



LOCAL ACTION PLAN

BOLOGNA

Introduction

It is already obvious all the importance of the creativity in the innovation processes and in the regeneration of economic and social systems, as well as in the harmonious development of the city.

Creativity is an intangible asset for excellence, fueled by constant the economy of knowledge, supplies it with the new input, it renews the aesthetics, design, technological innovation.

The inventions are often the result of a process - implicit or explicit – of the researches and insights, of the attempts to solve problems, of the use of already known combinations: to invent is to choose useful combinations among elements that previously seemed unrelated one to each other and that now draw new scenarios, thanks to grafting of new knowledge.

These processes require fertile environments, technical skills, opportunities for new and old relationships. Co-operation between different knowledge and skills generates competitive advantages, in creation mechanisms in which everyone has as much in common with other.

They are not only technological excellence to mark the differences between the systems, but the "ecosystems" of knowledge, technical-scientific, cultural-artistic and social skills

Going beyond simple economic impact (direct or indirect), it is time to study and work on methods of development and encouragement of spillover effects (which are knowledge, product or network - agglomeration or cluster) that help to create a climate of social welfare and image of attractiveness of the territory in which they appear.

ACTIONS

The Local Support Group, in order to minimize the causes induced by the challenges that have been presented, decided to implement the actions that have numerous interconnections both in the effects and in the optimization of resources and of the common strategies.

With these actions and activities the effects of knowledge, product and network (bought cluster and agglomeration) spillovers are supposed to be boosted.

For this reason the listed activities are aimed to strengthen the positive effects related to macro-actions such as:

- Physical place where creative professionals are to be brought` in order to become businesses,
- Promoting artistic and creative interventions in companies or in the city,
- Work out or develop courses and educational program to promote entrepreneurship,
- Think up specialized training courses,
- Creating awareness of the territory through studies, focus and insights on the Bologna CCIs,
- Project of support of the start-ups in the CCI sector,
- Create a local microcredit.

URBACT Problem Tree

All the causes, effects, actions and results were taken from the Submitted Version of the Application Form of the project (p. 8, 16, etc.), from the Baseline Study (p. 14-15, etc.) and from the Roadmap of Bologna.

Problem

How to connect better the cultural and creative sectors with other sectors in order to stimulate spillover effects?

Sub-problems

1. The industry should use more the creative professionals
2. The cultural and creative professionals do not evolve into companies

Causes

1. Lack of intersectoral university programs
2. Unemployment and economic crisis
3. Difficulty in accessing support services for entrepreneurship
4. No special industrial policies or tools to support CCIs
5. Lack of strong cultural policy to make local CCIs more sustainable
6. Lack of support of emergence of tomorrow's entrepreneurs and business models
7. Difficulties in changing mentality
8. Difficulties in receiving fundings or favourable rates
9. Little awareness of the CCI sector
10. Fear of the entrepreneurial risk
11. Lack of entrepreneurship education
12. Little evaluation of the benefits of the CCIs in the general economy
13. Lack of long-term vision
14. Complex bureaucracy

Effects

1. Brain drain to other Italian cities or abroad
2. Unexploited tourism
3. Lack of attractiveness for talents and investors
4. Absence of development of entrepreneurship
5. High unemployment rate of creative talents and lack of working opportunities for students in innovation and creativity fields
6. Lack of industrial dimension in the creative sectors
7. Few connections between the creative area and the traditional economic sectors
8. Lack of entrepreneurial opportunities for just graduated students
9. Lack of individual and transversal skills to open an enterprise
10. Lack of innovative solutions
11. The university research, studies and start-ups do not find opportunities for growth and development

Solution

Increased spillover effects through innovation introduced in traditional economic sectors and in the cultural and creative industries

Sub-solutions

1. Stimulate the connection between manufacturing and creativity
2. Help the cultural and creative professionals to become sustainable enterprise

Actions

1. Physical place where creative professionals are to be brought in order to become businesses (incubator)
2. Promoting artistic interventions in companies or in the city
3. Promoting the CCI thematic in top grade specialisation
4. Introducing support measures which can enable the economic potential of CCIs to fully develop
5. Courses and educational programs to promote entrepreneurship
6. Specialized training courses to develop creativity and innovation
7. Small funding to support costs of opening an enterprise
8. Creating awareness of the territory through studies and insights on the Bolognese CCIs
9. Project of support of the start-ups in the CCI sector
10. Internationalization programs for the regional CCI
11. Promoting joint activities between research institutions and medium-large firms that can lead to relapse in terms of innovation
12. Create a local microcredit
13. Supporting entrepreneurs under 26

Results

1. Retaining talents (attracted by larger cities)
2. Making the city more attractive to investment
3. Better integration of foreign population
4. Improving cultural participation
5. Encouraging harmonious urban development
6. Improving quality of life
7. Informal networking
8. Developing new economic activities and entrepreneurship, in particular among the youth
9. Demonstrate how creative spillovers can help regenerating the whole economic texture is of utmost importance

