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CREATURES



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CCI STAKEHOLDER INTERVIEW INSTRUMENT

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1.2 Focus of the interview: inspiring examples of CCI links to cultural heritage and sustainable tourism and Good Practices from E-Catalogue.

Details of interviewer(s)	
Name(s)	Elena Mengotti
Organisation	Friuli Venezia Giulia Autonomous Region – Department for culture and sports

Details of interview	
Date and time of interview	08/03/2021 – 16.30
Place of interview	On line – Teams platform
Means of notekeeping	Recording

Details of interviewee (please repeat as many times as the number of interviewees)	
Name	Michela Zin
Organisation	Pordenonelegge Foundation
Position in organisation	Director of the Foundation
Contact details	michela.zin@pordenonelegge.it

2. Details on the inspiring example/good practice (GP) of CCI related to cultural heritage and sustainable tourism.

GENERAL INFORMATION	
Number of the inspiring example / GP by partner	
Title of the inspiring example / GP	Pordenonelegge Festival
Typology of related cultural/natural value	Valorisation of cultural heritage and promotion of sustainable tourism
Location of the inspiring example/GP	Pordenone

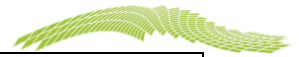
CONTACT DETAILS	
Responsible organization	Pordenonelegge Foundation
Contact person	Michela Zin
e-Mail	michela.zin@pordenonelegge.it
Website	https://www.pordenonelegge.it/

MULTIMEDIA PRESENTATIONS	
Title of a photo	
Name of the file <i>(Please name files using the following system: photo_bp_pp1_1a etc.... Be careful to use the right number for pp according to AF and the right number of your best practice).</i>	
Author of a photo	

3. Description of the inspiring example/good practice of CCI related cultural heritage & sustainable tourism.

DESCRIPTION OF THE INSPIRING EXAMPLE/GOOD PRACTICE (GP)	
Brief description (max. 200 words)	Pordenonelegge is a literature festival held every year (2020 is the 21st edition) and named “the book festival with the authors”. It is located in Pordenone, a precious and cosy ancient town centre located in Friuli Venezia Giulia Region. The characteristic of the festival is to link ancient speeches with new publications, cultural stimuli crossing through the centuries with the latest debate on the cultural page of a newspaper, putting forward ideas, solutions, new and unusual ways of looking at things, that is the work of pordenonelegge.it. It is a Festival for reading, learning and listening.
Short presentation of the territory, context for the action (max. 200 words)	Pordenone is a territory full of surprises, it has always been a place where peoples and traditions meet. The tourist can get to know unusual landscapes, hidden villages,





	<p>fascinating historic centers and pristine mountains. In this area, cultural and sporting events take place. Craftsmanship and industry have developed in unique contexts, that led to become an example of international excellence. By vocation and necessity, export has become one of the strengths of this territory. From these exchanges with foreign countries, the local people have learned to relate to the world and to be hospitable. Traditions can be found in culinary products, which however have evolved over the years thanks to this internationalization.</p>
<p>Objectives</p>	<p>The goal is to facilitate access to culture at all levels and to promote the territory. The mission is to strengthen the social and economic growth of those who live and work in this area, as well as of those who participate in the events organized by the Foundation.</p>
<p>Inspiring example/ good practice promoters</p>	<p>FVGAR, Chamber of Commerce of Udine and Pordenone, Municipality of Pordenone, Friuli Foundation, Cinemazero, Friuladria, Pordenone with love, Taste FVG</p>
<p>Stakeholders involved</p>	<p>Main partner: Librerie Coop</p> <p>Other partners: Alea, BCC Pordenone, Municipality of Cordenons, Municipality of Maniago, Municipality of Spilimbergo, Confindustria Alto Adriatico, FUIS (Association of Italian Writers), ITAS, PAFF, Marine interiors, CGN.</p> <p>Patronage: European Parliament, Italian Ministry of Culture and Tourism, Italian Senate of the Republic</p> <p>Media partner: RAI, RAI Radio 1, RAI Radio 3, RAI FVG, La Feltrinelli, Il Gazzettino, Messaggero Veneto</p>
<p>Benefits for the involved actors</p>	<p><i>Briefly specify benefits for each involved group by indicating, if possible, the typology of involved actors.</i></p> <p>Main beneficiaries are:</p> <ul style="list-style-type: none"> ▪ young people: will thus be able to broaden their knowledge and training experiences. ▪ tourists: will be able to visit a little-known region, with a vast cultural heritage and UNESCO sites. In order to promote the Region, Promoturismo share information materials during the events. ▪ cultural operators: Pordenonelegge Festival is an opportunity to propose their initiatives to a wider and international audience. ▪ publishing houses: they can publish their news to an educated public, interested in the sector.





