

REGIONE LOMBARDIA

Direzione Generale Istruzione, Formazione e Cultura

Struttura Imprese Culturali e Creative

Policies and actions of Lombardy Region for supporting the cultural and creative entrepreneurship

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RegioneLombardia

GREEN PAPER 2010 ABOUT CULTURAL AND CREATIVE INDUSTRIES

- THE EU COMMISSION RESEARCH HAS BEEN OUR INSPIRATION SOURCE. IN 2010 A NEW OFFICE IN G.D. FOR CULTURE, NAMED CULTURAL AND CREATIVE INDUSTRIES (NO LONGER AND NOT ONLY CULTURE IN WELFARE AREA, BUT IN ECONOMIC AREA TOO)
- A RECENT STUDY HAS SHOWED THAT IN 2008 THE CREATIVE INDUSTRIES OF THE EU ACCOUNTED FOR 6.9% OF EUROPEAN GDP, AMOUNTING TO 860 BILLION EUROS AND THE LOMBARDY REGION RANKS THIRD IN EUROPE BY NUMBER OF EMPLOYEES IN THE FIELD OF CREATIVITY AFTER LONDON AND ILE DE FRANCE

CCAAlps PROJECT

- In 2011 a European project CCAAlps “Creative Companies in Alpine Space” has been applied and selected
- CCAAlps focuses on the creation of a meta hub in the Alpine Space territory (Nice, Lyon and Mulhouse in France, Stuttgart in Germany, Salzburg in Austria, Lugano in Switzerland and Ljubljana in Slovenia)
- The main action concerns the realization of one week activities in the thematic creative camps organized by each partner

2012 A NEW LINE OF ACTIONS

- The aims are knowing and realizing "a system" of actions already underway in the region by non institutional subjects and public bodies (Provinces, Municipalities, Chambers of Commerce)
- Mapping of hubs / incubators operating in Lombardy and identifying some quality criteria characterizing the best ones
- Defining specific lines of action for the access to credit
- Training actions focused on promoting young talents and the start up of new cultural enterprises

EXPERIMENTAL ACTIONS WITH CARIPLO FOUNDATION

- A call for supporting pre-start up projects (in order to maintain the entrepreneurial idea and planning the business plan) for profit and non profit subjects working in innovative services for culture
- Memorandum of understanding with Cariplo Foundation included a financing plan engaging both the institutions (LR and Cariplo)

THE NETWORK OF DISTRICTS FOR CREATIVITY

- The Network, founded in 2004 by ten members, including the LR-General Directorate of Industry, is currently composed of 13 regions / cities partners around the world
- The objectives are to promote creativity, innovation and entrepreneurship and to foster competitiveness through young talents and human resources
- The main event for 2012 is the World Creativity Forum to be held in Rio De Janeiro (Brazil), on "Urban Change and Redesign"

OTHER ATTENTION POINTS

- COOPERATION WITH MILAN MUNICIPALITY
- INCUBATOR AT THE TRIENNALE (DESIGN MUSEUM)
- NETWORK OF SCHOOLS FOR DESIGN AND FASHION
- IDENTIFYING ALL THE DIFFERENT SKILLS PRESENT IN CREATIVE BUSINESS (THEY ARE MANY AND PROBABLY WE DON'T KNOW ALL)
- REFLECT ON THE LEVEL OF SERVICES PROVIDED BY HUBS

THANK YOU FOR YOUR ATTENTION

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