

EUROMED

Culture and Creativity, from Urban Policies to Local Valorisation in the Euro-Mediterranean region

Ravello (SA), 23-25 October 2014 – IX edition

Since 2006, the **European University Centre for Cultural Heritage** and **Federculture** have been the joint organisers of an initiative whose aim is to study and exchange experiences and proposals with regard to how cultural policies can contribute to local, European and Euro-Mediterranean development: the **Ravello Lab International Forum**, whose ninth edition is scheduled to take place in **Ravello (Salerno) from 23 to 25 October 2014**.

The Ravello Lab sets out to provide proposals and solutions for territorial development policies that focus on enhancing the cultural heritage and supporting the creative industries, an aim to be achieved by exchanging experiences between activists, administrators and experts who gather together from Italy, the rest of Europe and the south coast of the Mediterranean.

Ever since its first edition, the Ravello Lab has focused its attention on those European policies that make positive use of culture to support territorial economic development, to encourage social inclusion and public participation and to promote dialogue between the two shores of the Mediterranean.

This approach is very pertinent today, since the serious economic crisis that recently hit the whole world's economies has induced us all to give serious consideration to the need for new paradigms as the basis for new strategies of innovative and sustainable development, for which the area of culture and the creative economy has the potential to act as a springboard for a fresh start.

There is a growing sense of conviction in Europe that no truly new perspective of development can take hold without including culture and the creative industries. In both the **Lisbon Strategy** and the **2020 Agenda**, the European Union has confirmed its support for development based on knowledge and innovation for competitive, sustainable and inclusive economic growth, generating new employment and greater social cohesion. The same approach was adopted by the final document of the meeting of the Council of the European Union held on 20 May 2014 on the issue of **cultural heritage as a strategic resource for a sustainable Europe**.

It is against this backdrop that the **Ravello Lab** intends to contribute to redefining public policies focused on the relationship between culture, the creative industries and territorial development and to expand the awareness that this is the path that leads to a greater competitive edge for the European economy of the future on the global chessboard.

The agenda being prepared for the meeting in Ravello from **23 to 25 October 2014** is therefore designed to make a detailed study of certain specific headings in the overall framework drawn up by

the European institutions, with a special focus on the opportunities offered by the **new round of EU funding for the period 2014-2020**. The challenge is to identify opportunities for culturally-based development in the overall framework of European programmes, starting with ‘CREATIVE EUROPE’ (which combines the previous CULTURE and MEDIA programmes and benefits from a substantial increase in the resources made available by the EU) and the new **ENI – European Neighbourhood Instrument** (which replaces the previous ENPI programme in the 2007-2013 funding cycle), which is entrusted with the task of developing projects of co-operation with the southern shore of the Mediterranean and the countries of Eastern Europe.

By virtue of its transverse character, however, culture also has the potential to play a leading role in other European programmes: from tourism and rural development to research and development in the digital economy. The 2014 edition of the Ravello Lab will therefore focus its work on the role and orientation of European policies related to economic and social development in Europe in this current period.

In this framework, the Ravello Forum also aims to extend awareness among both public and private sector decision-makers that **culture can and must play a fundamental role in reviving the economy and improving social cohesion and must for this reason be inserted as a major factor in territorial development policies**. This significance may also be of considerable use as a bridge over to the southern shore of the Mediterranean and so provide a useful service for the **Semester of Italian Presidency of the Council of the European Union**. Ravello’s geographical location and cultural traditions actually make a significant contribution to enabling the Forum to focus special attention on **Euro-Mediterranean issues**, so as to identify effective culturally-based co-operation policies as a platform for a dialogue between the Mediterranean’s two shores.

The Topics at the 2014 Ravello Lab

PANEL 1 – Cultural co-operation and Euro-Mediterranean territorial planning

Ravello Lab will provide the backdrop for a seminar to be held by the European ARCHEOMEDSITES project, which is funded in the frame of ENPI CBC Mediterranean Basin 2007-2013. Run by the Italian Ministry for the Cultural Heritage and Activities and Tourism by means of the Directorate General for the Landscape, the Fine Arts, Contemporary Art and Architecture as project leader and featuring Federculture and the Ravello-based University Centre for Cultural Heritage among its partners, the project focuses on the processes of safeguarding, valorising and managing archaeological sites in urban contexts. In this context, participants will examine the issues that could contribute to facilitating the quality of cultural design processes and analysing concomitant risk factors, so as to guarantee a sustainable form of development, also by introducing new models of financial support and methods of public participation. Taken as a whole, these are issues that aim to help define the outlines of a new approach to economic development and social integration, in a mutually beneficial interplay between the public and the private sectors, triggering maximum collaboration between public institutions, at all different institutional levels, and private actors interested in creating new conditions for growth in their respective territories.

