

**Interreg  
Europe**



European Union | European Regional Development Fund

*Sharing solutions for  
better regional policies*



## **CRE:HUB**

***Policies for Cultural Creative Industries: the hub for  
innovative regional development***

### **Roadmap**

## **BASILICATA REGION**

--



## Contents

Introduction.....	3
<i>Methodology.....</i>	3
STAGE 1.....	4
<i>Short description of the project .....</i>	4
<i>General Partner information .....</i>	5
STAGE 2.....	5
<i>Policy context .....</i>	5
<i>Targeted Policy instrument No1 .....</i>	7
<i>Defined goals: .....</i>	8
<i>Planned actions towards implementing CRE:HUB project:.....</i>	8
<i>Performance indicator .....</i>	8
<i>Stakeholders: .....</i>	8
STAGE 3.....	9
<i>Actions to implement the project goals: .....</i>	9



## Introduction

According to the Application Form of CRE:HUB, the 8 Roadmaps by all project partners have to be **delivered by the end of 2nd semester**. The purpose of Roadmaps is to prepare the basis of the Action Plans of project partners, which are due **at the end of 5th semester**.

According to the Application form as a result of research conducted for the State of Art report and CCI Barrier & Solution Analysis, each region is able to outline **a Roadmap as a framework for the action plan**. Then, an integrated mutual assessment & learning is carried out to further investigate identified valuable practices and simultaneously increase capacities of all regional relevant stakeholders. The action is, in fact, structured by:

- a) On-field evaluations (peer review) in each region: 2 experts (from other partners with relevant skills) assess system and Roadmap of hosting region and provide inputs to improve policy system, adopt new measures/policies and **convert Roadmap into action plan**. Visiting experts hold a local workshop and directly interact with local stakeholders group producing a mutual learning process
- b) Study visits: participants in the study visits are representatives of partners and/or /managing authorities, stakeholders groups. The aim of the study visits is to share and learn partners experiences, building and strengthening interregional relationships among partners, other policy makers and stakeholders. At the end of study visits, participating representatives hold a specific working session of stakeholders group to spread knowledge and experience.

The Roadmap is the preliminary framework of the Action plan. It will also serve for an integrated mutual assessment & learning by peer reviews by each hosting partner presenting its Roadmap to visiting experts. The aim is to receive important suggestions and inputs by partners with the relevant capacity/skill in order to improve the policy system, adopt new measures/policies and refine the Roadmap. In addition, **each stakeholder group is involved in outlining the Roadmap**: it actively participates in regional workshops aiming at sharing and refining the Roadmap.

## Methodology

The Roadmap is based both on the State of Art report (specifically SWOT and good practices' analysis) and on the CCI Barrier & Solution analysis. The Roadmap includes **the list of proposed actions** (which is based mainly on the Barrier & Solution and SWOT analyses) towards **goals to be achieved**, the **allocation of responsibilities to the players**, the



**allocation of resources** (budget, materials, equipment, etc.) if relevant, a **timing** and a **monitoring** of the fulfilment and the impact of the Roadmap implementation.

The purpose of the Roadmap is to prepare for building the Action plan. According to the Interreg Europe, Action Plan definition "... it is a document providing details on **how the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region**. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any)."

The Action Plan focuses on the selected number of specific actions, while the Roadmap is proposing a larger number of actions against particular goals defined during the research work, peer reviews and discussions with stakeholders. Therefore, the scope of Roadmap is wider than the one of the Action Plan, while the Action Plan is putting a focus on the selected number of specific actions. A key issue is the involvement of policy makers and public authorities in the Action Plan.

Taking into account a close relation between the Roadmap and the Action Plan, it is important to define the policy context of the Action Plan already in the Roadmap stage.

## **STAGE 1**

### **Short description of the project**

The CRE:HUB project (Policies for cultural CREative industries: the HUB for innovative regional development) was started on April 2016 and it will continue until the end of September 2020. The project is divided into two phasis:

- 1) Phase 1. 01.04.2016 – 30.09.2018;
- 2) Phase 2. 01.10.2018 – 30.09.2020.

During the Phase 1 all eight project partners following their Roadmaps will develop Action Plans for improving cultural and creative industries (CCIs) in their regions. During the Phase 2, the implementation of Roadmaps will take a place.

