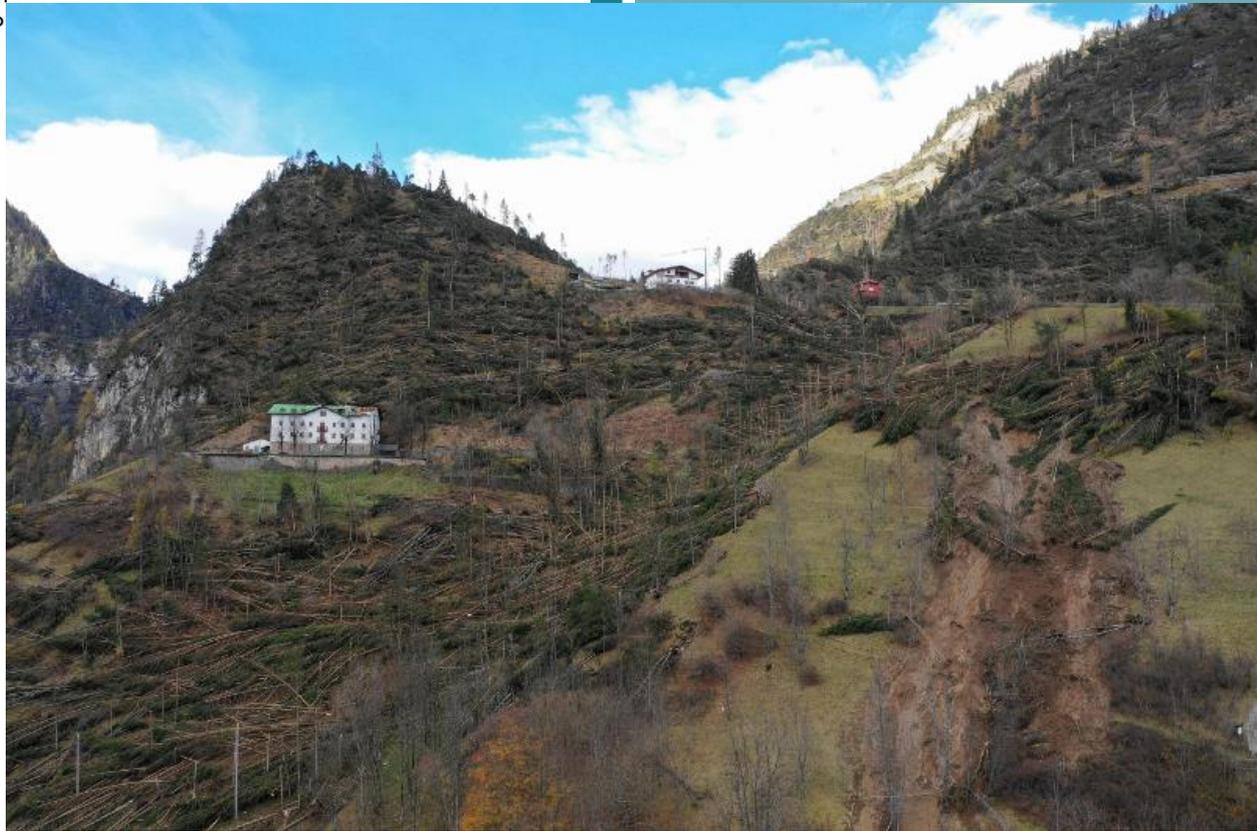


Thematic Workshop A

Identification of CCI & potential contribution to CCT



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Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe

Cult-CreaTE
Interreg Europe



Comhairle Cathrach Chorca
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1. Executive summary

The 1st Thematic Workshop of the CULT-CREATE project, titled "Identification of CCIs & potential contribution to CCT", took place on the 13th-15th of May 2019 in the Padua Chamber of Commerce, Veneto Region, Italy. The Thematic Workshop A was organised by PP2 Padua Chamber of Commerce.

The purpose of the Workshop was the participants to exchange experience, present good practices and innovations regarding to the Cultural and Creative Industries.

Discussions in four (4) small groups followed on a) Crafts, Arts and Design- Dundee, b) Digitalisation – Pecs Buranya, c) Cultural Heritage, Nicosia and d) Food and Beverage, Cork.

The main conclusion of the workshop was that the Cultural and Creative Industries sector could be a driving force for the local economy of an area as it can promote its particular characteristics. In addition, it was discussed that statistics show tourists looking for new tourist products and alternative forms of tourism with a creative character and more active participation, resulting in an increase in the appeal of Creative and Cultural Industries. However, it was stressed that further action is needed to strengthen the sector through the integrated development of strategies and guidelines at both national and local level.

2. Foreward



“Considering recent data, there is a change in the entrepreneurial environment. New technologies, emerging creative enterprises, customers needs, new experiences and CCIs should respond to the new challenges of economy in Europe. There is a high need of collaboration of different enterprises for the local development. This collaboration is also important to foster new scenarios of development taking into consideration the new generations.”

