



BASILICATA CREATIVA

BASILICATA'S CLUSTER OF INNOVATION AND DIGITAL TRANSITION IN THE CULTURAL AND CREATIVE SECTORS

Basilicata Creativa is the Cluster of cultural and creative industries in Basilicata. It is an Association recognised by the **Basilicata Region** and involves two of the most important Italian research bodies, the **CNR** (National Research Council) and **ENEA** (National Agency for New Technologies, Energy and Sustainable Economic Development), together with the **University of Basilicata** and more than 50 companies operating in cultural and creative industries (ICT, Communication, Gaming, Cultural Heritage management and fruition, Communication, Publishing, services to culture, performing arts).

Basilicata Creativa was created in 2018, thanks to a policy of the regional government in line with the **S3 - Smart Specialization Strategy** promoted by the European Commission.

The main sector on which the cluster works is the cultural and creative sector, which, at the end of 2020, accounted for about 11% of the total number of employed population in Basilicata. It is composed of a high percentage of women and young people and represents a driver of innovation.

At the regional level, thanks to a carefully balanced distribution, the cluster managed to gather numerous third-sector organizations as partners, associates or affiliates. This allows for a wide heterogeneity of enterprises and operators, mainly micro-enterprises. Indeed, the Clusters of the Basilicata innovation ecosystem aggregate, map, connect and support digital acceleration and cross-sector collaboration as well as inform and train new talent.

From the point of view of planning, programming and design, the cluster boasts participation in a number of important projects at national and European level, sometimes also as lead partner, which allow for a high internationalization potential as well as the development of a network of enterprises in the strategic sectors of tourism, manufacturing, and welfare.

The Cluster has been working for **five years** in the following activities:

- ▶ **Innovation** support to enterprises and the local ecosystem through events, targeted meetings and face-to-face comparisons;
- ▶ **Promotion** of the Lucanian cultural and creative production system at regional, national and international level;
- ▶ **Creation** of an innovation hub for digital acceleration in the sector through European funds (European Digital Innovation Hub-EDIH);
- ▶ **Support** for planning in the context of NextGenerationEU, regional and international calls for proposals, to municipalities and enterprises;
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- **Coordination** of the first supply chain project to introduce prototypes and innovative models in the region;
- **European Planning** for enterprises and research organizations.

2021-2027 OBJECTIVES:

- To create an innovation ecosystem in Basilicata through the knowledge, sharing and valorisation of pilot and innovation projects, increasing the socio-economic impacts on the territory;
- To support entrepreneurial and employment development in Southern Italy and, in particular, in Basilicata;
- Increase the number of innovative micro-enterprises and start-ups in Basilicata, generating new employment;
- Attracting innovators to create a reference centre for Cultural and Creative Industries in Southern Italy;
- To generate an ecosystem to support innovators, experts and creatives that can encourage the return of emigrated Lucanians (especially young people and entrepreneurs) and attract innovators, creatives and researchers from all over the world;
- To build and improve the 'Basilicata brand', linked to innovation sectors, in both European and international contexts;
- To increase Basilicata's international appeal as an area where a healthy lifestyle is combined with an innovative and receptive ecosystem for young minds and for companies that want to relocate;
- Enhance ongoing regional, national and international pilot projects to generate greater impact on the territory;
- Support the birth of new prototypes and field experimentation, even of existing ones, devised by companies, start-ups and research groups;
- Stimulate access to financial support measures and public/private investments to accompany new innovative business paths towards the digital and green transition from birth.





THE CLUSTER IS ACTIVE IN THE FOLLOWING AREAS:

1. Entrepreneurial, digital and innovation **TRAINING**;
2. **PROTOTYPE ENGAGE CO-DESIGN-Cross Collaboration**: Cluster member companies in Basilicata (or research groups operating in Basilicata) can propose a prototype of an innovative product/service in need of experimentation, industrialisation and launch on the national/international market;
CO-DESIGN-Cross Collaboration: we create a participatory brainstorming process in which key figures are chosen who can make an effective contribution to the development of the prototype in order to accelerate the experimentation, industrialisation and go-to-market phase;
3. **EXPERIMENTATION** in the local territories: we support the experimentation of prototypes in the Lucania region to foster the testing phase, generate an upgrade of the product/service and build a useful portfolio for the launch phase in the national and international context;
4. **NETWORKING** on 3 Levels: Territorial, National and International. The Cluster supports enterprises in the launch phase of their product/service on the national and international scene through networking.

REGIONAL PROJECTS:

- Basilicata Heritage Smart Lab project promoted by the Basilicata Creative Cluster led by the Basilicata CNR and co-financed by the Basilicata Region within the framework of the S3, Smart Specialization Strategy, Axis I of the 2014-2020 ERDF OP - RESEARCH, INNOVATION AND TECHNOLOGICAL DEVELOPMENT. Total amount of funding: €4 Million;
- Bando Borghi - Line B - Design support for: Pietrapertosa, Castelmezzano, Accettura, Craco. Total amount of funding: €8 Million;
- Bando Borghi - Line A - Design support for: Lakes of Monticchio. Total amount of funding: €10 Million;
- Planning "North-West Basilicata Territorial Pact". Total amount of funding: €10 Million;



- Planning "Magna Grecia" for the Ionian Coast. Total amount of funding: €4.7 Million;
- Planning "Green Communities": two projects approved: Stigliano and Marmo Platano's Internal Area. Total amount of funding: €31 Million.

EUROPEAN PROJECTS:

- CulTourData project to introduce Big Data & IoT by creating MatchMaking between creative enterprises and tourism operators. Project funding: €1.2 Million - Link to www.cultouriscapital.eu Facebook and Instagram: CulTour is Capital;
- Creathrive-EU project to support internationalization through collaboration with other cultural and creative industry clusters in Europe. Project funding: €1.4 Million - Link to www.clustercollaboration.eu Facebook Creathriv-EU;
- EDIH Innovation Poles project to set up in Southern Italy the only pole supporting the digital transition for the cultural and creative sectors. It brings together 15 companies specialized in emerging technologies, 4 technology clusters, 1 Competence Centre, 1 Digital Innovation Hub, 1 Territorial Development Agency, 6 Universities and Research Centres. Total amount of funding: €5 Million.



OUR MISSIONS:



- Looking at clusters as production chains
- Encourage and support more experiments and prototypes as well as large research projects
- Increase opportunities for international cooperation through direct EU funds by facilitating access to funding
- Work with quantitative indicators, monitor and report on the progress of projects
- Enhance the role of Universities and Research Centres
- Involve clusters in education and training processes
- Stimulate the emergence of production chains in the territories





OUR WEBSITES AND SOCIAL MEDIA:



www.basilicatacreativa.it



www.heritagesmartlab.it



www.cultouriscapital.eu



www.clustercollaboration.eu



www.facebook.com/basilicatacreativa

www.instagram.com/basilicatacreativa

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"THE GREEN AND THE BLUE" Podcast available at www.basilicatacreativa.it and on our Facebook, Instagram and LinkedIn pages.

