

**Culture, tourism and local development:
New strategies for Italian heritage cities in the post-pandemic scenario**

Workshop #2

Heritage as a driver for new local creative entrepreneurship

29 October 2021 | 13.00-15.00 CET | Virtual



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Heritage as a driver for new local creative entrepreneurship

■ The project

In the recovery, cities and regions could consider cultural and creative sectors (CCS) as well as cultural participation as a driver of both economic and social impact in its own right and throughout the economy. COVID-19 is providing many communities, whether metropolitan areas or rural regions, an opportunity to reconsider their growth models to be more inclusive and sustainable. In many cities and regions, specialisations in the cultural and creative sectors are evolving, and being used to tackle competitive and societal challenges from new angles, favouring resilience, skills creation and prosocial behavioural changes. Recovery strategies can capitalise on the role of culture to help build local capabilities, address exclusion and contribute to well-being and health. There is also an opportunity for dense metropolitan areas and remote regions alike to reconsider growth models moving away from large-scale tourism towards more sustainable cultural and creative tourism fostering cross-innovation between CCS and other sectors. The contribution of culture can also be important in other areas of local development, from rebuilding public trust to contributing to post-pandemic urban design adapted to social distancing rules.

This project supports Italian Heritage Cities, selected or nominated as Italian Capital of Culture, in identifying innovative ways to maximise the economic and social value of cultural heritage, fostering the emergence of new sectors, such as creative tourism, in light of international experiences.

Participating cities: Bari, Bergamo, Bitonto, Casale Monferrato, L'Aquila, Pieve di Soligo, Reggio Emilia, Taranto, Trapani, Trento, Verbania and Volterra.

■ The webinar series

Three thematic webinars will be organised in 2021 on topic identified as priorities by participating cities and feeding into a "How to" Strategic Note. The webinars will be an opportunity to share and learn from innovative practices in Italy and other OECD countries in order to develop practical solutions to common challenges.

#1 Cultural heritage and social cohesion / **26 May 2021**

#2 Heritage as a driver for new local creative entrepreneurship / **29 October 2021**

#3 Heritage, responsible cultural tourism, and sustainable development / **26 November 2021**

Webinar#1: Cultural heritage and social cohesion

Culture, and cultural heritage in particular, can play an important role in ensuring inclusive and cohesive societies. Culture strengthens local identities and creates a sense of belonging. The promotion of cultural participation and ensuring diversity of the cultural offer can help mitigate factors leading to social and economic marginalization. Different forms of creativity deliver social values as they help increase human resilience. Creative skills and arts education can also improve learning as well as develop freedom of expression. Moreover, there is strong evidence on the links between cultural participation and people's mental well-being and health, providing opportunities to capitalize on the role of culture in the prevention and treatment of illness across the lifespan. Building cultural capabilities and promoting cultural participation is therefore a precondition for more cohesive and inclusive societies.

Webinar#2: Heritage as a driver for new local creative entrepreneurship.

Local cultural and creative entrepreneurship can be the catalyst of new models of economic and social value creation. It can contribute to increasing levels of regional innovation and productivity, through new product design, new production techniques, new business models, innovative ways of reaching audiences and consumers, and emerging forms of co-production. Cross-sectoral linkages can spread innovation into the wider economy.

Webinar#3: Heritage, responsible cultural tourism, and sustainable development.

CCS and tourism sector are among the most affected by the COVID-19 pandemic related crisis. In the recovery, there is also an opportunity for dense metropolitan areas and remote regions alike to reconsider growth models moving away from large-scale tourism towards models fostering cross-innovation between CCS and other sectors including traditional manufacturing and services that can be incorporated into creative tourism programmes. There is evidence that these new models of creative tourism can deliver considerable added value, increase tourism demand and diversify tourism supply.

■ Format and Registration

Virtual meeting over Zoom.

To participate, please register [here](#). Link with login details sent to all registered participants.

