



Cultural and Creative Industries

Design Days

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Francesca Passeri (ASTER Soc. Cons. p. A. - Brussels Liaison Office)

Francesca.passeri@aster.it



The Cultural and Creative Industries

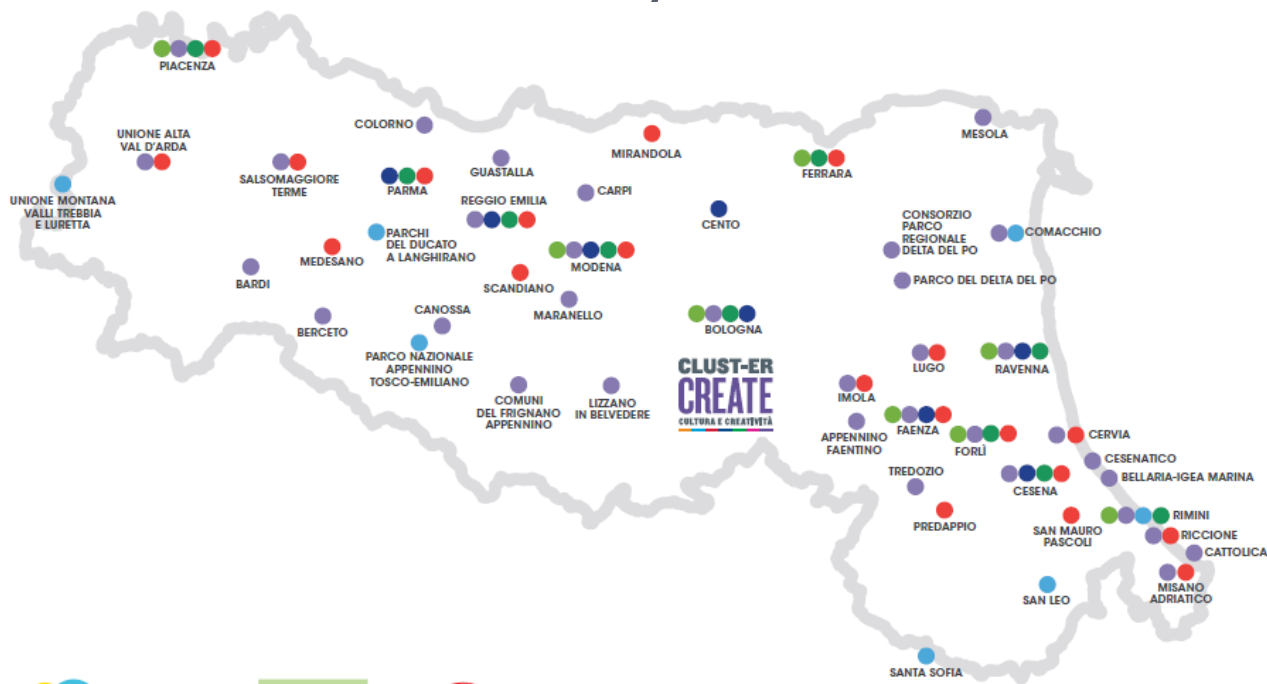
CCIs represent a system with high growth potential. Considering also the fashion system, home furnishing and food, the Emilia-Romagna CCI counts 66,000 plants and 212,000 employees, respectively 14.6% and 12.8% of the regional production system (source: Ervet, Economia Arancione - 2018).

The sector are:

- fashion
- made in Italy and design system
- cultural heritage
- tourism, events e urban reactivation
- publishing, communication e new media
- entertainment (cinema, music, theatre, performing arts, gaming, ...)

Local initiatives enabled by EU funds

- Cultural heritage
- Open Lab
- Business museums
- Requalification
- 2007-13 initiatives
- CCI incubators



25 founders

JUNE 2017:

Public research entities

ENEA - CROSS-TEC
INFN - TTLAB
UNIBO - CIRI EDILIZIA E COSTRUZIONI
UNIBO - CIRI ICT
UNIBO - CIRI MECCANICA E MATERIALI
UNIFE - MECHLAV
UNIFE - TEKNEHUB
UNIMORE - SOFTECH-ICT
UNIMORE - EN&TECH
UNIPR - FUTURE TECHNOLOGY LAB

