



WEBINAR

Culture as a developmental driver for Italy in the post-Covid scenario

15 May 2020 | 15.00-18.30 CEST (Paris time zone)

 oe.cd/culture-webinars  [#OECDculture](https://twitter.com/OECDculture) [REGISTER HERE](#)

Cultural and creative sectors are among the most affected by the current Coronavirus (COVID-19) crisis also due to the extreme fragmentation of the sector where the share of small and micro firms and individual freelancers is extremely high. Although immediate support measures are necessary and urgent, this crisis also provides an important opportunity to reconsider medium- and long-term strategic options and to realign them to the shifting social, economic and technological trends.

Italy in particular, whose country image is greatly associated with culture, could seize the opportunity by launching a new cycle of strategic design that involves all main stakeholders: public administration, industry, cultural players and professionals and civil society.

The purpose of this webinar, organised by the [OECD Venice Office for Culture and Local Development](#) and [Cultura Italiae](#), is to contribute to this process by convening some of the most authoritative and experienced representatives from all sectors to **debate on the place of culture in Italy's competitiveness model and the ways to foster culture-led local development in the recovery and beyond.**

For more information on **OECD talk series on the impact of Coronavirus (COVID-19) crisis on culture:**

- [Coronavirus \(COVID-19\) and museums: impact, innovations and planning for post-crisis](#), 10 April 2020, co-organised with the International Council of Museums (ICOM)
- [Coronavirus \(COVID-19\) and cultural and creative sectors: impact, policy responses and opportunities to rebound after the crisis](#), 17 April, co-organised with the European Creative Business Network (ECBN)

ORGANISERS



PARTNERS



AGENDA

Moderator Prof. **Pier Luigi Sacco**, Senior Advisor, Head of the OECD Venice Office on Culture and Local Development

15.00-15.10

Welcome

Joaquim Oliveira Martins, Deputy Director, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

Angelo Argento, President, Cultura Italiae

Mario Volpe, Co-ordinator of international activities, Fondazione di Venezia

15.10-16.20

Session 1. The place of culture in Italy's future competitiveness model

The current crisis provides an opportunity to develop a full-fledged strategic approach to culture as a key developmental driver in Italy. So far the policy focus has been on specific areas such as cultural tourism or on key creative industry sectors such as fashion, design, or the industry of taste. The crisis highlights the need for a more eco-systemic view of culture that reinforces synergies within the sector and across the economy. One can think of the potential of innovative digital technologies such as augmented or virtual reality for heritage, museums and archives and more generally for a culture-driven experience economy. Another area with growth potential is gamification and digital engagement for the development of new educational and lifelong learning models and for civic crowdsourcing. Yet another potential to be explored is the role of social theatre, music and visual arts for the promotion of health and wellbeing.

Major crises provide a natural setting for the launch of new developmental cycles, and this is the opportunity to reposition culture within Italy's competitiveness model. This in turn can open up new perspectives for entrepreneurial development and foster the emergence of new professional profiles. What is at stake are not just future economic opportunities, but the potential of culture to help reweaving the country social fabric, hardly hit by the crisis. Is the country ready for this bold move, and what are the key options? Is there an agenda that all the main stakeholders of the country can share and jointly develop?

Key questions:

1. How can Italy take advantage of this crisis to rethink the role of culture and of cultural and creative industries into its competitiveness model?
2. What can be a first kick-off agenda for Italian culture in the light of the likely macroeconomic scenarios of the next months?
3. How can culture contribute to tackle in innovative ways the problems of economic and social inclusion that Italy will face in the coming years?

