



APULIA REGION MODEL: RESULTS, BEST PRACTICES AND EXPECTATIONS

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20th October | Bari | Wealth Puglia Convention

A regional space of creativity: a long term strategy

Since 2005, Apulia regional policy has been clearly focused on the creation of a regional space of creativity. This implied:

The main steps followed are:

- the implementation and networking of **physical spaces for creativity**
- the development of **creative entrepreneurship and SMEs**
- the support of **creative value chain**, such as live entertainment, audiovisual and visual arts, also for tourism aims
- the promotion of **agglomeration economies and regional clusters for creativity**

FACTS and FIGURES

Initiatives – the enhancement of the PA's efficiency

2) The **enhancement of the PA's efficiency** by promoting experiences of pre-commercial procurement or co-financing the most innovative start up.

ACTIVE PRINCIPLES INITIATIVE

aimed at co-financing (€ 25.000 of public contribution) new micro enterprises to put in place investment projects in the field

SOME FIGURES in the period 2007-2013:

- € 10.5 mln of public funds
- 421 start-up enterprises

Case Study: PUGLIA SOUNDS - IMPACTS

Puglia Sounds is a project of the Teatro Pubblico Pugliese (TPP)

the Apulia regional Agency for theatre, music and dance, aimed specifically at supporting the local musical value chain and promote it overseas.

Some figures:

- 500 events
- 47 summer festivals
- 70 concerts
- 600.000 spectators
- 53 recording productions
- 11 countries

Initiatives - 3) the attraction of a critical mass of external demand

BIFEST – BARI INTERNATIONAL FILM FESTIVAL

The festival is financed by the European Regional Development Fund



Some figures:

- the 2011 edition actually doubled the funding of € 1,3 mln generating an **overall income of € 2,6 mln**
- **400 events** per edition
- **50.000 spectators** per edition



Case Study: APULIA FILM COMMISSION - IMPACTS

Some figures on 2013 impacts – Film Fund:

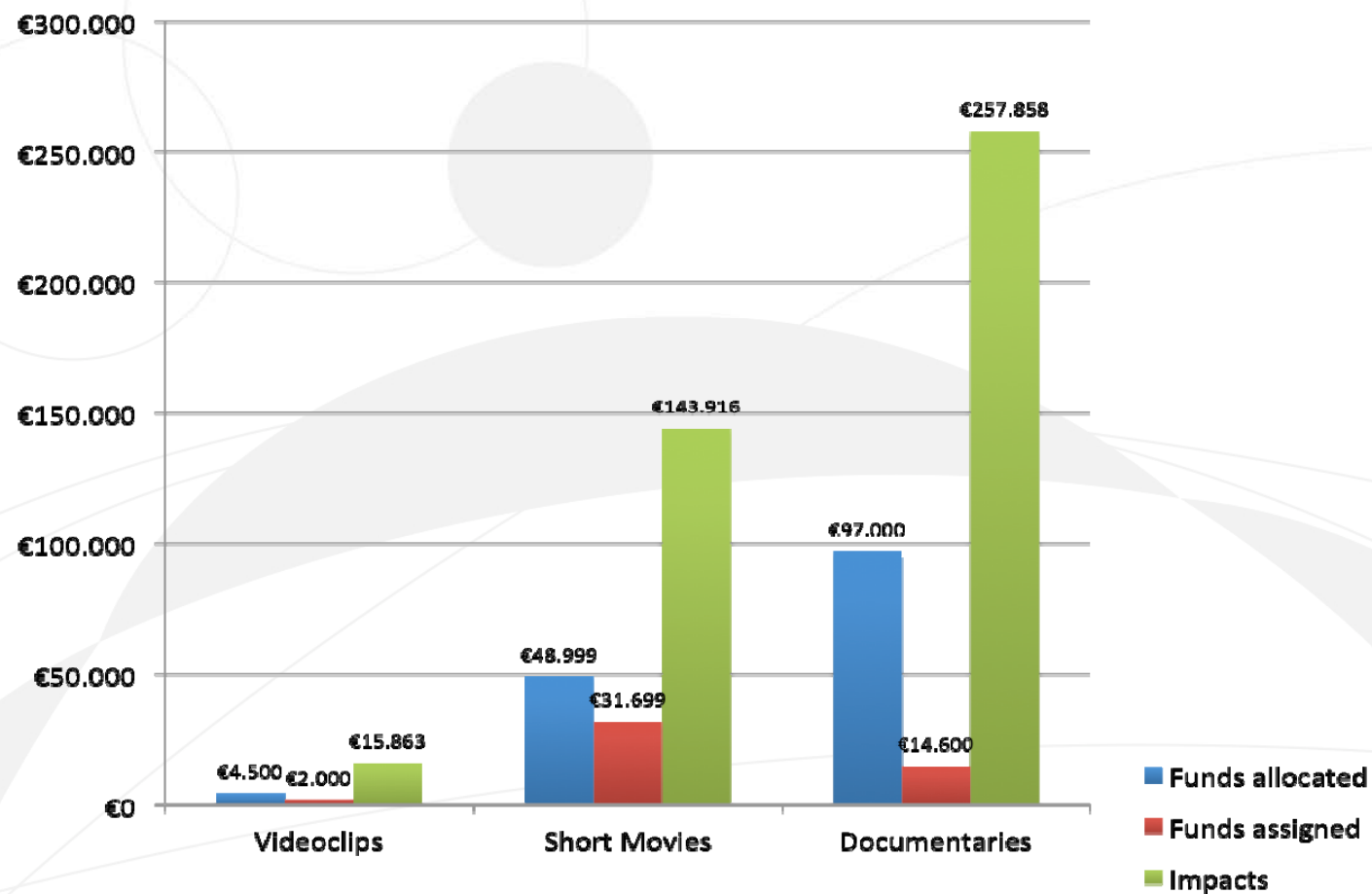
AFC sustained more than **50 film projects** (over 170 since 2007, when the Film Commission was founded)

