

# CREATIVITY & INDUSTRY

## CREADIS3 | 6TH STUDY VISIT IN EMILIA-ROMAGNA

26·27·28 JUNE | 2019 | BOLOGNA



# 6th STUDY VISIT

# EMILIA-ROMAGNA

# REGION

## Where We are

**Emilia-Romagna** is a region located in the north-eastern part of Italy. It has 9 provinces (Piacenza, Parma, Reggio-Emilia, Modena, Bologna, Forlì-Cesena, Ravenna, Ferrara, Rimini) and a good strategic position thanks to an efficient infrastructure system that connects it with central Europe and with northern and southern Italy.

**Bologna** (capital of Emilia-Romagna) hosts the oldest University of Europe, the University of Bologna, founded in 1088. With 3 other universities in Modena and Reggio Emilia, Parma, Ferrara and with the presence of the Polytechnic in Piacenza of the Catholic University (both Milanese), the region offers a wide range of academic courses, from art to humanistic to scientific subjects.



## Background Information

The cultural and creative ecosystem in Emilia-Romagna is very extensive. The region has a significant artistic and architectural heritage with a wide network of museums, libraries, theatres, cultural associations, hubs, co-working spaces, fablabs, startups, etc. Furthermore, Emilia-Romagna is noted for its contributions to artisan crafts, fashion, furniture, gastronomy, tourism and the “high-tech” and “high-end” sectors (the latter characterised by a strong creative element in terms of products and manufacturing processes, for example Giorgio Armani, Max Mara, Marina Rinaldi, and in the automobile sector car manufactures known all over the world, such as Ferrari, Ducati, Lamborghini and Maserati).

With the definition of the Regional S3 strategy, in 2013-2014, CCI was included among regional S3 sectors. A specific working group on CCI was set up, with businesses, innovators and experts to define a strategy to develop the sector, launching new policies and supporting actions.

In the framework of the regional S3, CCIs are considered as emerging clusters with a high innovative future potential (Priority B of regional S3). CCIs represent one of the fields in which to invest in order to generate

new industries and new employment opportunities, especially for the young and those in the cultural field. Emilia-Romagna works to combine cultural, technology and management capabilities, by reinforcing the business dimension and connecting CCIs to other industries and with tourism.

To this end, the regional Clust-ER CREATE has been set up, as one of the 7 associations, the so called “S3 Clust-ERs (<https://www.retealtatecologia.it/en/clust-er>).

The Clust-ER CREATE (<https://create.clust-er.it/en/>) promotes a more efficient dialogue and greater integration among research labs, innovation centers and SMEs, in the CCI field.

The Clust-ER CREATE for the cultural and creative Industries has identified five value chains: Fashion, CultTech (Digital Culture Technology), Advanced Design & Digital Craft Technologies, Multimodel (Multimedia e New Business Models), Tourism and Urban Regeneration. For every value chain, a program has been created which sets out a strategic overview and objectives to strengthen the position of local industries on the global market.

# The 6th CREADIS3 STUDY VISIT

Through the **CREADIS3 project**, Emilia-Romagna Region aims at improving its institutional governance in terms of cultural and creative policies. By putting a range of strategies into action in cooperation with many regional stakeholders such as ART-ER, Municipality of Bologna, CLUST-ER CREATE and other public and private sector bodies (across multilevel governance), Emilia-Romagna intends to support the region’s businesses and creative potential.

In the framework of the **CREADIS3 thematic axis** “*Improving Institutional Governance*” and the specific **sub-theme** “*Support International Territorial Attractiveness to Increase Investment in the Creative Potential of the region and Retain Talents/Creative Entrepreneurs*”, the **6th CREADIS3 STUDY VISIT** in Emilia-Romagna will focus on the topic

**“CREATIVITY AND INDUSTRY”**: how cultural and creative industries contribute to the competitiveness of the whole ecosystem, including manufacturing firms and clusters.

## DAY 1 | 26 JUNE 2019

### Le Serre dei Giardini Margherita (Via Castiglione 134, Bologna)

The 6th Study Visit will start in the heart of **Giardini Margherita**, at **Le Serre**, the metropolitan hub for innovation and for the promotion of entrepreneurial culture: a place for startups, incubation, co-working spaces, exhibitions, training, events and meetings and services (<https://leserre.kilowatt.bo.it/en/>).

The Study Visit will open with a presentation on the region’s CCI ecosystem, followed by a second on **Clust-ER CREATE**: the Creative and Cultural Cluster of Emilia-Romagna Region.



A third presentation will outline the **good practice** “*Support for the development of in-frastructures for the competitiveness of the territory*”, a call for tender which supports startups with a focus on CCI.

