

# TEMPLATE

## Output factsheet: Trainings

Version 1

Project index number and acronym	CE1491 - STIMULART
Lead partner	Municipality of Jászberény
Output number and title	O.T.1.2
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>
Delivery date	30/10/2020

### Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

The training activities was implemented based on the training to trainers' actions carried on by the University of Regensburg in Vittorio Veneto on November 2019. The training action had therefore a transnational benefit because is linked to the activities carried out by all the partners and, as written above, part of the trainers are also involved in the local stakeholders group and contribute to the local strategy development.

Starting from the documents of GAP Analysis, Analysis of good practices and Mapping of Cultural and Creative Enterprises, developed on the basis of a joint methodology over the previous months, and from the constitution of a local group of stakeholders able to contribute, by skills and thematic and sectoral specializations, to the process of building the local strategy foreseen by the project and to the dissemination of the knowledge acquired during the project, two training modules were developed at a distance of 8 hours each:

- MODULE 1 - "The new role of municipal administrations in the economic development of Cultural and Creative Enterprises thanks to participatory governance processes"

Oriented to public administration employees in order to provide skills and knowledge in order to facilitate and strengthen the dialogue with cultural and creative companies in order to favor sustainable and public-private useful solutions for the public good.

- MODULE 2 - "Culture-based local skills and creativity: development and marketing of local culture based on cultural and creative products"

Oriented to cultural and creative enterprises in order to develop greater understanding and awareness among enterprises in the cultural and creative sector (ICC) and their potential in creating economic value based on (tangible and intangible) heritage and local identity and improvement entrepreneurial skills.

## NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Country (NUTS 0) IT  
Region (NUTS 2) ITH3, Veneto  
Sub-region (NUTS 3) ITH34, Treviso  
The activity has been conducted in the Municipality of Vittorio Veneto.

## Expected impact and benefits of the trainings for the concerned territories and target groups

The training activity provided skills and knowledge in order to facilitate and strengthen dialogue between public and private sectors. An internal working group has been created within the Municipality of Vittorio Veneto and the aim of the action is to integrate the new skilled staff in the local strategic plan foreseen under WPT2/WPT3. Moreover, the benefits for the private sector are related to its capacity to dialogue with the public administration and identify sustainable and public-private useful solutions.

Module 1 was addressed to the public administration employees and aimed to provide skills and knowledge in order to facilitate and strengthen dialogue with cultural and creative companies in order to favor sustainable and public-private useful solutions.

Provided content:

- Know the cultural and creative sector
- The map of relations: the role of public administration / The role of CCI (Cultural and creative enterprises)
- The figure of the 'city manager'
- Communicative approaches: creative action
- The role of the public institutions, new languages
- Decision-making processes and legislation
- Development models and possible solutions
- Teamwork