ACTION 1 - Physical place where creative professionals are to be brought in order to become businesses

ACTIVITY 1.1 - The greenhouses of the Gardens (Le serre dei Giardini)

ACTIVITY 1.2 - Restoration of former greenhouses and tanks areas

SEE ALSO:

ACTIVITY 5.2 - Angels4Bologna

ACTION 2 - Promoting artistic and creative interventions in companies or in the city

ACTIVITY 2.1 - Project "Adopt an alien"

ACTIVITY 2.2 - Project "Conducted Designer"

SEE ALSO:

ACTIVITY 6.1 - New projects for top grade artistic education

ACTIVITY 8.1 - Advanced design competition

ACTION 5 - Courses and educational programs to promote entrepreneurship

ACTIVITY 5.1 - Entrepreneurship courses for children, teenagers and young professionals

ACTIVITY 5.2 - Angels4Bologna

SEE ALSO:

ACTIVITY 1.1 - The greenhouses of the Gardens (Le serre dei Giardini)

ACTION 6 - Specialized training courses to develop creativity and innovation

ACTIVITY 6.1 – New projects for top grade artistic education

ACTIVITY 6.2 – Fisica in Moto

ACTIVITY 6.3 – Degree of Industrial Product Design

SEE ALSO:

ACTIVITY 1.1 – The greenhouses of the Gardens (Le serre dei Giardini)

ACTIVITY 5.1 - Entrepreneurship courses for children, teenagers and young professionals

ACTION 8 - Creating awareness of the territory through studies and insights on the Bologna CCIs

ACTIVITY 8.1 – Advanced design competition

ACTIVITY 8.2 - Project "Industrial tourism"

VEDI ANCHE:

ACTIVITY 1.1 – The greenhouses of the Gardens (Le serre dei Giardini)

ACTIVITY 2.1 - Project "Adopt an alien"

ACTIVITY 6.3 – Degree of Industrial Product Design

ACTION 12 - Creating a Local microcredit

ACTIVITY 12.1 – Business Angels Network Creativa

ACTION 1 - Physical place where creative professionals are to be brought in order to become businesses

General areas of action: economy, social, environment and urban development

ACTIVITY 1.1

Title: The greenhouses of the Gardens (Le serre dei Giardini)

Description:

Due to the conversion of former offices and disused spaces close to a green area of Bologna, to open a multi-purpose centre for the development of start-up, the sharing of expertise, the training of future entrepreneurs and firms' internationalization activities

The centre must have adequate and welcoming facilities, and once operative, must be sustainable.

On the first floor of the building called "ex-Green", workstations will be set up for start-ups and business ventures, together with a space for ASTER consultants and a conference hall.

On the ground floor, a multipurpose room will be set up for courses and activities for young entrepreneurs, especially courses at school age.

In the basement, some spaces will be prepared for archiving together with a multifunctional space for exhibitions, events or audio-video recording.

On the ground floor of the "caretaker's house" a space will be renovated for co-working and training.

This centre will aim to:

- Promote and foster a "culture of doing creative and innovative business" and deepen the link between education and entrepreneurship, starting from the dimension of education and training in schools;
- Harness the spill-over effects that result from contamination, networking and co-working in order to explore the opportunities and potential synergies resulting from ideas and talents in sectors parallel or transverse ;
- Increase collaboration between start-ups and established and traditional companies, and the attractive and multiplier effect derived from the settlement of start-ups in a dynamic, open and fertile environment;
- Multiply the opportunities for international mobility aimed at young people with business ideas, new businesses but also to operators to support the development of enterprises in both income, through hosting services, temporary offices and soft landing for foreign companies (not just start-ups) and expenses, thanks to synergies with international projects and European networks;
- Make available a new generation of structured and permanent services, to really intercept and promptly the needs of users.

Type of creative spillover: knowledge, product and network spillovers.

Expected outcome: Creation of the space where the creative professionals can change the ideas in the non classical way and can take the new inspirations of what surrounds them

Leader: Department of Economic Development and Promotion of the City - Municipality of Bologna

Partner: Emilia-Romagna Region, ASTER, Golinelli Foundation, Kilowatt, Nòva - Il Sole 24 Ore