The potential of Cultural & Creative Industries (CCIs) in developing new Cultural & Creative Tourism (CCT) products and services for Growth & Jobs, is being advanced by the Cult-CreaTE project with policy change in 8 regions. Partners from local, regional level of governance as well as other organisations are in close collaboration exchanging knowledge and good practices related to CCIs.

Mr. Roberto Ciambetti
President of Regional Council of Padua

3. Proceedings of the presentations

Session 1: Opening Session – Setting the Scene

Moderator: Mr. Roberto Ciambetti, President of Regional Council, IT

The President of Regional Council, Mr. Roberto Ciambetti welcomes the participants of the event. During his speech he expressed his happiness for the organization of the Workshop A of Cult-Create project. He stressed out that there is a change in the entrepreneurial environment (new



technologies, emerging creative enterprises, customers need new experiences) and CCIs should respond to the new challenges of economy in Europe. There is a high need of collaboration of different enterprises for the local development. This collaboration is also important to foster new scenarios of development taking into consideration the new generations.



Ms Giovanna Valenzano, Vice Rector for Artistic Heritage, Museums and Libraries of University of Padua amongst others highlighted the role of University in the local development and the development of local tourism in terms of cultural heritage.

The President of Regional Council, Mr. Roberto Ciambetti, stated the challenges of the project for the Padua city. Padua is a less known city and there is a need to promote its local heritage. Padua is an important tourist site, where stakeholders support the city to promote its touristic profile. Synergies of cultural and creative industries assets can bring the

touristic product into the front, so as to develop a more sustainable tourism, which means more job opportunities.

Session 2: Opening Presentation: Purpose of the Workshop

Mr. Manos Vougioukas, the General Secretary of ECTN presented in his opening address the purpose of Interreg Europe Programme and mentioned that the idea derives from the Charter of ECTN about Sustainable Cultural Tourism. He analyzed in detail the objectives of the project, the partnership, the main outputs and results, the synergies with other projects and the common challenges for the eight (8) destinations. He emphasized the four (4) priority themes:

- A. Identification of CCIs and potential contribution to CCT development
- B. Best Practices of CCT based on CCIs
- C. CCT new products development based on CCIS
- D. Governance and Business Models related to CCIs for CCT



Finally, he stressed out the purpose of the workshop, which mainly focus on:

- capacity building of partner`s key staff, stakeholders and policy makers on CCIs for CCT development
- exchange of knowledge/experience on existing Cultural and Creatives Industries (CCIs) potential contribution to Cultural and Creative Tourism (CCT)
- study visits regarding deployment of CCIs for sustainable cultural and creative tourism

Session 3: Partner`s presentations

The eight (8) destinations presented the most related issues regarding the topic of the workshop. The most important key elements of each presentation are highlighted below:

Vidzeme Tourism Association, Latvia

- Description of the achievements so far (definition of stakeholder group, etc.)
- Examples of CCIs (porcelain factory)
- Identification of practical tools for CCIs

Cork City Council, Ireland

- Cork is a cultural capital of the greater area
- Cork is a place of festival with a strong cultural and creative tourism product
- The CCIs of the area are demonstrated in detail

Pécs-Baranya Chamber of Commerce and Industry, Hungary

- Description of the partners of the Chamber
- The events that they organized in order to promote the project are highlighted

Nicosia Tourism Board, Cyprus

- Creative Industry Fields are presented
- Key Success Factors of CCIs that contribute to CCT, i.e. Pop Up Festival
- Municipal Arts Center NiMAC and its role is demonstrated

Dundee City Council, Scotland UK

The main points of the presentation were:

- Dundee Tourism Strategy
- Regional Tourism Conference (CCT speaker)
- Dundee Design Festival
- Creative Concierge (Taxi Drivers, Front of House, Hairdressers, Shop Keepers, Bus Company, Tour Companies, Restaurant Staff)
- Summer of Games
- Dundee Foodie Guide

Kujawsko-Pomorskie Region, Poland

In the framework of this presentation the Piastowski Route was analyzed in detail how the achievements of the project may facilitate the development of CCIs alongside the route.

Naoussa Municipality, Greece

- Alternative tourism characterizes the Municipality of Naoussa
- Combination of unique customs, a great variety of food tastes and wines, green landscapes, great historical heritage
- Not the conventional Greek tourism model (sun & sea)
- Traditional Customs and Cultural Events are described
- Restoration and reuse of old factory buildings are an aspect of Creative Industry Heritage of the area



After the end of the presentations of the eight (8) destinations a series of local presentations of Veneto Region took place.

Veneto CCIs in the ROP FESR

Mr. Poloniato, a representative of the Veneto Region Culture and Sport Regional Department mentioned that 9% of CCIs of Italy are located in Veneto Region. According to their already established strategy Veneto Region focus on Media, Festivals, Gastronomy, etc., as far as the CCIs is concerned.