■ Partners

The Organisation for Economic Co-operation and Development

The OECD is a unique forum where governments work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and to help governments respond to new developments and concerns, such as corporate governance, the information economy and the challenges of an ageing population. The Organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. www.oecd.org

The OECD Local Employment and Economic Development (LEED) Programme

The mission of the LEED Programme is to build vibrant communities with more and better quality jobs for all. Since 1982, the Programme has been supporting national and local governments through tailored reviews and capacity building activities, as well as research and good practice reports on innovative approaches to local development. www.oecd.org/cfe/leed

The OECD Trento Centre for Local Development

The OECD Trento Centre for Local Development is an integral part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities and the LEED Programme. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building activities for improved policy implementation for people, firms and places. www.trento.oecd.org

Italian Ministry of Foreign Affairs and International Co-operation (MAECI)

The Foreign Ministry is responsible for the State's functions, tasks and duties in matters concerning Italy's political, economic, social and cultural relations with other countries. Its duty is to ensure that the international and European activities of Italy's other ministries and government offices are consistent with the country's international policy objectives. www.esteri.it

Italian Ministry of Culture (MiC)

The Ministry of Culture, is the department of the Italian government in charge of the preservation, valorisation and utilisation of the cultural heritage as well as with the safeguard of the landscape in the more general context of fine arts. www.beniculturali.it

AGENDA | 29 OCTOBER 2021

HERITAGE AS A DRIVER FOR NEW LOCAL CREATIVE ENTREPRENEURSHIP

Local cultural and creative entrepreneurship can be the catalyst of new models of economic and social value creation. It can contribute to increasing levels of regional innovation and productivity, through new product design, new production techniques, new business models, innovative ways of reaching audiences and consumers, and emerging forms of co-production. Cross-sectoral linkages can spread innovation into the wider economy. Drawing on examples of good practice from Italy and other OECD countries, this webinar will distil the key ingredients of local action to foster heritage-led entrepreneurship and innovation in the context of the recovery.

13.00-13.10 Welcome & introduction

MODERATOR **Ekaterina Travkina**, Coordinator, Culture, Creative Industries and Local Development, OECD

- WELCOME
- **Antonio Bernardini**, Ambassador and Permanent Representative of Italy to the OECD
 - **Paolo Toschi**, Italian G20 Chair of the Culture Working Group, Diplomatic Advisor to the Minister of Culture, Ministry of Culture, Italy

13.10-13.55 Lessons from international experiences

This session will be dedicated to the presentation of international projects that encourage local entrepreneurship through cultural heritage.

MODERATOR **Pierluigi Sacco**, Senior Advisor to OECD on Culture and Local Development

CASE STUDIES

- *Actions for inducing SME growth and innovation via the European Capital of Culture event and legacy: Lessons from [ECOC-SME | Interreg Europe](#) project*, **Agnes Németh & Sarolta Németh**, Coordinators, [ECOC-SME | Interreg Europe](#)
 [Watch the video](#)

- *Lessons from [ROCK – Cultural Heritage Leading Urban Futures](#) project*, **Mariachiara Esposito**, Policy Officer, DG Education, Youth, Sport and Culture, European Commission, and **Cristina Garzillo**, Senior Coordinator, ICLEI – Local Governments for Sustainability

- *Supporting innovation cross-overs within CCS and with other sectors*, **Cristina Ortega**, Director of the Institute of Leisure Studies, Faculty of Social and Human Sciences, University of Deusto, Bilbao, Spain, and **Josean Urdangarin**, Member of the Direction of Cultural Promotion in the Basque Government's Department of Culture and Language Policy, Spain

Q&A and discussion

13.55-14.00 Break

14.00-15.00 Highlights from Italian Heritage Cities

This session will include a series of rapid presentations to showcase the approaches of Italian Heritage Cities in leveraging the role of heritage as motor of local entrepreneurship and economy.

MODERATOR **Pierluigi Sacco**, Senior Advisor to OECD on Culture and Local Development

INTRODUCTION *Italy National Recovery and Resilience Plan: measures to support culture and culture-led regeneration*, **Erminia Sciacchitano**, Senior Advisor, Minister's Cabinet, Ministry of Culture, Italy

CASE STUDIES

- *Volterra 22 – Tuscany Capital of Culture 2022*, **Giacomo Santi**, Mayor of Volterra, Italy & **Alessandro Furiesi**, Director, Pinacoteca Civica Volterra, Italy

- *Trapani – Italian Capital of Culture 2022 finalist*, **Rosaria D'Ali**, Councillor of Culture and Tourism, City of Trapani, Italy

 [Watch Trapani 2022 videos: Noisiamoilvento and Policromie](#)

- *"Trento Aperta"*, **Elisabetta Bozzarelli**, Councillor of Culture, City of Trento, Italy

Feedback by panel members & discussion

15.00-15.15 What have we learnt? Key ingredients of local action to foster heritage-led entrepreneurship and innovation in the context of the recovery. Summary by the moderator

This project is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities and is supported by the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Ministry of Culture.

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

CONTACTS

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