

TRACES WP3 – D.3.3.2

Meetings for participatory assessment incubation needs with CC MSMEs in Apulia

Final Report

Partner responsible
PB3 - CREATIVE APULIA CLUSTER ASSOCIATION

Interreg
Greece-Italy
European Regional Development Fund


EUROPEAN UNION


TRANSNATIONAL ACCELERATOR
FOR A CULTURAL AND
CREATIVE ECOSYSTEM

TRansnational
Accelerator for a
Cultural and **C**reative
Eco**S**ystem

Programma di cooperazione
Interreg V / A Grecia-Italia (EL-IT) 2014-2020
co-finanziato dal FESR


Asse prioritario
1 - Innovazione e competitività

Priorità di investimento
3a - Promuovere l'imprenditorialità,
facilitando in particolare lo sfruttamento
economico di nuove idee e perseguire la
creazione di nuove imprese, anche
attraverso incubatori di impresa



**"Creativi,
di cosa avete bisogno
per diventare Grandi?"**

Durata: 24 mesi - inizio: 30 Marzo 2018
Budget: Euro 896.793,64
85% co-finanziato dal Fondo Europeo di Sviluppo Regionale (FESR)



1. Title of the event

Creative people, what do you need to grow?

2. Dates and Venues

Apulia Creative Cluster scheduled 12 meetings, two for each Apulian province.

Started in October from Lecce, the "TRACES project tour" stopped in Taranto, Melpignano, Foggia, Massafra, Brindisi, Barletta, Bisceglie, Mesagne, Monopoli, Gravina in Puglia and Bovino, ending on December 3rd 2018.

For each province, PB3 has decided to hold an event in the capital city and another in the peripheral area, according to the Regional Landscape Plan. This decision is explained by the desire to reach creative people who live and work far from the main decision-making and production centers. Actually, one of the objectives of the animation meetings is the listening path and the active participation of all the operators of the territory in order to know their needs, the challenges they face every day, within the contexts in which they work.

Only the province of Bari constituted an exception: both the events took place in outlying areas, since many initiatives were taking place at the same time in the capital city and there was the risk of a loss of effectiveness of the activity.

The venues that hosted the meetings were evaluated with the facilitators. Halls of public buildings or rooms of private bodies have been chosen according to the degree of stakeholders' aggregation in the territory. Specifically, we tried to identify those sites linked to the creativity of the reference territory, accustomed to speak the same language of the project, in harmony with its objectives. In fact, this facilitates the identification of the challenges connected to the territory and makes it possible to exploit its hidden potentialities as well as to deepen the issues that, as anticipated, the creatives face every day, in a context familiar to them.

Calendar

PROVINCE	DATE	VENUES
Lecce	02.10.2018	Officine Cantelmo
Taranto	11.10.2018	Teatro TaTÀ
Foggia	15.10.2018	Cineporto
Lecce	18.10.2018	M23 DIGITAL COWORKING (Melpignano)
Taranto	19.10.2018	Palazzo della Cultura (Massafra)

Brindisi	30.10.2018	Palazzo Granafei – Nervegna (Brindisi)
Barletta-Andria-Trani	6.11.2018	GOS Laboratorio Urbano (Barletta)
Barletta-Andria-Trani	13.11.2018	Castello (Bisceglie)
Brindisi	15.11.2018	Lab Creation (Mesagne)
Bari	20.11.2018	Biblioteca comunale Rendella (Monopoli)
Bari	29.11.2018	Officine Culturali (Gravina in Puglia)
Foggia	03.12.2018	GAL Meridaunia (Bovino)

3. Experts

From a short list of collaborators, PB3 selected 6 experts to facilitate the meetings. The facilitators were selected on the basis of their skills, but also for their belonging to the territory: each expert, knowing the province, brought an added value in terms of a network of knowledge and database of local operators. Firstly, they met to discuss the methodology to be adopted and propose some locations where to carry out the events.

4. Methodology

Facilitators decided to adopt the World Cafè Methodology. The use of this kind of participatory methods is considered the most effective way to gather contributions from all the participants. The basic process is simple and easy to implement: only tables, sheets and markers, questions or topics to be answered are necessary to identify and assess the incubation needs.

An informal, relaxed and friendly atmosphere helps the participants to express themselves freely. For this purpose, in almost all the events except them hosted in public institution, there was a small catering, a coffee/aperitif corner to make the discussion more pleasant. The locations were chosen also for the internal presence or closeness of a café that provided a catering service.

5. Structure of the event

Each meeting takes place in the following way:

- Upon arrival, participants sign the attendance register and fill out a form to allow the processing of personal data, also indicating the willingness to be involved in the qualitative survey promoted by the LB.