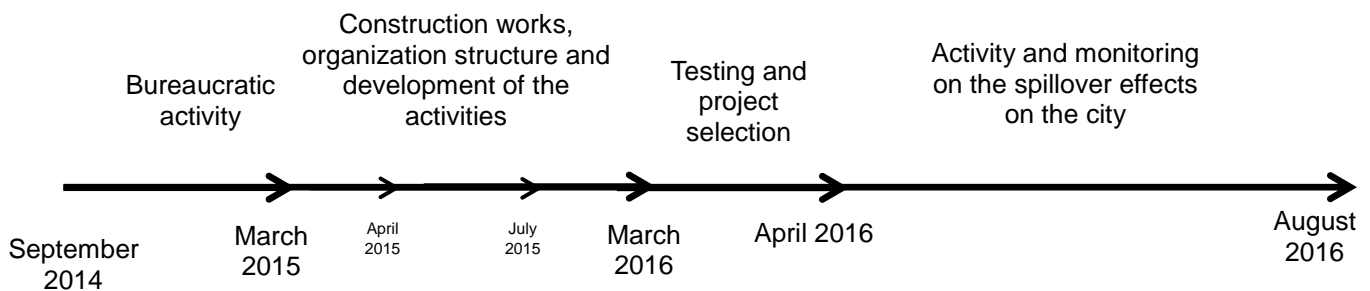
Target: Young entrepreneurs, start-ups and business projects

Schedule:

Preparation: 24 months divided roughly in this way:

- September 2014 - Start of administrative and structural works
- March 2015 - Start building operations, construction and upgrading of physical facilities
- April 2015 - Start organization of support services, animation and development

- July 2015 - Start organization of the launch, development, branding and promotion activities
 - March 2016 - End of construction works
 - April 2016 - Start of the time of testing the structure and the project selection
 - August 2016 - End of the testing period and official opening
- Activity minimum, agreed with the project partners: 8 years



Resources:

Economic

Productive Activities - Emilia-Romagna Region
(co-financing thanks to the Triennial Program 2012-2015 "Support for the development of infrastructure for the competitiveness of the territory")
Municipality of Bologna

Golinelli Foundation

Kilowatt

Personnel and expertise

Managing of the technical, administrative and bureaucratic:
Department of Economic Development and Promotion of the City – Municipality of Bologna

Coordination of the project: Municipality of Bologna e Incredibol! Project

Start-up e business: ASTER

Life Long Learning activity: Golinelli Foundation

Cultural and Creative Industries activity: Incredibol! Project

Narration and blogging activity: Nòva – Il Sole 24 Ore

Co-working activity: Kilowatt

Property and spaces

Former office buildings Green Sector Giardini Margherita - Municipality of Bologna

The space under consideration is of 650 square meters loaned for use for a period of 10 years. Even if you do not want to consider as an effective contribution, the value of imputed rent, considering a minimum rent of 120.00 € / sq m per year, is about € 78,000.00 per year. Overall, considering the ten-year duration of the agreements, the lease on loan for use of these properties is worth around € 800,000.00.

Connections with other LAP activities:

ACTION 3 - Promoting the CCI theme in top grade specialisation

ACTION 4 - Introducing support measures that can enable the economic potential of CC is to fully develop

ACTION 5 - Courses and educational programs to promote entrepreneurship

ACTION 6 - Specialized training courses to develop creativity and innovation

ACTION 8 - Creating awareness of the territory through studies and insights on the Bologna CCIs

ACTION 9 - Project of support for start-ups in the CCI sector

ACTION 10 - Internationalization programs for the regional CCI

ACTION 13 - Supporting entrepreneurs under 26

Areas of interest and general influence in the areas: Environment and urban development, Economy, Society

ACTION 1 - Physical place where creative professionals are to be brought in order to become businesses

General areas of action: environment and urban development, economy, social

ACTIVITY 1.2

Title: Restoration of former greenhouses and tanks areas

Description:

Thanks to the opening of the Greenhouses of the Gardens, to retrieve the part relating to the former greenhouses and former tanks in the environmental sector to create a meeting place for users, students and citizens. All facilities must have structures with low environmental impact and eco-friendly systems.

All facilities must have structures with low environmental impact and eco-friendly systems.

The part of the former tanks will be used as public gardens, run by citizens who request it.

There will also be a "weak urbanization" space to develop outdoors social gathering, but with potential use for various functions that will choose the users themselves through their behaviour.

These social sites, as well as a more pleasant environment around the Greenhouses of the Gardens, serve also to catalyse social interaction and stimulate the participation of the city in this place that might remain isolated.

It is important, however, that there is start-up and business project developers and citizens interact in order to have feedback and differing points of view, even random.

It is a well-known fact that an informal and pleasant environment stimulates creativity, development and sharing of ideas.

Type of creative spillovers: network spillovers – creation of a more attractive image of Bologna which attracts knowledge workers who can then be employed by other local businesses.

