

**Interreg**  
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CROSSINNO

European Regional Development Fund



EUROPEAN UNION



CAMERA DI COMMERCIO  
TREVISO - BELLUNO - DOLOMITI  
bellezza e impresa



Provincia  
belluno  
dolomiti



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA



# Project CROSSINNO

## Case Study UNIS&F projects

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**SMEs and Creative Cultural Industries (CCIs) have distinct and integrable characteristics but speak different languages that often prevent mutually beneficial collaborations.**

The main non-expressed need is to find a MEDIATOR to facilitate communication and collaboration, making the most of the complementarity of the typical characteristics of the two worlds. A solution that can solve the need to IGNITE THE FIRE OF CREATIVITY for SMEs and that directs the CCIs in the world of Enterprise. **UNIS&F** has been committed to doing this since 2016, taking the opportunity on several occasions, also in the context of funded training projects, to bring the two worlds closer and closer together, from the search for a shared language to the definition of strategies that feed designs and processes for real and concrete added value in terms of marketing, organizational , technological, social innovation and of product or service.



**UNIS&F**

is the service and training company of the Confindustria System that operates in the provinces of Treviso and Pordenone and aims to:

**support business with highly specialized support services;**

**offer human resources training activities in all issues of business interest;**

**assist companies in recovering funding to implement training plans and advisory services.**

## Paths for business-friendly theatre - 2016/2017

### PROJECT GOALS

The project is a challenge raised to two apparently different worlds that can start communicating and activate a virtuous synergic circle. The aim of the project is to bring the world of manufacturing and service of Veneto and the world of theatre closer together. Through shared moments the former will be able to display its needs and exploit the potential of theatre to improve communication skills and methods for intercepting the attention of different targets; the latter will be able to model new cultural products to enhance the value of single businesses and the territory they represent.

The language of theatre can be interesting to the world of business with the goal of improving communication skills, favour team building and the sharing of problems and solutions, the process of communication and promotion of the project.

**THE PROJECT IS AIMED AT CONNECTING THE TWO WORLDS THROUGH WORKSHOPS AND TESTIMONIALS AND AT OFFERING TO SHOWBUSINESS ENTERPRISES ADVANCED TRAINING TO LEARN AND SHARE LANGUAGE, GOALS AND SHARED OPPORTUNITIES FOR BUSINESS.**

## Paths for business-friendly theatre - 2016/2017

### PROJECT GOALS

Bring together entertainment companies and production realities, sharing efforts towards the realization of cultural initiatives capable of enhancing the effects of knowledge and promotion of the territory and its products, creating tailor-made operations.

Encourage the learning and development of territorial marketing and social media marketing skills. Stimulate the projectuality also aimed at the promotion of the territory and Venetian excellence and acquire specific skills, through a laboratorial approach, on community design.

Enhance **MANAGERIAL** knowledge with a specific focus on **BUSINESS** **THEATRE**.

Contribuire alla formazione di figure professionali competenti e specializzate in campo manageriale.

**Through this project, entertainment companies have the opportunity to interface with established industrial realities, to know their working methods and approaches to the market, improving their ability to spread culture over a large area and business opportunities.**

DGR Regione Veneto 1401/2016 – LO SVILUPPO DELLE COMPETENZE NEL SETTORE DELLO SPETTACOLO

# IMPRESE IN AZIONE – 1 (BUSINESSES IN ACTION)



in collaboration with Unioncamere veneto/Eurosportello del Veneto - **2017**

ERASMUS PER GIOVANI IMPRENDITORI - Enterprise Europe Network - Friend Europe: programme for the competitiveness of businesses and SMEs 2014-2020. Business Theatre training event organized as part of the Unioncamere Veneto/Eurosportello del Veneto project on the theme of experiential training and team building in the field of internationalization of Venetian companies.

The event was organized and realized by the participants of the Veneto project Palcoscenico d'Impresa, following a specific request received at UNIS&F by the Eurosportello del Veneto and was coordinated by Cesare Gallarini (director, actor, author, coach and trainer). The event allowed the training team to experiment in the field, gaining confidence in the possibilities of the creative cultural industry to collaborate effectively in the development of the business of SMEs. The effectiveness of the message transmitted to young entrepreneurs through the training technique of the business theater has made it possible to consolidate the collaboration between UNIS&F and Eurosportello del Veneto and to start new projects.

## Club Bit talks about the role of IT – Business Theatre - 2017

The theatrical event was included in the 2017 annual meeting. Organized by Club Bit, it was an opportunity to involve the members, offering a new point of view on: to the history of IT, the problems of evolution in the company, the relationships between colleagues, innovation, the enhancement of differences in the context of the digital revolution, the development of human potential, the figures of media gurus, the society of anticipation. The "IT Theatre" involved entrepreneurs, managers and entertainment professionals who represented on stage a small glimpse of daily life where the various IT figures alternate in contrast to needs, perceptions and expectations, different points of view to achieve common goals.



The project has provided skills to promote the development of culture and enhancement of the territory by improving the standards of use, favouring cooperation between different subjects and aiming at the creation of a cultural circuit that becomes a driving force for the protection, promotion and development of Veneto's cultural heritage. The path has consolidated in the recipients the awareness of the importance of the "Culture System" especially with a view to enhancing and promoting the cultural and territorial heritage of Veneto, adapting the profile of skills and standardising them even within a heterogeneous group of cultural operators.