- Project Manager of PB3 Cinzia Lagioia illustrates the project TRACES and some data from the creative and cultural sector in Apulia, in terms of income and employment (duration 15-20 minutes).
- Participants have now "time to pitch": this allows them to introduce their activity, the companies or associations in which they are involved or the projects they work on and in the meantime facilitators can understand which is the audience's background (duration max 5 minutes for each pitch).
- Facilitators invite everybody to compose the work tables, according to the model of the World Cafè, to identify the needs of the local creative people (duration approx. 2h).

In this phase, the experts submit some guidelines to the participants to help them in discussion.

For example, a list of suggestions including topics like internationalization, communication, innovation, management, financing tools, etc. In this way, participants can organize this list according to their necessities, defining the priorities for their activities. So they can then deepen the issues, identifying skills and services they need for company support or incubation.

- Finally, a speaker for each group tells the priorities emerged from the working group and the facilitator assembles and returns the results.

6. Communication activities

The expert appointed by the shortlist of Cluster professionals to carry out communication activities was clearly involved in the communication of animation activities, supporting the project staff. In the preparatory phase of the meetings, the staff prepared some invitations that were sent by e-mail both to the Cluster members and to a list of professionals of the creative and cultural sector, divided by provinces. In addition, press releases were forwarded to the local press to promote the event and to organize interviews with the project manager in order to be more incisive.

Before and during the events, a useful tool to reach the crowd was represented by Facebook and in general all social medias (Twitter and Instagram). On Apulia Creative Cluster and Traces' project Facebook pages, we created for each meeting a sort of alert: firstly, an invitation to join us containing full details about the location, the recipients and the general objectives of the meeting; during the event, the staff proceeded to upload posts with the various steps of the meeting, the contents emerged and some pictures in real time.

Finally, the expert gathered all the articles and the broadcasting material published of the events.

7. Participants

The animation meetings in the Apulian territory involved about 329 people, as shown in the table below. Based on the data released by the participants, we were able to classify them in:

- Enterprises, often individuals or micro-small ones;
- Associations;
- Freelancers;
- Curious people interested in the subject (private citizens as students or retired);
- Representatives of the Public Administration.

Table of participants

ENTERPRISES	ASSOCIATIONS	FREELANCE	PRIVATE CITIZENS (students, retiree)	PA	PARTICIPANTS
14	10	4	7	1	LE =50
6	17	4	13	3	TA =50
4	4	3	2	2	FG =16
3	3	5	2	2	LE2 =16
3	6	5	5	-	TA2 =21
10	11	9	4	1	BR =45
3	7	10	5	-	BT =27
1	6	8	1	1	BT2 =19
8	13	7	9	-	BR2 =40
5	6	3	2	-	BA =18
5	2	6	1	1	BA2 =16
2	3	-	-	1	FG2 =11
64	88	64	51	12	329

The figures show the same number of enterprises and freelancers (64) while the number of associations remains high (88), above all due to the bureaucratic complexity underlying the establishment of a company. The most participated meetings were registered in the provinces of Lecce (66), Taranto (71) and Brindisi (85), where there is a great cultural ferment of associational nature, however unable to build a solid network between peers or to exploit the opportunities offered by entrepreneurial policies. On the contrary, in the provinces of Bari and Barletta-Andria-Trani, numerical participation has been lower (80), but professionals are already used to work together, to make the most of the opportunities offered by the creative and cultural sector. Finally, a note about the province of Foggia, the real challenge of this path. The efforts made to organize this stop were oriented to overcome a patchworked distribution of

creative and cultural people and companies, in a rural area with low population densities and where distances are big.

8. Results

As the workshop required a bottom-up and inclusive approach, the direct involvement of participants at all stages of the workshop, thanks to a very enthusiastic participation, produced a series of high quality proposals.

The results emerged from each meeting are summarized below.

Lecce – 02.10.2018: the participants complained of their limited entrepreneurial culture and their difficulties in turning innovative ideas into viable business propositions. The service they require is a creative accelerator able to provide startups to access to expertise, know-how, managerial skills and networks for startups. It is possible to overcome the gap emerged by developing a solid entrepreneurial culture and building structural conditions for a profitable business.





Taranto – 11.10.2018: during this meeting, creative people identify the lack of physical and virtual space as the main challenge for their territory. All the resources and policies are addressed to the topic of urban regeneration. What they consider a priority here is the reconstruction of a cultural landscape through an inclusive process that involves experts, historians and the elderly.





Foggia – 15.10.2018: in this case, the participants (mainly small or very small companies) expressed the need to be accompanied in business planning or marketing activities, in the construction of networks both with peers and with public administrations.



