

CCI POLICY PAPER FOR PP6 CHAMBER OF COMMERCE OF PADUA

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0. Abstract

In the Veneto region Culture, Creativity and Industry are deeply integrated in practice but much less so in policy terms. The region is rich in material and immaterial culture and is home to several UNESCO world heritage sites, which contribute to making it the first touristic destination in Italy. The industrial basis of the region has historically been characterized by creative manufacturing in the domains of fashion, glass making, ceramics, jewelry, and furniture. On top of that, the last decades have seen a growing interest for digital transformation and related new forms of entrepreneurship and industrial upgrading. Three domains that would supposedly be integrated in a “CCI policy” but haven’t, and for good reasons. The policy paper reconstructs such fragmentation and suggest soft integrative policy actions that the regional government could undertake.

1. Introduction

Policy interest for CCI in the Veneto began around 2007. The current situation is therefore characterized by at least 15 years of policy actions that have sought to first identify and then promote the presence and role of cultural and creative production in the regional economy and society. At the center of policy initiative has been the regional government that raised attention of CCI first with an emphasis on the wealth of cultural heritage in region and its links to tourism and later by focusing on the existence of a variety of industrial cluster historically devoted to creativity-based manufacturing in the domain of fashion, glass making, ceramics, furniture and design in general. Around 2015 attention shifted also to the digital transformation and several initiatives (including the RIS3 regional strategy) emphasized the need to strengthen the connections between traditional creative manufacturing and digital technologies and solutions. In the last few years (beginning 2016) the regional policies for CCI have been characterized by the use of various European funds for the development of human capital (ESF used to provide targeted training and professional development for cultural and creative professionals) and for the promotion of cultural and creative entrepreneurship (ERDF funds directed to the start-up and consolidation of cultural and creative enterprises). Emergency actions have been activated since the spring/summer of 2020 to tackle the crisis of the cultural and creative sector due to the covid19 pandemic.

The policy paper contributes to a coherent and consistent policy framework for cultural and creative industries in the region. The initiative briefly summarized above have indeed originated in various Departments of the regional government as a reaction to diverse political inputs and exogenous demands. There is little evidence of a unitary political vision guiding the policy of the regional government for the development of CCI. A fundamental need is therefore of reconstructing the recent past, asses the impacts of the policies that have been implemented and frame a new vision for policy initiatives in these domains, one that is also aligned with European priorities.

Fragmentation of initiatives is indeed the main challenge to be addresses, alongside the collection of a reliable database on the presence, distribution and economic and social impact of CCI. Recent survey conducted with official statistical data have

shown the limitations of a representation based solely on business-oriented entities as it obscures the presence of an array of non-profit and informal organizations and individual professionals in the field of culture and creativity. Creating a new and more reliable visibility of the cultural and creative sector to ground coherent policies on sounder bases is probably the main achievement to be expected from the policy paper

2. Main Policy Contents

The key policy objectives of our Regional CCI Policy Paper are the full and explicit recognition by the regional policy maker of CCI as important levers for economic and social development, both thanks to the economic value generated and their growth potential compared to other sectors of the economy. Furthermore, the CCI Policy Paper will stress the key role of cultural capital and the concentration of talents and creative activities as resources capable of generating new development opportunities, in which economic growth is combined with social quality and the production of cultural value. The CCI Policy Paper also insists on the centrality of the creative process in the development of new ideas, goods and services that have social, cultural and economic value. Alongside the regional government it addresses the business community with a re-conceptualization of creativity's key role in improving corporate competitiveness since it forms the basis of many intangible assets and triggers the development of ideas and knowledge within local systems of cultural and creative production. Bearing in mind the historical presence and role of "districts" and "clusters" in the venetian regional economy, the policy papers targets such local systems of cultural and creative production first of all by highlighting the connections and networks between different actors along the production chain. Such a systemic approach allows to incorporate both economic and non-economic actors and to take into account the effects of spillover and complementarity between CCI and other industries. This objective has been supplemented by pilot actions aimed at the construction of "creative atmospheres" that would fertilize both the institutional and the traditional industrial environments. Pilot actions have made explicit that the innovation capacity of CCI is largely based on the individual creativity and unique skills of artists and creative professionals and their ability to create novelty, question routines, and develop new meanings and content. Within pilot actions therefore artists and creative professionals have had a crucial role as primary agents in the achievement of the objective of the policy paper. The protagonists of the pilot actions have been generators of "creative spillovers" allowing culture-based creativity to interact with other forms of innovation and processes (which can be scientific, technical, or commercial) in order to break the silos between disciplines, introducing intuition and imagination into business or organizational processes, to help innovate.

3. Applied Approach and Transnational Value

The policy paper is based on a variety of sources of information. As said before, a fundamental source is the reconstruction of the policy initiative conducted in the last decades in the field of CCI. More recent sources include, for instance, the "Smart Specialization Strategy" of the Veneto region (2014, fine-tuned in 2017) and the "Strategic Mapping of the cultural and creative industries of the Veneto within the

ERDF 2014-2020 Programming" precisely on the occasion of the publication of the second Call ERDF 2014-2020 action 3.5.1 to support the start-up of new cultural, creative and entertainment businesses. Other databases that have been of use include:

a) Call for financial incentives to cultural, creative and entertainment companies (ERDF 2014-2020, Axis 3. Action 3.1.1 "Aid for investments in machinery, plants and intangible assets, and accompaniment of the reorganization and corporate restructuring ". Sub-Action C" Cultural creative and entertainment enterprises ").