In the project context, CCIs represent highly innovative SMEs and their promotion can effectively increase regional competitiveness and job creation capacity. For participating regions CCIs represent a strategic sector of development as underlined in many of their RIS3 documents. Despite the dynamic and innovative field of action, CCIs encounter difficulties in access to credit and lack resources to enhance their competitiveness on the global market, build effective partnerships, extend their activity to other countries. CRE:HUB overall objective is to improve 8 programmes for Investement for Growth and Jobs (TO3) to support creation



and development of new SMEs in CC sector at regional and national level, thanks to fruitful cooperation among regions with different level of capacities and experiences in CCIs supporting policies.

## General Partner information

Partner organisation: Basilicata Region

Country: Italy

NUTS2 region: Basilicata Region

Contact person: Antonio Bernardo

E-mail address: antonio.bernardo@regione.basilicata.it

Phone number: 00390971668748

## STAGE 2

### Policy context:

- **Investment for Growth and Jobs programme (Action 1)**

### Background.

The creative and cultural productive system is definitely undersized in Basilicata, in terms of incidence of the regional economy on the national one.

**Table 1 - Absolute values and incidence of the main data of the cultural and creative industries on national/local economies, 2015**

	Basilicata	Italy
Value added (billions)	0.383	89.7
Incidence on national / local economy (%)	3.9	6.1
Employment (millions)	0.083	1.5
Incidence on national / local economy (%)	4.4	6.1
Number of SMEs (*)	2,041	288,199
Incidence on national / local economy (%) (*)	3.9	4.7

(\*) figures related to the core of the four cultural sectors, without the 'production of creative-driven goods and services'.

Data source: Unioncamere/ Symbola Foundation



As far as Basilicata is concerned, CCIs are a more recent phenomenon, since for many years the regional economy has mainly lived in traditional sectors (traditional agriculture, construction, traditional services to individuals, low or at most medium-tech manufacturing industry). However, just because of its 'freshness', this sector is growing faster than the national one, thus providing a response to the crisis of our economy (+0.9% from 2011 to 2015 compared to the Italian +0.04%).

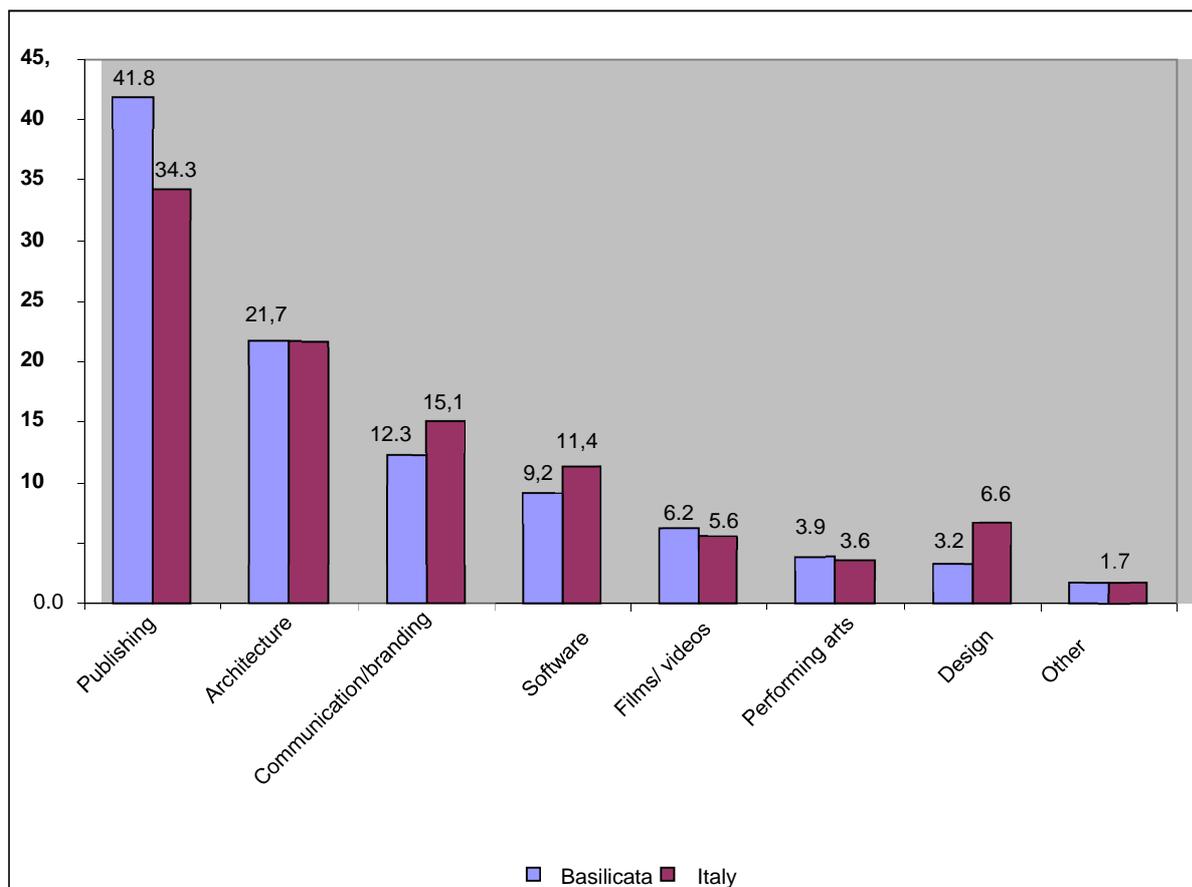
The employment incidence in terms of number of companies is higher than that in terms of value added, which could be an indication that the system is not very productive, in terms of wealth generated, and then this would indicate an insufficient competitiveness. A very relevant aspect for the Basilicata economy is the capability of the creative and cultural sector to activate the tourist sector. In fact, with the Matera 2019 Candidacy, the main tourist brand on which the region invests in is the cultural and creative one.

