

## **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.3.4.2. Comparative analysis**

##### **WP 3. Studying**

#### **act. 3.4. Capacity building of innovation key actors for the cultural creative industries**

Responsible partner: PP1, Basilicata Region

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**Interreg**  
*Mediterranean*



INNOVATIVE CULTURAL  
AND CREATIVE CLUSTERS  
IN THE MEDITERRANEAN AREA



## Definition of Frontrunners

The frontrunners could be clusters that work to promote and encourage cooperation between enterprises, organizations, universities and public entities with a view to increasing turnover, exports and skilled employment in the CCI sector.

A CC cluster has to be transformative and integrative to influence the economy.

## To be completed by each ChIMERA partner:








Title	<p><i>The title of frontrunner case in original language</i></p> <p>Incredibol – L’innovazione Creativa a Bologna</p>
Location	<p><i>Describe in order: Country, Region, City</i></p> <p>Italy, Emilia Romagna, Bologna</p>
Founded	<p><i>Year of foundation/ launch</i></p> <p>2010</p>
Contacts	<p><i>Name and contacts of the main representatives (President, Director, etc.) and a general email (ex.: <a href="mailto:ualg@ualg.pt">ualg@ualg.pt</a>)</i></p> <p>Progetto Incredibol! – L’INnovazione CREativa DI BOLogna Comune di Bologna</p>

















	Dipartimento Economia e Promozione della Città Piazza Maggiore 6, 40124, Bologna <a href="mailto:incredibol@comune.bologna.it">incredibol@comune.bologna.it</a>
Webpage	<i>URL or link of Facebook/ LinkedIn pages if the frontrunner does not have an official webpage</i>  <a href="http://www.incredibol.net">http://www.incredibol.net</a> <a href="https://www.facebook.com/incredibol">https://www.facebook.com/incredibol</a> @incredi_bol
Short Summary	<i>Synthetic description of the frontrunner including overall characteristics or summary (role, implementation scale, etc.). [Max. 3 lines written]</i>  INCREDIBOL! (Bologna's Creative Innovation) is a project started in 2010 to promote creative and cultural activities in the Emilia-Romagna region.  The project is coordinated by the <b>Municipality of Bologna</b> and supported by the <b>Emilia-Romagna Region</b> in conjunction with public and private players.  It includes <b>a yearly call</b> to promote the <b>creation of start-ups</b> in the creative and cultural sector, <b>a recurrent call</b> to foster regional creative companies' <b>internationalization</b> , a consulting <b>desk (one-stop shop) service</b> (on demand, on line), <b>premises and venues owned by the Municipality of Bologna</b> and given on gratuitous loan to cultural entities and creative professionals, <b>info and opportunities</b> published on the official website <a href="http://www.incredibol.net">www.incredibol.net</a> , on the <a href="#">Facebook page</a> and under the 'creative' section of <a href="http://www.emiliaromagnastartup.it">www.emiliaromagnastartup.it</a> , organization of <b>free workshops, public meetings, networking and b2b events</b> , etc., <b>special and pilot projects and participation in European projects, networks, and international activities about ICCs</b> .  The project is constructed on a <b>regional public/private network</b> offering guidance, training, ad-hoc consulting services according








to the needs of the winners of the call.

