CCI's mapping for Friuli Venezia Giulia

Taking into consideration the territory of Friuli Venezia Giulia, a mapping of the cultural and creative industries has been carried out. In particular, the mapping focused on enterprises involved in the activities of urban regeneration, local development and enhancement of the natural and cultural heritage. Starting from 5.200 enterprises, 584 realities have been selected, those most consistent with the mapping criteria proposed by the CHERRY project.

It follows a detailed insight of the methodology adopted for the mapping:
- The initial dataset is based on data from the Chambers of Commerce.
- As starting point of the mapping, it has been considered the "Progetto CROSSINNO" work by Professor Guido Guerzoni, that laid down the basic criteria for the mapping and identified ATECO codes.
- In the first selection phase, the ATECO codes specifically related to the cultural and creative enterprises interested by the project have been identified *(Tab.1)*.
- In the second selection phase, the keywords related to the descriptions of the activities of the companies involved in the project have been identified *(Tab.2)*.
- We cross-referenced the result obtained with the list of enterprises involved in EUREKA – Regional Fair of Culture and Creativity.
- The enterprises have been distributed by macro-areas *(Tab.3)*.
- As final result, we analysed the results looking at the distribution of the enterprises across the areas *(Tab.4)* and by distributing them according to the three assets of the CHERRY project *(Tab. 5)*.

Final considerations:
- It is confirmed that the prevalent location of cultural and creative industries from Friuli Venezia Giulia is spread among the fields of: Film and video production and graphic design activities; Promotion and organization of cultural events, fairs and exhibitions; Communication, public relations, marketing; Restoration Activities.
- On the other hand, compared to other regions or territories that are showing prevalence of cultural and creative industries dealing with the sector of cultural heritage, cultural management and services; Friuli Venezia Giulia is showing relatively low percentages of companies that are operating in those fields.
- We have noticed a quite low percentage of cultural and creative industries operating in the field of digital innovation for immersive cultural experiences (VR, AR). Although the very high quality of the enterprises that are operating in this specific field, the aggregate number of companies is not so high compared to the one of the companies that are operating in organization of cultural events; communication and marketing; video, film and graphics productions.
- Among the macro-areas identified, the lower percentages related to the number of companies operating in those sectors are related to: Botanical gardens, gardens, nature reserves; Artistic creations; Museum management and organization activities.

Table 1 – ATECO Codes

Description	Codes
Production of software not related to publishing	*62.01*
Web portals	*63.12*
Activities of architectural, engineering and other technical firms	*71.1 - 71.11*
Film, video and television program production activities	*59.11*
Other activities of graphic designers	*74.10.29*
Other activities to support artistic performances	*90.02.09*
Organization of conferences and fairs	*82.3*
Public relations and communication	*70.21*
Conservation and restoration activities of works of art	*90.03.02*
Other artistic and literary creations	*90.03.09*
Activities of membership organizations	*94*
Other cultural education	*85.52.09*
Conducting marketing campaigns and other advertising services	*73.11.02*
Activities to support artistic performances	*90.02.01*
Other artistic performances/representations	*90.01.09*
Museum activities	*91.02*

Table 2 – Keywords

Description	Filter
Attività di produzione cinematografica, di video e di programmi televisivi	*Produzione cinematografica, produzione video*
Altre attività dei disegnatori grafici	*Disegnatori Grafici*
Altre attività di supporto alle rappresentazioni artistiche	*Rappresentazioni artistiche*
Organizzazione di convegni e fiere	*Fiere*
Pubbliche relazioni e comunicazione	*Comunicazione*
Attività di conservazione e restauro di opere d'arte	*Restauro, opere d'arte*
Altre creazioni artistiche e letterarie	*Creazioni artistiche, letterarie*
Attività di organizzazioni associative	*Organizzazioni associative*
Altra formazione culturale	*Formazione culturale*
Conduzione di campagne di marketing e altri servizi pubblicitari	*Marketing*

Attività di supporto alle rappresentazioni artistiche	*-*
Altre rappresentazioni artistiche	*-*
Attività di musei	*Muse*
Other useful descriptions	
Servizi di biglietteria per eventi teatrali, sportivi ed altri eventi ricreativi e d'intrattenimento	*teatr, eventi ricreativi, intrattenimento*
Gestione di teatri, sale da concerto e altre strutture artistiche	*strutture artistiche*
Gestione di luoghi e monumenti storici e attrazioni simili	*Monument*
Other useful keywords	
Parchi	*Parc*
Naturale	*Natural*
Mostra	*Mostr*
-	*Cultural*
Produzione di software non connesso all'edizione	*software non connesso all'edizione*
Portali web	*portali web*
Attività degli studi di architettura, ingegneria e altri studi tecnici	*architettura*

Table 3 – Macro-areas

Macro-area	*Tot. Number*
Museum management and organization activities	*18*
Film and video production and graphic design activities	*155*
Restoration Activities	*75*
Botanical gardens, gardens, nature reserves	*4*
Supporting artistic performances	*34*

