# Summer Academy on Cultural and Creative Industries and Local Development
## Joining forces to shape the future

27-30 April 2020 | THIRD EDITION
DIGITAL EVENT (e-SACCI)

# COURSE OUTLINE & AGENDA

European Creative Business Network

tsm TRENTINO SCHOOL OF MANAGEMENT
smtc SCUOLA DI MANAGEMENT DEL TURISMO E DELLA CULTURA

OECD

## ■ The Summer Academy

The Summer Academy provides training for policy makers and representatives of cultural and creative industries (CCIs). At the end of the course participants will:

→ Acquire a deeper understanding of the sector, its needs and dynamics;

→ Develop expertise in putting in place effective and integrated strategies and policy frameworks to uncap the full potential of CCIs as drivers for local economic growth, job creation and inclusion.

*The Summer Academy for CCIs' is a three-year project 2018-2020. The third edition will take place in digital format between the 27-30 April 2020.*

**2018    2019    2020**

## ■ Objectives

The Summer Academy seeks to:

→ **Stimulate sharing of knowledge** and experience between participants, experts and professionals from several fields related to the CCIs.

→ **Provide common interpretation tools** that will be applied to the analysis of participants' case studies as well as projects and local practices aimed at promoting CCIs' and local development.

→ **Analyse** the process of culture-driven social innovation and **the role of CCIs**.

→ **Foster networking and debate** around relevant case studies and best practices from the Trentino and Alto Adige - Südtirol (Italy) region and across OECD.

→ **Examine the CCI entrepreneurial process** and the importance of creativity and innovation.

→ **Promote online and offline social networks** among participants in order to exchange knowledge, practical experiences and work methodologies, on CCIs' and local development.

## ■ Background

The past decades have seen the rapid emergence of the culture and creative economy. Cultural and creative industries (CCIs) are at the centre of this dynamic and resilient sector comprising a broad range of activities, including cultural heritage, architecture, music, live performance, publishing, the art market, arts and crafts professions, television and radio, film and video, advertising, design, fashion, video games, etc..

These activities use creative skills, add value by applying knowledge and often depend on intellectual property. In many countries, CCIs have grown faster than the economy as a whole, making them attractive to policy makers as drivers of sustainable economic growth and employment. With their extensive knowledge base, CCIs generate value far beyond the narrow economic output of the individual sectors involved. They deliver a broad range of benefits nationally and locally, including:

▶ Generating economic growth, exports and employment;

▶ Stimulating innovation;

▶ Regenerating urban areas;

▶ Promoting regions as destinations to visit, live, work and invest in;

▶ Strengthening cultural identity and diversity;

▶ Supporting social cohesion and integration of marginalised groups;

▶ Contributing to well-being.

Despite the considerable potential of CCIs, they remain too often undervalued and unrecognised, especially in terms of their ability to access start-up capital and financing.

Due to the rapid evolution of CCIs, the difficulties to define their needs, the often intangible impact of culture-led projects, the need to catch up with new trends in cultural and creative tourism, and the fragmentation of policy frameworks, local policy makers often do not grasp the full extent of the sector and deploy insufficient efforts to support it. Overall there is a lack of capacity in designing integrated strategies and leveraging the appropriate policies to fully tap the potential of CCIs.

To fill this gap, the Autonomous Provinces of Bolzano-Bozen (PAB) and Trento (PAT) in cooperation with the Organisation for Economic Cooperation and Development (OECD), the Trentino School of Management (tsm), and the European Creative Business Network (ECBN) are organising a capacity building Academy to create, develop and strengthen the abilities of organisations, communities and individuals in the cultural and creative sector. This will enable them to confront challenges and achieve goals, work collectively across institutional lines and policy silos, share experiences and develop synergies.

# ■ 2020 Focus

What can we learn from past experiences? How can Culture and Creative Industries (CCIs) help people and places to better address the new challenges brought about by climate change, globalisation, demographic change and technological breakthroughs?