Expected outcome: Social and collective welfare that creates a positive image and triggers the indirect impact on regional growth through its positive impact on employment, innovation, entrepreneurship, investments and territorial image/attractiveness

Leader: Department of Economic Development and Promotion of the City - Municipality of Bologna

Partner: Urban Renovation Dep. – Municipality of Bologna, Emilia-Romagna Region, ASTER, Kilowatt, Nòva - Il Sole 24 Ore, CAAB, Associations, private investors, Professional Organization of Architects

Target: users, students and citizens

Schedule:

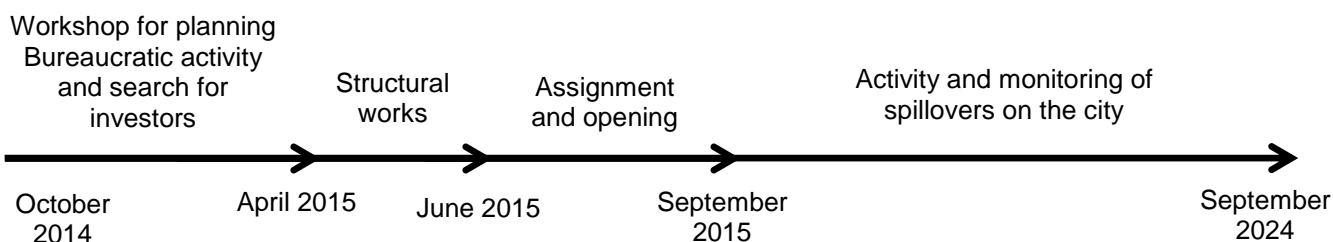
October 2014 – Workshop for planning and bureaucratic activity and search for investors

April 2015 – Start of renovation works for former greenhouses and tanks

June 2015 – End renovation works of former tanks

September 2015 – Assignment of public gardens and end renovation works former greenhouses and opening

Activity minimum, agreed with the project partners: 9 years



Resources:

Economic	EU funding Regional funding Private investors
Personnel and expertise	Management of the technical, administrative and bureaucratic aspects: Department of Economic Development and Promotion of the City – Municipality of Bologna Coordination of the Project: Municipality of Bologna and Incredibol project Know-how: Professional Organization of Architects
Property and spaces	Giardini Margherita former greenhouses and tanks - Municipality of Bologna The space taken into consideration, including the buildings "ex-green "and "caretaker's house" is about 7,500 square meters

Connections with other LAP activities:

ACTION 2 – Promoting artistic interventions in companies or in the city

Areas of interest and general influence in the areas: Environment and urban development, Economy, Society

Possible EU funding:

- Europe of the citizens(2014 – 2020):
 - "City networks" (4 partner, 24 months, 150.000,00 €)
 - "Twinings" (2 partners, 21 days, 25.000,00 €)
 - "Projects of the civil society" (3 partners, 18 months, 150.000,00 €)
- Environment and climate action (LIFE)
 - "Environment"
- Social occupation and innovation (EASI)
 - "Social innovation"

ACTION 2 - Promoting artistic and creative interventions in companies or in the city

General areas of action: economy, art and culture, social

ACTIVITY 2.1

Title: Project “Adopt an alien”

Description:

To put out a call for the adoption of an artist, illustrator, musician, painter, performer, or other types of creative professionals to be placed inside of a large company or industry from Bologna, in order to encourage the use of cross cutting skills and create new synergies for the development of new products or new processes within the structure. A way to encourage innovation through new kinds of perspectives and creative approaches.

The call will be directed to a "pair" consisting of a productive activity and a single artist or to a collective of creative people who develop a plan of work for about 1 month.

The top 10 "pair" projects will be awarded with a fee of € 1,650.00.

If after the first month both parties will consider the project interesting, it will be developed and refined in the subsequent months.

Type the creative spillover: knowledge spillover – employment of creative professionals in other sectors.

Expected outcome: One year after the launch of the call, the results of the project will be presented together with its impact on both parties.

Leader: Department of Economic Development and Promotion of the City - Municipality of Bologna

Partner: Incredibol! Project, Province of Bologna, Emilia-Romagna Region, University of Bologna, Academy of Fine Arts of Bologna, Conservatoire G.B. Martini

Target: Industries, businesses, artists and creative professionals of Bologna

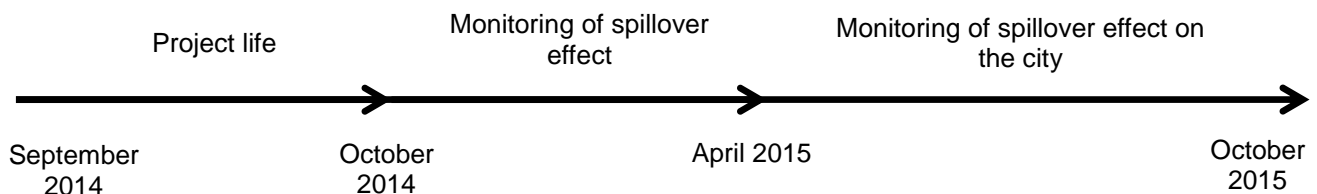
Schedule:

October 2014 Launch of the call “Adopt an alien”

November 2014 – Assignment call's winners

May 2015 – End of the “adoption” period and presentation of the projects’

October 2015 – Presentation of the spillovers generated



Resources:

Economic Fundings for the project:
Department of Economic Development and Promotion of the City - Municipality of Bologna