Panel discussion moderated by *Joaquim Oliveira Martins*, Deputy Director, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

- *Carlo Cottarelli*, Director of the Italian Public Finance Monitor of the Università Cattolica del Sacro Cuore di Milan, former Executive Director at the IMF Board
- *Enrico Giovannini*, Professor, Tor Vergata University and Speaker, ASviS
- *Giampiero Massolo*, President, Fincantieri SpA and President, ISPI
- *Andrea Abodi*, President, Institute for Sports Finance

Comments and remarks moderated by Prof. *Pier Luigi Sacco*, Senior Advisor, Head of the OECD Venice Office on Culture and Local Development

- *Francesco Caio*, President of the Board, Saipem SpA
- *Paola Severino*, Vice President, LUISS University, former Minister of Justice
- *Mario De Simoni*, President and CEO, Ales SpA
- *Ilaria Borletti Buitoni*, Vice President, FAI (Italian Environmental Fund), former Undersecretary of State for Culture
- *Giuseppe Laterza*, Publisher

16.20

Break 10 minutes

Moderator

Prof. *Pier Luigi Sacco*, Senior Advisor, Head of the OECD Venice Office on Culture and Local Development

16.30-18.00

Session 2. Culture as a driver of local economic and social change

Like many countries, Italy is experimenting a strong dualism between fast-growing urban areas and lagging-behind peripheral and rural areas. This dualism has been exacerbated by the recent serious natural disasters such as destructive earthquakes causing a vast outflow of people and resources. This in turn brings the risk of abandonment of portions of the national territory with serious consequences for environmental and social sustainability.

The COVID-19 crisis highlights the limitations of a growth model centred on the concentration in high-density urban areas. It creates new interest toward decentralized living and the restoration of small villages and communities as new residential options that ensure high quality of living and a new attention toward environmental responsibility. This development scenario requires a substantial deployment of digital technology and of territorial strategies to ensure the provision of key local services and the promotion of smart working.

For culture to play a major role in the revitalisation of the peripheral areas (the so called *aree interne*) of the country, a new approach to culture-led local development is required. The role of specific sectors of cultural and creative production within this process needs to be investigated. And an extra reflection is called for as to whether such involvement may also contribute to the sustainability and revitalization of cultural sectors at risk of economic collapse. Culture might provide a new platform of active citizenship and community engagement and entrepreneurship that harnesses the potential of circular economy models. Regional and local administrations need to become more active in facilitating and supporting these processes.

Key questions:

1. How will this crisis change the balance between urban and internal areas in Italian local development strategies, and what will be the role of culture in this repositioning?
2. What can be the role of specific cultural and creative sectors in this change of perspective, and how can it contribute in finding new sustainability models for cultural and creative sectors?
3. What are the key needs of local cultural institutions and professionals to survive the current crisis and what should local and regional administrations do to support them?

Panel discussion with

- *Stefania Giannini*, Assistant Director-General for Education, UNESCO
- *Patrizia Asproni*, President Confcultura
- *Stefano Boeri*, Architect and President of Milan Triennale
- *Cristiano Seganfredo*, creative innovator and entrepreneur, Founder and Director Premio Gaetano Marzotto - 2031
- *Florinda Saieva*, co-founder, Farm Cultural Park

Comments and remarks by

- *Paolo Verri*, Director, Matera-Basilicata 2019 Foundation
- *Paola Dubini*, Associate Professor of Culture Economics, Bocconi University
- *Davide Oldani*, world renowned Italian chef
- *Anna Maria Meo*, General Manager, Teatro Regio di Parma
- *Emilio Casalini*, journalist and writer
- *Massimiliano Tarantino*, CCO Feltrinelli Group, Director of Feltrinelli Foundation
- *Beatrice Venezi*, Conductor, pianist and composer

18.00-18.20

Conclusions and way forward

Dario Franceschini, Minister of Culture and Tourism, Italy

18.20-18.30

Wrap up and close by OECD

SPEAKERS



Dario FRANCESCHINI has been appointed Minister of Cultural Heritage and Activities and Tourism of Italy in September 2019, a position that he also held from February 2014 to June 2018, making him the longest-serving cultural heritage minister in the history of the Italian Republic.



Andrea ABODI is the President of the Istituto per il Credito Sportivo and its Special Funds Management Committee. He is currently also Vice President of the John Paul II Foundation for Sport. He graduated from LUISS University in Economics and Commerce with a specialization in marketing, and was previously President and Federal Member of the National Professional League Serie B.



Angelo ARGENTO is the founder and President of the Cultura Italiae association, which places the enhancement of Italian cultural heritage and Italian culture and manufacturing at the centre of its activities as the main economic engine of Italy. He is a lawyer with expertise in administrative law and in urban and landscape cultural heritage legislation.



