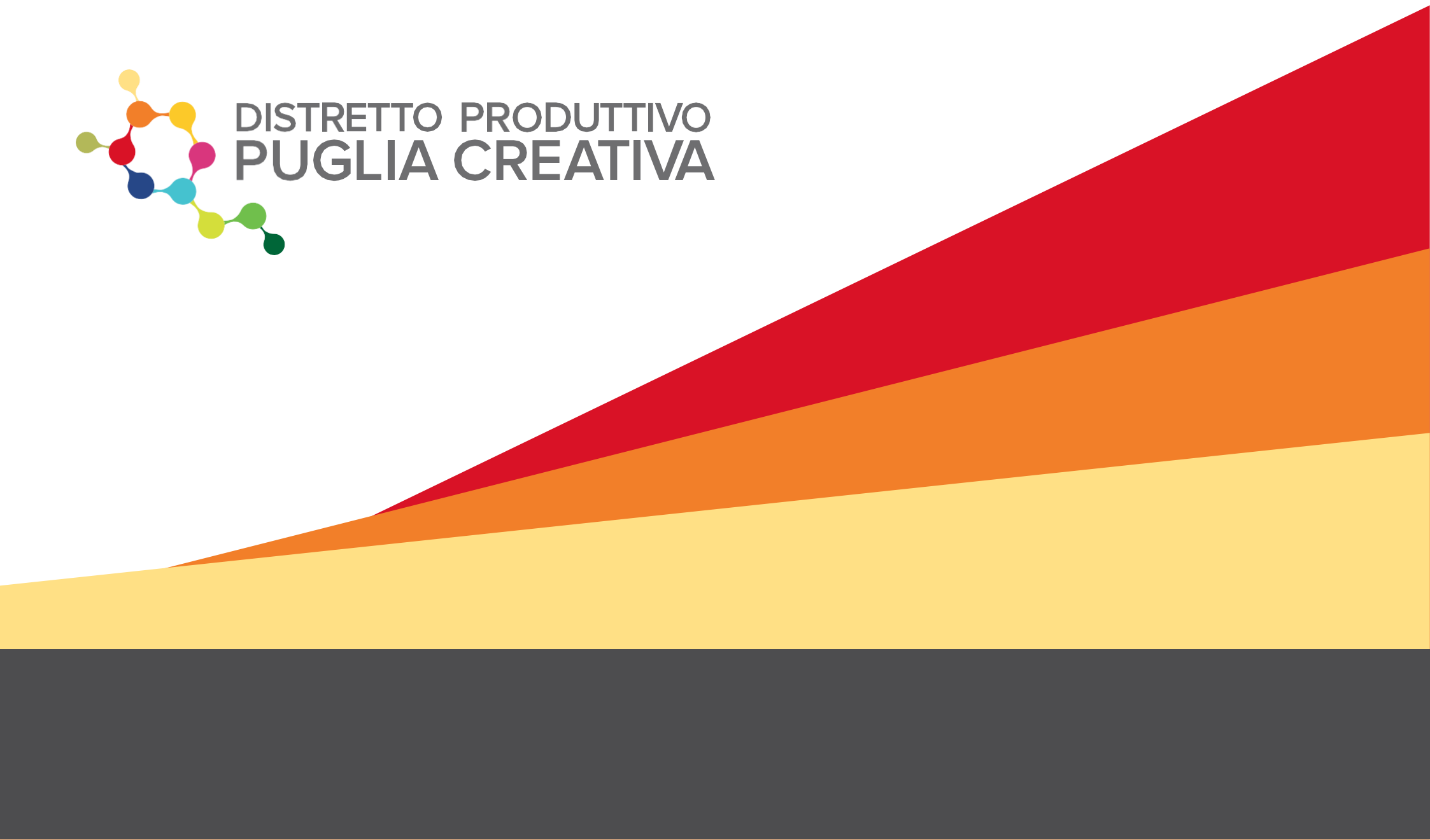




DISTRETTO PRODUTTIVO
PUGLIA CREATIVA



APULIA CREATIVE CLUSTER

Apulia Creative Cluster is an association recognized in 2012 by Apulia Region, according to the regional law on production districts.

It represents more than **100 cultural and creative enterprises based in Apulia.**

The network is also composed by **universities, public and private institutions** for research and vocational training and trade associations.

WE ARE HERE



PRODUCTIVE SECTORS

PERFORMING ARTS

THEATRE/DANCE/MUSIC/ FESTIVAL

Direct experience, without the reproduction or sale of cultural goods or material products

CULTURAL INDUSTRIES

CINEMA/MEDIA/AUDIOVISUAL/
GAMING/SOFTWARE/PUBLISHING

Production and reproduction of cultural goods.