3 projects will be presented:

- DAISY, a project for the regeneration of the Giardini Margherita through a public-private partnership (Emilia-Romagna Region, Bologna Municipality, ART-ER, Fondazione Golinelli and Kilowatt cultural association);
- Hub Modena Nord (incubator of hi-tech startup, FabLab, a co-working space dedicated to the digital and creative sector <http://hubmodenarnord.it/>);
- Urban Hub Piacenza (Fablab, <http://www.urbanhub.piacenza.it/>).

To close drinks and networking at “**Serra dell’Orto**”.

## DAY 2 | 27 JUNE 2019

The second day will begin at the **Accademia delle Belle Arti** (Via delle Belle Arti 54, Bologna) (<http://www.ababp.it/ABA/>) with a presentation on “*The Tradition of Innovation*” by Professor Carlo Branzaglia, a teacher at the Department of Design and Applied Arts.

In the framework of the **CREADIS3 sub-theme** “*Support international territorial attractiveness to increase invest in the creative potential of the region and retain talents/creative entrepreneurs*”, Emilia-Romagna Region will lead the **workshop**

“*Support CCIs retaining creative entrepreneurs and professional talents and boosting the innovation of the region: multilevel governance and holistic approach*”, during which two **good practices** will be presented: **INCREDIBOL!** - *Bologna’s Creative Innovation and EmiliaRomagnaStartup/CREATIVE*.

**INCREDIBOL! - Bologna’s Creative Innovation** is a project to promote creative and cultural activities, by supporting the creative and innovative professions and companies, coordinated by the Municipality of Bologna and supported by the Emilia-Romagna Region, in conjunction with public and private players. ([www.incredibol.net/en](http://www.incredibol.net/en))

Emilia-Romagna Startup is the regional strategy to boost innovation and helps start up creation. Its main tool is a website for the provision of services: guidance, information on the existing financing opportunities, online and offline consultation, free participation at trade fairs, financing for research, networking, collaboration with companies, participation in European and internationalization projects. The specific section of **Emilia-RomagnaStartup/CREATIVE** (<http://www.emiliaromagnastartup.it/creative>) is dedicated to CCI.

3 regional startups will present their projects:

- APPARATI EFFIMERI (<https://apparatieffimeri.com/en>)
- PLAYWOOD (<https://www.playwood.it/#close>)
- MAPENDO (<https://mapendo.co/>)



Furthermore, there will be a presentation on Bologna Design Week (<https://www.bolognadesignweek.com/>), the international event dedicated to the promotion of design culture in Emilia-Romagna.

The co-hosting partner, Western Greece, will lead the **workshop “The Cultural Heritage as a leverage for the CCI development and internationalisation”**, in the framework of the **CREADIS3 subtheme “Support the internationalisation of SMEs through new business models”**.

After lunch at the **restaurant “La Scuderia”** (<http://scuderia.futurefood.network/>), there will be a short tour among some beneficiaries of the INCREDBOL! project, in the town centre of Bologna.

We will arrive at **Fondazione Innovazione Urbana (FIU)** (Piazza Maggiore 6, Bologna) (<http://www.fondazioneinnovazioneurbana.it/>).

Here, CREADIS3 members will gather for the project meeting, while the stakeholders will participate in B2B workshops.

The day will end with a networking dinner at **“Giampi e Ciccio restaurant”**, in the historic centre of Bologna.



## DAY 3 | 28 JUNE 2019

### The Visit

The third day of the Study Visit will be dedicated to visits, whose main theme will be **“Creativity and Industry”**: *how the creative industries contribute to the competitiveness of the regional ecosystem.*

The first visit will be at **EON - Augmented and Virtual Reality Center**, in Casalecchio di Reno (Bologna) (<https://www.eonreality.com/locations/bologna-it/>).

EON Reality is a Californian company, world leader in software's and digital platforms' development that opened in Casalecchio its own interactive digital center (Cdi) and the Virtual Reality Innovation Academy (Vria) for the development of content and applications related to augmented virtual reality.