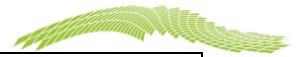
- tourist operators and tourist guides: they can take advantage of the events in order to propose tourist packages and make people discover the region.
- museums: Pordenonelegge Festival engages tourists to the museums and it promotes the cultural heritage of the territory.
- cultural institutions: they can create an important network of contacts.

They are the main beneficiaries as they can directly benefit from the GP by participating in the Festival and providing inputs to it. Some of them take care of collateral activities taking place in the days of the Festival



<p>Financial resources required for the implementation of the inspiring example/GP</p> <ul style="list-style-type: none"> - investment cost - operative running costs 	<p>If possible please specify the kind of cost (for example for meetings, buying equipment & other materials) and provide a rough amount</p> <p>Total: 873.203,81€</p> <ul style="list-style-type: none"> ▪ Design and production of means of information (IT supports, gadgets and other promotional materials): 120.925,52€ ▪ Social media: 47.314,04€ ▪ Remuneration for artistic, scientific, cultural, communication and sporting activities: 36.847,84€ ▪ Compensation for the supply of goods and services: 175.380,57 € ▪ Organization and assistance expenses: 289.247,16€ ▪ Hotels: 24.137,70€ ▪ Rental of facilities and equipment: 149.578,20€ ▪ Transport: 22.585,80€ ▪ Others: 7.186,98€
<p>First steps taken</p>	<p>Pordenonelegge was born from the determination of the Chamber of Commerce of Pordenone. The idea was to give visibility to this city from a cultural point of view, not only economic and manufacturing, and bring tourists and visitors to the city.</p> <p>In the last 90s the local and national context was suitable for the birth of literary festivals: a book fair already existed in Pordenone (it took place inside the exhibition halls) and, few years earlier the Literature Festival was born in Mantua (whose style we have traced).</p> <p>Since then, we worked hard to implement this event, trying to help the territory and grow.</p>
<p>Time needed for developing the inspiring example/GP</p>	<p><i>Please identify how much time passed between the decision to solve a problem was made and the moment in which the good practice started creating the desired positive consequences.</i></p> <p>2001 (2nd edition) was the worst edition. It almost led to the closing of the event: there was a lack of economic and political support, and the city was not used to a cultural event that took place in the weekends.</p> <p>From 2002 we worked hard on the territory, trying to create a network of associations, entrepreneurs, and artisans, thanks to the new Artistic Committee (which is the same as</p>