Regional Strategic Plan for Tourism

Mr. Stefan Marchioro, Veneto Region Tourism Department mentioned the following:

- General Information of Veneto Region
- Analysis of the Tourism Offer
- Characteristic of Tourism
- 50 destinations are the most important for the Region
- Main activities of the tourism strategy
- 16 DMOs have been developed
- A Destination Management System is mandatory
- A new strategic plan has been developed
- From Destination Management to Destination Governance is a key element that they should focus on.

Employment and sustainability in CCI's contribution to CCT

Mrs Letizia Bertazzon, Veneto Lavoro, highlighted the following issues during her presentation:

- Cultural and Creative sector generated about 6% of the total wealth in 2017 in Italy
- Creative Culture sector regenerated the economy
- Veneto has a high rate of creative activities and creative professions in the more traditional sector of manufacturing
- Higher mobility of labor market to CCI's is something that has been observed recently

Stakeholder experience

Mr. Renzo Turatto analyzed the results of a recent study of OCSE:

- Policies need to be well targeted
- Issues of Governance
- Integrated Policies are needed

Mr. Roberto Santolamazza, Director of T2i provided information from the ARTISTIC (INTERREG CENTRAL EUROPE) project. The main topic of the project that analyzed in his presentation were:

- Project focus on Intangible Cultural Heritage Assets
- Increase of financial resources and knowledge of cultural operators
- Crowdfunding
- Desk network
- Involvement of young people
- Involvement of inhabitants

Mr. Christian SOTTANA highlighted the importance of people skills. Visitors usually are looking for something new, a new tourist product. Additionally, emotional experience is an added value. Finally, Venice Tower Heritage is a new product. Some videos were broadcasted related to the above-mentioned topics.

Mr. Andrea Galeota, Chamber of Commerce of Padova presented the following:

- Presentation of the Chamber functions and its role
- In 2016 new functions about tourism and culture have been arised
- In Padova two (2) DMOs are established
- InduCult2.0 CENTRAL EUROPE project (Industrial Culture) was analyzed.



Group Discussions

Partners divided into four (4) Groups with the following themes:

1. Crafts, Arts and Design, Dundee
2. Digitalisation – Pecs Buranya
3. Cultural Heritage, Nicosia
4. Food and Beverage, Cork

The main points of each Group were:

1. ***Crafts, Arts and Design, Dundee***

- Focus on digital arts
- Design museum
- Designers
- Challenges to work with CI
- Students to participate
- How arts improve the experience of the visitors
- Focus on the enterprise development



2. ***Digitalisation – Pecs Buranya***

- Improves the marketing of assets
- Everyday use that may improve the experience of visitors and tourists
- Social media plays an important role
- Appear not only in marketing and promotion but in mobile apps, in school for education as



educational material

- Identify our history
- Maximum use of material of related projects



3. Cultural Heritage, Nicosia

- How cultural heritage may serve CCIs and CCT
- Every heritage venue is under local authority's responsibility and there is not a specific policy to improve this heritage and to collaborate with the appropriate stakeholders



4. Food and Beverage, Cork

- Heritage that drives to branding
 - Local produce and sustainability, improvement of local economy
 - Locality, local products, protect the origin of products, methods of productions
 - Taste experiences that develop tourism offer and serves tourism demand
 - Routes, joint the historic sites with local products
 - Inspiration of many events, festivals

4. Study Visit in Veneto, Italy

A walk to discover the street art works of the city.

Padua is a small bijou with a millenary history!

It is a real treasure chest enriched by works of street art that appear, when you least expect them, during a walk through the city center, the outskirts or the industrial area.

It is the city of the Paduan artist Kenny Random, who works during the night to realize his silhouettes to enrich the walls with positive messages and of the artist Tony Gallo who prefers to work during the day to have a dialogue with the passers-by when he realizes their good-hearted characters. There are also the far universes and the different dimensions works crated by Axe or by Made 514, where three-dimensionality and dynamism catch the viewers' attention. Eventually, we have Alessio B. who, on tiptoe, covers the city with his stencils.



5. Conclusions of Workshop A

The purpose of the 1st Thematic Workshop in Padua was to identify the Cultural and Creative Industries and their potential contribution to Cultural and Creative Tourism. This Workshop was dedicated to the capacity building of partner's key staff, stakeholders and policy makers and exchange of knowledge/experience on existing CCI's.

Study visits were regarding to best practices on deployment of CCI's for sustainable cultural and creative tourism.

Sustainability, Creative Tourism, CCT strategies, products and services for growth and jobs are some of the key aspects of Cult-CreaTE Project and most of the speakers mentioned them.

Regarding Cultural and Creative Tourism, the main conclusions of the workshop were:

- That the CCI's could be a driving force for the local economy of an area as it can promote its particular characteristics.
- Tourists tend to look for new tourist products and alternative forms of tourism with a creative character and more active participation, resulting in an increase in the appeal of Creative and Cultural Industries.
- Further action is needed to strengthen the sector through the integrated development of strategies and guidelines at both national and local level

INTERREG EUROPE PROGRAMME

The **Interreg Europe** Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice,

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