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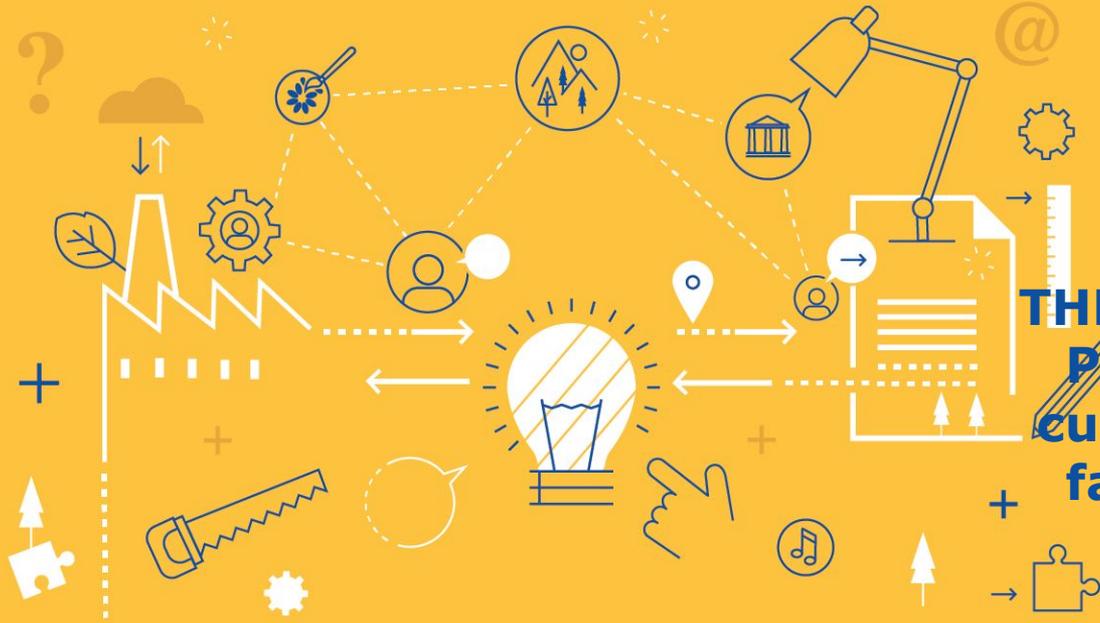
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Project CROSSINNO

**THE CREATIVE CULTURAL
PRODUCTION SYSTEM**
culture and creativity as
factors of identity and
development



The following material is taken from the *Annual X Report* “*I am culture 2020*”, promoted by Symbola Foundation, that analyzes the cultural and creative supply chain and the manufacturing industry influenced by culture.

For further information, please consult the foundation's website at the following link:

<https://www.symbola.net/ricerca/io-sono-cultura-2020/>

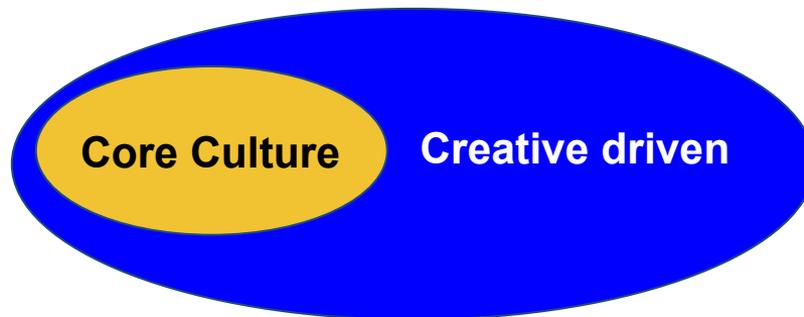




THE CREATIVE CULTURAL PRODUCTION SYSTEM

Core Culture:

Creative enterprises
Cultural enterprises
Patrimonio storico-artistico
Performing arts



Creative driven:

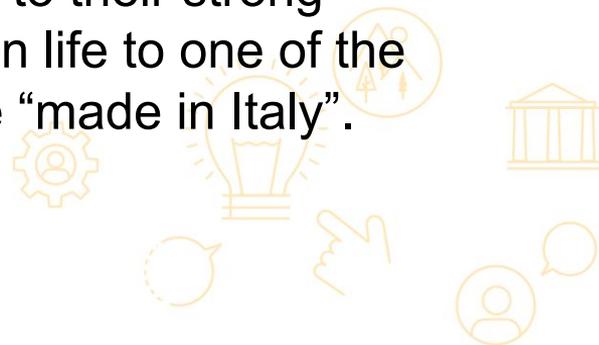
Activities that, while not part of the supply chain, employ cultural and creative content and skills to increase the value of their products (graphic designers or illustrators, designers, architects, communicators, photographers, video game developers, directors, authors/writers, storytellers, actors/performers, musicians, videomakers, artists, event organizers)





The **cultural assets of the territory**, which represent its historical and artistic heritage, and enterprises in the cultural and creative sector are important components of our economy: increase the economic and social value of the country and enrich the positive image of Italy.

