIs
and the culture and creativity cluster of FVG Region

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CCIs in Friuli Venezia Giulia

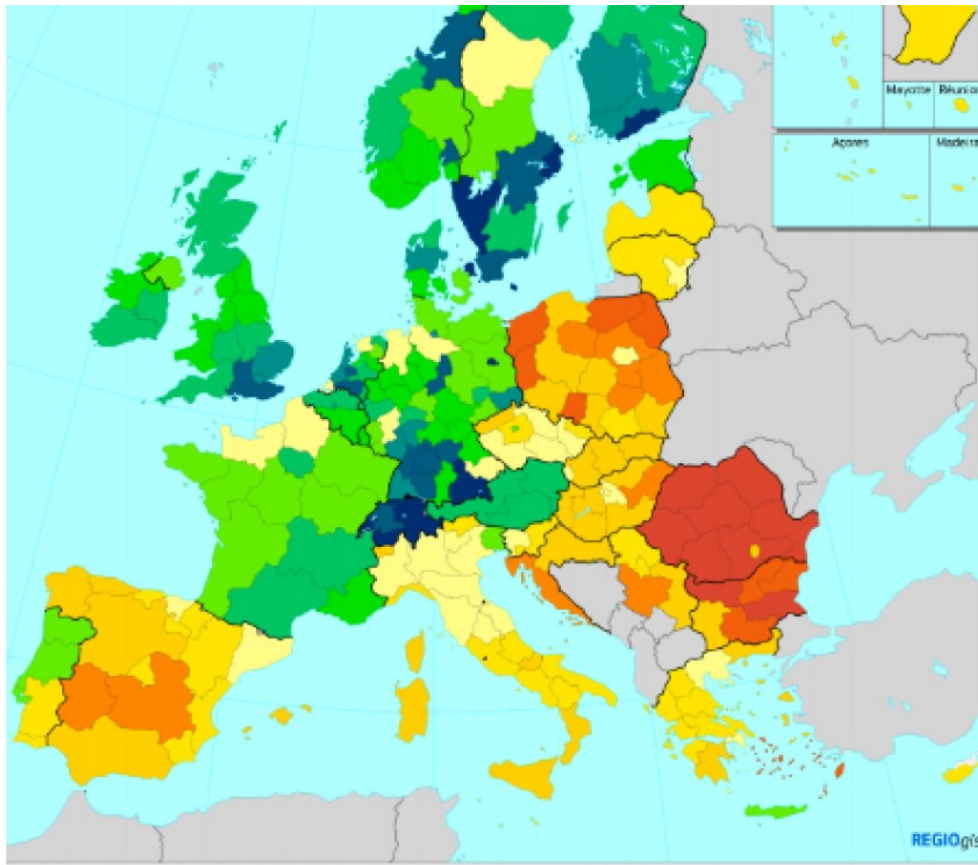
The cultural and creative production system in FVG is about **5.4%** of the regional economy with over **1.8 billion euros**, involving over **34.000 workers** (6.3% of the total employed in the Region).

In 2018, 3 regional territories ranked among the top 20 Italian provinces for the **incidence of the CCIs** on the total number of production enterprises:

- **Trieste** ranks 4th with 6.1% of the ICCs out of the total entrepreneurial system
- **Udine** is 19th with 4.8%
- **Pordenone** is 20th with 4.8%

Source: "Io sono Cultura" report, Symbola and Unioncamere

Regional Innovation Scoreboard



Regional performance groups



Source: European Commission - Regional Innovation Scoreboard 2019

The Innovation Performance in Friuli Venezia Giulia: **+7.7%**

Among the main sectors, *application design* is one of the most important.

Source: European Innovation Scoreboard 2020

Regional Policies for CCIs: Cultural and Creative Hubs

The Friuli Venezia Giulia Autonomous Region has decided to support actions aimed at **promoting regional cultural spaces** as well as at **strengthening and enriching the territorial context** through projects dedicated to urban areas.

The budget of the FVGAR for the Cultural and Creative Hubs is **10,510,000.00 euros** in the period 2020 - 2022.