CREATIVE INDUSTRIES

DESIGN/COMMUNICATION/
ARCHITECTURE

Artistic and cultural value in the industrial and commercial production.

HERITAGE

VISUAL ARTS/CULTURAL HUB/CULTURAL
HERITAGE/ENTERTAINMENT PLACES

Valorization and management of the artistic heritage.

CREATIVE DRIVEN

INNOVATION/SERVICES/TRAINING

Support activities for CCI's.





THE MAIN GOALS

- To give a **unique voice to the fragmented microcosm** of regional creative and cultural enterprises (CCIs) supporting them in future challenges: innovation, internationalization, transnational mobility, sharing economy, cross-fertilization
- To pursue a **systematic interaction** between regional, national, EU policy makers
- To work for the **inclusion of cultural and creative industries into relevant strategies** to unlock their potentiality in terms of local development



WHAT WE DO FOR OUR MEMBERS

- We **build a community**, creating and strengthening networks and clusters to innervate local economies with contaminations and positive impacts
- We promote **the growth of our members** by facilitating the **access to in-depth information** about financial instruments, nurturing positive interaction with Public Institutions
- We **professionalize our members** by promoting professional training and knowledge transfer



WHAT WE DO FOR THE DEVELOPEMENT OF CULTURAL AND CREATIVE SECTOR

Following the EU Policy Handbook on CCIs policies, we works for:

- **creating precondition** for the development of CCIs: we propose legislative drafts, reforms of the legal framework, simplification of rules and procedures, researches and studies
- **strengthening of cultural and creative industries:** we provide financial and support tools dedicated to CCIs
- **promoting effects of spillover and cross--sectorial impact,** spreading creativity in the rest of the economy





2030 DEVELOPMENT STRATEGY

Better Cross-collaboration and Cross-Fertilisation:

- Increased cross-collaboration and cross-fertilisation initiatives
- Enhanced **interregional cooperation**
- Improved collaboration and **relationship within local** ecosystem
- Increased popularity of **Creative & Cultural Hubs** as an efficient and **open-innovation tool** for CCIIs



TERRITORIAL IDENTITY'S MATRIX



2030 DEVELOPMENT STRATEGY

Promotion and Knowledge:

- Enhanced **audience engagement** in local and regional cultural & creative events



ENSURING CREATIVE EDUCATION IS ACCESSIBLE TO EVERYONE

CULTURE IS THE ANSWER TO THE VIRUS OF SOCIAL BREAKDOWN

TRANSMEDIA STORYTELLING FOR DIFFERENT AUDIENCES



2030 DEVELOPMENT STRATEGY

Better Policies and Instruments Synergies:

Better articulation of cultural and economic policies and services/tools to achieve **effective innovation policies** for CCIs.

- Increase of **synergies** between culture and economic development policy **instruments**
- Better policy measures to support and integrate CCIs in the **local innovation ecosystems**
- Better policies to support **networking and internationalisation**



INTERLOCAL IS THE FUTURE OF INTERNATIONAL



2030 DEVELOPMENT STRATEGY

Better Governance:

Better governance models aligning strategic lines and **territorial public policies agendas** to offer tailored support to CCIs.

- Promote collaboration at different levels to facilitate **synergies between different authorities** in charge of CCIs