1. Selection criteria	Relevance	<p><i>In this section, provide information concerning the selection of the frontrunner case, highlighting specific information about it (role, technical/procedural solutions). Please, justify based on the relevance of CHIMERA thematic. [700-900 characters]</i></p> <p><b>Incredibol!</b> is a network of partners who have made themselves available free of charge to the cultural and creative sectors in the province of Bologna.</p> <p>The partnership is in continual evolution and takes into account the needs and requirements of the sector itself.</p> <p>As of 2016, several ‘<b>senior winners</b>’ have got involved, dedicating their specific expertise to projects selected in recent rounds of the <b>Incredibol!</b> call.</p> <p>Network members are varied and representative of institutions, arts and professions not only of the city of Bologna, but also of regional and national level.</p> <p>The partners involved in the initiative so far are:</p> <ul style="list-style-type: none"> <li> <a href="#">Accademia di Belle Arti Bologna</a></li> <li> <a href="#">ARCI Bologna</a></li> <li> <a href="#">ASTER</a></li> <li> <a href="#">BAN – Business Angels Network</a></li> <li> <a href="#">Camera di Commercio Industria Artigianato e Agricoltura di Bologna</a></li> <li> <a href="#">Città Metropolitana di Bologna</a></li> <li> <a href="#">CNA Bologna</a></li> </ul>
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|  |  | <ul style="list-style-type: none"><li> <a href="#"><u>Demetra Formazione</u></a></li><li> <a href="#"><u>Ecipar Bologna</u></a></li><li> <a href="#"><u>Ervet</u></a></li><li> <a href="#"><u>Fare Lavoro</u></a></li><li> <a href="#"><u>Federmanager</u></a></li><li> <a href="#"><u>Fondazione del Monte di Bologna e Ravenna</u></a></li><li> <a href="#"><u>Fondazione Flaminia</u></a></li><li> <a href="#"><u>Fondazione Golinelli</u></a></li><li> <a href="#"><u>Kilowatt</u></a> (senior winner)</li><li> <a href="#"><u>LB Consulting</u></a></li><li> <a href="#"><u>Legacoop Bologna</u></a></li><li> <a href="#"><u>Night Created Design</u></a> (senior winner)</li><li> <a href="#"><u>Ordine degli Architetti della Provincia di Bologna</u></a></li><li> <a href="#"><u>Ordine dei Dottori Commercialisti e degli Esperti Contabili di Bologna</u></a></li><li> <a href="#"><u>PerMicro spa</u></a></li><li> <a href="#"><u>Progetti d'impresa</u></a></li><li> Progetti per l'impresa (Comune di Bologna)</li><li> <a href="#"><u>Smell</u></a> (senior winner)</li><li> <a href="#"><u>Studio Capizzi</u></a></li><li> <a href="#"><u>Studio Legale Pellegrino</u></a></li></ul> |
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		<p>  <a href="#">Università di Bologna</a>   <a href="#">Urban Center Bologna</a>   <a href="#">TIM #WCAP</a> </p> <p>The strength of the network is represented by the <b>support</b> of the Emilia Romagna Region to the project, that acknowledged the importance of the CCI Sector including it in the development strategy within the broader 'smart specialization strategy' 2014-2020, known as '<b>S3</b>'.</p>
	Sustainability	<p><i>Positive impacts for the CC sector (production, cohesion, job opportunity, etc.) and the elements or perspectives that can guarantee the progressive outcomes. Also, explain if those elements belong to a short/middle/long term perspectives and if the durability of the case could generate other positive results. [700-900 characters]</i></p> <p>Incredibol was established through a program agreement (<i>Accordo di Programma</i>) between the Emilia Romagna Region and the Municipality of Bologna.</p> <p>The agreement is based on a public-private network that, since 2010, has developed the following results:</p> <ul style="list-style-type: none"> <li>- 64 business ideas accompanied,</li> <li>- 25 spaces granted to entrepreneurs in buildings belonging to the Municipality.</li> </ul> <p>The strategic objectives of the project in the long term are as follows:</p> <ul style="list-style-type: none"> <li> activating and promoting the creation of new collaborative spaces in the metropolitan area of Bologna;</li> <li> promoting the international valorization of regional creative and cultures industries, in particular the relations and connections with other creative clusters, in order to foster the</li> </ul>





		<p>internationalization of the sector and preparing specific internationalization programs;</p> <ul style="list-style-type: none"> <li>promoting and attracting investment in enterprises or innovation centers within the cultural and creative industries, in particular focusing on digital and multimedia applications;</li> <li>promoting initiatives for the improvement of the knowledge of the CCis' issues in Emilia-Romagna region and for the benchmark at European level, also through the participation in European projects and networks,</li> <li>disseminating the IncrediBOL! s goals also through the 'hubs' and incubators under construction .</li> </ul>
	Transferability	<p>The frontrunner analyzed is not a cluster. It is a 'desk' at Bologna Municipality's premises finalized to provide a wide range of services for ICCs.</p> <p>The success of Incredibol is based on:</p> <ul style="list-style-type: none"> <li>the support of public institutions: Emilia Romagna Region and the Municipality of Bologna;</li> <li>'high level' profiles of participants, as well as variety of participants to the network: banks, public institutions, professional orders, etc.</li> </ul> <p>The project could be easily transferred to Basilicata: the above elements are already existing; and, in particular, there is the full support of the Basilicata Region and the network of partners/participants could be easily constructed also taking into account that the region is small.</p> <p>The project transferred could be built in a way to be reconverted in a formal cluster.</p>
	Motivation and the usefulness in a EU wide context	<p><i>A synthetic explanation of the coherence with EU framework policies, if response to the main CC challenges, boosting clusters, increasing community awareness, etc. [700-900 characters]</i></p> <p>Incredibol has been identified as a best practice for the importance that the city of Bologna has in</p>