Patrizia ASPRONI has been president of Confcultura (National Association of Enterprises for the valorisation and promotion of cultural heritage, cultural tourism, and technological innovation) since 2001 and since 2006 she has been president of the Fondazione Industria e Cultura (Industry and Culture Foundation), conceived with the aim to create a meeting place to help companies use culture as a lever for economic and social development.



Stefano BOERI is an Architect and full Professor of Urban Planning at Politecnico in Milan. He has been a guest professor at various universities, including Harvard University's Graduate School of Design (GSD) and the Strelka Institute in Moscow. Since February, 2018 he is Chairman of Fondazione La Triennale di Milano, one of the main cultural institutions in Italy, staging exhibitions, conferences and events on art, design and architecture.



Ilaria BORLETTI BUITONI has been Undersecretary of State for Culture of Italy from 2013 to 2017. She is Vice President of the FAI, Fondo Ambiente Italiano, and serves several charities in Italy and abroad. She is a Board member of the Europe Union Youth Orchestra and Honorary Chair of AMREF.



Francesco CAIO is Chairman of the Board Saipem SpA. He holds a Master's degree in Computer Science from Politecnico di Milano and an MBA from INSEAD. He has an established track record in Italy and abroad as Chief Executive Officer of multinational companies, both public and private, operating in the industrial sector, advanced technology, and finance and telecommunications including Olivetti, Omnitel, Merloni Eldo SpA, Cable & Wireless, Avio.



Emilio CASALINI is a photojournalist, journalist, writer, and radio and TV host. He has been working with RAI since 2001. In 2016 he authored the book "Rifondata sulla Bellezza" (Spino Editore), a manifesto focused on the infinite unexpressed potential of Italian heritage, identity and its narration



Carlo COTTARELLI is Director of the Italian Public Finance Monitor of the Università Cattolica del Sacro Cuore di Milano. Previously, he was Executive Director at the IMF Board representing Italy, Albania, Greece, Malta, Portugal and San Marino (2014 - 2017). He is a visiting professor at Bocconi University.



Mario DE SIMONI is the CEO of AES SpA, and President of the Scuderie del Quirinale. His commitment to culture and cultural management started in 1989. Under the appointment of the Fintermica Group, where he was the head of the Cultural Services Office and the Ecological Services Office, he was tasked with the planning, realization and management of the services system of the Palazzo delle Esposizioni (1990, Rome) and the Palazzo Ducale (1992, Genoa), introducing new forms of public-private cooperation.



Paola DUBINI is a Professor of Management at Bocconi University, researcher at ASK Research Centre and visiting professor at IMT Lucca. For the past 20 years, her research and professional interests have focused on the conditions of economic viability of cultural organizations, private, public and no profit, and on culture led policies according to the UN SDGs 2030. She takes part to national and international meetings and conferences on these issues and has published extensively in Italian and English.



Stefania GIANNINI was appointed Assistant Director-General for Education in May 2018, becoming the top United Nations official in the field of education. In this position, she provides strategic vision and leadership for UNESCO's Education Sector in coordinating and monitoring the implementation of the Education 2030 Agenda, encapsulated in Sustainable Development Goal 4.



Enrico GIOVANNINI is an Italian economist, and Member of the Club of Rome. From April 2013 to February 2014, he served as Minister of Labour and Social Policies in the government of Enrico Letta. Previously also held the positions of President of the Italian National Institute of Statistics (Istat), and Chief Statistician and Director of the Statistics Directorate of the Organisation for Economic Co-operation and Development (OECD).



Giuseppe LATERZA runs the family founded publishing house, Editori Laterza. He holds a degree in Economics and since 2006, has been promoting the "Festival of Economics" in Trento. Over the past 15 years, the festival has hosted many distinguished speakers including Amartya Sen, Paul Krugman and Joseph Stiglitz among others.



Giampiero MASSOLO is President of Fincantieri S.p.A and President of the Italian Institute for International Political Studies (ISPI). A career diplomat, Ambassador Massolo was the Coordinator of the Italian Intelligence Community (2012-2016), the Prime Minister's personal representative (Sherpa) for the G8 and G20 Summits (2008-2009), and the Secretary General of the Ministry of Foreign Affairs (2007-2012). He is Adjunct Professor of National security and International relations studies at the School of Government of the LUISS University in Rome and at Sciences Po's Paris School of International Affairs.