local impacts above **€ 9 mln**

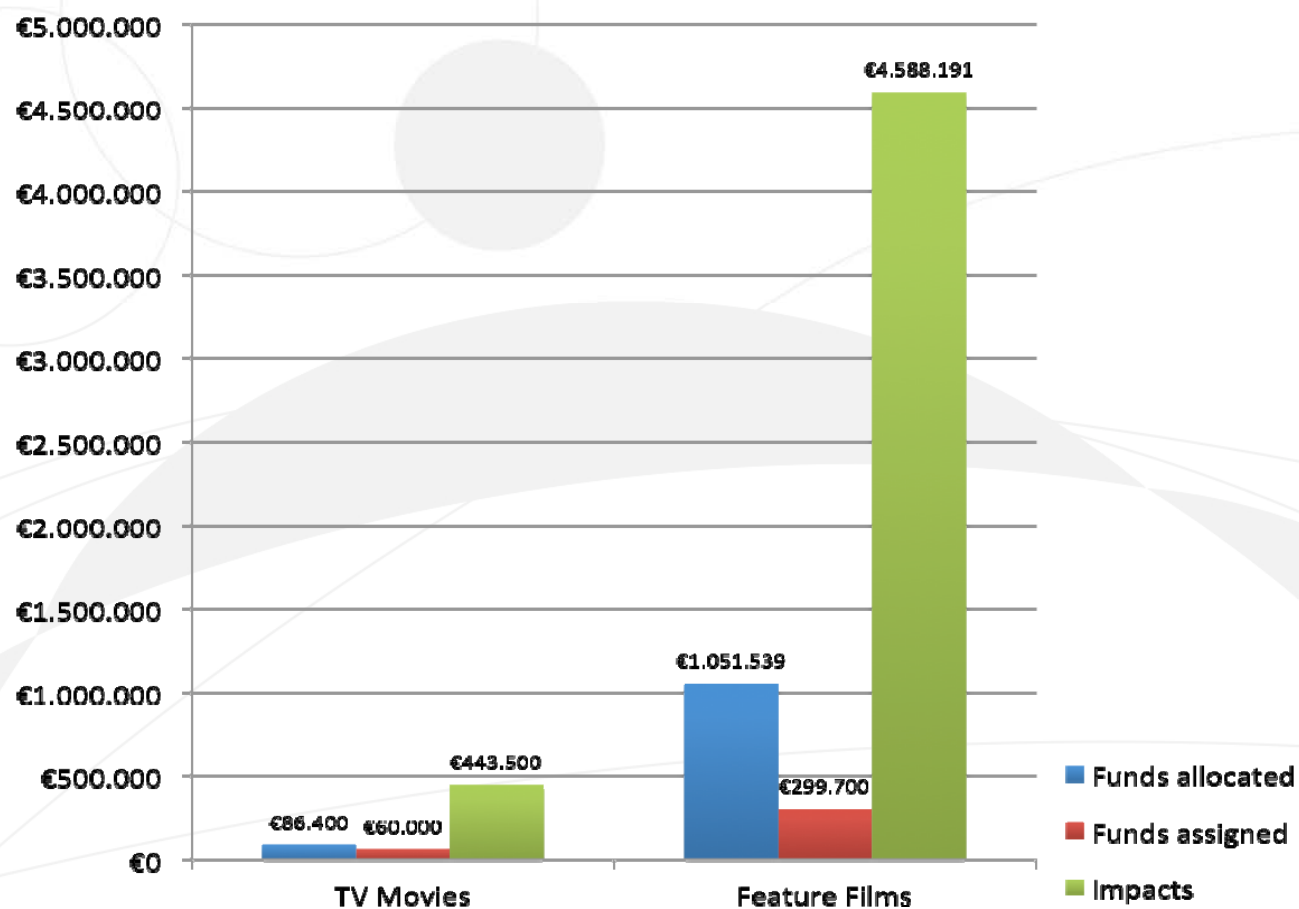
In the period 2007- 2010 the ratio between regional/public fund allocation and direct expenditure was **1:6**.