		<p>creative and cultural production. In 2006, <b>Bologna</b> also became a <b>UNESCO Creative City of Music</b>: a prestigious acknowledgement celebrating its rich musical tradition and its lively musical scene. The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified <u>creativity as a strategic factor for sustainable urban development</u>.</p> <p>The project has received many awards, the most significant being the recognition of 2014 'Culture For Cities and Regions, the EUROCITIES network, Good practice'.</p> <p>The Incredibol project is consistently integrated into the Smart Specialization Strategy of the Emilia Romagna Region for 2014- 2020 programming period.</p> <p>The Desk can easily be transformed in a cluster with appropriate administrative actions.</p>
2. Typology of the operation	Infrastructure	<p><i>If is a cluster, association, platform, incubator, etc. [Max. 100 characters]</i></p> <p>Incredibol is one-stop shop at Bologna Municipality's premises finalized to provide a wide range of services for ICCs. (Services described in the Short Summary section).</p>
	Effective procedures	<p><i>Project management, monitoring systems, policies, etc.</i></p> <p>Incredibol is a one-stop shop providing services managed by civil servants of the Municipality . Procedures for access are simple: visit to the website and possibility to take an appointment on line just to begin with.</p>
	Community involvement	<p><i>Describe the impact of the frontrunner case in the community: Education of citizens, schools, etc.</i></p> <p>Incredibol's actuator is the Urban Marketing and Tourism Sector of the Bologna Department of Economics and Promotion.</p> <p>The Coordinator of the agreement is the Economic Development, Industrial Research and Technology Innovation Service of the Emilia Romagna Region</p>



	<b>Networking</b>	<p><i>Describe the relation so far established by the frontrunner case, if has developing "trust building" generalized to municipal, regional, national and international scale.</i></p> <p>In 2010, the Municipality of Bologna started the Incredibol project - Bologna's creative innovation, to support the launch and development of creative professions and of the CCIs sector in Emilia-Romagna through small financial contributions, but above all business incubation spaces and services. The regional dimension has been recognized by the signing of the program agreement between Emilia-Romagna Region and the Municipality of Bologna. Incredibol is also strictly linked to Aster (the regional technology transfer agency) for the promotion of CCIs. The tool for promoting business ideas is the portal <a href="http://www.emiliaromagnastartup.it">www.emiliaromagnastartup.it</a></p>
<b>3. Context of implementation</b>	<p><i>Provide a description of the context of implementation giving importance to territorial (local, regional, national, etc.), social, cultural and economic aspects.</i></p> <p>Emilia Romagna extends over an area of 22,543 square kilometers. The population amounts to 4,541 million inhabitants (a density of 201,43 inhabitants per square kilometer). With 372,719 businesses, Emilia Romagna is the fourth region for entrepreneurial vitality, of which 87,312 in the province of Bologna. 48.19% of businesses in the province of Bologna operates in the high value added services sector and 9.54% of them operate in network contracts.</p> <p>The Emilia Romagna Region has included the theme of cultural and creative industries in the Smart Specialization Strategy, recognizing a key role for the 2014-2020 programming period within ERDF and ESF programs, in the sense that these activities are essential for a large number of people in the regional context, especially young people.</p>	








<b>4. Aims and activities</b>	<p><i>Describe in a detailed and synthetic way the objectives and the activities. Please consider it under a technical point of view.</i></p> <p>The goals of the network, already listed in the Sustainability part, are:</p> <ul style="list-style-type: none"> <li>✚ activating and promoting the creation of new collaborative spaces in the metropolitan area of Bologna;</li> <li>✚ promoting the international valorization of regional creative and cultures industries, in particular the relations and connections with other creative clusters, in order to foster the internationalization of the sector and preparing specific internationalization programs;</li> <li>✚ promoting and attracting investment in enterprises or innovation centers within the cultural and creative industries, in particular focusing on digital and multimedia applications;</li> <li>✚ promoting initiatives for the improvement of the knowledge of the CCis' issues in Emilia-Romagna region and for the benchmark at European level, also through the participation in European projects and networks,</li> </ul>
<b>5. Results</b>	<p><i>Describe in a detailed and synthetic way the results of the chosen case. Please consider it under a technical point of view. If possible, insert quantitative indicators of the results achieved.</i></p> <p>Incredibol have developed the following results:</p> <ul style="list-style-type: none"> <li>- 64 business idea accompanied</li> <li>- 25 spaces granted to entrepreneurs in buildings belonging to the Municipality.</li> </ul>
<b>6. Final sources</b>	<p><i>Please provide detailed information about the costs of the frontrunner case with emphasise on Project costs, administration costs (including staff costs and management costs for each year), potential incomes (sources and yearly amount).</i></p> <p>The network does not have its own spending autonomy. It is financially attested to the Municipality of Bologna and draws its financial resources necessary for its operation from the budget of the Municipality of Bologna and the Regional departments whereas partners ' funds are intended to support incubated and winning start-up companies only.</p>



## 7. Evidence of success

*Describe if the frontrunner case has been already successfully selected and considered, if it has been awarded at local, national or EU level, if the frontrunner case has been reviewed by scientific analysis. Provide link to detailed information sources.*

### Acknowledgments:

-  2011, special prize for young cultural policies '**Cultura di Gestione**' Federculture;
-  2013, best Italian project of the European Enterprise Promotion Awards within the category Improving the Business Environment;
-  2014, Culture For Cities and Regions, **network EUROCITIES**, Good practice;
-  2015, **ETF European Training Foundation** Good Practice;
-  2017, **URBACT** Good Practice .

