

# PP3 - Friuli Venezia Giulia AR

## *Executive Summary for training activities*

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D.T2.3.3 Implementation of *Formal training for Regional Authority and policy makers*

Number 3

Topic: "The Public-Private Partnerships in the Cultural Sector"

Date:03/02/2021

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**Deliverable:** D.T2.3.3 - Implementation of Formal training courses addressed to Regional Authority and policy makers

**Date:** 03/02/2021

**Place:** ZOOM Platform

**List and number of participants:**

110 participants joined the event Representatives of local public authorities, regional officers as representatives of FVG AR (policy maker), SMEs, freelancers, organizations operating in the cultural and creative sector, sectoral agencies, Universities, and other attended the event, as part of the regional cultural and creative ecosystem.

**Target groups reached:**

- Local public authority: X
- Regional Public authority: X
- Sectoral Agency: X
- SMEs: X
- Business Support organizations: X
- General public: X
- Others: Universities and Freelancers

**Summary of the event**

*Please specify the key aspects of the activity: applied methodology, duration, targets involved, number of participants, content, objectives and results (Maximum 2000 characters)*

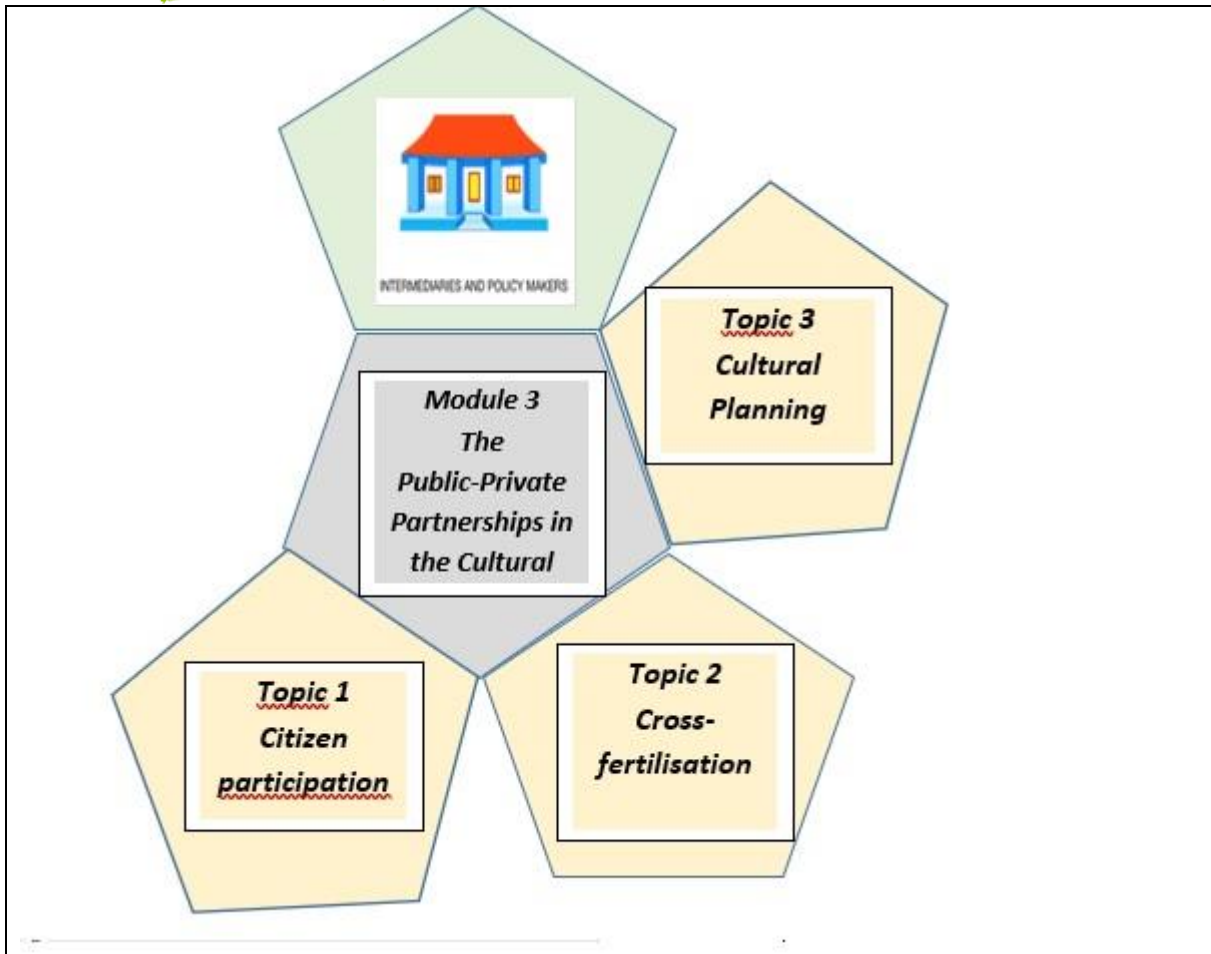
The training event was structured as a workshop, and had the aim of analyzing good practices in the field of enhancing the collaboration between cultural institutions and CCIs. It also aimed at defining and validating problems and opportunities related to the development of collaborations within the SACHE project. The main targets were policymakers and institutional intermediaries involved in the project and interested in facilitate collaboration between cultural institutions and CCIs in the medium to long term, with targeted and measurable support actions. The training event involved 110 participants and lasted 3 hours. The training was divided into: an informative module; a module for the analysis of partnerships between institutions and CCIs; a module dedicated to the analysis of the needs and indications emerged in the previous trainings; a final module concerning the discussion and definition of guidelines and support actions for the next phase of the SACHE project. The content included the analysis of new tools for the public-private collaboration, all considered as "hybrid" community organizations / players : mixed public-