For several decades, cities and regions across the world have been successfully mobilising cultural and creative resources to address societal challenges, regenerate the economy, create new identities and promote inclusion.

The Summer Academy will take stock of past CCIs policies and culture-led development initiatives and look to the future, by focusing on how to reshape CCIs policies in view of the challenges posed by megatrends.

In particular, this edition of the Summer Academy will examine how the creativity of artists and CCIs' entrepreneurs, cross-overs with other sectors and the use of new technologies could spur innovation in process, products and services in various fields such as health and well-being, social cohesion, the environment, urban renewal, education and skills. The new forms of governance required to deliver such innovation will also be part of the discussion during the Academy.

In particular, the Academy will explore the following themes:

Rethinking creative cities in an age of uncertainty

Culture and the CCIs in a changing environment

Creativity in the digital age

# ■ Methodology

The Academy fosters a hands-on approach, which introduces participants to the overall conceptual and theoretical framework of culture and creativity in local development and invites them to engage proactively, and in creative ways, with local organisations, institutions and places. A substantial time during each day is reserved for discussions to generate and exchange knowledge.

The 2020 Academy will include webinars and interactive digital sessions with key actors. This will allow participants to consider real-life situations and to engage with practical challenges faced by their organisations and institutions.

→ Each day, different aspects of themes above will be explored through debates, presentations and discussions of case studies featuring speakers, professionals, and practitioners working with these topics locally, nationally or internationally.

→ In addition, participants will present their case studies in a pitch style, organised in three sessions (one for each theme). Participants will have 5 minutes and up to 5 slides to present their own initiative.

# ■ Daily agenda structure

| | DAY 1 Rethinking creative cities in an age of uncertainty | DAY 2 Culture and the CCIs in a changing environment | DAY 3 Creativity in the Digital Age | DAY 4 Feedbacks |
|---|---|---|---|---|
| MORNING | Opening | Keynote Presentation | Case study presentation | Feedbacks on case study pitches |
| | Keynote Presentation | Case study presentation | Participants' pitch presentation | |
| | *Break* | *Break* | *Break* | |
| AFTERNOON | Participants' pitch presentation | Participants' pitch presentation | Keynote Presentation & Closure | |

# ■ Participants profile

The programme of the Summer Academy targets national and international policy makers and practitioners active in the promotion and support to creative cultural sectors at the local, regional, national and international level, as well as cultural and creative entrepreneurs.

Participants should be strongly committed to the development of the cultural and creative sector. They should be public institutions (national, regional, provincial or local governments, development agencies, research centres, international organizations) or freelancers or currently work in private companies and organisations (foundations, co-operatives, NGOs, grassroots community organisations, non-profit entities, etc.) or active in the field of CCI development.

# ■ Working language

All sessions will be conducted in English.

# ■ Dates & Online platform

The Summer Academy will take place between the 27-30 April 2020 in digital format through an online platform. Connection is possible via computer, tablet or smartphone.

# ■ Fee, logistics and costs

There is no participation fee. Selected candidates will receive all material supporting the course in digital format, instruction on the use of the online platform and technical assistance on how to best organise their participation.

# ■ Contact

OECD Trento Centre: Mattia.Corbetta@oecd.org

# ■ Organisers and Partners

**The OECD Trento Centre for Local Development** is an integral part of the OECD (Organisation for Economic Cooperation and Development), whose mission is to promote better policies for better lives. The OECD facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The mission of the Trento Centre is to build capacities for local development in OECD member and non-member countries. The 2018-2020 vision combines an enhanced international role as capacity building provider for national and sub-national authorities on issues related to local development and a new development as a centre of excellence on issues related to spatial productivity. www.trento.oecd.org.