Anna Maria MEO is the General Manager of the Teatro Regio di Parma and the Artistic Director of the Festival Verdi. She has been active in the prose sector as Managing and Administrative Director of the Teatro Del Carretto. Recently she has worked on a Study Abroad project promoting artistic and scientific training programs dedicated to students from US colleges, in collaboration with some of the most prestigious Florentine cultural institutions.



Davide OLDANI is a renowned chef and creator of Cucina POP. A case study about his restaurant, il D'O, was published in the Harvard Business School Review. Economics professors at the university defined his approach and his organization applicable to many different sectors, not only restaurants. For the past 14 years, Oldani has collaborated with the authoritative culinary magazine, La cucina italiana, and writes a weekly column about sport and Cucina POP for the magazine Sport Week.



Joaquim OLIVEIRA MARTINS is Deputy Director at the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. As Deputy Director, he works closely with the Director to advance the OECD's work on SME and entrepreneurship policy; regional, urban, rural and local development; subnational statistics; multi-level governance and decentralisation; and tourism. He also oversees the work of the OECD Trento Centre for Local Development.



Pier Luigi SACCO is the Head of the OECD Venice Office since February 2020. He was Special Advisor to the European Commissioner for Education, Youth and Culture and the Director of the Computational Human Behavior flagship project at the Bruno Kessler Foundation, Trento. He is a Professor of Cultural Economics at ULM University Milan, Senior Researcher at metaLAB at Harvard, and visiting scholar at Harvard University



Florinda SAIEVA co-funded the touristic park and contemporary art museum, Farm Cultural Park in Favara Italy. She also founded and serves as General Manager of SOU, a school of Architecture for children. In March 2019, she created Prime Minister, which is a political school for young women with Movimenta. She is currently coordinating several projects and is involved in Si Festival: South Italy Architecture Festival.



Cristiano SEGANFREDDO is a creative innovator and entrepreneur. He was Professor of Aesthetics in Fashion Design at the Politecnico di Milano, and Scientific Director of Corriere Innovazione - Corriere della Sera. He is the Founder and Director of Premio Gaetano Marzotto, and President of 2031, Agency for extreme present. He also collaborates as strategic and creative advisor for the Ethical Fashion Initiative of the United Nations.



Paola SEVERINO is Vice President of Luiss Guido Carli University with a mandate for internationalization. She was the Rector of Luiss University from 2016 to 2018, having formerly served as Deputy Rector. She is Professor of Criminal Law, President of the Scientific Council of the Luiss School of Law and a member of the Strategic Group of the Luiss School of European Political Economy.



Massimiliano TARANTINO is the Director of Giangiacomo Feltrinelli Foundation and the Head of Corporate Communication and Institutional Relations of Feltrinelli Group. He has been the Responsible of the Feltrinelli Education project, an educational start-up of Feltrinelli Group, since 2019. He is a Law graduate and professional journalist who has worked in the world of communications and institutional relations for over 20 years.



Ekaterina TRAVKINA coordinates the work on culture, creative industries and local development within the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. She was previously Manager of the OECD Forum on Partnerships and Local Development - the OECD's network of practitioners in the fields of economic development, employment, skills and social inclusion.



Beatrice VENEZI is a renowned pianist, composer and conductor. She is Principal Guest Conductor of the Orchestra della Toscana, and Principal Conductor of the Orchestra Milano Classica and of the Nuova Orchestra Scarlatti Young. She is an appointed member of the Feminine Council of Cultural Affairs held by the Vatican for the triennium 2019-2021.



Paolo VERRI was appointed in May 2015 Director of the Matera-Basilicata 2019 Foundation, body responsible for the implementation of Matera 2019's programme. He is also consultant for various cities in order to develop their strategic plans.



Mario VOLPE is Professor of Economics at the University of Venice, Ca' Foscari, where he teaches Economics of Development and Innovation and International Industrial Economics. He is the co-ordinator of international activities at Fondazione di Venezia, where he is managing the interaction with the OECD Venice office on culture and local development.