

# Clusters Meet Culture

## NEWSLETTER

january 2014



editorial

On focus

### Not only a dissemination tool...

One of the CMC Project's main objectives, is the definition of common PPP models able to create synergies between culture and production. The Partners will identify at local level specific PPP pilot cases to be supported. PPP agreements will be signed in each territory thus created the basis for integrated projects and initiatives able to connect local production to cultural assets able to attract tourists and valorise the identified territories.

What the project has done so far to propose a CMC approach able to sustain such pilot PPPs?

Within this newsletter the publication produced within the CMC project on PPPs approach and models will be deeply described.

This newsletter published on a monthly basis is therefore not only a dissemination tool about the project activities but also a 'window' providing some basic information and key elements on PPPs schemes studied and tested within the CMC project. In the CMC Project website ([www.cmc-project.eu](http://www.cmc-project.eu)) moreover the key documents published on this topic are published.

In this column a focus will be given to the topics developed within the curricula created by the CMC project for the training of territorial product managers, the CMC project will actually spread knowledge in the involved territories about the following subjects:

- Public-Private Partnerships in cultural field;
- Steps for emotional and territorial project and network development;
- Tourism and Shopping;
- Cultural tourism practices and creative industries;
- The web as a strategic tool to promote destinations.

Short information of the key elements on these subjects will be proposed in the newsletter.

It is possible to contact the project partners for specific information on training courses organised at local level and deepening the analysis of local specific topics.

### The training to trainers course: a report

Vicenza 27-28-29 Novembre 2013.



The last 27-28-29 November 2013 in Vicenza (Italy), the Veneto Region and Unicamerale del Veneto organised the training to trainers course for the benefit of all the CMC's partners. The course had two main objectives: both to guarantee a common approach to the local

training to trainers courses that will be organised by the partners at national level in the next few months, and to give the basis tool for the realization of the territorial product managers courses that each partners will organise in its own country in 2014.

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#### Stakeholder's point of view

##### the player, an interview with **Jana Kováčsová**



Interview with Mrs. PhDr. Jana Kováčsová, head of Culture and Tourism Department, Košice self-governing region (KSK).

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##### the player, an interview with **Branislav Kršák**



"Clusters Meet Culture" from the point of view of Mr. Branislav Kršák, Phd., company e-volution, s.r.o. Košice.

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##### the player, an interview with **Viera Fitzeková**



Interview with Mrs. Viera Fitzeková, spokeswoman of the Chairman of the Prešov self-governing region.

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##### the point of view of **Peter Horanič**



"Clusters Meet Culture" from the point of view of Mr. Peter Horanič, CMC trainer and manager of company Lector One s.r.o.

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# The training to trainers course: a report - Vicenza 27-28-29 Novembre 2013



For these reasons, this course represented a key factor for the whole CMC Project.

It must be considered as an important step toward a stronger awareness about the capability of cultural sources to become a basic ingredient for competitiveness growth in our industrial sectors and also about the possibility of the CMC project to focus on and to highlight new tourist routes.

The training to trainers course was led by six lecturers belonging to specific environments/approaches day by day presenting five different modules.

## Module 1: TERRITORIAL PRODUCT MANAGER PUBLIC-PRIVATE PARTNERSHIP (PPP) IN CULTURAL FIELD

Lecture: ROBERTO FERRARI (economist of cultural heritage - FONDAZIONE CUOA)

The first module presented the overall framework of PPP in the European Context with the purpose to identify opportunities that can be activated in each phase of project management in the cultural field. In the European Context a great prominence is given to the PPP as a concrete way in which the value and potential of cultural heritage are wisely used as a resource to increase sustainable development and quality of life in a constantly evolving society.

PPP is also the best "instruments" to support what we can call as a modern "heritage community": a group of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations. (The term public-private partnership is not defined at Community level. In general, the term refers to forms of cooperation between public authorities and the world of

business which aim to ensure the funding, construction, renovation, management or maintenance of an infrastructure or the provision of a service.)

## Module 2: TOURISM AND SHOPPING

Lecture: CHIARA RABBIOSI (researcher in Urban and Local European Studies at the University of Milano-Bicocca)

The lecture focused on the relationship between tourism and shopping.

Aim of the lecture was critically reflected on how itineraries of consumption can be integrated into the promotion of local resources to a target of international tourists.

Attention was posed on governance issues and the conflicts between producers, retailers and consumers. A place-based approach was suggested such as examples were used to offer models and stimulate the audience in being pro-active with reference to the context they represented and foresee limits to possible itineraries of consumption in their own region.

## Module 3 CULTURE, CREATIVE INDUSTRIES AND TOURISM

Lecture: Martha Friel (adjunct professor at IULM University, Milan and Fondazione Campus, Lucca in Cultural and Tourism Management)

The third module highlighted the theme concerning Cultural tourism practices and creative industries.

Some preliminary considerations on cultural tourism showed as over the past six decades, tourism experienced continued expansion and diversification, becoming one of the largest and fastest-growing

economic sectors in the world. But also they showed as many new destinations have emerged apart from the traditional destinations of Europe and North America.