Communication, public relations, marketing	*85*
Artistic creations	*11*
Production of software not related to publishing	*27*
Promotion and organization of cultural events, fairs and exhibitions	*131*
Theatrical performances	*21*
Architecture	*23*

Table 4 – Distribution in percentage

Macro-area	*Percentage*
Museum management and organization activities	*3%*
Film and video production and graphic design activities	*26%*
Restoration Activities	*13%*
Botanical gardens, gardens, nature reserves	*1%*
Supporting artistic performances	*6%*
Communication, public relations, marketing	*14%*
Artistic creations	*2%*
Production of software not related to publishing	*5%*
Promotion and organization of cultural events, fairs and exhibitions	*22%*
Theatrical performances	*4%*
Architecture	*4%*

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- Spettacoli teatrali 4%
- Architettura 4%
- Gestione e organizzazione dei musei 3%
- Produzione cinematografica, video e grafiche 26%
- Promozione e organizzazione di eventi culturali, fiere e mostre 22%
- Produzione di software non connesso all'edizione 5%
- Creazioni artistiche 2%
- Comunicazione, relazioni pubbliche, marketing 14%
- Supporto alle rappresentazioni artistiche 6%
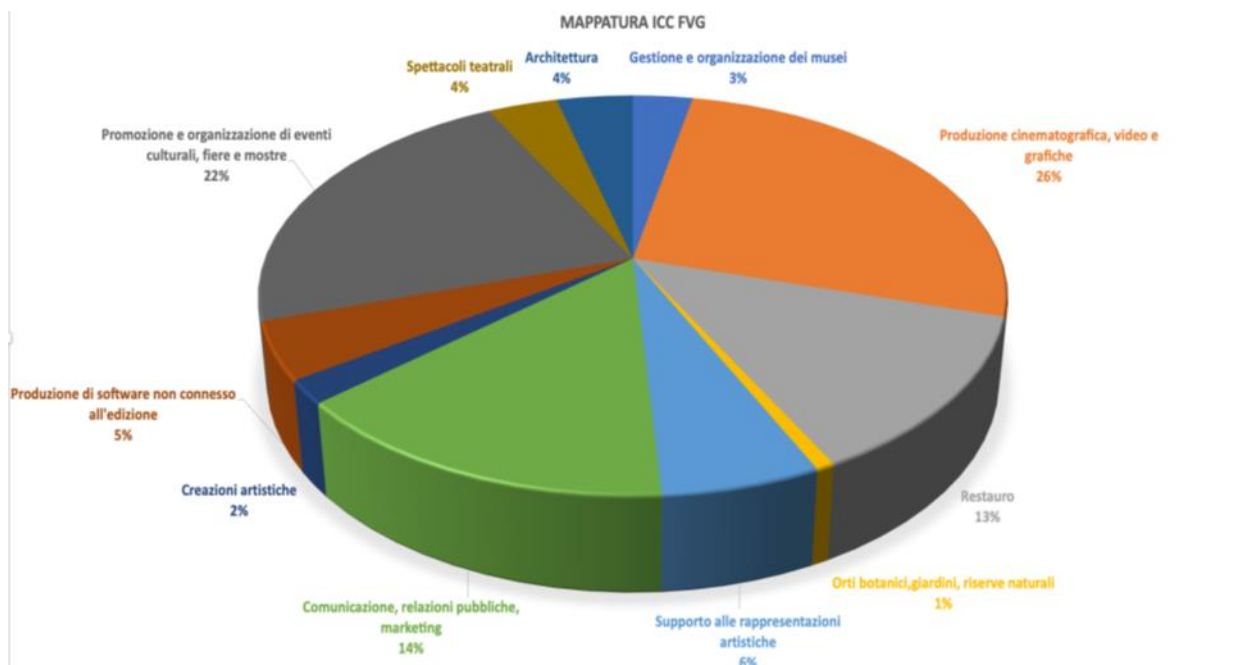- Orti botanici,giardini, riserve naturali 1%
- Restauro 13%

Table 5 – Distribution across three assets: urban regeneration, local development and enhancement of the natural and cultural heritage.

Areas related to the three assets	Number of industries
Enhancement of the natural and cultural heritage: production of non-publishing-related software; support for artistic performances; artistic creations; management and organization of museums; restoration; botanical gardens, gardens, nature reserves; architecture; communication, public relations, marketing; promotion and organization of cultural events.	408
Local development: promotion and organization of cultural events, fairs and exhibitions; management and organization of museums; film and video production and graphics; botanical gardens, gardens, nature reserves; communication, public relations, marketing.	393
Urban regeneration: architecture; management and organization of museums; restoration; botanical gardens, gardens, nature reserves; promotion and organization of cultural events, fairs and exhibitions; theatrical performances.	272