

# Clusters Meet Culture

## NEWSLETTER

july 2014



editorial

## Learning by CMC and PPC

Daily we are facing our new learning and adapting needs. We become more reflexive and able to share our experiences and best practices and make use of our voluntary spirit. This self-motivation is the very added value for our CMC creative learning. One of the core activity of CMC is in fact learning and teaching at the same time, involving project teams, stakeholders and representatives of local authorities, cultural entities, hospitality industry, tourism promoters, industrial and handicraft operators. This intermingling of common interests and values brings us closer to another core activity : creating new PPPs (public and private partnerships) and PPCs (public and private cooperation). Learning together and sharing knowledge and practical experience is the main point for achieving successful and sustainable partnerships, steadily refreshed by new ideas, practical skills and virtual communication tools.

CMC has opened new gates towards creating new creative professional profiles, like the SHOPPING TRAINER and furthermore, the PRODUCT MANAGER. The adult participants involved into the training process have been using their knowledge foundation, professional and life experiences and apply these into their new learning and sharing adventure. A PRODUCT MANAGER plans, organizes and coordinates activities, is aware about the legal framework and handles coherent management and marketing strategies for an integrated territorial promotion. Of course, for developing the portfolio of connections and cooperation networks, a dynamic PPC structure to be implemented is useful. Last but not least, the innovative and creative touch of this job comes out of the CMC project inspirational contribution.

Like any other target group, we, the CMC team have benefited from formal and informal training sessions on specific topics and improved our European mutual understanding through interaction in a relevant networking and working context. In other words, a creative PPC is born.



On focus

## The South East Europe Transnational Cooperation Programme

The South East Europe Programme aims to develop transnational partnerships on matters of strategic importance, in order to improve the territorial, economic and social integration process and to contribute to cohesion, stability and competitiveness of the region. For this purpose, the Programme seeks to realize high quality, result oriented projects of strategic character, relevant for the programme area.

The South East Europe Programme helps to promote better integration between the Member States, candidate and potential candidate countries and neighbouring countries. Regional cooperation in South East Europe is essential, regardless of the different stage of integration of the various countries. The stability, prosperity and security of the region are of significant interest to the EU.

A TRANSNATIONAL APPROACH TO TERRITORIAL DEVELOPMENT AND INTEGRATION

Transnational cooperation programmes encourage a sustainable and balanced development of the European territory.

The establishment and development of transnational cooperation is part of the European Territorial Cooperation objective of EU Regional Policy.

In the new framework of Cohesion Policy, the "European Territorial Cooperation" Objective has become an objective of its own, on an equal footing with the "Convergence" and "Regional Competitiveness and Employment" Objectives. It replaces the Community Initiative INTERREG III.

The general aim of transnational cooperation is to foster a balanced territorial development and territorial integration within the cooperation

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## The South East Europe Transnational Cooperation Programme

area. This will be achieved by increasing cooperation across member states on matters of strategic importance. Transnational cooperation concentrates on the following priority areas, which are in line with the Lisbon and Gothenburg agendas: Innovation, Environment, Accessibility and Sustainable Urban Development. There are 13 transnational cooperation programmes active in the 2007-2013 programming period. What differentiates the South East Europe Programme is not only the number of countries participating in it, 16 countries, which makes it the programme with the largest cooperation area, but also the diversity of the participating countries.

### Global Objective

The programme's global objective is to improve the territorial, economic and social integration process in South East Europe and contribute to cohesion, stability and competitiveness of the area through the development of transnational

partnerships and joint action on matters of strategic importance.

In addition, the SEE Transnational Cooperation Programme will actively seek the full participation of non-Member States in the programme area benefitting from the external Pre-Accession Assistance and the European Neighbourhood Policy funding.

The programme area is located at the South Eastern edge of the Union, where several accession candidate countries and potential candidate countries as well as third countries engaged in the EU partnership framework are concentrated, thus going far beyond the external borders of the EU.

### Specific Objectives

The global objective of the programme is supported by the following specific objectives:

1. The programme shall facilitate innovation, entrepreneurship, knowledge economy and information society by concrete co-operation action and visible results.

2. The programme shall improve the attractiveness of regions and cities taking into account sustainable development, physical and knowledge accessibility and environmental quality by integrated approaches and concrete cooperation action and visible results.

3. The programme shall foster integration by supporting balanced capacities for transnational territorial cooperation at all levels.

The global and specific objectives of the Operational Programme will be pursued through Priority Axes, which contribute differently to the specific programme objectives:

Priority Axis 1:

Facilitation of innovation and entrepreneurship

Priority Axis 2:

Protection and improvement of the environment

Priority Axis 3:

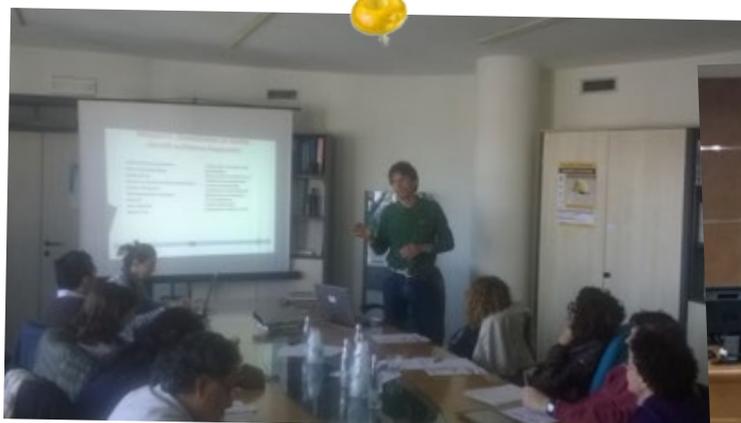
Improvement of the accessibility

Priority Axis 4:

Development of transnational synergies for sustainable growth areas

the News of the Month

## Training Territorial Product Managers in Rimini



17 april 2014

Wine and food: typical products of Rimini territory

Stefano Cerni



13 may 2014

Country landscape: culture and farmer tradition

Mario Turci, Enzo Finocchiaro



29 may 2014

Marketing strategies to promote the Rimini territory by typical food and wine

Pietro Campalini

## Stakeholder's point of view

During the CMC training course for Territorial product Managers held in Vicenza (Italy) between February and March 2014 the involved trainers have been interviews on the topics concerning the CMC project. We propose the interviews of three representatives of local territories.

the player, an interview with

## Alessandra Novello

*Alessandra Novello – Gold&Silver Group – Vicenza Province*

### Which are the potential development of tourism sector and its connection with the industrial and cultural sector?

The gold and silver cluster of Vicenza has started to cooperate with the tourism sector through the project 'Fabbriche aperte' (open factories). To build a tourism itinerary able to create and experience and show the production process is a very interesting and innovative way to propose the local territories.

### How can synergy between tourism, culture and industry be improved?

On our territory we try to convert the industrial strength of this territory into an attractiveness to promote journeys in this areas both for tourists and visitors interested in shopping. We are seeing a growing interest towards this way to propose our territory. A Public and Private governance is very important.

### What do you think about the CMC Territorial Product Managers' Course held in Altavilla Vicentina (Vicenza) organized by the Veneto Region?

A positive and interesting experience.

the player, an interview with

## Elisabetta Vulcano

*Elisabetta Vulcano – Unione dei Comuni della Riviera del Brenta (Municipalities of the Riviera del Brenta) – Venice Province*

### Which are the potential development of tourism sector and its connection with the industrial and cultural sector?

The productive/industrial sector has a new approach more open to the tourism and cultural sector. These synergies are therefore more and more important. The tourists come to Riviera del Brenta because they know the local excellence production. Coming to the inlands tourists realize however that there is also a very nice area to be explored with many cultural attractiveness. Therefore it happens that tourists get closer to the inlands richness and cultural attractiveness also through the industrial sector.

### How can synergy between tourism, culture and industry be improved?

In the last years there are new initiatives that propose tourism itineraries that try to integrate also industrial tourism destinations. This is a new and positive way to make tourism even with the opening of outlets where there is the possibility to have a wide choice of local products at a very affordable price.

### What do you think about the CMC Territorial Product Managers' Course held in Altavilla Vicentina (Vicenza) organized by the Veneto Region?

The course is complete and it gives the opportunity to meet professionals working in different fields.

the player, an interview with

## Sonia Maculan

*Sonia Maculan – Tour Operator*

### Which are the potential development of tourism sector and its connection with the industrial and cultural sector?

The first question that a tourist does when it is accompanied in our territories is: where can I buy something?

The potentials developments connected with shopping tourism are therefore important. It's up to us to develop this offer.

### How can synergy between tourism, culture and industry be improved?

We need to create awareness within the industrial sector that it is possible to develop a local market thanks to new and innovative synergies and therefore that is not only necessary to export.

### What do you think about the CMC Territorial Product Managers' Course held in Altavilla Vicentina (Vicenza) organized by the Veneto Region?

Delightful, a wonderful initiative It gives many interesting inputs and the opportunity to be in contact with different realities. It is up to us to just put our creativity and ability to interact

news of the month

## The Veneto Region experience within the cmc project

*Identification of innovative itineraries able to create synergies between industry and culture – territorial participatory approach.*

The identification of new itineraries able to match industry, tourism and culture and enhance the opportunities proposed at local level is an important phase of the CMC project in all the involved territories.

Thanks to the unique innovative vision of the enterprises representing the excellence of the local production in the Veneto Region, the process of opening towards the field of culture and tourism at regional level has already started. With the dual purpose of attracting tourism, both Italian and foreign, currently heavily concentrated in the main cities of art and culture, and on the other to add value to its products through the development of the area and its artistic heritage,

cultural and environmental, the Veneto Region started working on the identification of local itineraries to be promoted through the CMC Project.

In the early days of July (30<sup>th</sup> June/3<sup>rd</sup> July 2014), four operative territorial working tables have been therefore organized by the Veneto Region in the pilot territories identified within the project:

- Vicenza: Gold sector
- Conegliano Valdobbiadene (Treviso): Prosecco wine production
- Montebelluna-Asolo (Treviso): Sportssystem district
- Riviera del Brenta (Venice): Luxury shoes

The participatory approaches had the purpose of identifying the possible local attractiveness for the promotion of an offer tied to local production, thus defining where possible places where the visitor can have the opportunity to know certain products and their production process.

The regional Assessor for tourism and economic promotion Marino Finozzi joint the event. More than 60 persons joint the working tables both representing the public and private sector, with a very interesting participatory approach, during the next months the Veneto Region will therefore promote its own itineraries.