Culture and beauty represented by culture are **important factors of identity and development**. Culture and beauty in Italy represent founding traits of society and thanks to their strong relationship with manufacturing they have given life to one of the strongest productive identities in the world: the “made in Italy”.





Io sono Cultura 2020
L'Italia della qualità e della bellezza
sfida la crisi



I Quaderni di Symbola

DATA IN ITALY

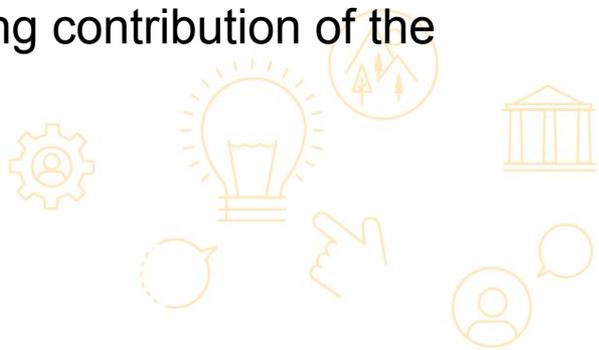
The Symbola Foundation report “I am Culture”, which this year reached its 10th edition, contains, together with an analysis of the pre-Covid system (2019), also information on 2020, obtained through a survey conducted on a sample of over 1,800 companies belonging to the Cultural and Creative Production System.





In 2019

The Cultural and Creative Production System was growing and represented 5.7% of Italian added value: over 90 billion euros, or 1% more than the previous year. Over 44% of this wealth was generated by non-cultural, manufacturing and service sectors, in which more than 630,000 cultural professionals work. The Cultural and Creative Production System employed more than one and a half million people, i.e. 5.9% of Italian workers. This figure is growing on an annual basis compared to 2018: +1.4%, with a much better performance than the economy as a whole (+0.6%), which marks an increasing contribution of the supply chain to national employment.





In 2020

In Europe, the sector has lost over 30% of its turnover (from about 650 billion in 2019 to just over 440 billion in 2020), with sectors such as music and performing arts reporting a contraction of 75% and 90% respectively.

In Italy, 44% of operators in the supply chain estimate revenue losses of more than 15% of their balance sheet, 15% expect losses of up to 50%.

The companies in the performing arts and visual arts sectors, those operating in the conservation and enhancement of the historical and artistic heritage, suffered the most.





However, it should also be noted that there are sectors in which the incidence of companies claiming to have experienced revenue growth is far from negligible: firstly, the video game, software, architecture and design sectors. The pandemic crisis has also led to an **acceleration of the digital transition** in cultural and creative enterprises to a greater extent than the average (13.8% versus 7.3%)

The pandemic crisis has highlighted many fragilities in the sector. First of all the fragmentation between the various segments: the diversity of peculiar worlds, which need specific rules and tools, must be accompanied by a **systemic vision** of the sector and an idea of shared development, the result of increasing **contaminations** and **necessary to activate a value chain that makes cultural productions more sustainable.**

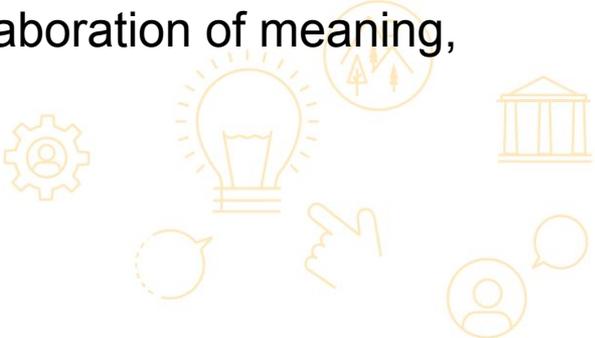




The **links between the world of culture and creativity and the worlds of production, science and technology must be strengthened**, not only to guide the ecological transition indicated by the Green New Deal and the Next Generation EU.

Culture, creativity and beauty are the keystone of many production sectors that must be strongly oriented towards quality and innovation.

Culture represents a **strategic asset** that has the ability to create economic and employment value but also to create spaces for elaboration of meaning, which strengthen communities and social cohesion.



Creativity and organization: a new interweaving for innovation

By definition, creative-driven companies are those **realities capable of aligning business aspects with a cultural and /or creative proposal, redefining and sometimes enhancing their own competitive advantage**. A phenomenon **possible thanks to the effective interaction between actors with different skills and capabilities** (primarily creative) but also thanks to receptive organizations, because they are led by equally creative and visionary leaders. Beyond the boundaries of the organization we detect, not new but unprecedented in ways and protagonists, a **creative tension within the productive ecosystem**, in the constellations of value that support companies. In this context, creative-driven production takes form in different, sometimes complementary, ways: through original production/distribution outputs or through **organizational processes that adopt, at a systemic level, a creative mindset**.