PANEL 2 - The cultural heritage at the core of development in town and country

The 2014 edition of the Ravello Lab will provide an opportunity to develop discussions about **new models of governance, valorisation and management** of our cultural heritage, the responsibility for which is vested in both public and private institutions at different levels. This panel will focus in particular on the introductory phase of the new **round of EU funding for the period 2014-2020**, with special reference to culture's potential to interface transversally between various different programmes managed by the Union (from Creative Europe and Horizon 2020 to the Digital Agenda and Rural Development) and the orientations adopted by national and regional programmes. The dates chosen for the Ravello Lab this year fall immediately after the selection of Italy's **European Capital of Culture** for 2019 and our Forum intends to host a discussion about the ECoC programme as a whole, expanding on its impact as a good practice that inserts culture in a process of strategic planning of crucial interest to urban regeneration, the social cohesion of territories and public participation in fundamental cultural decisions. Adopting the calls expressed by previous editions of the Ravello Lab, it is the model of the ECoC that provided the inspiration for Art.7 of Italy's recent Art Bonus Act (Law N° 106, dated 29 July 2014), which introduces the annual selection of an **Italian Capital of Culture**. This important innovation is expected to favour the *culture* of culturally-based strategic planning, whose purpose is further to enhance the qualification of Italy's artistic heritage and act as a driver for local development. Integrated design methods have also demonstrated that they can pave the way for private investments, facilitating the growth of new profit and non-profit concerns and generating new employment, especially for young people.

PANEL 3 - Place-shaping and designing creative ecosystems to make territories competitive

Last year, the Ravello Lab presented a successful seminar on creative industries. The interactive meeting focused on the role and function of creative incubators, the processes of incubation and the creation of creative enterprises. The upcoming edition intends to continue this thematic focus and to broaden the discussion towards the application of creative centres in an urban context and regional territories. Therefore, the workshop will analyse new processes, models, and prototypes that could foster and accelerate the creation of networks and habitats, that are able to connect stakeholders in the creative chain, through formal and informal collaborative practices, and that could enable creative businesses with the necessary instruments to become competitive.

We will invite leading experts from Italy, The Netherlands (Leeuwarden2018), Portugal, Poland etc., to engage in an exchange of experiences and discussions during a whole day interactive panel.

The workshop will be structured in two parts:

A. Presentations

Presentations of various European experiences of networks, cooperatives and other platforms, which facilitate creative sector cooperation and innovation. Participants will be asked to address critical success factors for networks and for the creation of favourable habitats for creative professionals. The outcome of the discussion will be used for the workshop later that day.

B. Workshop

An interactive workshop will invite the participants to develop operational approaches and tools for setting up centres for the creative sector and to facilitate cooperation and innovation. For example:

- organisational structures and arrangements,

- business models and financing,
- methods and tools for cooperation and innovation;

Key element in the discussion will be how the development of these creative centres can be firmly rooted in the local community and how the respective local network can generate an environment that is beneficial for the development of the creative sector.

In line with the philosophy of the Ravello Lab, the goal of the workshop is to generate input for policymakers and professionals in the sector. The findings of the discussions will be presented in Rome and on paper/web.

Working language: English (Italian-English translation will be provided)

Participants = 20 creative professionals, policy makers, urban planners, cultural managers

Moderators = Roy van Dalm and Fabio Borghese

The Working Method

The general consensus that the Ravello Lab plays a useful purpose derives from the clear strategic vision expressed in its aims and from the participation of public administration decision-makers, scholars and private-sector operators, from both Italy and the rest of Europe, who are all committed to making meaningful contributions and proposals based on concrete experiences.

The work to be conducted at the Ravello Lab is prepared in advance by producing suitable documentation (background papers) about the issues to be discussed during the Forum: these are sent in advance to the Forum's participants and constitute the conceptual basis for analysing the questions raised and framing the proposals that will result from the discussions in Ravello. Each edition of the Ravello Lab concludes with a summary (the **Ravello Lab Recommendations**), which are disseminated suitably for the purpose of contributing to **define a new political agenda for the various institutional levels responsible for generating innovative public policies for development focused on culture and the creative industries.**

Partnerships

Taking place under the **High Patronage of the President of the Republic**, the Ravello Lab has benefitted from the very outset from the patronage of the European Commission's DG Culture, of the Council of Europe, of the Italian Representation Office at the European Parliament, of the Ministry of Foreign Affairs and of the Cultural Heritage and Activities Ministry and of numerous other institutions and associations.

Of particular significance is the active partnership of the **Embassy of the Kingdom of the Netherlands** in Italy.

In the course of its various editions to date, the Ravello Lab has always kept faith with the idea of progressively constituting a laboratory at the service of European development policies focused on culture and the knowledge economy, establishing a special relationship with the offices of the European Commission and of the European Parliament, and has been included in the framework of the activities supported by the regular Presidencies of the European Council of Ministers (in recent years Sweden, Belgium, Poland, Cyprus and Lithuania).

Now in the **Semester of Italian Presidency of the Council of the European Union**, the Ravello Lab intends to provide concrete input for advancing indicators and proposals capable of helping

overcome the current economic crisis by focusing on the competitive role of the creative economy and on the social relevance of the process of valorising territories' cultural heritage.

Every edition of the Ravello Lab benefits from a significant media coverage guaranteed by the purpose-designed press office provided by Federculture and from the qualified media partnerships that have been constructed with every passing year: *Il Giornale delle Fondazioni*, *Il Giornale dell'Arte*, *Arte e Imprese*, *Il Giornale dell'Arte*, *QuotidianoArte*, *Territori della Cultura*, *DeRev*, *Road TV*, *Scene Contemporanee* and *L.I.S.A. Laboratorio Innovazione e Spin-off Accademici*.