Each euro provided through public funding has been multiplied by 6 in terms of production companies expenditure in the local area.

Funds and impacts 2012



Funds and impacts 2012



PRELIMINARY RESULTS

PRELIMINARY RESULTS	KEY FIGURES
1) additional financial resources invested in CCI	<ul style="list-style-type: none"> - 55.5 millions euros - 655 new investment projects in 2010-2011
2) the improvement of the cultural supply	<ul style="list-style-type: none"> - 139 cultural sites - 594 libraries - 8.000 live performances in 2011 - 1,5 millions of tickets sold in 2011
3) the performance in terms of attractiveness of ICCs	<ul style="list-style-type: none"> - 4.800 cultural enterprises - 8.000 cultural operators

PRELIMINARY RESULTS

All creative and cultural industries recorded increased audiences and consumers, above national averages.

In particular, with reference to cinema and live entertainments, in the period 2008 – 2012 Apulia registered:

- more events (+ 44%, from 94.215 to 136.345)
- more spectators (+26% from 7,9 mln to 10 mln)
- more tickets (+ 43%, from 943.000 to 1.350.000)

PRELIMINARY RESULTS

2. The improvement of the cultural supply.

Apulia has got **139 cultural sites** (included 13 state museums and 3 UNESCO sites: Castel del Monte, Alberobello, Monte S. Angelo) and **594 libraries** (1,5 per head).

Apulia is the best performer among Southern Italian Regions in terms of:

- **theaters** (834. 20 per thousand residents)
- **music halls** (944. 23 per thousand residents)
- in 2011 Apulia hosted around **8.000 live performances** (20% in terms of national data) with over **1,5 millions of tickets sold**.

Apulia hosted in 2011 the **15% of overall number of national visitors** (becoming the second largest Italian Region in terms of attractiveness, after Campania where are located the most popular Unesco sites, e.g. Pompei).

Apulia is among the Mediterranean Regions the best performer in terms of **tourism attraction** (+45% in the period 2000-2010; + 74% in the Southern area of Salento).

TOURISTIC RESULTS

In 2012 Apulia increased its international touristic flows from 16,7% of arrivals in 2011 to 18% in 2012 and from 16,1% of admissions in 2011 to 17,2% in 2012.

The official data of the Apulia region relative to 2012 have registered
over 3,2 million arrivals and 13,3 million overnight stays overall.

Between 2011 and 2007 Apulia registered an overall increasing of touristic flows: **± 19,9% arrivals** and **+ 17,6% nights**.

Puglia in 2012 consolidated its position on some major markets:

- Germany (15.7% of arrivals);
- France (+24.6%), Switzerland (+22.9%);
- United Kingdom (+19.5%);
- Belgium (+23.0%);
- USA (+10.4%);
- Russia (+8.3%).

Other imported markets are increased, that are considered to be particularly strategic for their ability, to tourism expenditure such as Sweden (23.1% of arrivals), Finland (+123.0%) and the Netherlands (+5.6%).

TOURISTIC RESULTS - Accommodation

Apulia offers more than **4.800** accommodations, **93.700** rooms and **246.300** bed-places.

