

ChIMERA

Innovative cultural and creative clusters in MED area

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

D.3.5.1. Regional Strategic Action Plans (SAPs)

WP 3. Studying

act. 3.5. Developing common approaches and strategies to stimulate innovation in cultural and creative sector

Responsible partner: PP1, Basilicata Region

Status: final

Distribution: public

Date: 30/06/2018





Interreg
Mediterranean



ChIMERA

INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

REGIONAL STRATEGIC ACTION PLAN

Basilicata Region

Project co-financed by the European
Regional Development Fund

Date 24/01/2018

NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	Creation of the Basilicata CCI Cluster in order to support the participation of its members in national and international networks and clusters.
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	<ol style="list-style-type: none"> Identification of the background ecosystem as a pre-requisite for the institution of the cluster: establishment of a stable <u>network</u> of public and private stakeholders, definition of the CCI <u>sectors</u> to be included in the cluster, delineation of the <u>members</u>, the <u>goals</u>, and the common <u>interests</u> for companies to take part in such a cluster; Creation of the Basilicata CCI Cluster: the cluster has to be a <u>legal entity</u> with a Manager and a Board and has to provide targeted and tailored <u>services</u> to its members.

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
RECOGNITION OF THE BACKGROUND ECOSYSTEM					
Strengthening the governance, enhancing the role of the CCI operators (public and private) in the planning of	Consolidation of the collaboration among the different Regional Departments /Offices dealing with CCI operators with the creation of an	Basilicata Region. Regional internal staff/In-house companies	Basilicata Region ERDF Managing Authority ESF Managing Authority	On-going End date: mid 2018	Human resources

actions and the raising awareness on the importance of CCI ecosystem	Interdepartmental/Transversal Structure and Establishment of the Interdepartmental/Transversal Structure		In-house companies		
Establishment of a stable network of public and private stakeholders of the regional CCI ecosystem	<p>Meetings of stakeholders on a calendar base: e.g. n. 1 fixed meeting per month</p> <p>Organisation of common events and projects concerning the CCI sector : e.g. workshops, participation in national/EU events, presentation of joint applications in national and/or EU calls ('PON Cultura', Creative Europe, Interreg, etc.)</p>	Basilicata Region. Regional internal staff/In-house companies	<p>Basilicata Region (Departments involved)</p> <p>Stakeholders:</p> <p>In-house companies, Chamber of Commerce, Unioncamere</p> <p>Business support centres</p> <p>Financial institutions</p> <p>Consortia of CCI Smes</p> <p>Lucania Film Commission</p> <p>Professional Orders</p> <p>Entrepreneurship Associations</p> <p>Research Centres</p> <p>University of Basilicata</p> <p>T3 Innovation</p>	On-going <u>No</u> end date: permanent stable working group	Human resources

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Focusing on specific areas of CCI for clustering (cultural tourism + cultural heritage, design or film/audiovisual industry, etc.)	Meetings /round-tables among public and private stakeholders in order to fix the subsectors to be involved in the cluster and set up the parameters to be a creative or cultural enterprise	Basilicata Region	Basilicata Region (Departments involved) Stakeholders: In-house companies, Chamber of Commerce Unioncamere Business support centres Financial institutions Consortia of CCI Smes Lucania Film Commission Professional Orders Entrepreneurship Associations Research Centres University of Basilicata T3 Innovation ...	End 2018	Human resources
Carrying out a regional mapping of micro and SMEs and professionals (also one person	Regional Database of companies and professionals	Basilicata Region	Basilicata Region as the coordinator Partners: Chamber of Commerce	End 2018	External experts or in – house company (e.g. Sviluppo Basilicata) Costs: to be budgeted

companies)			Professional Orders Entrepreneurship Associations Regional Observatory for cultural heritage Regional Observatory for the Performing arts		according to the human professional resources involved
FOUNDATION OF THE CLUSTER					
Definition of the Cluster governance and structure (definition of the legal entity and of the Board - that has to be composed by the representatives of the CCI sectors included in the cluster but also by representatives of the Entrepreneurship associations, trade unions, University and research centres)	Provision of the Statute Description of the governance (e.g. President, Director, components of the Board., etc.)	Basilicata Region Department responsible for the constitution of the cluster	Micro and SMES, Professionals One person companies Chamber of Commerce Unioncamere Business support centres Financial institutions Consortia of CCI Smes Lucania Film Commission Professional Orders Entrepreneurship Associations	March – April 2019	Human resources

			Research Centres University of Basilicata ...		
Preparation of the Contract and of the internal regulation of the Cluster (disciplining the formal relationship between the legal entity and the members of the cluster and fees)	'Cluster Contract' Internal cluster regulation	Basilicata Region Department responsible for the constitution of the cluster and Legal Office	Micro and SMES, Professionals One person companies (if necessary, the 'creative community' can be consulted)	March – April 2019	Human resources
Preparation of the call for the selection of the Cluster Management Team: Cluster Manager and working team	n. 1 Cluster Manager selected after call and n. 3 or 4 members of the team	Basilicata Region Department responsible for the constitution of the cluster and Legal Office	–	March – April 2019	Human resources
Definition of the services provided by the Cluster, preparation of the Cluster Business Plan and Action Plan	<ul style="list-style-type: none"> Cluster Services portfolio Cluster Business Plan Cluster Action Plan 	Cluster Manager	Basilicata Region Department responsible for the constitution of the cluster and Legal Office for consultations, if	May 2019	Human resources

KICK OFF and START – UP of the cluster: selection, contact, and invitation to companies and professionals	Preliminary aggregation of the businesses involved in the cluster	Cluster management team	necessary Basilicata Region Department responsible for the constitution of the cluster and Legal Office for consultations, if necessary	June-July 2019	Human resources
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THE LINK BETWEEN ACTION PLAN AND RIS3	<i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i>	<p>The Smart Specialisation Strategy of Basilicata Region includes the CCIs sector in its priorities. The five selected specialization areas are: Aerospace, Automotive, BioEconomics, Energy, and Cultural and Creative Industry.</p> <p>The Regional Strategy does not provide a definition of the cultural and creative industry (CCI), but highlights three strategic sectors for the CCIs:</p> <ul style="list-style-type: none"> • creative industries for tourism, • creative industries and design, • creative industries serving production sectors. <p>The strategy puts a focus on support instruments for the development of research, start-up, implementation of financial instruments, fostering networking and clustering, development of cooperation between business and university, research institutions, incubation and improvement of skills and knowledge of SMEs' employees and encourages aggregation of CCIs companies (clusters) in order to reach dimensional limits tailored to the market.</p> <p>The seven technological trajectories transversal to all the five selected areas are:</p>
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		<p>especially youth entrepreneurship (incubators), and innovative start-ups and spin-offs operating in the aforementioned sectors.</p> <ul style="list-style-type: none"> • Trajectory n. 6: Technological innovation linked to design, ergonomics, quality and tailor made craftsmanship, to the film industry, upholstered furniture, artistic handicraft: integration of businesses and creative and artistic organizations promoting local traditions with local economic-productive supply chains most closely linked to traditional and / or high-tech businesses. • Trajectory n. 7: Non technological innovation, for the creation of new models for social innovation and self-employment related to tourism, to the management, and enjoyment of environmental and cultural tangible and intangible heritage (landscape, geological, biological, archaeological, monumental, anthropological, historical, historical- artistic, linguistic assets).
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the action plan</i>	