

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 1

<b>Project index number and acronym</b>	CE1013 REFREsh
<b>Lead partner</b>	Aufbauwerk Region Leipzig GmbH
<b>Output number and title</b>	O.T2.1 Regional Strategies for the integration of creative scene
<b>Responsible partner (PP name and number)</b>	Venetian Cluster - PP7
<b>Project website</b>	<a href="https://www.interreg-central.eu/Content.Node/REFREsh.html">https://www.interreg-central.eu/Content.Node/REFREsh.html</a>
<b>Delivery date</b>	11/2019

### Summary description of the strategy/action plan (developed and/or implemented)

Creative Industries is one of the four strategic sectors defined by Veneto Region in its Regional Innovation Strategy (RIS3). It is a very various sector, including many different activities and because of this it is difficult to get defined figures about number of enterprises to be included in this sector.

Veneto region is characterized by a strong tradition of both industrial heritage and creative sector.

In the region are represented many creative sectors, the most represented are:

- Cultural venues: museums, libraries (including historic libraries)
- Cultural associations, developers of cultural contents (theatre, literature, etc.)
- Visual Arts (design, film, photography, painting, etc.)
- Restoration and conservation of historic heritage
- ICT
- Multimedia contents
- Services to tourism

The regional strategy gives an overview of the past and current actions that promote the CCI in Veneto region. The regional strategy gives also a short overview of the two sites (the pilot site, the warehouse of Castello di Godego, and a feasibility study on the rustico of villa Giusti Suman in the Municipality of Zugliano) and explains through the SWOT analysis the economic situation of the creative industry.

To summarize, the following elements are essential for the strategy of the regional creative industry:

- RIR, Rete Innovativa Regionale, which is the Regional Innovative Networks promoted by the Veneto Region inside the RIS3, that aim at bringing together different enterprises and universities to collaborate in some hot topics, among which there is also the creative industry,
- regional financed projects that aims at the internationalisation, cooperation and innovation in the field.

In Veneto, for the RIS3 strategy, in the area of Creative Industries, 4 clusters are recognized and put in function and they result to be the best experience carried out in Veneto Region for setting up creative industry-focused value chains.

### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Nuts0: IT, ITALY

Nuts1: ITH, Nord-Est

Nuts2: ITH3, Veneto

The regional strategy is focused on the Veneto Region, Italy, where both PP7 and PP8 are located.

## Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The Veneto region has got a lot of potential scenes that could be used by CCI actors, in particular industrial heritage sites and historic and heritage buildings with good aesthetic appearance and wide space to be used both for cultural events and for the presence of cultural and creative activities and enterprises. Because of that, the regional strategy gives a comprehensive strategy for the past, current and future actions. But it can also be used as case study for other actions.

The impact of the regional strategy is meant to be on the improvement of public-private partnerships, in order to promote innovation, cross-fertilisation among different sectors, involvement of start-ups and new ideas.

Long-term impact will be:

- Clustering, putting together different actors and stakeholders
- Economic development through innovation

Strategic benefits the target stakeholders will achieve:

- develop common projects for innovative tools and methods
- communication of regional CCI abroad to gain new markets
- tools and plans defined at regional level to support the CCI sector

## Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The regional strategy has a high sustainability, because it follows a transnational approach and it is developed by all the project partners which summarize the areas interests, needs and actions in order to gather information on different regions and different case studies. The five regional strategies help to achieve a transnational strategy and action that can strengthen the creative industry at the European level and can have positive impacts on other countries and stakeholders with similar objectives.

Moreover, the same methodological approach was used in order to be replicable and to develop dissemination documents that can be useful and comparable.

## Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The best experience carried out for setting up creative industry-focused value chains is the one of clusters (Innovative Regional Networks) formally recognised at regional level but also able to be included in European activities.

The marketing mix of enterprises of the CCI sector has not been defined yet at regional level, each single enterprise follows its own strategy and marketing mix approach. The next step to be taken is to unify those single strategies and create a common strategy at cluster or regional level, in order to be able to discover and use opportunities.

The cluster organisation is nowadays the best solution to put together representatives from different sectors and make them interact in order to join knowledge and ideas and come up with innovative strategies, products and services. It can be noticed that both horizontal and vertical cooperation are suitable among actors of the CCI, as well as with the addition of other sectors and fields, regions and countries.

## References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

Weblinks:

<https://www.interreg-central.eu/Content.Node/REFREsh.html>

<https://www.venetiancluster.eu/en/projects-funded/>

The regional strategy is combining new inputs from the Veneto region context and the results of some of the studies of the previous project activities, consequently some deliverables can be seen as references.

Deliverables:

D.T1.2.2: Regional SWOT-analysis

D.T1.2.3: Benchmarktool as handbook for reutilization and integration of creative scene

D.T2.1.1: Feasibility studies for integration of cultural scene in industrial development areas

D.T2.2.2 Regional Strategies for integration creative scene for multifunctional development in rural areas

D.T3.1.1: Reutilization concepts for the selected industrial heritages

D.T3.2.4 Pre-investment concept Godego IT: old store