Personnel and expertise Management: Incredibol! Project

Indicators collecting and monitoring: Incredibol! Project and Statistics Dep. – Municipality of Bologna

Property and spaces //

Connections with other LAP activities:

ACTION 4 - Introducing support measures that can enable the economic potential of CCI is to fully develop

ACTION 8 - Creating awareness of the territory through studies and insights on Bologna CCIs

Areas of interest and general influence in the areas: Economy, Art and Culture, Society

ACTION 2 - Promoting artistic and creative interventions in companies or in the city

General areas of action: economy, art and culture, social

ACTIVITY 2.2

Title: Conducted designer

Description:

Select, train and accredit professionals to be able to combine creativity and innovation in SME businesses that request it and that are encouraged to collaborate with these consultants to walk along for the first mile of a journey of creative innovation.

If this collaboration generates a fiduciary relationship based on this experience, business will employ professionals to help continue.

The goal is to reach in 12 months 100 creative consultants in 100 SMEs, to develop at least 50 new projects that will be selected and awarded publicly.

Type of creative spillover: knowledge spillover – new ideas, know-how, tacit knowledge transfer in other sectors via B2B linkages or other informal contacts; product spillover

Expected outcome: Increased productivity, competitiveness and innovation in other sectors through the development of: new products or complementary/differentiated products, services or marketing tools etc.

Leader: Emilia-Romagna Region

Partner: CNA, Confartigianato, Industrial associations, University, ADI

Target: Regional SMEs

Schedule:

Drafting of the regulations and launch of the call: 6 months

Training of creative professionals to promote the project in enterprises 6 months

Trial: 12 months

Selection and promotion of results awarded: 6 months



Resources:

Economic Emilia-Romagna Region (voucher per PMI), CNA, Confartigianato, Industrial Associations

Personnel and expertise Univesity of Bologna, ADI

Property and spaces //

Connections with other LAP activities:

ACTION 3 - Promote the CCI theme in top grade specialisation

ACTION 4 - Introducing support measures that can enable the economic potential of CC is to fully develop

ACTION 13 - Supporting entrepreneurs under 26

Areas of interest and general influence in the areas: Culture, Economy, Society

ACTION 5 - Courses and educational programs to promote entrepreneurship

General areas of action: economy, art and culture

ACTIVITY 5.1

Title: Entrepreneurship course for children, teenagers and young professionals

Description:

Courses for classes or groups of students of all ages to develop the specific skills needed to cross and open a business.

These courses will develop not only technical knowledge, but also awareness of individual skills and autonomy in relation to the completion of activities or projects.

Type of creative spillover: knowledge and network spillovers: new ideas and know-how.

Expected outcome: presentation of the projects at the end of the course; increased competitiveness

Leader: Fondazione Golinelli

Partner: Emilia-Romagna Region, ASTER, Municipality of Bologna, other subjects not yet identified

Target: Children, teenagers, young professionals

Schedule:

September 2015 – Start of the activities

Activity minimum, agreed with the project partners: 9 years



Resources:

Economic	Golinelli Foundation
Personale e expertise	Management of technical, administrative and bureaucratic aspects: Department of Economic Development and Promotion of the City – Municipality of Bologna
	Management of the Project: Municipality of Bologna e Incredibol! Project
	Life Long Learning Activity: Golinelli Foundation
Property and spaces	First floor of the Greenhouses of the Gardens

Connections with other LAP activities:

ACTION 3 - Promoting the CCI theme in top grade specialisation

ACTION 4 - Introducing support measures which can enable the economic potential of CCI is to fully develop

ACTION 6 - Specialized training courses

ACTION 13 - Supporting entrepreneurs under 26

Areas of interest and general influence in the areas: Economy, Art and Culture, Society

ACTION 5 - Courses and educational programs to promote entrepreneurship

General areas of action: economy, art and culture

ACTIVITY 5.2

Titolo attività: Angels4Bologna

Descrizione:

The project aims at avoiding that young people becomes NEETs (neither in employment, education or training) through prevention measures addressing children between 6 and 16 years of age. There will be found 4 kinds of people: entrepreneurs, educators, hackers and community managers. The angels will invade traditional spaces and discontinue the traditional way of doing things by means of informal education labs within a program coordinated by the municipality. The "community of angels" will animate a network of initiatives, using digital platforms and public and private spaces (schools, public areas, enterprises, labs, formal and informal training and educational establishments) as learning environments and co-working areas, where to organize training and informal education activities that will involve at least 1000 students per year.

Angels4Bologna will prototype one of the network's nodes by linking three places representing different social contexts: a traditional enterprise, 3 schools (elementary, middle, high), and a public building located in a central public park.

The projects aims at drastically reducing the number of young people that risk to enter the NEET category and at activating the existing local community resources.

Type of creative spillover: knowledge and network spillovers: new ideas, know-how, tacit knowledge transfer.