The sectoral distribution of micro - small and medium sized companies is more concentrated than the national average, and at the very first places we can find the publishing sector (from publishing to commercialization of books, newspapers, magazines) followed by the architecture services (professional studies, urban planning activities, innovative construction, etc.) and finally by communication, marketing, and branding services. The production of films and videos has a slightly higher incidence than the national average, thanks to the attention given to the film industry, and thanks to the Lucania Film Commission as well.

In the sector named 'other', we find the cultural and artistic heritage (conservation, protection, and enjoyment linked to tourism as well) which, as you can see, is still fairly marginal despite its great potential.



**Figure 1 – Incidence on the total per sector, year 2015**



*Data source: Unioncamere/ Symbola Foundation*

### **Targeted Policy instrument No1.**

ERDF Operational Programme 20142020 is a tool for the implementation of development and cohesion policy, implementing art. 174 of the Treaty and of Reg. 1303/2 013 and 1301/2013. As part of the European strategy for smart, sustainable and inclusive growth, the ERDF OP Basilicata intervenes on the following Thematic Objectives set out in Article 9 of Reg. 1303/2013: TO1, TO2, TO3, TO4, TO6, TO7, TO9, TO10. In particular, out of the TO3 it promotes the competitiveness of SMEs, including businesses of creative and cultural sector. Specifically, CCI SMEs may benefit of the following interventions: a) support for the development of products and services in order to exploit identified cultural and natural attractors, among others, through the integration between companies belonging to the cultural, tourist, creative and performing arts and of the traditional and typical product chains; b) measures of support to the establishment of new businesses both through direct incentives, services, and microfinance. Furthermore, in the RIS3 the Basilicata Region has identified 'the cultural and creative industry' among the five areas of specialization, as belonging to a productive segment relevant to the economy of the region and with high growth potential.



### **Defined goals:**

- 1) strengthening governance, enhancing the role of the CCI operators (public and private) in the planning of actions;
- 2) simplification of procedures for access and disbursement of funds;
- 3) specific monitoring and evaluation system in order to follow the connections between the various CCI actors and the development of the CCI sectors;
- 4) adoption of articulated instruments of support and funding to CCI companies;
- 5) facilitation to research and innovation services in the CCI sector to operators acting in collaborative forms.