Regional Art Bonus

The Friuli Venezia Giulia Autonomous Region developed a strategy for the **promotion of common action for the collection of private funds**, in addition to public ones, for regional cultural activities and heritage.

The regional Art Bonus is a **tax relief** in the form of **a tax credit** on donations made by companies and foundations in support of:

- projects for the promotion and organization of cultural activities;
- cultural heritage enhancement projects.

Financial allocation for the three-year period 2021-2023: **€ 4,885,634.59**



10 EU projects for CCIs

ongoing initiatives

The **DIVA project** aims to support **new products and services** from the collaboration between traditional enterprises and CCIs thanks to a **900.000 euro tender**.



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CROSSINNO project wants to promote an in-depth analysis of the **cross-fertilization process** between cultural heritage, CCIs and traditional SMEs. A **pilot action** will take place in 2 museums (in Maniago and Tolmezzo) in order to create **synergies** between CCIs and cultural heritage and to promote innovation processes.

European projects

CREATURES project aims to **preserve** cultural heritage, **promoting** sustainable and experiential tourism, **exploiting** the potential of CCIs.

Thanks to the project, an **app** will be developed in order to attract new tourists. The aim is to encourage tourists to explore the cultural heritage of the ADRION region in an innovative way.



SACHE project wants to **strengthen** the role of cultural heritage into «Smart Accelerator of Creative Heritage Entrepreneurship».

The first **Regional fair for Culture and Creativity** will be organized in 2021.

Smart Specialization Strategy

A **local Working Group** has been created and local stakeholders have been involved, particularly in the definition of the **new targets** for the Smart Specialization Strategy – S3.

The local Working Group met several times in order to **identify** the needs of the cultural and creative sector.

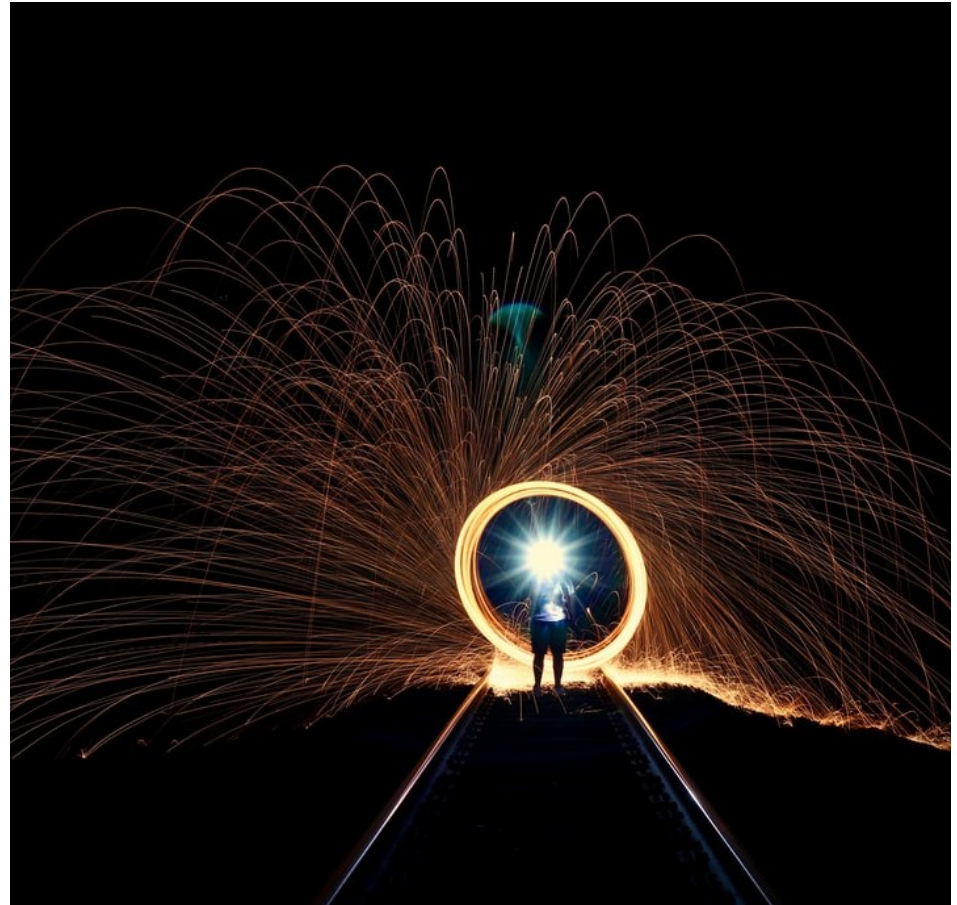
Regional Cluster

A **public call** was launched on July 2019.