Melpignano (LE) – 18.10.2018: the audience manifested a common difficulty in carrying out R&D activities, as well as coordinating and implementing commercial, marketing and communication activities or planning and developing business opportunities resulting from isolation and fragmentation of skills on the territory.



Massafra (TA) – 19.10.2018: the participants want to establish a permanent table for brainstorming, due to the growth of the awareness about the importance of a creative and cultural network and a physical space to work together in order to increase connections, exchanges and opportunities in terms of professional competences and market offer.



Brindisi – 30.10.2018: the need of creative people is to find places that can facilitate the exchange of multidisciplinary skills and can offer training courses in foreign languages, management and organizational activities, fundraising support to promote free cultural activities and accompany small businesses even outside the Italian borders. An added value could be the creation of a database with accurate descriptions of the operators of the CCI in Apulia.





Barletta (BT) – 06.11.2018: the community of cultural operators and consumers who participated in this workshop expressed the strong need to create public spaces in which people can meet, organize events, collaborate and find highly qualified professionals and consultants able to support them in the definition of their development strategies.



Bisceglie (BT) – 13.11.2018: during this event, people complained about the lack of public spaces devoted to cultural activities and open to everybody. A sensitive issue is the relationship with the local public administrations: culture is not considered as a source of concrete and profitable income for public

and private bodies. The PA does not convey information or opportunities to creative people to facilitate their growth. It is necessary to develop and approve measures and initiatives to promote public-private partnerships and support the creation of an official register of creative cultural operators at local and regional level.



Mesagne (BR) – 15.11.2018: the frustrations concern the territorial cultural context. The participants highlighted the main problems: the emptying of countries, cultural poverty, lack of cooperation, bureaucratic complexity. What they are asking for: physical and virtual spaces for creatives, specific technical courses on innovation issues, qualified human capital, support in the management of EU projects. Furthermore, general support for marketing and access to credit is required.



Monopoli (BA) – 20.11.2018: many companies need a physical place to meet and develop synergies. They express the inability to be present on social networks due to the lack of economic and professional resources. They also reveal the difficulty of accessing European funds and other types of financing instruments, due to the high guarantees required by funds and banks. The last point is the poor consideration of the PA on the value of cultural and ecocultural resources.



Gravina in Puglia (BA) – 29.11.2018: starting from the need to create a database with accurate descriptions of the operators of the CCIs in Apulia, people are asking for places that facilitate the exchange of multidisciplinary skills and good practices. They complain about the lack of professionals for the promotion and design of new strategies, the weakness in the linguistic field to achieve internationalization, bureaucracy, the high cost of consultants, the support in compiling a European call.



Bovino (FG) – 03.12.2018: from this meeting, a lack of support emerged in relation to the design activities, to the research partners, to the interlocution with the public administrations, to the difficulty of access to the subsidized financial instruments and to the lack of professionalism. For this territory, priority is a general advice provider.

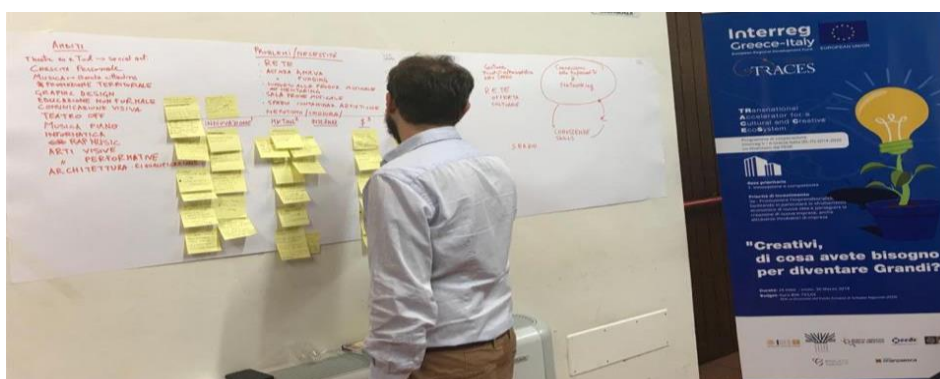




Table of results

The following table shows in detail the list of GAPS and SERVICES TO PROVIDE that operators of the cultural and creative sector identified in the Apulia region.