NOTICE 311/546: DGR 1582 of 10/10/2016

NOTICE 311/591: DGR 81 of 29/01/2019

b) Call for financial incentives to new businesses (ERDF 2014-2020 Axis 3, Action 3.5.1. "Support interventions for the creation of new businesses both through direct incentives, through the offer of services, and through micro-finance interventions ". Sub-Action C" Cultural, creative and entertainment enterprises ").

NOTICE 351/539: DGR 955 of 22/06/2016

NOTICE 351/587: DGR 2083 of 14/12/2017

c) Call for financial incentives in favor of film and audiovisual production (ERDF 2014-2020, Axis 3, Action 3.3.2.).

In order to reconstruct the continuity of the policies and appreciate over time the evolution of results and impacts, the policy paper also examines the calls 311/546: DGR 1582 of 10/10/2016 and notice 351/539 : DGR 955 of 22/06/2016 and incorporates the research results contained in the document "Strategic mapping of the cultural and creative industries of the Veneto within the ERDF 2014-2020 Programming". Another database that had never been previously collected and feeds the policy paper is that provided by the NACE classification which, selected on the basis of the classifications shared by national and international level, allowed for an overall quantitative mapping of the CCI in the Veneto region, organized according to the main areas in which the CCI are subdivided.

Besides quantitative data collection, the development of the policy paper is based on a consultative participatory approach with key stakeholders in the business and CCI communities. The approach of public consultation and participation in the policy making process is seen in the light of the trends towards professional and interactive policy making, and the quest for increased policy legitimacy. This means that traditional mechanisms such as permanent advisory bodies with representatives of large stakeholder groups have been joined with more "recent" mechanisms such as opinion polls and professional panels. These newly introduced mechanisms aim to contribute to more innovative, more efficient, better supported, policy for CCI. More actors are being involved, from both within and beyond the governmental system. Not only academic experts and established interests are being consulted, but also individual citizens, specific target groups, etc. These groups have been involved during the development the policy papers, when stakeholders gave advice or opinion on policy. During a final focus group the key ideas of the policy papers have been presented and gained general approval. Further circulation and discussion with policy makers at various levels is expected in the coming months.

The policy paper has been formally adopted by the Board of the Chamber of Commerce of Padua on 22.3.2022 and recommended to the Veneto Region for inclusion in future legislative and administrative initiatives.

4. Expected Impact and Benefits

The policy paper's effects can be expected in an enhanced awareness of the spillovers and impacts of the "cultural and creative sector" on the rest of the economy. It seems particularly important to generate a semantic shift from CCI (with its focus on the industrial dimension) to the notion of "cultural and creative sector" which would better accommodate the fundamental differences between cultural and creative production. The policy paper indeed stresses the coexistence within the sector of actors that are fully open to the logic of market competition with others that remain strongly linked to a dynamic of production of goods and services of public and collective value and find it more difficult to develop from an entrepreneurial perspective. Added to this is the fact that, by its very nature, the use of the ERDF finances mostly interventions for the technical-infrastructure development of SME, thus facilitating the realities with the highest intensity of physical capital to the detriment of those that base their production on human capital. The policy paper therefore points at the necessity of a diversified use of European funds implementing combined actions for both tangible and intangible investments. To support creative spillover and cross-innovation, local and regional the regional government can identify the culture and creative resources available locally and assess the readiness of such structures to contribute to economic growth, social innovation; local authorities must mediate new relationships, initiate new connections between different competences, fields and sectors. In this perspective, the recognition of the potential of cultural and creative industries in terms of innovation and economic development is crucial. In recent years, the Veneto Region has moved in this direction by associating support for ICC through the ERDF also with resources drawn from the ESF, the fund that aims to support competitiveness through the enhancement of skills, knowledge and skills of workers. Action on this front was carried out in a spirit that on the one hand strengthened the visibility and relevance of the CCI in the region and on the other explicitly placed the active multiplication of spillovers and impacts of the CCI at the center of policy action. on the rest of the regional economy.

5. Sustainability and Transferability

The policy paper will not be formally "implemented" due to the institutional and legal configuration of the regional government requiring that implementation of policies is sanctioned by a legislative body and executed by public sector organizations. However, in the future the "implementation" of the policies can be foreseen via the continued presentation of its conclusions and the activation of a conversation among interested parties and policy makers at different level that would, hopefully, later result in enhance awareness of the issues discusses and solutions proposed in the paper. The policy paper could be of inspiration for other territories in its invitation to adopt a more pragmatic approach and interrogate the acronym "CCI" rather than assuming its capacity to reflect the reality of a territory. By looking at how distinct interests and policies for culture, creativity and industry have developed and eventually converge, other territories could possibly gain greater awareness of where they stand and what they can do with culture and creativity applied to economic development. Other stakeholders that could benefit from the paper include professionals and entrepreneurs in the field of arts and

culture. They very often have a rather limited view of how policy processes evolve and intersect and where, consequentially, financial resources are allocated. In general terms the development of the policy paper signaled once more the risk of the uncoupling between categories, concepts and acronyms that are developed and promoted at the abstract political and academic level and the practices of organizing and administering the actual relationships between cultural, creativity and industry.

6. Annexes

The full version of the Regional CCI Policy Paper is annexed.