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## D4.1.2 – TEMPLATE FOR THE ENTREPRENEURIAL LOCAL MAPS

## DOCUMENT CONTROL

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### Revision history

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## INTRODUCTION

The main purpose of this document is to understand how to map the creative and cultural entrepreneurial environment in each pilot area.

A first step to do will be to understand what a creative and cultural enterprise is; the second one will be how to create a list of creative and cultural enterprises and professionals in order to send them a questionnaire whose collected data will be used to create the map.

Regarding to step one, we will see how to describe the categories to be used to cluster SMEs/start-ups/professionals (SSP) according to the UE and the Region Emilia-Romagna.

Step two will be done by a top-down approach in the first phase, where the PPs will identify the most interesting SSP active in CCT industries; and crowd-sourced approach in the second one, when the TEMPUS community will be activated for populating the maps.

This document is organised in two parts:

1. Description of Culture creative sectors according to European Union and Emilia-Romagna region;
2. Scouting and engaging cultural and creative entrepreneurs and professionals in each local context.

## 1 CULTURAL AND CREATIVE SECTORS

Cultural creative sectors can be described in different ways which can comprehend a huge list of activities and services. For this reason, it will be better to refer to a common framework in order to compare results of the mapping done in each country.

### 1.1 The EU point of view

A first help to define this product and services sector could come from the Creative Europe Programme which states that:

*“Cultural and creative sectors are comprised of all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions and are defined in the [legal](#)*

*bases of the Creative Europe Programme: visual arts, performing arts, cultural heritage, artistic crafts, book publishing, music, film, TV and broadcasting as well as multimedia.*

*Support of these sectors is based upon Eurostat's work as part of European Statistical System (ESS)-net Culture and its work in further coordinating the harmonisation of statistics on the cultural and creative sectors (for instance, through review of Indicator typologies and terminologies, communicating through indicators and relevance for policy making).*

*Cultural and creative industries, on the other hand, focus more on the further stages of the value chain – including the production and dissemination stages of industrial and manufacturing operations”.*



## 1.2 The Emilia-Romagna Region point of view

Other useful definitions come from ART-ER Attractiveness Research Territory, the Emilia-Romagna Joint Stock Consortium, whose purpose is to foster the region's sustainable growth by developing innovation and knowledge, attractiveness and internationalisation of the region system.

From the [ARTER website](#) we can find additional information according to the Emilia-Romagna Region point of view.

By Cultural and Creative Industries (CCI) Emilia-Romagna Region does not mean only traditional artistic areas (visual arts, performing arts, literature, music) but also design, fashion, artisanal crafts,

entertainment and, not to be underestimated, the catering and food industry, as it is synthesized in the table below.

Creative economy - enlarged vision							Secondary sectors with impact on CCI
Standard CCI sectors			Design industries				
(core sectors) Cultural activities, arts and entertainment • Live shows and other creative & artistic activities • Amusing recreational activities • Protection and valorization of historical, artistic and cultural heritage	(core sectors) Media and cultural industries • Cinema & audiovisuals • Publishing, print and linked works • Music (recorded) • Broadcasting • Cultural products distribution	Creative services • Architecture and engineering • Design • photography • information technology (software & consulting) • advertising and communication	Artistic craft • Art and craft activities • Trade in art works, second hands, etc. • Art and craft products distribution	Taste industry — Creative and high quality food service — Typical agri-food products — Typical products distribution	Fashion system • Textile and clothing • Skins and footwear • ... • Fashion system distribution	Furnishing • Furniture and kitchens • Ceramic products • ... • Furnishing products distribution	• Means of transport (except finished vehicles) • Non-electronic mechanics • Rubber products • Tourism • ... • Distribution
<b>Innovative high-tech enterprises</b>							

A multidisciplinary nature and the ability to connect areas that may be very different are among the characteristics of a sector that is particularly active, thanks also to regional support and mapping initiatives. Creative skills, quality of design and of materials combined with local products of excellence, and the expertise and know-how of small artisanal businesses and SMEs are the ingredients that make this a thriving sector.