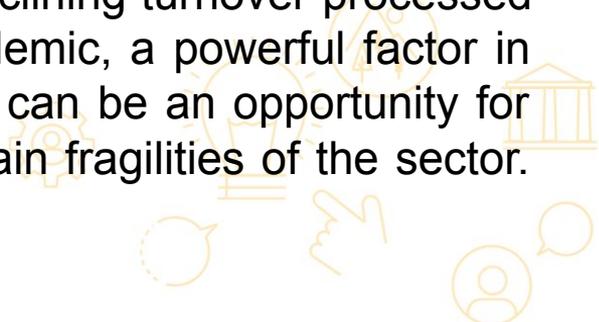


Culture and creativity: soft power for recovery



Despite the fact that the sector of cultural and creative industries, together with that of tourism, is among the most affected by the containment measures imposed by Covid-19 (with the exception of some sectors), history teaches us that **all the biggest crises have been overcome by putting in place large renewal actions produced by a strong cultural boost.**

The impact of the crisis has been very strong for a large part of the supply chain, as indicated by numerous forecasts of declining turnover processed by the different sectors. The spread of the epidemic, a powerful factor in accelerating transformations already underway, can be an opportunity for regenerative transformation to overcome the main fragilities of the sector.





Culture and creativity are not only an economic sector among others, but **cultural and creative skills have the power to innervate all productive sectors of the economy.**

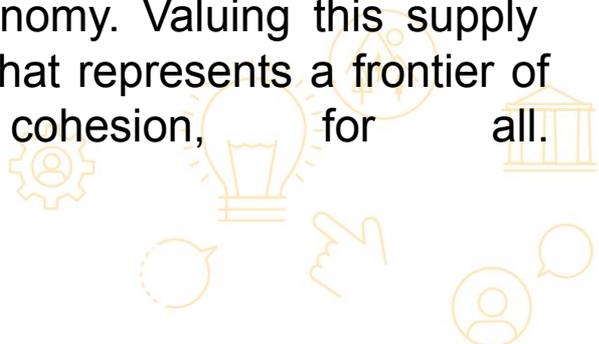
To unleash this regenerative potential, it is necessary to overcome the sectoral approach and look to the supply chain as an intangible infrastructure to **promote the growth and well-being of an innovative and cohesive society.**

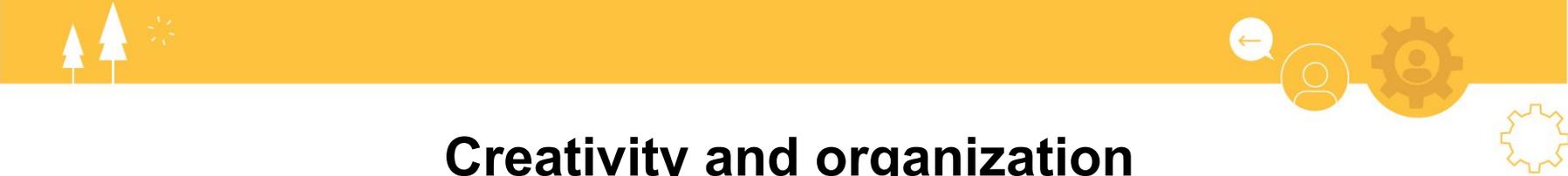




For this to happen, the way forward involves, on the one hand, **strengthening all cultural and creative operators**, so that they interact effectively with local economic systems and governance; on the other hand, **a greater interpenetration between cultural and creative skills and the rest of the economy, to make all economic sectors aware of their innovative potential and ready to incorporate them into value production processes.**

The SME system represents a competitive driver for the entire production system, as well as the green economy. Valuing this supply chain means pursuing an idea of development that represents a frontier of growth, economic and social cohesion, for all.





Creativity and organization a new interweaving for innovation

On the one hand, innovation and creativity, typical expressions of successful companies go beyond the traditional focus on product /service, to verticalize, within the organization and in the supply chains of these sectors; on the other hand, one can see the **slow horizontal movement of creativity, as a strategic asset.**

per approfondire:

<https://www.symbola.net/approfondimento/impres-creative-driven-creativita-e-organizzazione-un-intreccio-inedito-per-linnovazione/>





further links:

<https://www.symbola.net/approfondimento/la-cultura-sfida-la-crisi-con-la-qualita-e-la-bellezza/>

<https://www.symbola.net/approfondimento/rapporto-symbola-in-crescita-il-sistema-produuttivo-culturale-del-2019/>