Therefore, to empower our tourism sector, we need to consider as vital strategy some synergies between cultural heritage and local creative industries.

It can be briefly summarized in the evolution from cultural tourism to creative tourism, in the need to support creative industries (from tourist attractions to service providers) in order to grow the capability to enforce the place branding, in the selling of "creative atmosphere" as a tourist product and in the promoting internationally local products through the tourism experience.

## Module 4: THE ROLE OF THE TERRITORIAL PRODUCT MANAGER

Lecture: Cristina Zambanini, territorial marketing expert

The fourth module introduced the participants to the construction of emotional proposal and products, the role of the territorial product manager, the importance of the creation of territorial networks. In particular the lesson focused on how the various development steps of the CMC approach make it possible to highlight the figure of the "TERRITORIAL product manager" – a figure who can recognise and promote the territory in an integrated and synergic manner at a defined cluster level. The territorial product managers such as the promotion of an integrated tourist itineraries perspective (a synergy between industry and culture even in a public-private agreement form) can become a governing instrument that makes it easier to follow integrated routes. The creation of territorial networks becomes an increasingly better thing for facing market development in a synergic manner.

## Module 5: WEB PROMOTION

Lectures: CLAUDIA ZARABARA – LORENZO AMADEI (web marketing and social media experts - FONDAZIONE CUOA)

The fifth module focused on the importance to build a correct web strategy powered by a wise mix of selected web instruments. A real full immersion on the new web media and new social media to discover: the secrets (and the vital importance) of the "search engines" in order to increase the positioning of your web sites (the 70% of people get web sites from search engines, so become very important to know how they "think", how they operate in the web); the importance of choice a good domain name as the relevance of a wiki viral marketing strategy (in which people become part of the spread out of your promotional messages); the absolute necessity to open your web experience to the web 2.0, i.e. the "revolutionary" world of social media with the consequences it carries (a way to manage your "web life" or "web profile" with more transparency, openness and, in general, interaction and - timely - feedback).

[Click and View a clip of the Course >](#)

the player, an interview with

## Jana Kováčsová

### How strong is creative tourism in your region? Please specify opportunities of development from your point of view?

I think it is increasingly apparent. During the implementation of the project Košice ECOC-2013, if they had suddenly revealed a number of creative individuals and groupings, has introduced and implemented their projects. There is more reflected in the diversity of forms of cultural production and presentation than the economic impact. It is essential that these people already know about one another, face a bold vision and plans and have no fear of being ECOC ends. The doors to Europe and to the world were opened for them, and none of them does intend to travel back - and this is essential. This can be illustrated in humorous plane by the following specific dialogue:

Year 2011: We could make a mapping for Urbanova veža (Urban's Tower) ... yes we can, but this requires a lot of money ...

Year 2013: We could make a mapping for Urbanova veža ... Let's do it: what we give him a theme and when do we do? ... You do not need the money? ... It should be, but we know what we want and how to communicate properly, so the money will be found.

### Which was the main success you have achieved? Have any specific actions been taken?

We managed to implement investment projects in the incredibly short time. Specifically KSK implemented 7 Islands of Culture that were started to build in September 2012 and now all serve the public and the number of people attending. It was the work of a team of people who "really, really, really" wanted. At first, few believed them, but at the end the all Košice-citizens smile and proudly show: that we built. This is evaluated legacy for our children. And not all successes must be measured with money - just the benefit of them.

### What are your plans in the frame of CMC project?

Establish the foundations of functional platform, which would be the possibility to combine creative ideas with their implementers. Finding links that enhance the competitiveness of our regional producers without massive advertising, rather by involvement of "sense and idea" in the production process and distribution. And certainly capable people we have here... and we already know about them.

the player, an interview with

## Viera Fitzeková

### How strong is creative culture in your region, what development potential you can see?

The region has an extraordinary wealth of unique

monuments, many of which belong to the UNESCO World Heritage List. Each of the visitors to our region will notice the beautiful nature which creates ideal conditions for relaxation and sports. The art of the region feel connected to traditional art, we see here the diversity of national minorities and churches, which are tolerate and respect each other. All these aspects create a unique framework and scope for developing creative tourism, proper to the region.

### What main success have you achieved? What concrete actions have been taken?

As a concrete example, I would like to mention our project entitled "Treasure hunt in region", in which 16 different sites have been selected which we tried to choose so it was not just about historical monuments, but also about the entertainment. Therefore, we presented to visitors by the Museum of Jozef Maximilian Petzval in Spišská Belá through open-air museum of wooden churches in Lutina village to bio-swimming-pool Sninské rybníky (Ponds of Snina). Of course, we remember our castles (Ľubovna, Kežmarok), mansions (Hanusovce Humenné) and open-air museums (in Ľubovňa, Bardejov, Humenné). Visitors have participated in different activities, and we evaluated their satisfaction with the services offered and drew a lot of ideas for the future.