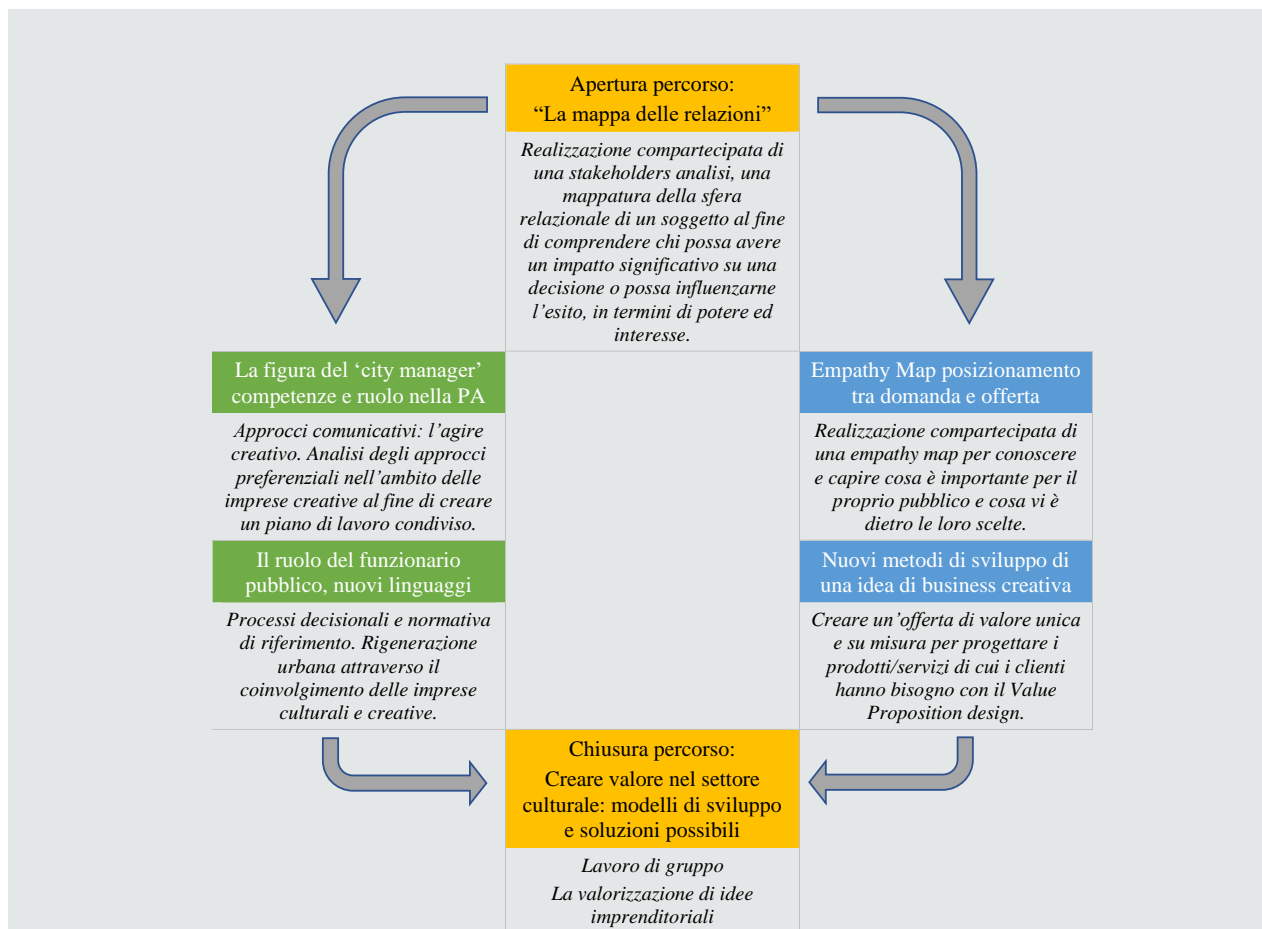
Module 2 was addressed to cultural and creative enterprises as defined in the strategic document drawn up by the Municipality of Vittorio Veneto (Alterevo S.r.l.) in which the key players considered driving and strategic for the territory have been identified. However, the training course aimed also at involving stakeholders belonging to the local group (LSG) identified to favor a multiplier effect of dissemination of knowledge that will also be favored by the local events (6 territorial seminars / workshops).

**The training course aimed to develop greater understanding and awareness among businesses in the cultural and creative sector (ICC) and their potential in creating economic value based on (tangible and intangible) heritage and local identity and the improvement of entrepreneurial skills.**

Provided content:

- Know the cultural and creative sector
- The map of relations: the role of public administration / The role of CCI (Cultural and creative enterprises)
- The map of empathy - positioning between supply and demand
- Effectuation: entrepreneurial approach and new methods of developing a creative business idea
- Development models and possible solutions
- Coaching session aimed at enhancing 'design thinking' business ideas

Despite the awareness of the smallness of the intervention both in terms of time and content that can be proposed in relation to it, the two training modules have been, as per the announcement, conceived as shown in Figure 1.



Consistent with the objectives, the opening and closing of the path relating to the two parallel modules had to provide common methodologies and guidelines. For this purpose, we found during the course how the learning of the participants of both groups was significant. New methodologies and tools were received with interest and enthusiasm despite being completely new to all participants. The Covid-19 emergency and the need to carry out the entire path in FAD mode on the one hand stressed the need to find innovative solutions (such as Zoom for videoconferencing and Mural for group work) that would allow to maintain the mode on the other hand, it emphasized in some elements the need to increase familiarity with the use of digital technologies. All in all, having overcome the initial obstacle of learning the new tools, both groups juggled quite easily both with the new tools and with the new methodologies related to Design Thinking.

### Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

The training activity is replicable and the training material is transferable to other territories. In particular, Vittorio Veneto is working in strong coordination with the 11 municipalities of the “Vittoriese” area.

## Lessons learned from the development and implementation of training measures and added value of transnational cooperation

It should be emphasized that the subdivision of the groups by area of expertise generated decidedly different results and, in this sense, if one of the objectives of the project was to improve cooperation, strategic and operational skills and the knowledge of both targets, probably a path with mixed or joint groups would have better satisfied this need, leaving the parties to contaminate themselves spontaneously.