MULTIPLYING NOT DUPLICATING



2030 DEVELOPMENT STRATEGY

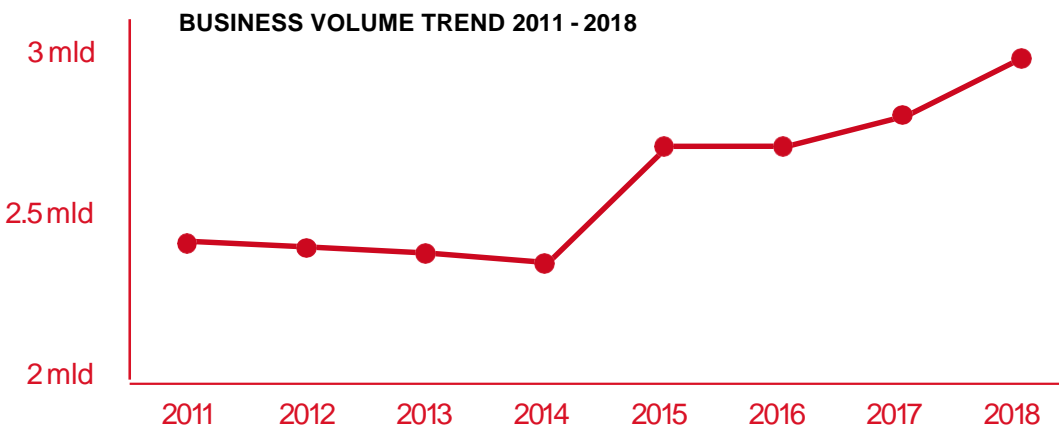
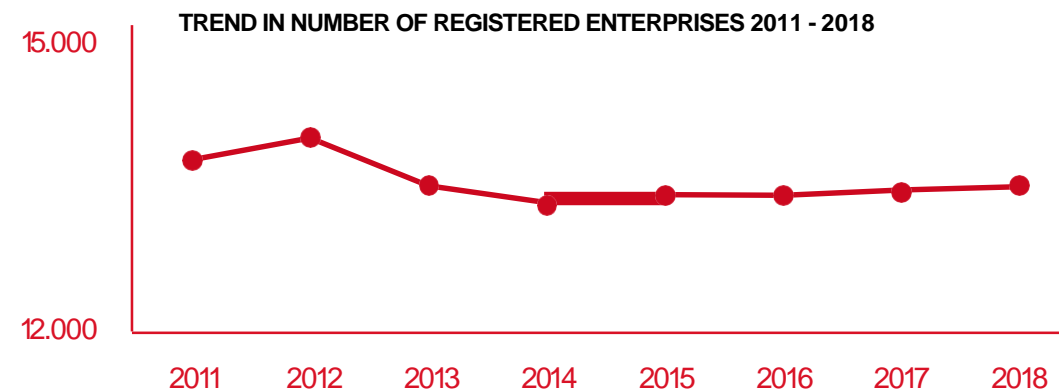
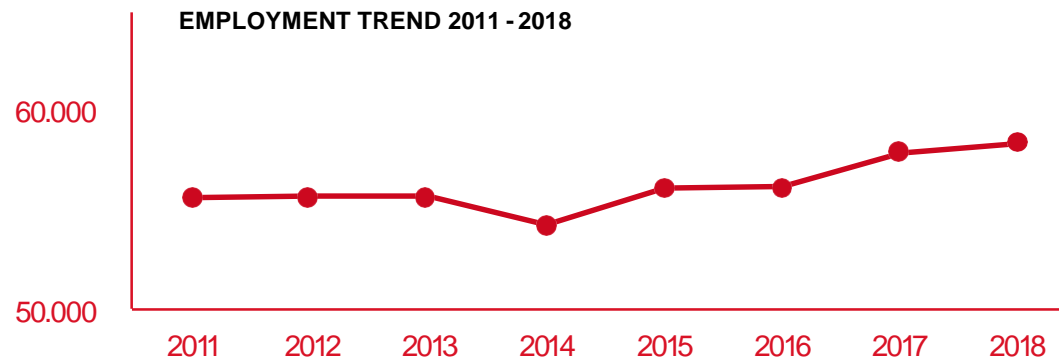
- Define priorities and work for:

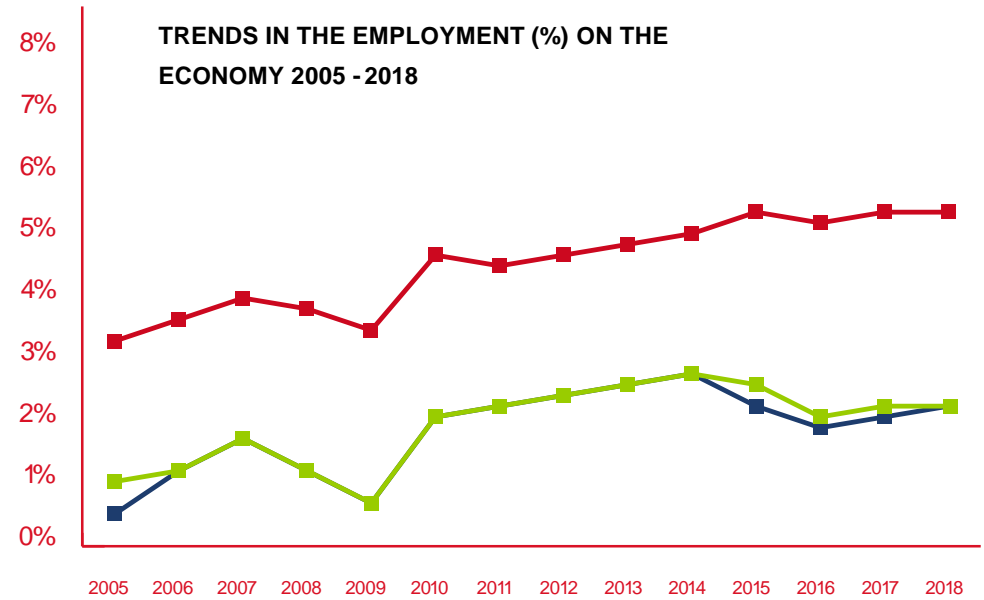
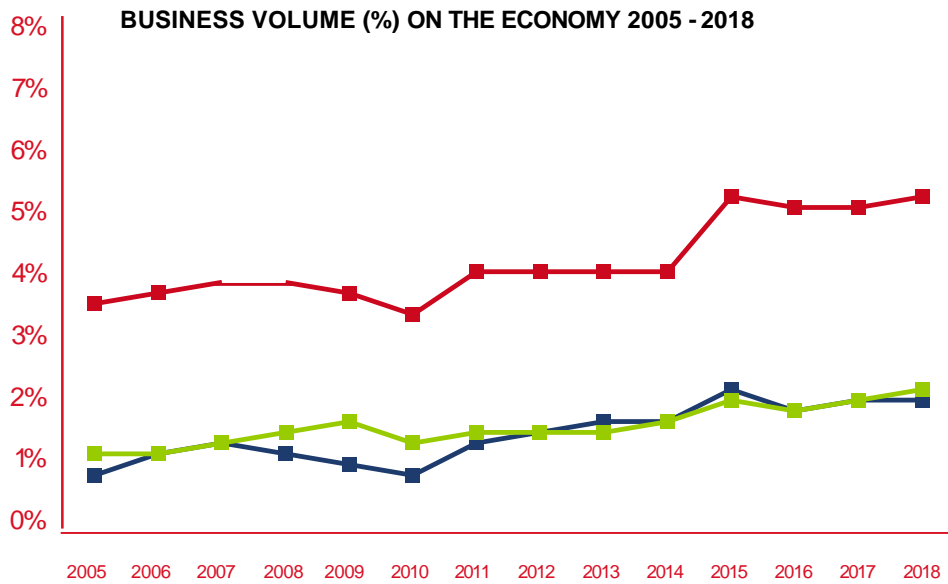
- ✓ **The next generation**, ensuring creative skills to be recognised as intrinsic to the workforce of the future
- ✓ **The power of territorial identity** to realise the creative potential of our communities
- ✓ **The creativity** as agent for change on innovation, inclusion and sustainability
- ✓ **The voice and power of culture** as a driver for human, social and economic development



**APULIAN CULTURAL AND CREATIVE
PRODUCTION SYSTEM EVOLUTION**

EMPLOYEES		ENTERPRISES		TURNOVER	
2011	57.000	2011	13.791	2011	2.425.700.000
2012	57.100	2012	13.928	2012	2.410.800.000
2013	57.100	2013	13.628	2013	2.394.700.000
2014	55.300	2014	13.522	2014	2.369.700.000
2015	57.600	2015	13.572	2015	2.675.500.000
2016	57.700	2016	13.568	2016	2.675.700.000
2017	59.800	2017	13.602	2017	2.756.100.000
2018	60.400	2018	13.623	2018	2.913.400.000

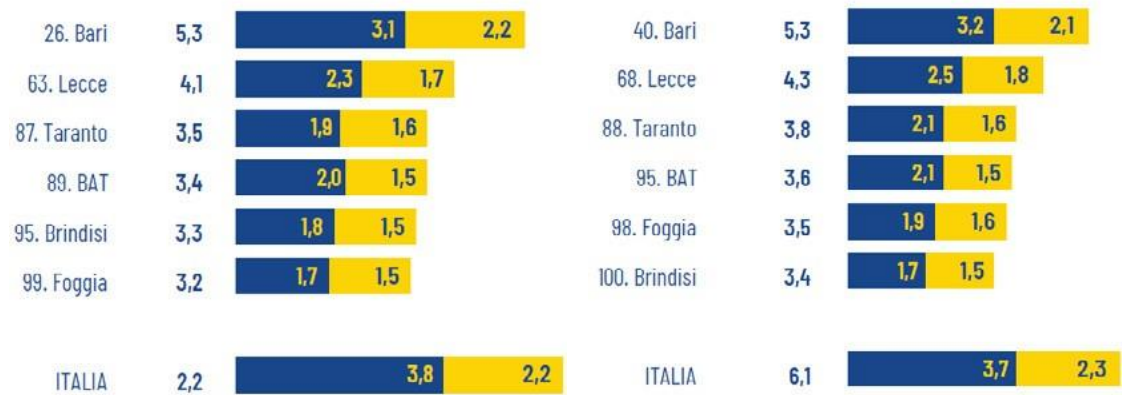




■ Italia ■ South of Italy ■ Puglia

Role of cultural and creative productive system in the Italian economy in 2017. (%)

■ Cultural Core ■ Creative Driven



VALUE ADDED

EMPLOYMENT VALUE



LA PUGLIA IN CIFRE



WWW.PUGLIACREATIVA.IT