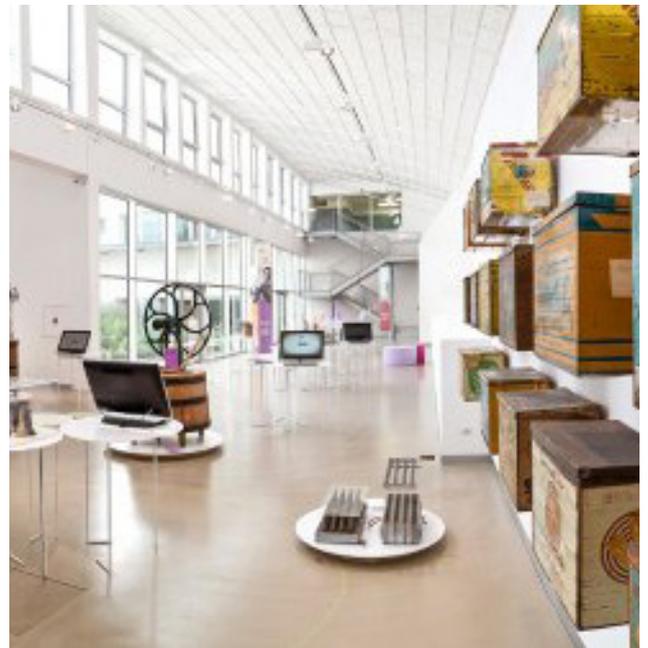


The second visit will be at **Carpigiani Gelato Museum**, in Anzola Emilia (Bologna) (<https://www.gelatomuseum.com/en/home>), the only Ice-Cream museum that tells in an interactive way the story, the machines and ways of eating ice cream.

The third visit will be at **FICO Eataly World** (Bologna) (<https://www.eatalyworld.it/en/>), the largest theme park in the world dedicated to the agri-food sector and gastronomy.

The park covers an area of ten hectares and includes shops, restaurants, 150 companies, an educational farm, farming and breeding activities, educational attractions and multimedia spaces.

After lunch, at one of restaurants in FICO, we will take part in a guided tour in some of its factories.



# 6th STUDY VISIT in EMILIA-ROMAGNA REGION

Wednesday 26 June | 2019

## 1 LE SERRE DEI GIARDINI MARGHERITA

Via Castiglione 134, Bologna

**17:00 | 20:00**

- Registration and tour of the garden
- Welcome Remarks: FONDAZIONE GOLINELLI (*Cristina Lertora*)
- Welcome Remarks: KILOWATT (*Anna Romani*)
- Opening of the Study Visit and Introduction by Emilia-Romagna Region  
“The CCI in the regional innovation ecosystem”  
(*Silvano Bertini – Regione Emilia-Romagna*)
- Clust-ER CREATE: The Cultural and Creative Clust-ER of the Emilia-Romagna Region  
(*Massimo Garuti*)
- Presentation of the Good Practice  
“Support for the development of infrastructures for the competitiveness of the territory”  
(*Barbara Busi – ART-ER*)
- Presentation of 3 projects:  
DAISY Le Serre di ASTER (*Sara Monesi – ART-ER*)  
HUB MODENA NORD (*Valentina Matli*)  
URBAN HUB PIACENZA (*Andrea D’Amico*)

**20:00**

Networking Cocktail at “Serra dell’Orto”

