



# CREATURES



## WP T2 D.T2.2.2 LEGAL RECOMMENDATIONS FOR SUPPORTING COOPERATION BETWEEN CCI AND THE SECTORS OF CULTURAL HERITAGE & SUSTAINABLE TOURISM TEMPLATE

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## 1. Analytical overview of the legislation for CCI and (sustainable) tourism in PPs

### Analysis of the current legal framework for the CCIs

*Is there a specific legislation for CCIs in place in your country? If YES, is this legislation for CCIs aggregate (i.e. Act on Cultural and Creative Industries), or are specific fields (e.g. architecture, IT, design, audio-visual industry, etc.) regulated by specific legislation?*

*With the **Stability Law for 2018**, the Cultural and creative industries have been recognized on the basis, among all, of the Green Paper of the European Commission of 2010.*

*The text of the law lays down the requirements for a company to be able to be qualified as cultural and creative: a) The predominant or exclusive object of the company must be the creation, production, development, dissemination, conservation, research and enhancement of cultural products or services b) Be based in Italy or one of the EU states c) Carrying out a stable and continuous activity.*

*Please provide a list of key regulative documents for CCIs in your country with a short description (two sentences max.).*

- *Io Sono Cultura report. It is an annual research project, realized by Symbola Foundation and Unioncamere, that shows the economic and social value of CCIs in Italy. It was born from the will to demonstrate how cultur is a sector able to enhance the Italian economy.*

*Please list any legal provision for convergence of CCIs and tourism (e.g. legal incentives and instruments for integration of CCIs with tourism). Provide short descriptions (two sentences max.)*

- *Smart Specialisation Strategy – S3. In the implementation of the new S3 Strategy, the Friuli Venezia Giulia Autonomous Region has foreseen a specific path dedicated to culture and tourism, thus underlining its importance.*
- *A call of proposals, as part of DIVA project (INTERREG ITA-SLO), for projects that strengthen collaboration between traditional enterprises and CCIs, including those in the tourism sector, for new products and services for traditional enterprises;*
- *As part of the ROP ERDF 2014-2020, the Friuli Venezia Giulia Autonomous Region published 3 calls (with a total amount of about 4 million euros). The calls concerned grants for customized pre-incubation and incubation programs, and acceleration and consolidation programs.*

### Analysis of the current legal framework for tourism

*Is there a specific legislation for tourism in place in your country? If YES, please indicate specific legal action for the field of sustainable tourism.*

*Concerning tourism:*

- *Regional law January 16 2002, n. 2 and its modifications - regulates the organization of tourism of Friuli Venezia Giulia, pursuing the aim of more effective tourism promotion*



*through the rationalization of administrative activities and the optimization of resources;*

- *Regional law December 9 2016, n. 21 on Regional policies in the tourism sector and the territory's attractiveness and amendments to Regional laws on tourism and productive activities.*

*In the field of sustainable tourism, there is no specific legislation.*

*Please provide a list of key regulative documents for tourism in your country with a short description (two sentences max.). Indicate specific emphasis on sustainable tourism.*

*Law 2/2002 institutive of the DMO (Destination Management Organization) PROMOTURISMOFVG. Single Regional reference body for programming.*

*The DMO has the task of developing the regional tourism system by providing guidelines and collaborating with all active players, giving coherence to the promotion, increasing resources and concentrating efforts.*

*Actions of the DMO: planning and organization of the offer through specific tourist products.*

**The tools:** *Regional planning and quality plans, advertising, media information, fairs, web, market research and analysis, training, a wide range of editorial products and a coordinated reception.*

*One of the strategic goals of the DMO (strategic plan 2021) is the development of sustainability in the tourist field.*

## **2. Analytical overview of the institutional provision for CCIs and (sustainable) tourism in PPs**

### **Analysis of the current institutional framework for the CCIs and tourism**

*Please provide a list of key institutions/public bodies and/or agencies for CCIs as well as for tourism in your country. (Please indicate if these are national/regional/local institutions AND provide a short description on these institutions – two sentences max.)*

At national level:

- Ministry of Culture. *It deals with policies in support of the cultural sector, museums and historical and artistic heritage.*
- Agenzia Nazionale del Turismo (National Tourism Agency). *It promotes the national tourist offer, the promotion of the Italian tourist offer abroad and it implements promotional strategies at national and international level.*

At regional level:

- Friuli Venezia Giulia Autonomous Region (Department for Culture and Sports). *It promotes and supports initiatives and interventions that promote the development and dissemination of sports activities and culture, takes care of interventions and exercises all regional competences in the conservation and enhancement of the cultural heritage of the region and takes care of the promotion and support of cultural institutions and activities deals with the promotion and enhancement of culture at regional level, connect regional stakeholders and foster collaboration between traditional enterprises and cultural and creative sectors.*
- Friuli Venezia Giulia Autonomous Region (Department for Economy). *It carries out planning and incentive functions for the productive sectors, coordinates and directs the*



*regional tourism strategy, support the integrated promotion of the regional territory and its economy as well as the attractiveness of the regional territory in order to encourage the realization of internal and external investments.*

- Promoturismo FVG. *It is a destination management organization that pursues its objectives by planning and organizing the offer through specific tourist products. It promotes the tourist offer of the Friuli Venezia Giulia Region.*
- Chambers of Commerce. *It protects enterprises collective interests, creates business opportunities and provides some specific services for enterprises.*

At local level:

- Incubators (Area Science Park; Friuli Innovazione, Polo Tecnologico di Pordenone, BIC). *They are business incubators designed to accelerate business development through a range of business support resources and services, offered through both the incubator and its network of contacts.*

*Please list any institutions/public bodies and /or agencies for convergence of CCI and tourism. Provide short descriptions (two sentences max.)*

*The creative cultural industries (CCI) directly collaborate with the DMO through contacts with Friuli Venezia Giulia Autonomous Region (Department for Culture and Sports) and Municipal administrations.*

*The DMO, in synergy with the Department for Culture and Sports, becomes the conveyance tool for the promotion of the CCI product on the territory in favour of domestic users and domestic and international tourist users.*

*Please list relevant organisations/associations/cooperatives for CCIs in your country (indicate any convergences with the initiatives and actions for the development of sustainable tourism).*

Regional Cluster for CCIs. *A public call was launched on July 2019 – the management of the cluster was won by a TAP (Temporary Association for Purpose) made up of Informest and the regional business incubators (Friuli Innovazione; Area Science Park; Pordenone Technological Park and BIC FVG incubators). The financial allocation for the three-year period 2021-2023 is 450,000.00 euro. Additional funding for research and innovation policies planning in culture and creativity (S3) is 150,000.00 euro. The cluster provides services to enterprises, as mapping of members or associates and their skills; organizing promotional activities to increase the visibility and branding of members or associates and of the regional system; Funding Opportunity Desk.*