Expected outcome: Transition to the children just entrepreneurship skills that they don't get in the school

Leader: Municipality of Bologna

Partner: Schools of Emilia-Romagna Region, University of Bologna, Province of Bologna, Emilia-Romagna Region Incredibol project, CCI, business associations

Target: young people aged 6-16

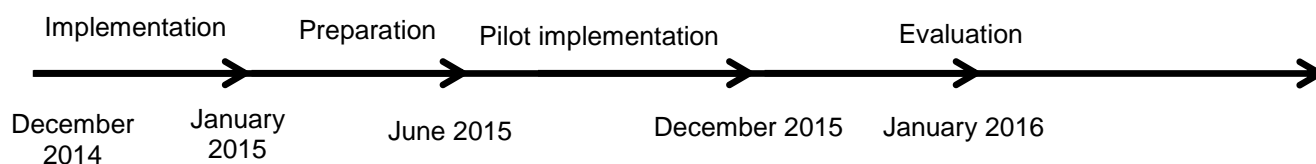
Schedule

Implementation phase: December 2014

Preparation: January – June 2015

Pilot implementation: July 2015-December 2015

Evaluation of the pilot implementation: January 2016



Resources:

Economic	Municipality of Bologna, business associations
Personnel and expertise	Municipality of Bologna, schools, University of Bologna, Province of Bologna, Emilia-Romagna Region Incredibol project, CCI, business associations
Property and spaces	Schools, Municipality of Bologna

Connections with other LAP activities:

ACTION 7 - Small funding to support costs of opening an enterprise

ACTION 9 – Support for start-ups in the CCI sector

ACTION 13 - Supporting entrepreneurs under 26

Campi d'interesse e influenze generale nelle aree: Culture, Society, Economy

ACTION 6 - Specialized training courses to develop creativity and innovation

General areas of action: economy, art and culture, society

ACTIVITY 6.1

Title: New projects for top grade artistic education

Description:

By now all the analysis on the economic prospects coincide in indicating the area of the so-called "creativity", the main opportunities for creating wealth and jobs in mature companies .

This perspective is primarily concerned with the arts such as they are, except ebbs linked to periods of crisis like the current one, benefiting from the growing cultural consumption in a direct relationship with the growth in education and welfare.

Together, there is a whole spectrum of so-called creative industries, which manufacture and market products that have creativity as their purpose. The "traditional" industries themselves, as well as service companies, employ and purchase creativity in ascending order.

The same planning should be performed for the creative development: imagine a future scenario referring to the extremes of the generation of the future in the most innovative capitals (we have a university and research centers), training for the trades of the future world, ask young people to take risks for jobs that are not there (yet), twist urban development in that direction.

There is no doubt that it is the interweaving between new technologies and artistic disciplines that plays in this scenario, and this requires new twists between the humanities, science, technology, for which already show some delay.

Project 1: training in communication of Art

Project 2: orientation course on the functioning of the music industry

Project 3: training course for the craft of 3D

Project 4: Project JAZZ

Project 5: Restoration workshop

Type of creative spillover: knowledge spillover – new ideas and know-how

Expected outcome: new specialists with a high artistic specialisation

Leader: Province of Bologna

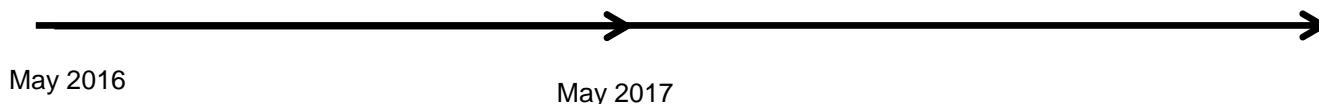
Partner: Emilia-Romagna Region, Municipality of Bologna, University of Bologna, Academy of Fine Arts, Conservatoire G.B. Martini, Cineca, Sonic Rocket, CNA, ATER education

Target: future students and new creative professionalists

Schedule:

Concept: May 2016 - May 2017

Concept



Resources:

Economy

Province of Bologna

Personnel and expertise

To be defined: Emilia-Romagna Region, Municipality of Bologna, University of Bologna, Academy of Fine Arts, Conservatoire G.B. Martini, Cineca, Sonic Rocket, CNA, ATER education

Connections with other LAP activities:

ACTION 2 - Promoting artistic interventions in companies or in the city

ACTION 10 - Internationalization programs for the regional CCI

Areas of interest and general influence in the areas: Cultura, Società, Economia

ACTION 6 - Specialized training courses to develop creativity and innovation

General areas of action: economy, art and culture, society

ACTIVITY 6.2

Title: Fisica in moto

Description:

Fisica in Moto is a fully interactive physics teaching laboratory for students of secondary schools.

The purpose of the laboratory, unique in its kind, is to provide a bridge between the school and the factory, through the experience of museums of science and technology.

In the laboratory it is possible to experience, thanks to interactive machines specially designed and manufactured, the concreteness of the physical principles studied in school, and the link between them and the design of a Ducati bike.

