



METHODOLOGICAL PREMISES

The term 'cultural and creative industries' encompasses a variety of meanings and definitions, both conceptually and in terms of determining the sectors involved.

At European level, actions taken to support CCIs are varied in nature, however, the new opportunities generated and driven by rapid global, technological and social change are rapidly expanding the scope, potential and reach of the creative industries. As a result, there are increasingly blurred lines between industries and sectors, tools and channels, and markets and demand. The interaction of ideas, products, services, media and the internet are becoming increasingly complex and disruptive.

The CROSSINNO project is set in this general context. It focuses mainly on companies located in the Alpine area which often find obstacles to initiating innovation processes that are appropriate, sustainable, and that make the most of the specific features of their environment. Moreover, their location is both an asset and a complication, requiring approaches that overcome physical and technological barriers. The Alpine entrepreneurial fabric is also characterized by the presence of newly established creative and digital enterprises, often occupied by young people with high skills and considerable capacity for innovation. Taking into account these characteristics, the CROSSINNO project intends to promote collaborative actions between traditional and creative enterprises, foster innovation processes, and exploit the peculiarities of the territory to which they belong. In fact, the project intends to link the innovation processes that have already begun to the tangible and intangible cultural wealth present in the area, so as to create a virtuous circuit that sees in the environment, entrepreneurial tradition, and new creative skills an opportunity to strengthen enterprises and to promote the mountain economy as a whole.

The actions undertaken by the CROSSINNO project, since the beginning of the project, have aimed at providing special attention to the needs of the stakeholders in the defined territories. Among the many activities available to date, the CROSSINNO cross-fertilization model, which proposes new models of collaboration between cultural heritage and the business world, is noteworthy. This cross-border tool makes it possible to create, through collaborations between cultural heritage, traditional businesses, and cultural and creative enterprises (CCIs) present in the territory, new products, and services in an innovative way, taking into account all the peculiarities of the territories involved. The model is based on the idea that places of culture are engines for the local economy capable of promoting competitive forms of business, creating innovation on their territory, and confirming the added value that comes from establishing this relationship.

The activities of CROSSINNO foreseen by the Application Form and specifically defined in W4.3 foresee the "definition of tools to help the collaboration between traditional enterprises and creative and cultural industries". It is specified in the Application Form



that "based on the activities carried out, the tools to be used will be defined: specific canvases, models for commercial and intellectual property agreements, etc. will be made available. The tools will be hosted in the dedicated section of the Chamber of Commerce website".

The following tools were conceived and realized with the desire to create a functional and effective tool that can contain all the tools and parameters useful to encourage interaction between traditional SMEs and ICC. Therefore, the collected tools aim to approach the traditional enterprises. To this end, a functional subdivision has been methodologically defined for the definition of the results at which the toolbox aims.