private foundations for the management of cultural heritage; the Concession of Services and the Project Financing (Public Contracts Code); special hybrid partnerships (ex. Art.151 Public Contracts Code); . Moreover, the content included the analysis of tools in which territoriality is a distinctive feature as Advanced Cultural Districts and Cultural and Creative Clusters. For all these tools, case histories and best practices were analyzed.

**Topics tackled and linked deliverables:**

*Please indicate to which other activities the action is related to: i.e. Services Portfolio or DT.2.3.1 Training contents proposed by the WPT leader. (Maximum 2000 characters)*

The action is partly related to DT.2.3.1 Training contents development addressed to Cultural and Creative Operators; Public Authorities, SMEs. The main themes and dimensions of the training event's informative modules are related to the ones proposed in Section 3 of this document ("Training contents addressed to policy-makers"), namely: Citizen participation in the governance of cultural heritage as the proposed tools for the public-private collaboration are considered as "hybrid" community organizations; Cross-fertilisation and Cultural planning are components present in all the case-histories and best practices analysed during the training.



**Lessons learnt and main outcomes/data emerged during the training activity:**

*Please report the main lessons learnt, outcomes, but also feedbacks received from the participants, please specify how the feedbacks have been collected (questionnaires?)*

The main lessons learnt were related to the pandemic as a factor of crisis or acceleration of organizational and management models linked to culture and related policies. The pandemic represented, in the cultural sector as in other sectors, an acceleration factor of some processes already underway in the strategic governance of public and private services. The pandemic-imposed change factors emphasized the benefits of public-private partnership (PPP); in particular, the involvement of communities and businesses has imposed itself as a central element, far beyond the model of pure commercial enhancement.

The Feedbacks received from the participants were collected in several moments: in the training event, during the discussion, and through the chatbox available to the participants.

A relevant feedback was related to regional initiatives to promote patronage in art, such as the ART BONUS FVG in the Friuli Venezia Giulia Autonomous Region. These initiatives

presents some critical issues linked to the visibility of those who want to invest in events (ex: Festivals) rather than in redevelopment investments. The sponsors have become selective and follow cultural projects if they are committed (i.e. if they recognize themselves in projects linked to their territory), moreover these projects must consist of a continuous activity not one-off events. One proposal was the adoption of targeted forms of tax credit that make event sponsorships attractive for a company. Another feedback from regional policy-makers was related to the rigidity of the central government in acknowledging the innovative initiatives of the territories and the need to overcome or, better, manage patronage and sponsorship in a different way.

#### **Expected effects & Follow-up:**

*Please summarise the key aspects emerged from the follow up survey and the potential effects with specific reference on the impact for the WPT3 activities: involvement in the pilot actions.*

No follow-up surveys were carried out.

#### **Difficulties / obstacles:**

*Please report the main difficulties and obstacles in organising the activity, also related to the COVID-19 emergency, but also feedbacks received from the participants, please specify how the feedbacks have been collected (questionnaires?)*

The organization of the third and last event of the training activity did not show or encounter particular difficulties, as the participants have already been involved in project activities and, since the start of the pandemic in the spring of 2020, FVGAR refined methods and tools for the organization of online workshops. Participants did not make suggestions or feedback on this issue., Otherwise the COVID-19 emergency as factor of crisis or acceleration, was part of the scenario referred to during the event.