The activity is offered to schools free of charge without reimbursement of the lunch.

Type of creative spillover: knowledge spillover: new ideas, know-how etc

Expected outcome: breaking the silos and prejudice about the gender difference

Leader: Ducati Foundation

Partner: Liceo Malpighi of Bologna, Ministry of Education, Universities and Research - National Plan for Scientific Degrees

Target: secondary schools

Schedule:

Inizio: 2007

Implementation



2007

Resources:

Economic Ducati, National Plan for Scientific Degrees

Personnel and expertise Ducati

Property and spaces Ducati Factory

Areas of interest and general influence in the areas: Culture, Society

ACTION 6 - Specialized training courses to develop creativity and innovation

General areas of action: economy, art and culture, society

ACTIVITY 6.3

Title: Degree course of Science in Industrial Product Design

Description:

This is the start-up phase of a three-year degree course in innovation driven design, focused on the figure of the project engineer. The profile is formed through the integration of skills: arts-technology-literature-engineering of Alma Mater Studiorum University of Bologna.
Strict selection (last year 430 applications for 80 selected) and full employment at 24 months after graduation.

Type of creative spillover: knowledge spillover: new ideas, know-how etc

Expected outcome: development of the skills about design and manufacturing process

Leader: University of Bologna, Architecture Dep., School of Engineering and Architecture

Partner: Industrial associations of Bologna, Coesia Group

Target: Young Italian graduates, EU and non-EU who intend to graduate in a discipline related to the innovation of industrial products through the cultures of design.

Schedule:

Start: 2 September 2013

Proceeds continuously with the simultaneous development of an advanced degree in innovation design-oriented.

Implementation



September
2013

Resources:

Economy University of Bologna, IMA sa, Coesia group

Personnel and expertise University of Bologna

Property and spaces University of Bologna

Connections with other LAP activities:

ACTION 3 - Promote the CCI theme in top grade specialisation

ACTION 4 - Introducing support measures that can enable the economic potential of CCI is to fully develop

ACTION 8 - Creating awareness of the territory through studies and insights on the Bologna CCIs

ACTION 11 - Promoting joint activities between research institutions and medium-large firms that can lead to relapse in terms of innovation

ACTION 13 - Supporting entrepreneurs aged under 26

Areas of interest and general influence in the areas: Culture, Economy, Society

ACTION 8 - Creating awareness of the territory through studies, focus and insights on Bologna CCIs

General areas of action: economy, society

ACTIVITY 8.1

Title: Advanced design competition

Description:

To create advanced and challenging brief to connect businesses in our area and that can participate in the solution of advanced problems. For example, together with the birth of the project FICO related to agribusiness, to promote industrial research equipment to create a home that retains CII without electricity, preserving energy and flavour.

The goal is to promote innovative projects creating a greatly advanced and long-term demand of solutions; to encourage to explore poignant solutions, starting also from the aggregation of creative professionals and industries and of various companies between them.

Type of creative spillover: product spillover; and some knowledge and network spillovers.

Expected outcome: promotion of innovation

Leader: University of Bologna, Department of the Architecture

Partner: Industrial Unions, Emilia-Romagna Region, ADI, bank foundations

Target: industries and enterprises of Emilia-Romagna Region advanced services.

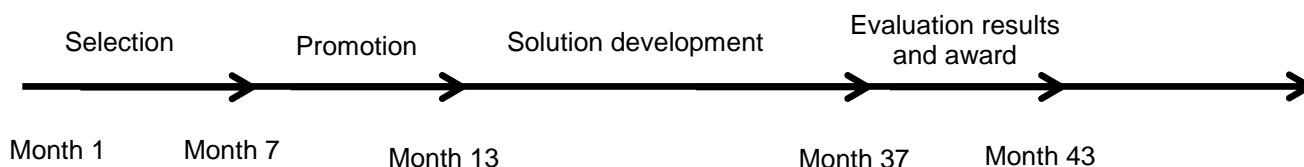
Schedule:

Select the topics of research and briefs in various sectors: 6 months

Promotion: 6 months

Solution development: 24 months

Evaluation results and awards: 6 months



Resources:

Economic Industrial Unions, bank foundations

Personnel and expertise University of Bologna, Industrial Unions, Emilia-Romagna Region, ADI, bank foundations

Property and spaces University of Bologna

Connections with other LAP activities:

ACTION 2 – Promoting artistic interventions in companies or in the city

ACTION 9 - Project of support of the start-ups in the CCI sector

ACTION 11 - Promoting joint activities between research institutions and medium-large firms that can lead to relapse in terms of innovation

Areas of interest and general influence in the areas: Culture, Economy, Society

ACTION 8 - Creating awareness of the territory through studies, focus and insights on Bologna CCIIs

General areas of action: economy, art and culture, social

ACTIVITY 8.2

Title: Industrial tourism

Description:

A program of guided tours to enter accredited companies in which you can explore the production process with expert guides and experience the backstage of the contemporary goods' production, with particular reference to those connected with either the technology or creativity, or with the local tradition and made in Italy.