The project represented the opportunity to acquire awareness of the immense heritage to be enhanced and communicated, and to put itself at the service of it with the necessary new knowledge, competence and skills closely connected to the use of new multimedia tools in a path of integration between technology and artistic and cultural heritage. The training has allowed to build innovative ideas to understand and enhance culture and territory. Relations with new and old subjects (public and private, associations and innovative companies) have been consolidated, implemented and expanded and for the first time a Veneto project has also involved subjects and companies from Friuli Venezia Giulia as trainers and examples of best practices.



About 20 actors involved, between SMEs and creative cultural industries. The project has provided techniques and operational tools to young Friulian creatives, rich in ideas but who all too often encounter great difficulties in putting them into practice, especially in favour of local companies. The project has worked to give concrete form to the 4 ideas developed in the previous path (FVG Business Stage). It offered participants the opportunity to take advantage of a 100-hour internship within manufacturing realities and/or Friulian culture, where they can experiment on what they have learned.

The project ended within Spazio ARTU (Show room of the Comin Shop company), with the event "NTMY – Nice To Meet You", organized by the participants in the training course and aimed at raising awareness of the opportunities offered by cultural operators at the service of companies and the territory.

Programma specifico 42/16 – Regione FVG –  
Direzione Istruzione Formazione

# WORK MAKES CULTURE

## Business Bio-graphies

2017/2018

UNISRF

About 15 subjects involved, including 7 SMEs, a University Institute, creatives and experts in museology, museography and conservation, management and enhancement of industrial heritage and business archives. The project aimed to raise awareness among the Veneto business class to undertake paths of valorisation of industrial assets and intangible materials, enhancing them also for tourism and local development purposes, improving the organizational climate, storytelling, brand identity and corporate identity.

The project has made it possible to rediscover forgotten industrial assets, has produced archives and business museums, and through internships and creative workshops has produced design ideas able to network and make usable the company's cultural heritage in the territory to which it belongs.

# IMPRESE IN AZIONE – 2 (BUSINESSES IN ACTION)



in collaboration with Unioncamere Veneto/Eurosportello del Veneto - 2018

The event made it possible to start the "CREATIVE OFFICE" project on an experimental basis in collaboration between UNIS&F and UNIONCAMERE: five of the 20 companies present at the event were able to benefit from a personalized training course on the theme of effective communication. The methodology proposed was that of experiential training through theatrical techniques. The feedback of the companies was particularly positive and allowed to foresee the possibility of implementation of the project, with experiential and innovative training proposals that connect creative cultural industries to companies also in the field of internationalisation, digitalisation and corporate social responsibility.



ERASMUS PER GIOVANI IMPRENDITORI - Enterprise Europe Network progetto Friend Europe - programma per la competitività delle imprese e delle PMI 2014-2020

# IMPRESA IN AZIONE – 2 (BUSINESSES IN ACTION)



in collaboration with Unioncamere Veneto/Eurosportello del Veneto - 2018

On the occasion of the event “BUSINESSES IN ACTION 2” some entrepreneurs participating in the project were given the opportunity under the ENTERPRISE EUROPE NETWORK – Erasmus Programme for young entrepreneurs to take advantage of a free training intervention held by a team of trainers including members of the Creative Cultural Industries on the theme of EFFECTIVE COMMUNICATION.

## ASSISTANCE IMPLEMENTED:

- Assessment: visit to the company, action research with particular focus on the company structure and specific needs.
- Table elaboration of the proposal, based on the sartorial principle of "tailor made"
- Presentation to the company of the proposal and its possible revision;
- Realization of the training intervention, declined in a first collective phase with the use of theatrical and video techniques and in a second phase of individual coaching;
- Development of an individual feedback and a proposal document for further action.

## Excellent Cre-Active Contaminations of New Hybrid Areas 2018/2019

4 companies interested in a path of experimentation in the regeneration of disused or underused spaces through art. 4 Public administrations and public, private and private social entities interested in new experiments in social innovation.

The project responds to needs of the Veneto context and activates processes to make visible in a new way places and spaces abandoned or in decline, at the time connected to the territory and its inhabitants for the corporate culture they represent and for the memory they arouse in the people who, directly or indirectly, lived them when they were the engine of the local economy.

The project involved 6 foreign artists, 4 historical manufacturing companies, the municipal administrations to which they belong and students in training in a path of heritage anthropology and storytelling. The project also included multiplier events and two master classes. Thanks to the project actions, Creativity and Innovation have created new opportunities and activated SOCIAL INNOVATION processes that involve the world of productive enterprise through the sharing of spaces that become places of physical and cultural regeneration, the world of creativity expressed by representatives of the creative cultural industries and the territory with local public and private authorities.

About 15 actors involved, mainly SMEs and experts in the recovery and conservation of business archives.

The project involves SMEs representative of Made in Veneto characterized by a knowledge and a still artisanal doing and is in continuity with the previous experience "Work makes Culture". It intends to make local SMEs and entrepreneurs aware of the establishment of its business archive also from the point of view of territorial and tourist marketing and will operate on the immense wealth of data, documents and connections that must be rediscovered, organized and made usable in close connection with the cultural and tourist offer of the territory. A Web application is among the outputs foreseen by the project, and will favor the online networking of partner companies and territories, helping their cultural and tourist usability by a wide audience and allowing the implementation of new territorial marketing strategies.



Thanks to these and other projects (about twenty from 2017 to today) UNIS&F acts as an enzyme activator of reactions that stabilize and make profitable the encounter between two different "molecules" such as CCIs and SMEs.

It wants to start projects such as CREATIVE CONTAINER that offers different services able to increase the innovative capacity and competitiveness of SMEs, to rethink the business with new eyes, to get out of the box and evolve with greater awareness. It will be a valuable bridge for CCIs to SMEs for new business models oriented towards co-design and mutual benefit.

