

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.3.2.2 SWOT analysis

WP 3. Studying

act. 3.2 Analysis of the state of the art of the innovation system for the cultural creative sector

Responsible partner : Basilicata Region

Status: final

Distribution: public

Date: 31/10/2017



REGIONAL SWOT ANALYSIS

Partner: BASILICATA REGION



REGIONE BASILICATA

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Very wide and strong cultural and historical heritage, mostly still unknown and to be exploited • Presence of a mapping of the cultural sites as the basis for sectoral policies • Human potential to exploit (presence of a significant workforce segment with a high level of education) • Strong specialization in some creative sectors (typical agro-food industry, handicraft and artistic crafting industry) based on a long-lasting tradition • Active labour policies, in ESF Operational Program 2014-2020, aimed at the creation of CCI start ups • Policies sustaining cultural tourism in ESFR Operational Program 2014-2020 • The presence of a furniture cluster, that has gone through a hard reorganization, showing signs of a new capacity in penetrating export markets • The strong presence of some cultural poles (Matera, Metaponto, Vulture) well known in tourist markets, even abroad • Assignment of resources in cultural, historical, artistic, archaeological and environmental fields linked to the event of Matera ECOC for 2019 	<ul style="list-style-type: none"> • Low rate of infrastructures • Physical marginalization of the most internal areas and territorial isolation from the connecting lines: Tyrrhenian, Ionian, Adriatic • Small number of big companies • Poor local market • A general unawareness of the cultural resources of our region • A lack of entrepreneurial capacity affecting the perception of new market opportunities, like CCI sector, although the number of firms is quickly increasing • A low productivity of the firms operating in the ICC sector • An occupational absorption of CCI sector which is still below national average • Difficulty to credit access for Smes • 'Brain drain' of young people • A very low degree of internationalization of most of the CCI sector



OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Funds from EU & oil royalties • Matera ECOC 2019 can be a driver for the cultural exploitation of Basilicata • Industry 4.0 national program can be a boost for innovation and creativity in entrepreneurship • The new cultural policies of Italian Minister of Cultural Resources are a good driver to create a new market in the so-called 'last-mile' of cultural resources exploitation • The enhancement of cultural and environmental resources and the upgrading of the tourist offer will lead to a development of this sector and increase the level of employment and resident population • Growth of tourism demand based on the use of resource mixes (culture / food and wine, nature / art, festival / food and wine, etc.) 	<ul style="list-style-type: none"> • High level of unemployment (above all young one) • Decreasing of EU funds • The demographic reduction of regional population, mainly affecting the youth, is an obstacle towards a higher growth rate of the number of CCI firms • Negative effects on development and cultural vivacity resulting from the lack of trend inversion • The persistent stagnation of national and regional economy slows down the development of a strong demand for cultural and creative products or services • The lack of a valorisation culture of historical and artistic resources, affecting also Basilicata (the main culture is aimed at the mere maintenance of the resources) • The spending reviews programs, reducing the spending capacity of National, Regional and Local Administrations in terms of cultural public investment, but also the ordinary maintenance of the goods • Failure or inadequate implementation of programs for the recovery and enhancement of environmental, cultural and demographical goods



FINAL CONSIDERATIONS

The SWOT analysis clearly demonstrates that, even with huge difficulties due to unemployment, lack of entrepreneurial capacity, low rate of infrastructures, Basilicata has enormous potentialities as far the CCI sector is concerned, thanks to the big human potential to exploit and the strong presence of some poles (such as Matera, Aliano, and the Vulture area) well known in the tourist market also abroad and which are characterised by a strong cultural and historical heritage.

The establishment of a CCI cluster can certainly help regional CCI companies to reach dimensional limits tailored to the market and also to internationalise their products.