# Thursday 27 June | 2019

## 2 ACCADEMIA DELLE BELLE ARTI | ACADEMY OF FINE ARTS BOLOGNA

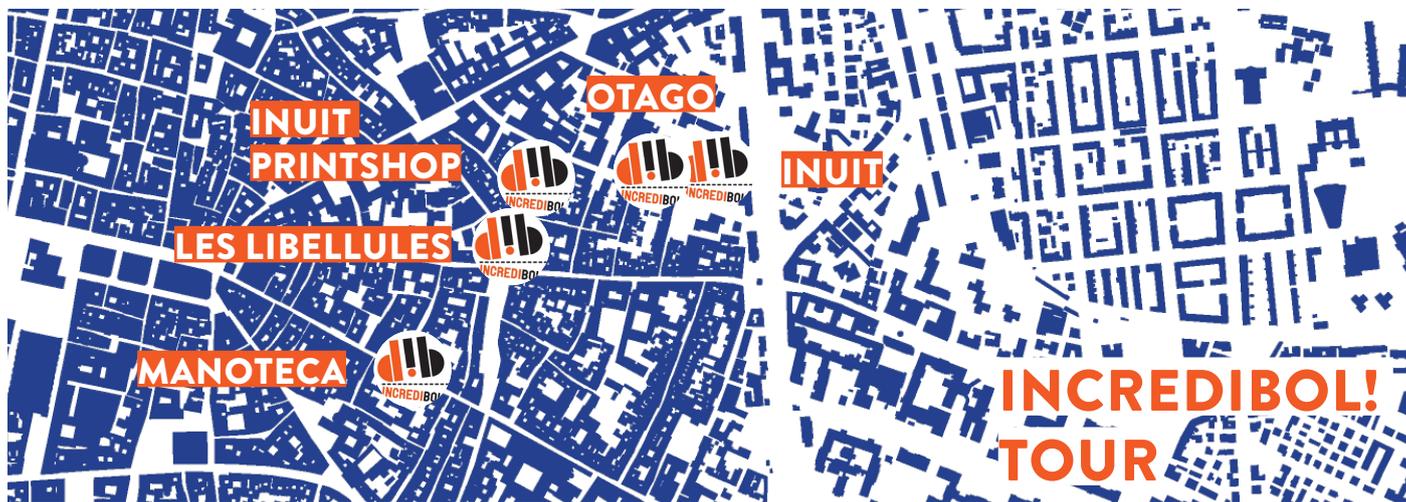
Via Belle Arti 54, Bologna

- 8:45** • Registration of Participants
- 9:00 | 9:10** • Welcome Remarks: Enrico Fornaroli - Director Academy of Fine Arts
- 9:10 | 9:30** • The tradition of innovation: Prof. Carlo Branzaglia - Academy of Fine Arts
- 9:30 | 11:00** • Workshop EMILIA-ROMAGNA REGION  
“Support CCI retaining creative entrepreneurs and professional talents and boosting the innovation of the region: multilevel governance and holistic approach”
- 9:30 | 9:50** • Presentation of the Good Practice “INCREDIBOL!” and its specific internalization opportunities addressed to the CCIs of the regional territory  
(Sara De Martini and Silvia Porretta – Comune di Bologna)
- 9:50 | 10:00** • Presentation of the Good Practice “EmiliaRomagnaStartup/ CREATIVE”  
(Sara Bonora and Silvia Porretta – Comune di Bologna)
- 10:00 | 11:00** • Presentation of 4 regional start ups:  
APPARATI EFFIMERI, PLAYWOOD, MAPENDO, BDW
- 11:00 | 11:30** • Coffee Break
- 11:30 | 13:00** • Workshop WESTERN GREECE  
TOPIC: The Cultural Heritage as a leverage for the CCI development and internationalisation  
SUBTHEME: Support the internationalisation of SMEs through new business models

## 3 SCUDERIA FUTURE FOOD URBAN COOLAB

Piazza Giuseppe Verdi 2, Bologna

- 13:00 | 14:00** • Lunch



 **TOUR FOR MEETINGS WITH SOME BENEFICIARIES OF INCREDIBOL! PROJECTS**

in Bologna center

**14:00 | 16:00** (*Sara Bonora and Silvia Porretta – Comune di Bologna*)

**4 COMUNE BOLOGNA (COBO) & FONDAZIONE INNOVAZIONE URBANA (FIU)**

**Piazza Maggiore 6, Bologna**

**16:00 - 16:10** • Presentation of Fondazione Innovazione Urbana (FIU) (*Stefania Paolazzi*)  
Sala Verde, Comune Bologna

**16:10 - 18:00** • Workshop/Networking session for stakeholders (only for stakeholders)  
Cappella Farnese, Comune Bologna

**16:10 - 16:30** • Video Recording Session (for CREADIS3 staff members)  
Sala Verde, Fondazione Innovazione Urbana

**16:30 - 18:00** • CREADIS3 Partners meeting (only for CREADIS3 staff members)  
Sala Verde, Fondazione Innovazione Urbana

**18:00 - 19:00** • Steering Committee meeting (only for CREADIS3 SC members)  
Sala Verde, Fondazione Innovazione Urbana

**5 GIAMPI E CICCIO RESTAURANT**

**Via Farini 31, Bologna**

**20:30** • Networking Dinner

# Friday 28 June | 2019

## 6 BUS STATION

Piazza XX Settembre 6, Bologna

**8:30** • Meeting point at the entrance of the bus station

**9:00 | 9:10** • Transfer to Casalecchio di Reno (Bologna), by bus

## 7 EON REALITY

Worklife Innovation Hub, Via del Lavoro 47, Casalecchio di Reno (BO)

**09:15 | 10:30** • Visit in EON (Augmented and Virtual Reality Center)

**10:30 | 11:00** • Transfer to Anzola Emilia (Bologna), by bus

## 8 CARPIGIANI GELATO MUSEUM

Via Emilia 45, Anzola dell'Emilia (BO)

**11:00 | 11:30** • Arrival at Carpigiani Gelato Museum and Ice cream Break

**11:30 | 12:30** • Visit in CARPIGIANI GELATO MUSEUM

**12:30 | 13:15** • Return to Bologna, by bus

## 9 FICO EATALY WORLD

Via Paolo Canali 8, Bologna

**13:15 | 14:00** • Lunch

**14:00 | 16:00** • Visit in FICO Eataly World

**16:15 | 17:00** • Return to Bologna, by bus (arrival in Piazza XX Settembre 6)