### **Planned actions towards implementing CRE:HUB project:**

1. exchange of experience, knowledge and practices with other project partners;
2. transfer of knowledge and good practices in the CRE:HUB framework;
3. defining problems and possible solutions to achieve defined goals through the regional analysis, SWOT analysis, Barrier&Solution analysis as well as learning from partners;
4. preparation of recommendations for policy makers;
5. based on the project experience (good practices, peer reviews, interregional learning, etc.) and work with stakeholders, elaboration of the Roadmap for the Action Plan;
6. preparation of the Action Plan;
7. implementation of the Action Plan;

### **Performance indicator:**

- Increase of the participation of CCIs in grant procedures (no 15).

### **Stakeholders:**

specialized SMEs (cultural industry, design, cinema, advanced services for cultural tourism, advanced services for territorial communication, etc); research centers specialized in the CCI field; public agencies active in the field of innovation and services, nonprofit organizations involved in cultural activities.

## STAGE 3

### Actions to implement the project goals.

#### Action 1

<b>Goals</b> (defined by each partner) <sup>1</sup>	<b>Actions to implement the project goals</b> <sup>2</sup>	<b>Resources</b> (budget, materials, equipment, etc.), if applicable <sup>3</sup>	<b>Timing of each action</b>	<b>Monitoring</b> (Please, state how you are planning to ensure monitoring of implementation of each action)	<b>Players involved</b>
Strengthening governance, enhancing the role of the CCI operators (public and private) in the planning of actions	1)Consolidation of the collaboration among the various Regional Departments /Offices dealing with CCI operators with the creation of an Interdepartmental/Transversal Structure	Regional internal staff/In-house companies	Phase II of Crehub	Establishment of the Interdepartmental/Transversal Structure	Basilicata Region Departments involved ERDF Managing Authority ESF Managing Authority In-house companies
	2)Establishment of the CCI Cluster in order to support the participation of the members in national and international networks and clusters/creation	ERDF	The sub-activities (identification of firms, involvement of stakeholders,	Creation of the cluster	Basilicata Region (Departments involved) In-house

<sup>1</sup> project goals specific for each partner on the basis of Swot analysis and barrier and solutions analysis

<sup>2</sup> list of possible actions to reach your specific goal

<sup>3</sup> an indicative allocation of resources



	of a Thematic Working Group		actors, operators, etc.) will imply implementation of at least two years		companies Chamber of Commerce Unioncamere Trade Unions Business support centres Financial institutions ...
Simplification of procedures for access and disbursement of funds	Provision of recommendations to policy makers	Basilicata Region/ Sviluppo Basilicata	Phase II of Crehub	Recommendations carried out	Basilicata Region (Departments involved) Sviluppo Basilicata Chamber of Commerce Unioncamere Trade Unions Business support centres Financial institutions
Specific monitoring and evaluation system in order to follow the	Design of the monitoring and evaluation system	Basilicata Region staff/In-house companies in cooperation with external experts.	7th semester	Existence of the monitoring and evaluation system	Basilicata Region (Departments involved) In-house



connections between the various CCI actors and the development of the CCI sectors		ERDF Budget			companies SMEs Cultural and creative centres Cultural institutions Chambers of commerce ...
Adoption of articulated instruments of support and funding to CCI companies	University programs for creativity, innovation and enterprise; scouting, training, pre-incubation and incubation program; ad hoc financial engineering tools for CCIs; voucher for innovative services, business innovation, training, prototyping connected with the CCI sector	RIS3 -ERDF	ERDF Programming Period 2014-2020	Existence of the tools	Basilicata Region (Departments involved) In-house companies SMEs Cultural and creative centres Cultural institutions Chambers of commerce University Research and Development centres T3 Innovation ...
Facilitation to	Collaboration with the University	Eu funds	Phase II of	Number of meetings with	Basilicata



research and innovation services in the CCI sector to operators acting in collaborative forms	of Basilicata, T3 Innovation, CNR – tailored Services to help in accessing R&I for CCI companies and individuals to promote and qualify the system of innovation services and the technology transfer system by strengthening and consolidating the business incubation and technology transfer activities promoted by the operators	Service already exists- strengthening the collaboration among the subjects	Crehub	companies, companies reached, number of trainings and participants	Region (Departments involved) In-house companies SMEs Cultural and creative centres Cultural institutions Chambers of commerce University Research and Development centres T3 Innovation ...
---	--	--	--------	--	---