



INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

REGIONAL STRATEGIC ACTION PLAN

Friuli Venezia Giulia A.R.

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NAME OF THE IDEA	<i>Identification of the IDEA that originates the Action Plan</i>	The whole is greater than the sum of the parts: the establishment of an audiovisual ecosystem in Friuli Venezia Giulia autonomous region The creation of an audiovisual cluster in Friuli Venezia Giulia is a precondition to create an audio-visual regional ecosystem. Nevertheless, a series of activities must be developed, both sequentially and in parallel, which must create links among the hubs of the network of the audiovisual sector (businesses; services; Audiovisual Fund, Film Commission; other public and private stakeholders).
ACTION PLAN OBJECTIVES	<i>Identification of the objectives of the present action plan</i>	The objectives of the action plan are: to set up the regional audio-visual ecosystem; to create the regional cluster of companies in the audio-visual sector by setting up cluster structure and starting up cluster's services and organization.

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<i>Write briefly each of the key activities to be developed (only the main, strategic activities)</i>	<i>Identify the concrete output (s) targeted by the activity (tangible and intangible results)</i>	<i>Identify the ENTITY responsible for the coordination and management of the activity</i>	<i>Identify that other ENTITIES participate in the implementation of the activity</i>	<i>Identify the expected start and end date of the activity</i>	<i>Identify the main resources to achieve the development of the activity (e.g.: human, technical, etc.)</i>
AUDIOVISUAL ECOSYSTEM SET UP					
Creation of a stable network of public & private stakeholders of the regional audiovisual ecosystem	<ul style="list-style-type: none"> Periodical meetings of a stable round-table among public and private stakeholders of the audiovisual sector. Regional audiovisual ecosystem relationships are consolidated and 				

	information flows are streamlined. • Creation of an FVG audiovisual trademark.				
To carry out a census of audio-visual enterprises and professionals	A definite mapping of audiovisual sub-sectors (actual or potential) in FVG: Visual effects, Webseries, Gamig, Transmedia, Virtual Reality, etc.				
Coordination, integration and customization of different regional policy instruments and measures focused on audiovisual sector	Synergistic policy measures ¹ in different fields of intervention for the development of the audiovisual sector (internationalization, innovation, human resources, etc.).				
AUDIOVISUAL CLUSTER SET-UP					
Identification, selection and contact of AV businesses <i>(Content Creation; Production; Post production;</i>	• First aggregation of the companies involved in making the system/cluster. • Representation of the				

¹ As policy measures for CCI, innovation support, support for training and education, regeneration of cities (urban policy), promotion of entrepreneurship in rural areas, promotion of innovative SMEs (start-ups), tourism, etc.

<u>360 video; Visual effects design; VR; Graphic development; Grip equipment; Conservation; Consultancy; etc.) with involvement and promotion of future activities</u>	sub-sectors involved <ul style="list-style-type: none"> • Indications on where to focus on successive initiatives • Indications on the emerging cluster typology 				
Definition of the Agreement between the AV Cluster and Enterprises	<ul style="list-style-type: none"> • Subscription of the Cluster Action Plan for the first three years. • Identification of strategic interventions for the first three years². 				
Definition of the Cluster structure and selection of the Cluster Management Team	<ul style="list-style-type: none"> • Business plan of the cluster • The Statute defines the private nature and the autonomy of the management structure. • Management structure tasks are identified. • Description of the professional profiles and 				

² (Digital) Infrastructure support and business service; study, research and development; innovative product policies; policies for the promotion of cluster products; promotion of the collective brand; development and qualification of knowledge and skills; etc.

	tasks of the Cluster Management's Team members. <ul style="list-style-type: none"> • 1 Cluster Manager selected • 2 (?) Advisors/enablers selected 				
Cluster Board set-up (stable round table) and identification of the role and main tasks of the board³.	Regional audio-visual ecosystem representability. The Cluster Board is composed by the representative of (all) AV ecosystem components.				
STRUCTURING SERVICES AND CLUSTER ORGANIZATION					
Analysis of business needs (technical skills; funding; management; innovation; Internationalisation)	<ul style="list-style-type: none"> • Ranking of needs based on the priority expressed and frequency. • Characterization of sub-sectors based on expressed urgencies. 				

³ The Board is a Platform for consultation, exchange and advice and assistance in making decisions on the most appropriate audio-visual policies to be implemented in FVG AR.

Definition of cluster services	<ul style="list-style-type: none"> • Service catalogue • Price list for various services. 				
Integration of existing and new services and their "networking"	<ul style="list-style-type: none"> • Multifunctional Services Platform (managed by the cluster; available on the cluster web site); • Coordination on daily basis between AV companies and the other AV ecosystem key players⁴: • The cluster acts as the "broker" between AV companies and other key players 				
Agreement between FVG AR Vocational Education and Training institutes (VET) and the Cluster	<ul style="list-style-type: none"> • Clearly identified training paths (from short-term to medium-long term) according to the needs of the reference market • Contrasting skills obsolescence 				

⁴ CCIAA, Universities, Science and Tech Parks, Public Authorities.

	<ul style="list-style-type: none"> • Professionalization of young people • Availability of skilled professionals and experts in the audio-visual sector 				
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THE LINK BETWEEN ACTION PLAN AND RIS3	<p><i>Please explain the coherence of this action plan with the Regional Smart Specialization Strategy</i></p>	<p>Two of the priorities on which the Smart Specialization Strategy focuses are:</p> <ol style="list-style-type: none"> 1. To develop the collaboration and synergy between companies and between companies and scientific bodies, increasing quality and diffusion of innovation. 2. To promote new innovative entrepreneurship by supporting innovative start-ups as well as cultural and creative enterprises. <p>The composition of both the cluster and its board, as well as the development of the ecosystem, aim at ensuring both the presence and collaboration between research institutions, VET and higher education institutions and enterprises. Precisely the experience of the front-runner corroborates this approach, aimed at forming a stable substrate of communication and information flows.</p> <p>Regarding the second priority it should be considered that the system of regional incubators is involved in a synergistic project (CRE: HUB; Interreg Europe Program), whose overall objective is the improvement of regional development policies and programmes in partners' regions. It is in particular programmes for Growth and Jobs, to support the creation and the development of new SMEs in the Cultural Creative sector, as a key driver of sustainable growth and jobs creation.</p> <p>Finally, one of the technological development trajectories of the "Culture, Creativity and Tourism" specialization area of S3 relates to techniques associated with image processing through electronic calculation, such as the detection and representation of the computerized design, that is, video graphics. These technologies concern more than one sub-sector of the audiovisual sector and the regional incubators -</p>
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		involved both in the elaboration of the S3 and in the proposed regional audiovisual ecosystem - are the subjects charged to incubate 20 cultural and creative start-up in the framework of ROP ERDF 2014-2020 Region Friuli Venezia Giulia. The action foresees the selection of business ideas to start the accompanying path and of start-ups that benefit from the services of pre-incubation, incubation and acceleration / consolidation provided by certified incubators.
OTHER IMPORTANT INFORMATION	<i>Comment or describe other information you consider useful for the action plan</i>	