**tsm - Trentino School of Management** is a consortium composed of the Autonomous Province of Trento, the University of Trento and the Region of Trentino Alto Adige-Südtirol. tsm is committed to both training and applied research in the public and private sectors, with a particular focus on the Trentino economy. The core activity of tsm is to provide training courses to public sector stakeholders and main actors (i.e. the Autonomous Province of Trento) and related organisations and companies. By creating a growth-friendly environment, tsm supports a development vision based on life-long learning principles. At the local level, tsm stands out as an integral part of a system improving skills in the public administration, and a reference point for training and research in the Autonomous Province of Trento. www.tsm.tn.it.

**The European Creative Business Network (ECBN)** is a unique not-for-profit foundation initiated by the European Capital of Culture RUHR.2010 and established in 2011 as a Dutch Stichting in Rotterdam. Its founding members were the Creative Factory Rotterdam, Creative England, Creative Industry Košice and the European Centre for Creative Economy. Given the diversity of cultural expressions as well as of cultural and creative markets across Europe, ECBN works – on purposes indirectly and decentralized – by supporting leading agencies, funders and intermediaries on local, regional and/or national level. ECBN is "supporting the supporters" of creative business with the following actions: i) policy initiatives and advocacy; ii) research on spill-over effects of cultural creative sectors; ii) know-how exchange; iv) member exchange & collaboration; v) funding support; and vi) business opportunities in cross-innovation. At the Summer Academy, ECBN will focus on know-how transfer of best practice policies and on spill-over effects of CCI into the wider economy and society. http://ecbnetwork.eu

**Department of Italian Culture (Youth Policies Unit) – Autonomous Province of Bolzano-Bozen** is a public organisation that strongly believes in culture-based social innovation projects. Culture plays a huge role in the shaping of urban morphology and human relations. The Youth policies Unit implements skills of young people willing to improve the territory with new entrepreneurial projects related to culture and creativity. These sectors are considered decisive not just for youth leisure time. but also for empowering young people with professional skills and creating the best job opportunities. Many of these projects have been recently implemented in the Autonomous Province of Bolzano-Bozen. These include the "Botteghe di cultura", "Cohousing Rosenbach" and the restoration of DRIN (3000 square metres reserved for co-living projects of young people in the field of CCI). www.provincia.bz.it.

**The Department for Cultural Activities of the Autonomous Province of Trento** is responsible for the museum and entertainment system, basic musical education, cultural associations and libraries. It also coordinates the initiatives and cultural events directly organised by the Autonomous Province of Trento and carries out studies and research in the field of cultural activities, acting as Provincial Observatory of cultural activities. The Department supports the initiatives proposed by young artists, individually and collectively, also through the provision of spaces and structures, the new professions and entrepreneurship in the cultural field and provides training fur cultural operators. www.provincia.tn.it

# Rethinking creative cities in an age of uncertainty

*Moderator: Lia Ghilardi, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator*

**THEME**

Twenty years after the publication of the first creative industries mapping research – along with works by Charles Landry and Richard Florida on creative cities – the urban development agenda of the 2020s (in large and small places) looks to be increasingly dominated by dramatic changes. The COVID-19 pandemic has emphasised megatrends such as: rapid urbanisation; ageing population; digital disruption; climate change, all of which were already affecting the way we live and work. At the same time, concerns about socio-economic, urban and environmental sustainability call for a universal review of the whole notion of growth. Day One of e-SACCI 2020 will feature keynote speeches and debate on the challenges and the benefits of existing practices and policies for culture-led development and creative cities. We will also look at how such practices and policies can be more effective in adapting to change in the future.

◯ **Live only**    ◯ **Preparation work required**

## MORNING SESSION @ 10.00-11.30 CEST

**10.00-10.15** ◯ **Welcome**

*Alessandra Proto*, Head, OECD Trento Centre for Local Development

*Paolo Grigolli*, Director - SMTC - School of Tourism and Culture Management at tsm-Trentino School of Management

*Bernd Fesel*, Director, European Creative Business Network – ECBN

**10.15-10.30** ◯ **Introducing participants, objectives and structure of e-SACCI**

*Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

**10.30-10.45** ◯ **EU & culture in cities and regions** (PowerPoint presentation)

For cities and regions, culture is a vital element for identity, economic development and social cohesion. How is this reflected in EU policies, what are the funding mechanisms and examples of actions? What are the current relevant topics from the EU cultural policy perspective?