In conclusion, we can say that the aim of developing a greater understanding and awareness of their potential among companies in the cultural and creative sector (ICC) has been achieved as well as, albeit only theoretically, the aim of providing skills and knowledge to the public administration in order to facilitate and strengthen dialogue with cultural and creative enterprises.

Of certain interest there was the birth of spontaneous sharing and possible collaborations especially between the subjects of the cultural and creative sector (ICC) which suggest how this type of paths are absolutely centered and useful for generating ideas, forms of collaboration, exchange and new mutual knowledge, in addition to the expected learning of methods that can be borrowed and immediately applicable in the company. We can only imagine how, with a longer path and richer in in-depth themes, including theoretical ones, useful for aligning the level of knowledge and competence of the participants and creating a shared language typical of communities of practice (Wenger, E. 2006), the results obtained could be significantly amplified.

## References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The Output O.T1.2 is linked to the following deliverables and web-links:

- D.T1.2.4 Implementation of 6 rounds of LSG Workshops at each location
- D.T1.4.5 Adapting training materials for training of Local Stakeholders
- D.T1.4.6 Implementation of trainings of Local Stakeholders at each location

<https://www.vittoriovenetocreativa.it/creativa/multimedia/materiali.html>

[https://www.interreg-central.eu/Content.Node/STIMULART.html#TRAINING\\_MATERIALS](https://www.interreg-central.eu/Content.Node/STIMULART.html#TRAINING_MATERIALS)

### Annexes:

1. Agenda
2. Screenshots of participants
3. Presentations, training materials

**Interreg**  
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**COMPETENZE E CREATIVITÀ LOCALE  
BASATA SULLA CULTURA: SVILUPPO E MARKETING  
DELLA CULTURA LOCALE BASATA  
SUI PRODOTTI CULTURALI E CREATIVI**



**CORSO DI FORMAZIONE  
ONLINE**  
PERCORSO FORMATIVO PER LE IMPRESE  
DEL SETTORE CULTURALE E CREATIVO  
DT1.4.6

**21 E 28 SETTEMBRE  
5 E 12 OTTOBRE 2020**

STIMULART È UN PROGETTO FINANZIATO DAL FONDO EUROPEO DI SVILUPPO REGIONALE (FESR)

**Interreg**  
CENTRAL EUROPE  
STIMULART

**IL NUOVO RUOLO DELLE AMMINISTRAZIONE  
COMUNALI NELLO SVILUPPO ECONOMICO  
DELLE IMPRESE CULTURALI E CREATIVE  
GRAZIE A PROCESSI DI GOVERNANCE PARTECIPATA**



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**22 E 29 SETTEMBRE  
06 E 13 OTTOBRE 2020**

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Un Modello per le ICC

- **Cuore creativo**, dove gli output sono protetti da copyright: arti dello spettacolo e visive, letteratura e musica;
- **Imprese culturali**, con un contenuto di originalità meno elevato rispetto a quello delle attività del nucleo: biblioteche, film e musei;
- **Imprese creative**, in cui è essenziale l'ideazione creativa: editoria, industria musicale, conservazione e valorizzazione del patrimonio, televisione e radio, videogiochi;
- **Resto dell'economia** (il cerchio più esterno), imprese che sono correlate alle precedenti in modo funzionale e che sfruttano il valore espressivo generato da queste: architettura, design, moda e comunicazione.

Partecipanti (176)

- Valentina Colonna (Co-host, me)
- Interreg Stimulart (host)
- Valentino Paresco (Co-host)
- Norvaldo (Co-host)
- Luigi
- Dario Rovella
- Ezio
- Francesca Goffredo
- Michela Goffredo
- Valerio Gava

Settore e Attività

- Nucleo Artistico
  - SPETTACOLO DAL VIVO
  - PROMOZIONE CULTURALE
  - ARTI VISIVE E LETTERATURA
  - RICERCA
  - MUSICA
- Industria Creative
  - EDITORIA
  - LIBRERIE
  - CINEMA
  - RADIO
  - MUSICA
  - TELEVISIONE
  - GAMER
- Industria Culturale
  - RESTAURO
  - MUSEI E GALLERIE
  - BIBLIOTECHE
  - BENI CULTURALI
  - ATTIVITÀ RICREATIVE
- Settori Complementari
  - GRAFICA
  - FOTOGRAFIA
  - ICT
  - DESIGN
  - ARCHITETTURA