Financial allocation for the three-year period 2021-2023: **450,000.00 euro**.

Additional funding for research and innovation policies planning in culture and creativity (S3): **150,000.00 euro**.

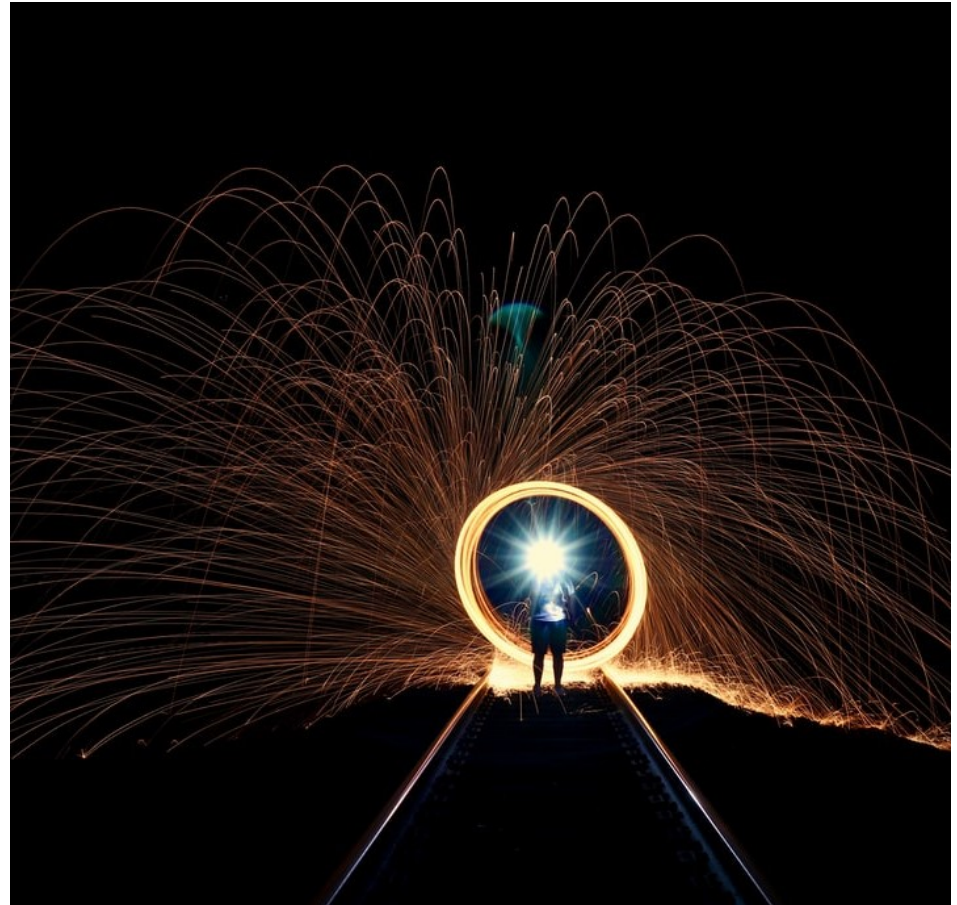
The management of the cluster was won by an ATI made up of Informest and the regional business incubators (Friuli Innovazione, Area Science Park, Pordenone Technological Park and BIC FVG incubators).



Regional Cluster

Cluster services:

- Skills catalogue
 - Mapping of members or associates and their skills
 - Making the catalogue available and updated
- Promotional activities to increase the visibility and branding of members or associates and of the regional system
- Funding Opportunity Desk





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Thank You! 😊



RRA LUR
regional development agency
of Ljubljana urban region

