



Cultural and Creative Industries

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The Cultural and Creative Industries

CCIs represent a system with **high growth potential**.
Considering also the fashion system, home furnishing and food,
the Emilia-Romagna CCI counts

66,000 plants and **212,000 employees**,
respectively 14.6% and 12.8% of the regional production system
(source: Ervet, Economia Arancione - 2018).

The sectors are:

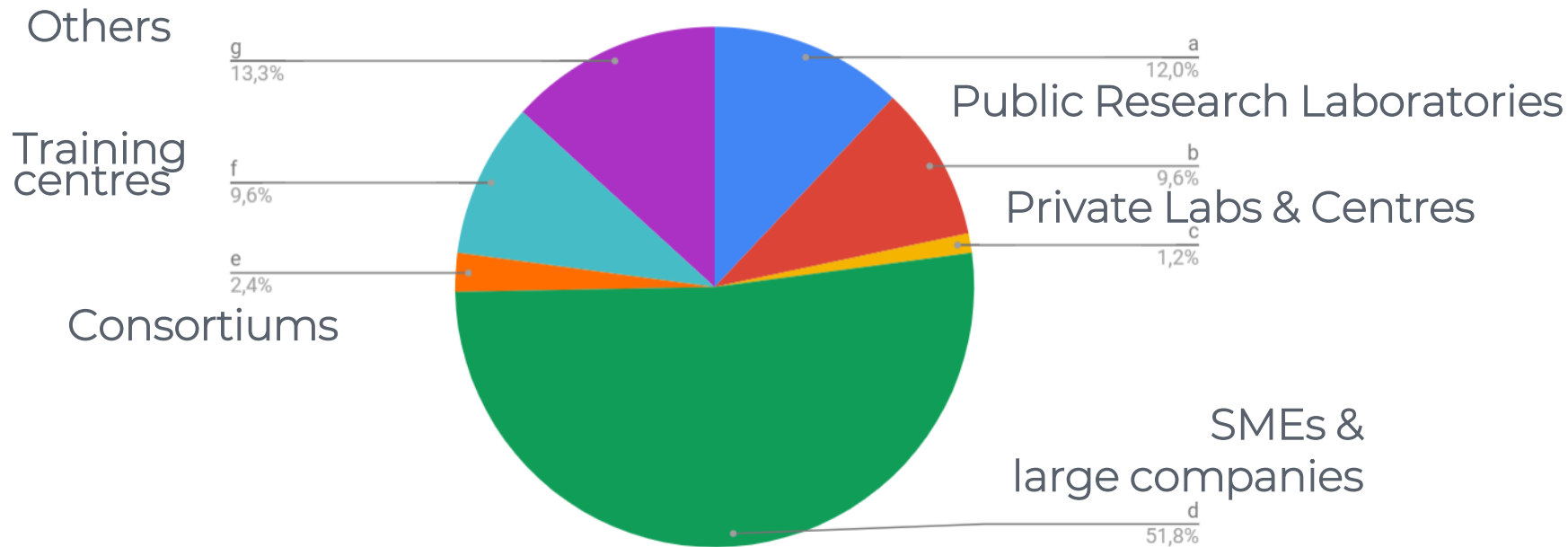
- fashion
- design system (Made in Italy)
- cultural heritage
- tourism, events e urban reactivation
- publishing, communication e new media
- entertainment (cinema, music, theatre, performing arts, gaming, ...)

What is a “Clust-ER”?



- Formally: a **no-profit association**
- Practically: a community of public and private bodies (research centers, businesses, training bodies, public entities) that share **ideas, skills, tools, and resources** to support the competitiveness of the Emilia-Romagna system
- Economically: one-off fee + annual fee
- Namely: an **Emilia-Romagna’s cluster!** 😊
- Certified by ESCA (European Secretariat for Cluster Analysis)

83 Members (overview)



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- 11 HTN **Laboratories** (public): Unibo, Unimore, Unife, Unipr, Enea e INFN
- 8 HTN Laboratories (4) & Innovation Centres (4) as **private entities**
- 43 **Companies** (32 Small Enterprises)
- 2 SMEs **Consortiums**
- 8 **Training centres**
- 11 "**Others**": foundations (Cineteca, FRI), academies (ABABO, ISIA), San Marino university, municipalities (Bologna, Parma, Carpi), GA/ER (young artists associat.), IAAD (institute of design and applied arts), Music-academy (association)

HTN = High Technology Network of the
Emilia-Romagna Region

The main objectives

- Participate in **research and innovation networks** (and related projects);
- Set up coordinated and **stable connections** with other clusters in the same sectors at international level;
- Support **new initiatives in higher education** and the development of human resources;
- Support the development of **new research infrastructure**.

The Clust-ER strategy

- Laboratories and businesses work together according to the **open innovation** model to identify opportunities for partnerships and valorising research results.
- Development of **shared projects** and promote the participation of members in **calls for tenders** as well as local and international **funding programs**.
- Only by implementing system actions that benefit the entire regional system, the Clust-ER can participate **directly** in calls for funding proposals.

Horizontal Strategic objectives

- Product/process (unique, original)
- Digital and physical (touch points)
- Partnership chain (micro-companies)
- Scalability (reproducibility and repeatability)
- Brand and OpenSource
- Pre-Commercial Procurement
- Digital transformation
- Product/service/process innovation and new business models

Specific Strategic Objectives

CultTech (technology for Cultural Heritage)

- Conservation-restoration
- Usability-accessibility
- Museums and archives management

Addict (advance design)

- Made in Italy
- Customization and shelf innovation

Tourism and Urban Reactivation

Fashion

- Value chain and shopping experience
- New materials and functionalization
- Warehouse-Archive-Museum

Multimedia

- Immersive reality
- Educational and training inclusion

Thank you!



Cultural and Creative Industries Clust-ER association

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