The project's goal is to have a web catalogue, travelling through Italian and regional production processes, including those providing opportunities for knowledge of made in Italy, of craftsmanship and of the attention to details and of the deep necessity of the interdisciplinary approach for the production of the quality items.

Type of creative spillover: knowledge spillover – tacit knowledge transfer in other sectors via B2B linkages or other informal contacts.

Expected outcome: Increased productivity, competitiveness and innovation in other sectors through the development of: new products , services or marketing tools etc.

Leader: Industrial associations

Partner: Emilia-Romagna Region, University, CNA, Legacoop

Target: Industrial operators around the world, customers of the Emilia Romagna region, people who visit Italy

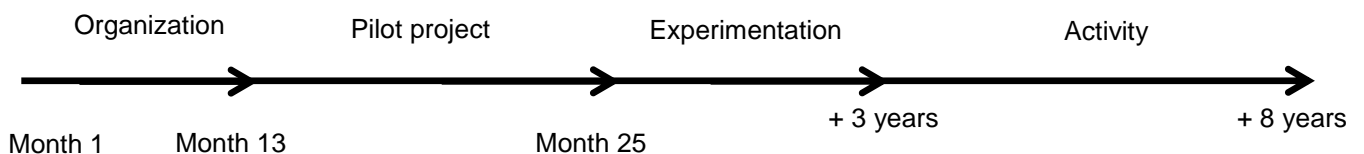
Schedule:

Organization: 12 months

Pilot project: 12 months

Three-year start-up phase of experimentation in the medium term

Activity minimum, agreed with the project partners: 8 years



Resources:

Economy CNA, Legacoop, Emilia-Romagna Region, Bologna Province, Municipality of Bologna

Personnel and expertise Incredibil! project, Economic Development and City Promotion Department: Department of tourism, Department of Production Activities, Emilia-Romagna Region

Property and spaces //

Connections with other LAP activities:

ACTION 8 - Creating awareness of the territory through studies and insights on Bologna CCIIs

ACTION 10 - Internationalization programs for the regional CCI

ACTION 13 - Supporting entrepreneurs aged under 26

Connections with strategic vision of the city:

Areas of interest and general influence in the areas: Culture, Economy, Society

AZIONE 12 – Create a local microcredit

General areas of action: economy, society

ATTIVITÀ 12.1

Title: Business Angels Network Creativa

Description:

A business angel network for cultural and creative businesses, tool to support the development and consolidation of cultural and creative enterprises through collaboration with one or more business angels, who bring managerial skills, networks of relationships, risk capital.

The model business angels is particularly consistent with the needs of the cultural and creative enterprises.

However, it is necessary to identify the needs of the CCIS, and plan specific and peculiar business angels' modalities of action.

Type of creative spillover: network spillovers - agglomeration spillovers (attraction of individuals/creation of a more attractive image)

Expected outcome: creation of a network of creative professionals who, working in the territory, can bring new ideas and drive innovation, increased productivity indirect impact on regional growth through its positive impact on employment etc.

Leader: Province of Bologna

Partner: Aster, Legacoop, Ascom, Confartigianato, Unindustria, Progetto Smart Europe, lenders and venture societies

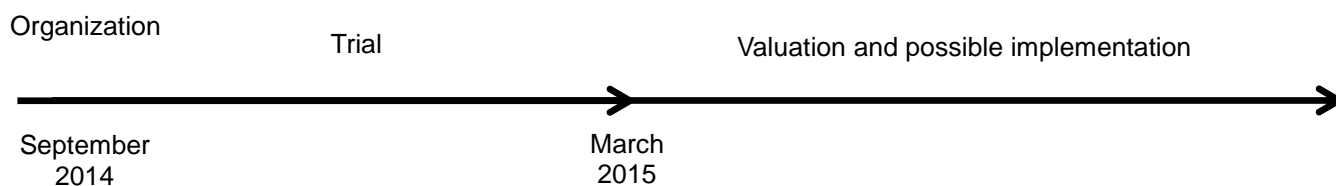
Target: CCIs and potential business angels interested in investing in the cultural/creative sector

Schedule:

Service designing: September 2014

Trial: from September 2014 to March 2015.

Following the experimental evaluation on how to implement.



Resources:

Economy Design group composed of members BAN, FSE

Personnel and expertise Design group composed of members BAN

Property and spaces

Connections with other LAP activities:

ACTION 4 - Introducing support measures that can enable the economic potential of CCI is to fully develop

ACTION 7 - Small funding to support costs of opening an enterprise

ACTION 9 - Project of support of the start-ups in the CCI sector

ACTION 13 - Supporting entrepreneurs aged under 26

Areas of interest and general influence in the areas: Culture, Society, Economy