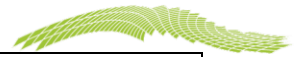


	<p>it is now, and it is led by Gian Mario Villalta, the artistic director of the Committee, a well-known poet and writer from the regional territory).</p> <p>2005 was a turning point for Pordenonelegge (in its sixth edition). From that year on, the Festival has been included in among the most important cultural events at national and international level.</p>
<p>Possibility of transfer the inspiring example/GP</p>	<p><i>What needs to be done to realise a transfer? If the best practice cannot be transferred please explain why.</i></p> <p>The peculiarities of the territory must be considered. Pordenone, which is a small city, is really suitable for this Festival (which has been organized according to the city that hosts it). Some other events, organized in other cities in the Region, have not achieved the same success.</p> <p>It was important for us to have the support of the Chamber of Commerce which was interested in the economic return on the territory. Indeed, the objectives of Pordenonelegge are two: culture and economy. The members of the Pordenonelegge Foundation, which was established in 2013, are: Chamber of Commerce of Pordenone and the 5 trade associations (industrialists, traders, cooperatives, Coldiretti and artisans). So, the economic interest of the Festival remains.</p>
<p>Relation to existing cultural heritage value</p>	<p><i>Please list local cultural/natural values connected or utilized by this examples</i></p> <p>Although Pordenone does not have significant historical sites, it is rather pleasant for tourists.</p> <p>Furthermore, Pordenone is located in a strategic position, near the coast and the mountains, and also close to UNESCO sites. We have always tried to enhance our territory also through tour operators or Promoturismo.</p>

4.Results and Impact

<p>EVIDENCE OF SUCCESS</p>	
<p>Reasons for which the practice is considered as good</p>	<p><i>Please explain in a few words the key success factors of implementing the best practice (e.g. new jobs created, ...).</i></p> <p>The Pordenonelegge Festival is considered a best practice because it started as a literature festival but very soon became an annual appointment able to attract numerous tourists and visitors in a territory which was traditionally not in the tourist routes. Moreover, the Festival is not</p>





	<p>located in a single place, instead it spreads in the town of Pordenone and in the nearby municipalities, representing a source of income for the whole province.</p> <p>In addition to that, it has to be highlighted that from the very beginning Pordenonelegge has had the vocation not to limit cultural work to just the days of the festival, but to propose ideas, paths and experiences even during the year, with the awareness that to promote culture it is important to produce fireworks concentrated in a few days and accompany them by constant work, joyful even if stubborn. In a few years, several experiences were born that range from creative writing to knowledge of the territory to an in-depth study of key issues of the present. Because culture is a plant that needs to be watered every day.</p> <p>The Pordenonelegge Festival has allowed the city to improve its reputation. Indeed, visitors identify Pordenone as an open, lively city, with a rich and high-level of cultural offer, characterized by an artistic preparation “on a human scale”.</p>
<p>Measurable results and/or impact indicators</p>	<p>Impact of GP on sustainability <i>What is the impact of the GP on the three dimensions of sustainability?</i> Impact on at least one of the three sustainability dimensions (economic, environmental, sociocultural).</p> <p>Here below the main data of the 2019 edition (pre-covid):</p> <ul style="list-style-type: none"> ▪ 5 days ▪ More than 130,000 attendees ▪ 366 events ▪ More than 600 protagonists ▪ 65 italian and foreign literary previews ▪ 32 offices ▪ 150 cultural realities involved ▪ 130 suppliers ▪ 225 “Angels” (young people between 16 and 25 years old who are part of the organizing machine) ▪ 1,990 friends (cultural ambassadors that support and promote the Festival)



	<ul style="list-style-type: none"> ▪ 250 accredited journalists ▪ 57 meetings with the press ▪ 93 partners/sponsor (in addition, 2020 edition has also: 37 sponsor for the event; 8 “spazio ragazzi” (“young zone”) and 21 technical sponsor). ▪ More than 10,000 books sold <p>Here below the main data of the last edition (2020) – due to covid-19, the event was held partially online:</p> <ul style="list-style-type: none"> ▪ 5 days ▪ 141 events ▪ 250 protagonists ▪ 28 new protagonists ▪ 21 locations ▪ 2 online platform ▪ 100 cultural realities involved ▪ 91 partners ▪ 130 supplier ▪ 186 “Angels” (young people between 16 and 25 years old who are part of the organizing machine) ▪ 841 “Friends” (cultural ambassadors that support and promote the Festival) ▪ 64 events broadcast on PNlegge TV ▪ 18 press meetings ▪ 38 video-interviews
<p>New opportunities created at a local level</p>	<p>Impact of GP on main beneficiaries <i>How long after the implementation of the GP did the abovementioned results / benefits begin to manifest?</i></p> <p>From 2005 onwards, Pordenonelegge has achieved more and more success, both with the public and with partners. The previous years between 2000 and 2005, however, were particularly difficult for the event.</p>