*Maciej Hofman*, Policy Officer, DG for Education and Culture, European Commission

**10.45-11.30** ◯ **Taking stock of the creative city agenda: An overview of the strengths, challenges and potential for the future**

Discussion with *Charles Landry*, Fellow at Robert Bosch Academy in Berlin, Germany

In his presentation Landry will look at the urban and economic policy environment from which the notion of Creative City emerged back in the early 1990s in the UK. Creativity for Landry is context driven and making cities creative is essentially about establishing the conditions for people to plan and act with imagination in order to solve problems and create opportunities. All this requires open systems of governance. On this subject, Landry argues in favour of a 'creative bureaucracy', where people working in the public sector are willing to transcend departmental and governmental silos, share endeavours, and work collaboratively to make better places for people.

📹 Participants are requested to watch the recorded video presentation and send their questions in advance.

## AFTERNOON SESSION @ 14.00-15.00 CEST

**14.00-15.00** ◯ **Pitch presentations**

Participants present their own case study in a pitch style, organised in three sessions (one per theme). Each of them has 5 minutes and up to 5 slides to present.

# Culture and the CCIs in a changing environment

*Moderator: Lia Ghilardi, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator*

**THEME**

Day Two of the e-SACCI will concentrate on reviewing projects, initiatives and policies aimed at mobilising culture and related industries for social aims, such as building self-confidence and health at the personal level, improving democratic participation and tolerance, or helping marginalised sectors of the local community enhance their skills and employability. While taking a critical look at evidence and case studies of impacts of culture-led regeneration, speakers and participants will be encouraged to debate the unsustainable diseconomies of scale generated by the concentration of tourism in some places, and will consider innovative responses to this challenge.

◯ **Live only**   ◯ **Preparation work required**

## MORNING SESSION @ 10.00-11.30 CEST

**10.00-10.15** ◯ **Introduction to the day**

*Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

**10.15-10.45** ◯ **CCIs' perspectives in the light of megatrends**

Discussion with *Pier Luigi Sacco*, Head, OECD Venice Office on Culture and Local Development

The Covid-19 pandemic is impacting on the whole of the cultural and creative sector, and at the moment it is difficult to anticipate what will be its long-term effects. By giving examples of what changes to expect, Sacco argues for a need to improve audiences' digital experiences of culture (e.g. in relation to virtual visits to museums). He also calls for a bigger involvement of public platforms (such as national broadcasting companies) in providing a variety of content (e.g. from archives) freely available (or at low cost). Such a digital public platform could help to support cultural and creative producers while at the same time providing fresh opportunities for innovation.

📹 Participants are requested to watch the recorded video presentation the day before and send their questions in advance.

**10.45-11.30** ◯ **Case studies presentation**

**The growing tourism flows in Dubrovnik** (Video presentation & Debate questions & Paper)

*Tina Šegota*, Senior Lecturer in Advertising and Marketing Communications, University of Greenwich, UK

Dubrovnik's heritage has become the subject of transformation influenced by popular culture. The label of UNESCO World Heritage Site from 1979 made its heritage outstanding; however, it was the popular culture label from 2011 onwards that made it extraordinary. The case study explores how the identity of the City of Dubrovnik has changed under the influence of film-induced tourism and discusses recurrent practices to mitigate its negative impacts.

**Dance Well** (Video introduction 1 & Video introduction 2)

*Roberto Casarotto*, Founder, Dance Well – Movement Research for Parkinson, Italy

Originally launched in the city of Bassano del Grappa in Italy (and now known internationally), Dance Well is an initiative that focuses on the topic of dance and Parkinson's. This case study illustrates not only the impact that dance has on people confronted by the neurodegenerative, progressive movement disorder, but also shows how participation in creative activity can help the professional development of artists, improve audience engagement and in this case also provide insights into a more diverse dance culture.