Private research entities

MIST E-R
RE:LAB.
ROMAGNA-TECH

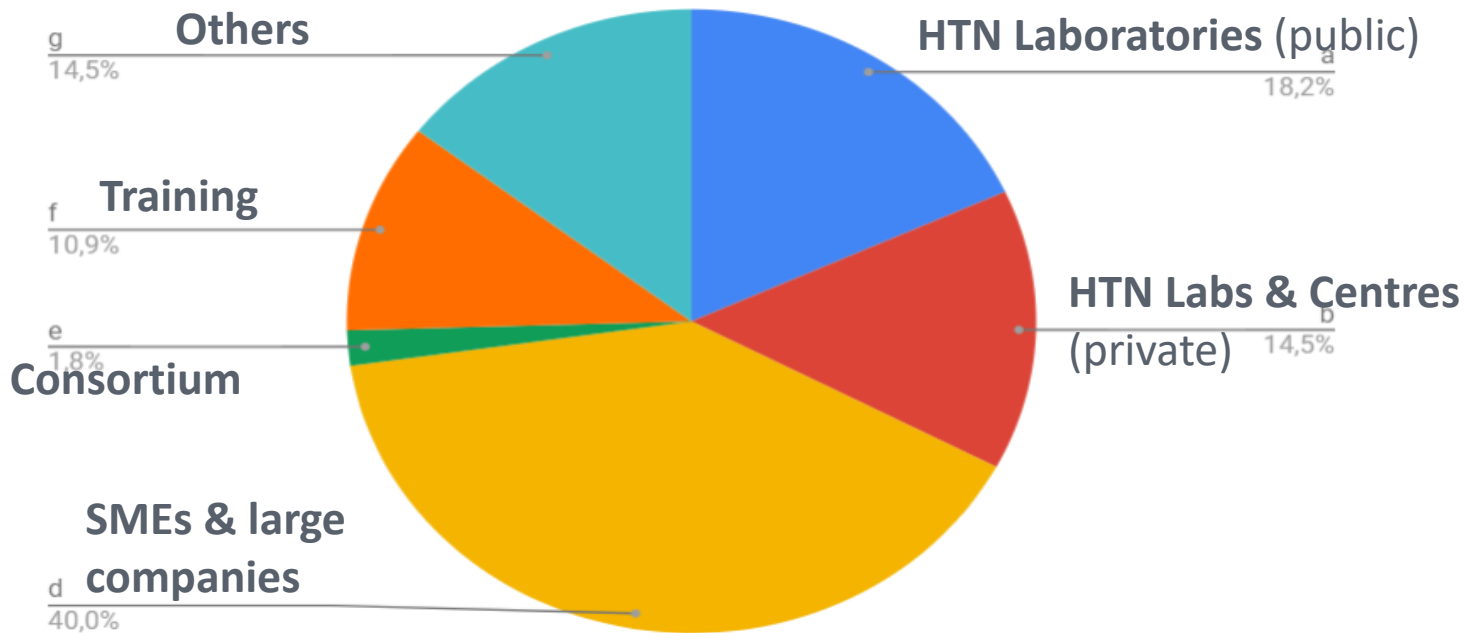
Innovation Centres

CNA INNOVAZIONE
FONDAZIONE DEMOCENTER
FONDAZIONE FLAMINIA
GTECHNOLOGY FONDAZIONE

Enterprises, training and other entities

ACCADEMIA DI BELLE ARTI BOLOGNA
ANASTASIS
BLUEGAN
CERCAL
DEMETRA FORMAZIONE
DOC SERVIZI
ISIA
SOCIETÀ COOPERATIVA CULTURE

55 Partners (2018 overview)



HTN = High Technology Network of the Emilia-Romagna Region

55 Partners (overview)

- 10 HTN **Laboratories** (public): Unibo, Unimore, Unife, Unipr, Enea e INFN
- 8 HTN Laboratories (4) & Innovation Centres (4) as **private entities**
- 22 **Companies** (17 Small enterprises)
- 1 **Consortium** of SMEs
- 6 **Training entities**
- 8 **Others**: foundations (Cineteca, FRI), academies (ABABO, ISIA), San Marino university, municipalities (Carpi and Bologna), GA/ER (young artists associat.)

The main objectives

- Participate in **research and innovation networks** (and related projects);
- Set up coordinated and **stable connections** with other clusters in the same sectors at international level;
- Support **new initiatives in higher education** and the development of human resources;
- Support the development of **new research infrastructure**.

Joining the Clust-ER means...

... contributing to strengthening the region's research and innovation system, encouraging a more effective **interaction between laboratories and businesses** through:

- developing **joint projects** within the context of collaborative research;
- implementing system actions aimed at encouraging the **sharing of resources and infrastructure** between research systems and businesses: projects for sharing equipment and infrastructure, the development of joint labs, as well as pilot and demonstrative installations;
- promoting shared actions for the **valorisation of research results and transfer of knowledge**;
- promoting **higher education actions**.

The Clust-ER strategy

- Laboratories and businesses work together according to the **open innovation** model to identify opportunities for partnerships and valorising research results.
- Development of **shared projects** and promote the participation of members in **calls for tenders** as well as local and international **funding programs**.
- Only by implementing system actions that benefit the entire regional system, the Clust-ER can participate **directly** in calls for funding proposals.

Strategic objectives

- Product/process visitability (unique, original)
- Digital and physical (touch points)
- Partnership chain (micro-companies)
- Scalability (reproducibility and repeatability)
- Brand and OpenSource
- Pre-Commercial Procurement
- Digital transformation
- Product/service/process innovation and new business models

Specific Strategic Objectives

CultTech (technology for Cultural Heritage)

- Conservation-restoration
- Usability-accessibility
- Museums and archives management

Addict (advance design)

- Made in Italy
- Customization and shelf innovation

Tourism and Urban Reactivation

Fashion

- Value chain and shopping experience
- New materials and functionalization
- Warehouse-Archive-Museum

Multimedia

- Immersive reality
- Educational and training inclusion

Potential transferability elements

- **Financially self-sustained** without dedicated public funding, through membership fees. Agile structure (entry fee + annual membership) which makes Clust-ER activities easy to sustain
- From founders to current members' base: starting **from public entities**, organisation of local meetings and events **to involve SMEs and other stakeholders**
- **Working Groups** as main activity. **Sectoral** Working Groups on identified value chains, **horizontal** Working Groups on transversal topics (education, internationalisation, digitalization...), **monthly plenary** to define and review strategic objectives

Thank you!



Cultural and Creative Industries Clust-ER association

c/o Aster – CNR, Area della Ricerca di Bologna

Address: Via Gobetti, 101 – 40129 Bologna

Phone +39 051 6398099

Web: create.clust-er.it