### What are your plans in the frame of CMC project?

The project "Treasure hunt in region" was an experiment in which we wanted to encourage traffic to our region. Of course, these activities will continue to support. In any case, it is necessary to increase the quality of services offered, innovate them, evaluate interest of visitors focusing on different target groups and, of course, initiate a new PPP projects. I believe that to achieve this objective, the CMC project is ideal for such goals.

the player, an interview with

## Branislav Kršák

### You have attended training of trainers within the CMC project in Vicenza. To what extent you can use the lessons learned for the needs of your own region?

CMC trainings were focused on several areas, so I will focus mainly on those professionally concerned me the most. Training started with lecture on Public-private partnership. This topic is closely related to the upcoming programming period of the Structural Funds, so the lessons learned can be fully used in the restoration of cultural monuments and brown-fields for tourism purposes, as well as in building for tourism very necessary new bike routes. Another for me very interesting training conducted Martha Maria Friel, who identified a number of interesting examples of creative industries and cultural tourism. With implementation of the project Košice - European Capital of Culture 2013, in the city of

Košice they began to resonate the above topics. Many of the training examples are feasible for us.

The knowledge gained from lecture marketing of destinations can be applied to the entire Košice Self-governing Region. I was interested in particular examples of applications of advanced technologies in tourism, which are currently only partially represented in county marketing.

the point of view of

## Peter Horanič

On 27.-29. 11. 2013, in the picturesque Northern Italian town of Vicenza conducted series of training under the project Clusters Meet Culture.

The objective of this training was to show how it is possible to contribute to the development of tourism in the regions.

Trainers were CUOA instructors who focus on various aspects affecting tourism, for example. economic, political, regional, human.

They highlighted the impact of information technology, which also has an impact on the quality of regional tourism.

As the manager and the coach of innovative educational institution I noticed a particular form, content and possible benefits of these seminars, where I gained a lot of valuable suggestions and ideas that can be used also in terms of our (Prešov) region.

When I mention the word "idea", our company, among other things, is addicted just designing ideas into the product.

Right this way we prepare talented young people, whether businessmen or company employees, to bring their ideas into effect that of which benefited not only themselves but also the region that can support them in the execution of high quality and innovative services. Chances that I got that I can just in this project contribute with my experience, I want to recast into offer of quality education in order to give our artists, craftsmen and entrepreneurs awareness of their importance.

They must know how their ideas reflected in the quality of implementation may increase the value of tourism services. In this context it is important how tourists, visitors and foreign partners perceive our region.

I am a member of Prešov regional chamber of commerce and in this project I realized what a powerful role the organization plays in supporting the region in terms of information dissemination, transfer the best practices and not least of networking partners.

An important aspect of the partnership is the effective implementation of PPP projects.

These matters need to be openly discussed and put on the table solutions that add value to the region. With the increasing quality of services provided directly improves the quality of people's lives, and therefore the topic of PPP projects is highly debated issue.

In conclusion, I would like to highlight the quality of training, as well as a pleasant atmosphere that supported the creative spirit of attendees. I wish the CMC project in all the partner regions much success and positive results.

# Slovak Chamber of Commerce and Industry in brief



Slovak Chamber of Commerce and Industry (SCCI), Bratislava, Slovakia, is a public-legal institution which was established (July 1st, 1992) by operation of law on the Chambers of Commerce. It operates throughout Slovakia and is designed to protect and promote entrepreneurship and to coordinate the common interests of its members in business at home and abroad. Chamber members are legal and natural persons conducting business activities in sectors of the economy or to its focus on the business relationship. Since 1996, membership in the SCCI is voluntary. When mentioned the chamber's establishment in modern history, we have to remind the history of chambers of commerce at the territory of Slovakia has recorded more than 160 years.

From the business sector point of view, the members of SCCI are businesses across the economy - manufacturing and trading

companies, banks, insurance companies, service companies, as well as operators of agricultural and food sectors as well as vocational schools. In terms of size, the members of SCCI are large companies with Slovak and foreign capital, holding companies, joint stock companies, to small and medium-sized companies with limited liability.

SCCI members create of about 84 % of GDP and nearly 90 % of exports of Slovakia. SCCI is currently the most representative internationally recognized institution that represents the interests of Slovak entrepreneurs.

Our territorial structure includes Headquarters in Bratislava and 8 regional chambers of commerce in each capital of county, including Bratislava. Regional Chambers of commerce and Industry in Košice and Prešov are involved into implementation of CMC project on the territory of their region. Regional chambers have relatively

high degree of autonomy in terms of organizing trade missions abroad and implementing EU projects.

SCCI is a member of the International Chamber of Commerce in Paris, the World Chambers Federation and the Association of European Chambers of Commerce and Industry Eurochambres. President of SCCI is currently the Chairman of the World Chambers Federation of International Chamber of Commerce in Paris, representing chambers of commerce around the world in 130 countries.

SCCI has concluded over one-hundred cooperation agreements with chambers of commerce on all continents, sends and receives business delegations, organizes participation in exhibitions and trade fairs.

<http://web.sopk.sk/>