Participants are requested to consult the material and send their questions in advance.

## AFTERNOON SESSION @ 14.00-15.00 CEST

**14.00-15.00** ◯ **Pitch presentations**

Participants present their own case study in a pitch style, organised in three sessions (one per theme). Each of them has 5 minutes and up to 5 slides to present.

# Creativity in the digital age

*Moderator: Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

**THEME**

Technology is rapidly reshaping the way we interact with people and our environment. Digital disruption is putting the cultural sector and allied industries to the test, reframing the boundaries between creativity and technology, cultural production and reception, manufacturing and services. On the positive side, new business models and markets are constantly being created by practitioners, artists and, thanks to the wider availability of digital technology, their audiences as well. Improvements in the application of AI to deal with social needs could herald a new era of creativity and help us tackle our cities' challenges. But policy making and city governance are still catching up. Day Three of e-SACCI will cover these issues, including the use of virtual reality in enhancing visitor experiences, user-led co-production of content for community uses, and the policies necessary to establish sustainable creative ecosystems.

◯ **Live only**   ◯ **Preparation work required**

## MORNING SESSION @ 10.00-12.00 CEST

**10.00-10.15** ◯ **Introduction to the day**

*Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

**10.15-11.00** ◯ **Case studies presentation**

**Buzzoole** (PowerPoint presentation)

*Fabrizio Perrone,* President and founder, Buzzoole, Italy

As well as outlining the marketing services that this successful end-to-end platform, which employs cutting edge AI, offers to clients, the speaker will chart the evolution of this company from start-up to global enterprise, and outline the lessons young entrepreneurs wishing to enter the tech market can learn.

**Iaqos** (PowerPoint presentation)

*Federico Bomba*, President, Sineglossa for Iaqos Rome & *Massimiliano Gianotti*, President, Cooperativa 19 for Iaqos Bolzano, Italy

The speakers will introduce one of the most exciting AI projects involving artists and local communities currently taking place in Italy. Piloted in Bolzano and Rome, IAQOS shows how it is possible to employ AI to understand local needs and aspirations while at the same time raising awareness of the benefits of technology for the social cohesion of cities.

Participants are requested to consult the material and send their questions in advance.

**11.00-12.00** ◯ **Pitch presentations**

Participants present their own case study in a pitch style, organised in three sessions (one per theme). Each of them has 5 minutes and up to 5 slides to present.

## AFTERNOON SESSION @ 14.00-15.00 CEST

**14.00-14.40** ◯ **Creativity in the digital age**

In his presentation Schnapp will introduce two examples of how culture, creativity and industry always intersect and combine to forge new ideas, artistic practices, and also entrepreneurship and industry. The Meta Lab Harvard is an idea foundry and the place where ideas are forged, experimented with, as well as being a production studio linking the analogue and the digital. Piaggio Fast Forward is an entrepreneurial venture, a start-up in the field of robotics, and a collaboration with the makers of the famous scooter.

*Jeffrey Schnapp*, Founder/Faculty Director of metaLAB (at) Harvard, US

📹 Participants are requested to watch the recorded video presentation the day before and send their questions in advance.

**14.40-15.00** ◯ **Closure of e-SACCI 2020**

*Moderator: Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

◯ **Live only**   ◯ **Preparation work required**

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**MORNING SESSION @ 10.00-11.30 CEST**

10.00-11.30   ◯ **Plenary debate**

Themes, issues and positives emerging from the case study pitches. The session will provide presenters with a dedicated feedback and it is reserved to them only.

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# Summer Academy on Cultural and Creative Industries and Local Development

27-30 April 2020 | THIRD EDITION – DIGITAL EVENT

INFORMATION
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@OECD_local @tsmtnit @ECBNetwork #OECDCulture

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This event is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities.

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies. www.oecd.org/cfe

With the support of