5.challenges encountered and potential for learning or transfer of the inspiring example/GP

5.1 FACTORS ENABLING OR HINDERING THE IMPLEMENTATION AND TRANSFERABILITY OF THE INSPIRING EXAMPLE OF CCI RELATED TO CULTURAL HERITAGE AND SUSTAINABLE TOURISM.	
4.1 Enablers of inspiring example/GP implementation	<p><i>Please mention any factors (institutional, technological, financial etc.) that enabled / facilitated the implementation of this GP</i></p> <p>The positive reaction of the citizens, traders and institutions facilitated the implementation of the festival. The excellent financial results, the positive feedbacks received from the public and the financial support from institutions contributed significantly.</p>
4.2. Barriers / difficulties of inspiring example/GP implementation and lessons learned	<p><i>Please describe any factors (institutional, technological, financial etc.) that hampered the implementation of this GP, how they were overcome and what you learned from</i></p> <p>Initially, shopkeepers were wary and feared that this Festival would not be successful. Festival found some initial resistance. Furthermore, it was not sure to be able to build customer loyalty.</p>
4.3. Potential risks in inspiring example/GP implementation and mitigation actions	<p><i>Please mention any risks that have appeared or may appear in the future with regards to the implementation of this GP (including risks of not achieving the desired objective(s) and sustainability impacts) and how these risks have been / can be addressed.</i></p> <p>The main risk is losing the loyalty of the customer</p>
4.4. Conditions / factors affecting transferability of inspiring example/GP	<p><i>Please explain why you consider this GP (or some aspects of it) as potentially interesting for other partners/regions. In doing so, please report the conditions / factors that can facilitate or hamper the GP transfer (e.g., key success factors or key failure factors for the GP transfer). Information on transfer(s) of the GP that have already taken place can also be provided (if possible, specify the country, the region – NUTS2 – and organisation to which the GP was transferred)</i></p> <p>The Pordenonelegge festival is a clear example of how, through culture, cities and territories can be enhanced, giving new life to urban centers. The results of the festival, both economically and socially, show that culture can become the economic and social engine of the territories</p>

5.2 LINKS OF THE CCI EXAMPLE WITH THE REGIONAL POLICY (optional)



<p>5.1. Inspiring example/GP as a result of regional policy</p>	<p><i>Has the GP come about as a result of a specific regional policy (e.g. a policy measure or instrument introduced by the region in the specific sector of the GP)? If yes, please describe the regional policy and how it affected the development of the GP.</i></p> <p>No, the GP did not come as a result of a specific regional policy.</p>
<p>5.2. Inspiring example/GP as an influence on regional policy</p>	<p><i>Has the GP produced an impact on the regional policy (e.g. a change in the regional policy as a result of the development and implementation of the GP)? If yes, please describe how the GP affected regional policy and in what aspect(s).</i></p> <p>The regional policies have changed thanks to this GP. Indeed, the Region economically support the Festival (more than 205.000 euro for 2019 edition). Moreover, the Region created the Cluster for CCIs in order to support CCIs – even those involved in Pordenonelegge Festival.</p>



6. Any other comments

6.1. "Is there anything that you would like to add concerning CCI experiences related to cultural heritage and sustainable tourism in your region that has not been covered in the previous questions?"

Pordenonelegge Festival, and its audience, have always been sensible to environmental issues. We promote, for those staying in the neighboring areas of Pordenone, the use of public transport or bicycles to reach the city center. Within the Festival, we have always dedicated sections for books and debates on this issue. Moreover, we offer conventions in restaurants in order to promote typical products of the territory, which is the aim of Friuli Venezia Giulia Autonomous Region debate. Indeed, during the Festival, the Region usually presents books dedicated to the promotion of the territory.

With regard to inclusiveness, we were among the first festivals to introduce sign language in some debates in order to involve deaf people.