Although Emilia Romagna ranks very high nationally for its cultural and creative industries applied to digital culture and for its promotion of tangible and intangible cultural heritage, one of the challenges to be met is the need to fully integrate technological innovation into the micro-business system.

## 2 CULTURAL AND CREATIVE SECTORS: SCOUTING & ENGAGEMENT

After clarified the articulated nature of culture and creative enterprises, in this paragraph we will see how to select them in every pilot region.

### 2.1 How to select cultural and creative enterprise and professionals

In the first phase, a top-down approach will be done by identifying the most interesting cultural and creative enterprise and professionals as it follows:

- ask to the local chamber of commerce the list of the enterprises which belong to the cultural and creative sectors (as described above), to start creating the mailing list;

- check the professional registers or ask to the local BSOs (Business Support Organizations) the contacts of their professionals in order to create the list of freelancers dealing with cultural and creative sectors (i.e.: in Ravenna the PP will start from the CNA professionals' list), to enlarge the mailing list.

## 2.2 How to enlarge the list of Cultural and creative enterprises

The second phase, aimed to enlarge the list, will be followed by a crowd-sourced approach by publishing a “call to action” to send to all the selected enterprises and professional during the phase one. It will consist of a survey addressed to enterprises and professionals in order to involve those entrepreneurs who, without being listed as cultural and creative enterprise (points 1 and 2), feel they belong to that sectors, to finalize the mailing list.

This survey will be drawn up using a digital tool, such as [doodle](#) or [surveymonkey](#), in order to facilitate sending and collecting data from the largest number of interested professionals and enterprises.

Thus, the questionnaire will be sent to all the enterprises and professionals working in the cultural and creative sectors in order to define an overall picture of the local CCI presence, focusing the attention on their problems, needs, perspectives and availability to collaborate.

### 2.2.1. DOODLE/SURVEYMONKEY questionnaire

It is suggested to create a specific e-mail address which participants can write to and to use to send the questionnaire to the list of professionals and entrepreneurs.

The questionnaire will be divided into two parts as it follows:

#### part 1: IDENTITY CARD

1. Name of the enterprise	
2. ATECO (Italy) NKD (Croatia)	
3. Enterprise address	<i>(Municipality where the enterprise is located)</i>

4. E-mail address	
5. Telephone/mobile	
6. VAT Number / fiscal code	
7. Typology of enterprise	<i>(multiple choice list that will be provided. Example: LTD, cooperative, ...)</i>
8. Year of establishment	<i>(it can be reported the year of foundation or the year the company began)</i>

## part 2: ENTREPRENEURIAL PROFILING

1. Description of the activities carried out by the enterprise/professional	
2. Market area	<i>(multiple choice list composed of the following items: local / regional / national / European / International. It can be selected more than one option)</i>
3. How many times have you changed/modified your product or service so far	
4. Are you used to collaborate with others in order to satisfy the market demand?	<i>Yes / No</i>
5. If yes, please, specify the entrepreneurial sectors you are used to collaborate with	
6. Which is the service you need the most?	<i>(multiple choice list will be provided. Example of items: networking opportunities, training courses, support to apply to tenders and calls, simplified administrative procedures, opening of new markets, internationalization, etc. Only one choice can be selected in order to really understand which is the foremost need)</i>

## CONCLUSIONS

All the collected data by this questionnaire will be used to build a geo-localized map containing different layers for every sector and typology of cultural and creative enterprise. Within the same map we could find another layer about data of cultural and natural site to valorise (cf. D3.2.2 and D3.2.3) in order to match specific entrepreneurial requests with specific suitable sites.

## REFERENCES

- The European Statistical System [https://ec.europa.eu/eurostat/cros/content/essnet-generalities\\_en](https://ec.europa.eu/eurostat/cros/content/essnet-generalities_en)
- The Creative Europe programme 2021-27 <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2018:366:FIN>
- ART-ER Attractiveness Research Territory <https://en.art-er.it/>