

# OUTPUT FACT SHEET

## Strategies and action plans

Version 2

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Responsible partner (PP name and number)	Municipality of Vittorio Veneto_ PP5
Project website	<a href="https://www.interreg-central.eu/Content.Node/STIMULART.html">https://www.interreg-central.eu/Content.Node/STIMULART.html</a>
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### Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

By studying the three objectives of the interim strategic plan, the real needs of all the stakeholders (on the demand side and the supply side) became clearer. Through the analysis of physical and virtual spaces, it was possible to understand the relationship between organizations, CCIs and public administration. Paying attention to everyone's demands, a possibility seems to be the creation of an external legal entity.

Key players able to accelerate the process, has already discussed during the transnational workshop held on June 2020, are local traditional enterprises driving forces of the economic activity in the area. The role of the city manager, in the development of the strategic plan has been therefore focused also on the reinforcement of the relationships between the public administration and local enterprises and the definition of a sustainable plan for their future integration.

The most suitable tool identified by these actors has been a Foundation. An external legal entity has multiple advantages which can respond to the emerged necessities. To be effective this project requires an active involvement of several different actors. But once structured, it can act as the main player in organizing and managing the city's cultural offer.

This Foundation will be able to interact with the Municipality, with the managers of CCIs and with all the different organizations in the city. And last but not least, these stakeholders will find in the Foundation a reliable and trusted partner.

During the interviews with the companies, one of the nodal elements is that according to them, deciding to invest time and money in a project, it is essential that the interlocutor is equally solid and credible. The development of the Foundation would give the city of Vittorio Veneto an actor that, over time, could establish itself at an ever-increasing territorial level, thanks to the support of large companies and the involvement of the territory and those who live it.

In the first period of work, a number of aspects emerged which delineate a trend towards fragmentation. The poor relationship between CCIs combines with the difficulty of public administration in being perceived as an aggregator.

The various realities that make up the associationism have a strong unitary identity: this identity acts as an aggregator among members and participants; but on the other end it makes difficult to create a network of associations. This approach leads to numerous activities, which reach a restricted audience. Another aspect found is that in associationism there is a commitment almost exclusively based on volunteering: this leads to a lack of professionalization both in terms of production and performance measurement.

This trend has been analyzed and integrated in the local strategy also thanks to the fourth (25.09.2021) and fifth (01.10.2021) LSG dedicated respectively to the street art and music as an economic trend and professional solution for young generations.

Not being able to count on a spontaneous will to make a network between the various subjects, the Municipality would have to consider instruments that strengthen the role of the associationism. To encourage the aggregation of associations one of the expedients could be to use of public property, in coincidence with the first declared objective of the project.

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

Please list the NUTS region(s) concerned by the strategy/action plan.  
ITH34 - Treviso Province, Municipality of Vittorio Veneto

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

**SO1: Create physical spaces where cultural and creative enterprises can work or find a service centre**  
Thanks to the involvement of traditional enterprises interested in cooperating on a common strategic plan (Foundation) it has been explored the interest towards the creation of dedicated services (UATA Centre pilot action of the project) and the aggregation of different creative enterprises able to activate a concrete value chain useful to serve local businesses and productions (LSG n° 6, 15.03.2022).

**OS2: Create virtual spaces where cultural and creative enterprises can work or find a reference point**  
The virtual space [www.vittoriovenetocreativa.it](http://www.vittoriovenetocreativa.it) has been activated by the Municipality and represents a virtual space where different creative sectors of the city are registered and promoted. The strategy plan promoted and enhanced the value of professional activities in relation to the demand of creative services. Local training organized within the project supported the process which is still undergoing.

**OS3: Linking supply and demand**

The relationship between offer and demand was explored in order to better understand the of the IUATA Center promoted by BClever for the city on one side, and the need of news spaces (also public owned) by emerging economic sectors (creative sectors) on the other side.

The creation of a Foundation would bring the advantage of greater structuring and planning of the city's cultural offer. On the one hand, the Foundation would act as an interlocutor and link for companies willing to finance cultural activities. On the other, it would act as a point of reference for smaller associations active in the area. With long-term planning, the Foundation could make the area more appealing in the cultural sector, attracting visitors and professionals.

All the stakeholders involved would benefit from this process: the municipality, which increases the quality of the city's cultural offer; the traditional companies, which carry out their corporate cultural responsibility and increase the welfare of their employees, while at the same time coming into contact with professionals and qualified human resources in the cultural and creative sector; the associations, which can find in the foundation a funder for their activities.

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

Economic sustainability in pursuing the project's objectives is deeply linked to the possibility of developing activities by networking with public and private stakeholders.

In relation to the private sectors, thanks to the Local stakeholders groups it has been possible to analyse and deepen the role of the main cultural sectors present in the city: design, art, and music.

With regard to the development of physical spaces for CCIs on the one hand, it emerged that no further space should be developed. On the other hand, if it had been necessary to organise new spaces, the discussion with the municipal administration to identify available public spaces in the municipality would have allowed for a significant reduction in expenses to be incurred. This modality is certainly replicable on all territories. Furthermore, the relationship with companies active in the area makes it possible to hypothesise private sponsorships for the redevelopment of buildings.

The development of digital spaces was also studied from an already active online structure of the municipality.

Finally, the development of the meeting between supply and demand made it possible to discover the interest of traditional companies in participating in the cultural and creative life of the territory: as in the case of public buildings, this relationship makes it possible to create synergies capable of giving economic sustainability to the activities implemented.

#### References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The local strategy and action plan have been discussed with local stakeholders during three specific LSGs events:

- Workshop n° 4, 25/09/2021 (DT.1.2.4)
- Workshop n° 5 01/10/2021 (DT.1.2.4)
- Workshop n° 6 15/03/2022 (DT.1.2.4)

Reports of the event have been drafted and submitted to the LP (agenda, attendance list and report).

All the related material, photos and videos is available on the website: [www.vittoriovenetocreativa.it](http://www.vittoriovenetocreativa.it)

<https://www.vittoriovenetocreativa.it/creativa/multimedia/Video.html>. The local strategy and action plan has been discussed and approved by the City Council on March the 31<sup>st</sup> 2022.

Link to the relative project's deliverables:

<https://www.interreg-central.eu/Content.Node/STIMULART/FINAL-CCI-STRATEGIES-AND-APS-VVEN.pdf>