GAPS	SERVICES TO PROVIDE
1. Innovation Lack of qualified human capital	1. Innovation <ul style="list-style-type: none"> Database sharing professionalism, tools and equipment (sharing economy platform) Consultancy on open-source and augmented reality software Specific technical courses on innovation issues Qualified human capital Supply of technological tools at an affordable cost Need of high tech engineers, IT experts, Open Innovation experts
2. Communication Poor knowledge of social media tools	2. Communication <ul style="list-style-type: none"> SEO Social media Manager professionals
3. Marketing <ul style="list-style-type: none"> Difficulty in organizing a sale network Low capacity in understanding market, defining sponsorship, co-branding, partnership, licensing activities 	3. Marketing <ul style="list-style-type: none"> Experts with a good knowledge of the territory in order to promote the "made in local"
4. Finance and access to credit <ul style="list-style-type: none"> Bureaucracy Difficulty to afford the guarantees needed to access financing and funds from banks 	4. Finance and access to credit <ul style="list-style-type: none"> Strategic business planning Fundraising support Opportunities related to sponsorships Project opportunities and info on calls Need to spread knowledge about some

	<p>opportunities: i.e. tax credit, art bonus</p> <p>+ Simplification of procedures</p>
<p>5. Internationalization</p> <p>Difficulty to access foreign markets</p>	<p>5. Internationalization</p> <p>+ Information and support services for participation in fairs, events (international film and theatre festivals, etc.), internships here and abroad</p> <p>+ Translations</p> <p>+ Attraction of investors</p> <p>+ Foreign languages' training</p>
<p>6. Management and business organization</p> <ul style="list-style-type: none"> Need of experts on project planning Lack of an entrepreneurial culture 	<p>6. Management and business organization</p> <p>+ Support in EU project management</p> <p>+ Need of Job consultants, accountants, lawyers able to work on cultural topics</p> <p>+ Need of experts to solve issues related to bureaucracy linked to the management of events</p> <p>+ Need of experts in sociology of organizations / experts in conflict resolutions</p>
<p>7. Training</p> <ul style="list-style-type: none"> High cost of qualified training courses Low interest of the audience to culture 	<p>7. Training</p> <p>+ Innovative training services (e-learning, training on the job, etc.)</p> <p>+ Education of the audience to the topic of culture and cultural products (insert cultural activities also in school)</p> <p>+ Open conferences on recently adopted measures in the field of culture, networking events for cultural operators and consumers</p>
<p>8. Spaces</p> <ul style="list-style-type: none"> Absence of physical and virtual spaces for creatives 	<p>8. Spaces</p> <p>+ Physical and virtual spaces for creatives</p>

<ul style="list-style-type: none"> ▪ Cultural poverty ▪ Lack of cultural network ▪ Lack of proposals/possibilities 	 Spaces for events
9. Public Administration <ul style="list-style-type: none"> ▪ Lack of dialogue of cultural networks with PA ▪ Precarious jobs ▪ Lack of information from regional and municipal offices and structures ▪ Old-fashioned mentality of Public Representatives in conceiving and providing services in the cultural sector 	9. Public Administration  Promote the creation of an official Register of creative cultural operators at local and regional level

9. Final considerations

As can be seen from the table above, the "Local Atelier" that Apulian creatives want, must be designed primarily to develop a solid entrepreneurial culture and then to offer the advice of professionals in the field of technology, legislation and regulations, financial instruments, but which also possess a transversal and tangible competence of the creative and cultural sector. This is the only way to guarantee the acceleration of start-up businesses based on the real needs of territories and creative works of artists, designers, musicians, filmmakers, architects, media planners, advertisers, software developers, artisans, etc.

Some common issues have emerged: the poverty of the territorial context in terms of cultural offer and lack of possibilities and opportunities; the need to build physical and virtual spaces to share skills and best practices; the need for continuous training in various fields.

However, there are some specific requests from the different provinces.

For example, the province of Foggia has the biggest difficulty in orienting itself in the matter of copyright and calls for consulting services on patenting, trademark registration and SIA regulations and digital publishing services. It is also interested in the creation of a network to promote film exchanges and co-productions even with poor (or zero) film distribution.

The meetings of Mesagne and Massafra focused their attention on the musical heritage, asking for specific training activities on the composition of digital music and video editing.

The city of Taranto has instead expressed a desire for innovation: the need to rethink the cultural landscape of the city thank to qualified planners - architects. Concerning the opportunities related to the internationalization, the strategic position of Taranto in the Jonian Sea and the potentialities of the harbor area should be taken into account.

In the province of Bari many companies in the field of design and fashion, even if small, need to do research and development and ask for professionals to support them. They also noticed a lack of connections between research lead by universities and local economic realities. The value of the cultural and creative product improves if the best conditions are achieved. A Local Atelier should be a dynamic place where small businesses can find support for the promotion and design of new strategies. Coaches and mentors are key elements to deliver high quality tailor-made services and to provide advisement, access to resources and networks and on-going support in connecting CC MSMEs with investors, clients and partners.