Average annual growth of the accommodations +2,5%

Hotel:

5 stars lux + 33,3%

5 stars +5,5%

4 stars +2,3%

Others:

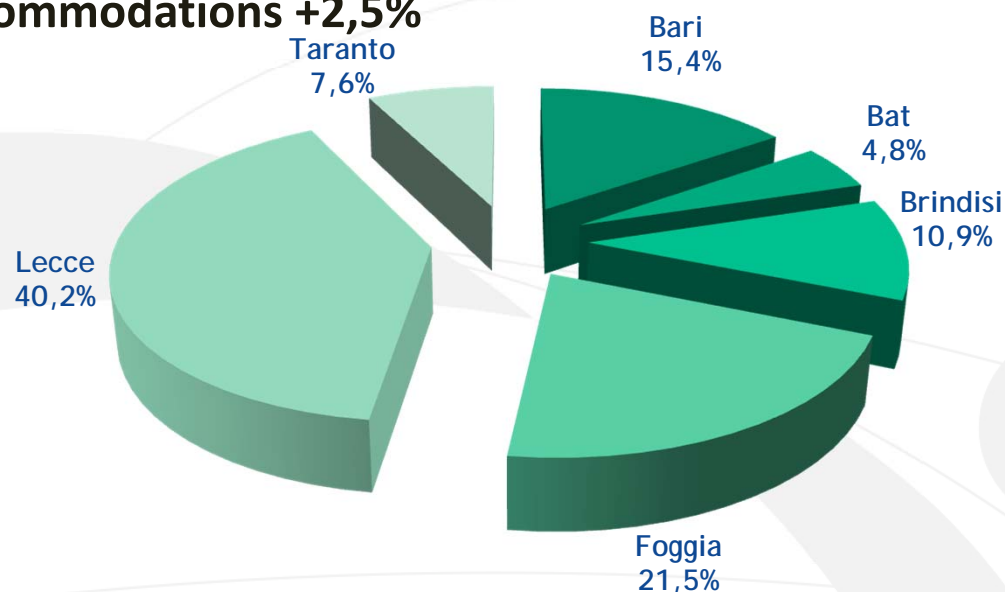
Bed & Breakfast +3,1%

Farm house +1,5%

Camping +3,2%

Houses and apartments +8,4%

% of accommodation for Province



On going activities

Consistently with the EU 2020 obj (smart, sustainable and inclusive growth), Apulia priorities are:

- 1) Investing in culture and creativity to foster LSED, urban regeneration and occupability.
- 2) Promoting participatory and integrated culture based development models
- 3) Fostering "cross fertilization" between CCI and the rest of the business environment

The Regional Strategy and WEALTH visit to our empirical initiatives

APULIA STRATEGIES FOR LSED	VISIT THE EMPIRICAL INITIATIVES
1) the enhancement of <u>new cultural services</u> for attracting external demand;	<ul style="list-style-type: none"> - ENVIRONMENTAL AND CULTURAL SYSTEMS (ECS) SALENTO DI MARE E DI PIETRE, TORRE GUACETO E DUNE COSTIERE - URBAN LABORATORIES EX FADDA - TECNOPOLIS TECHNOLOGICAL PARK - OFFICINE CANTELMO URBAN LABORATORY
2) creativity & <u>innovation</u> (human capital/skills)	<ul style="list-style-type: none"> - ACTIVE PRINCIPLES INITIATIVE EX FADDA URBAN LABORATORY - CETMA RESEARCH CENTER - TECNOPOLIS TECHNOLOGICAL PARK - OFFICINE CANTELMO URBAN LABORATORY - COWORKING SPACE THE HUB IN BARI
3) The attraction of a <u>critical mass of external demand</u> mainly by a strong financial and technical support to a number of local cultural activities and initiatives	<ul style="list-style-type: none"> - PUGLIA EVENTS (Night of Tarantula music festival) - APULIA FILM COMMISSION BIFEST – BARI INTERNATIONAL FILM FESTIVAL and the FILM FOUND - PUGLIA SOUNDS and THE MEDIMEX
4) Exploiting the <u>local comparative advantage</u> by investing in the <u>entire value chains</u> of live entertainment, cinema, audio-visuals and visual arts value chain.	<ul style="list-style-type: none"> - APULIA CREATIVITY DISTRICT - PUGLIA SOUNDS and THE MEDIMEX - APULIA FILM COMMISSION FILM FUND

OBIETTIVI DEI SAC **IL PARTENARIATO E L'ESPERIENZA**

Thanks to Environmental and cultural systems (SAC), Region and local EELL partners, companies, associations and citizens can jointly pursue the goal of promoting a long-lasting and integrated management of cultural and environmental heritage of Apulian territory through:

- Organized and sustainable heritage fruition
- Development, optimization and the quality of services and activities related to enhancement to local heritage
- Employment and quality of life in local communities

I sac e le nuove tecnologie

Nuovi servizi
culturali
integrati

Collegamenti
reali

Sistemi
Ambientali
e Culturali
Puglia

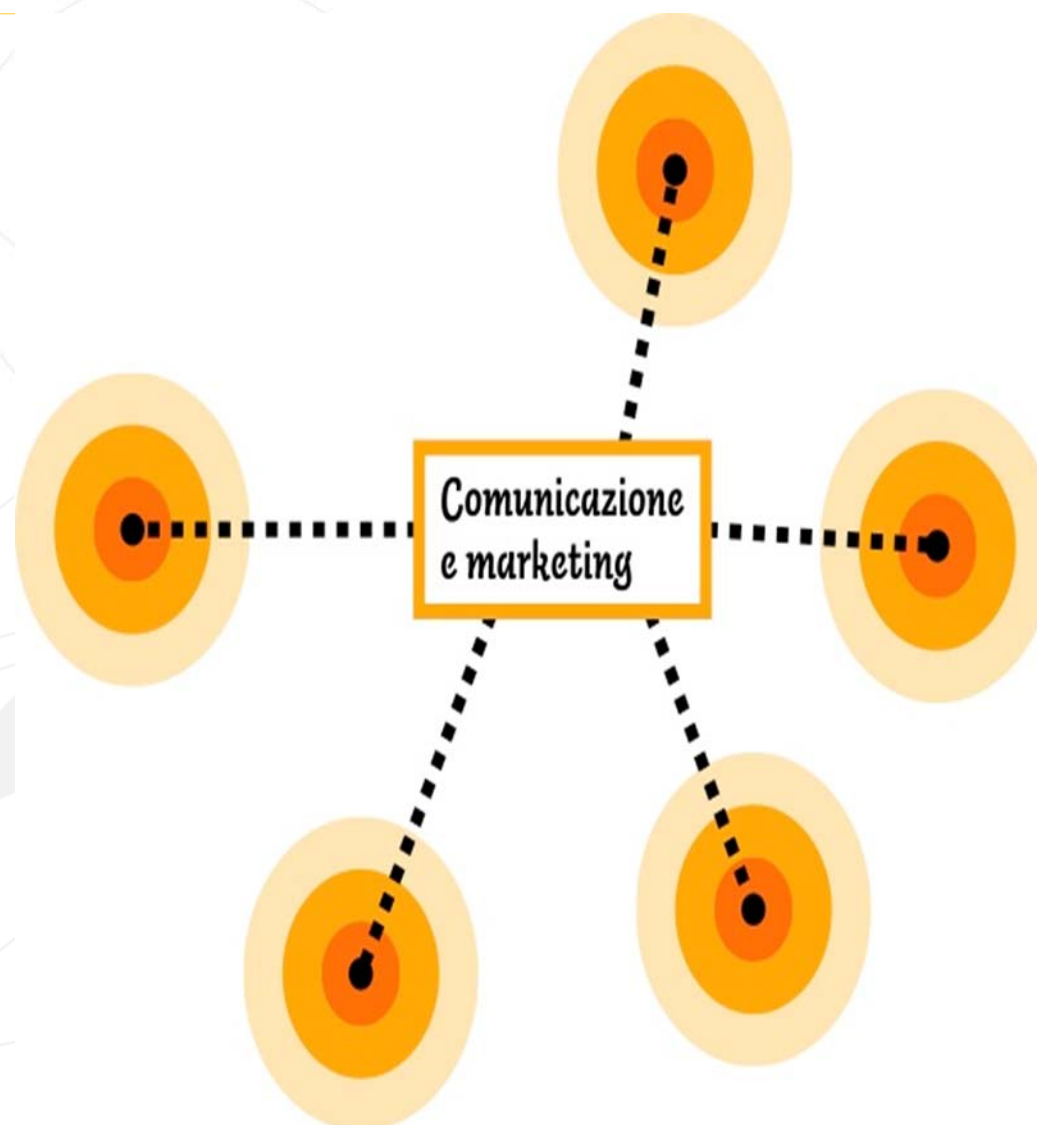


Networking
(fisico. IC&T,
funzionale, etc.)

- impresa creativa
- Investimenti in
nuove tecnologie

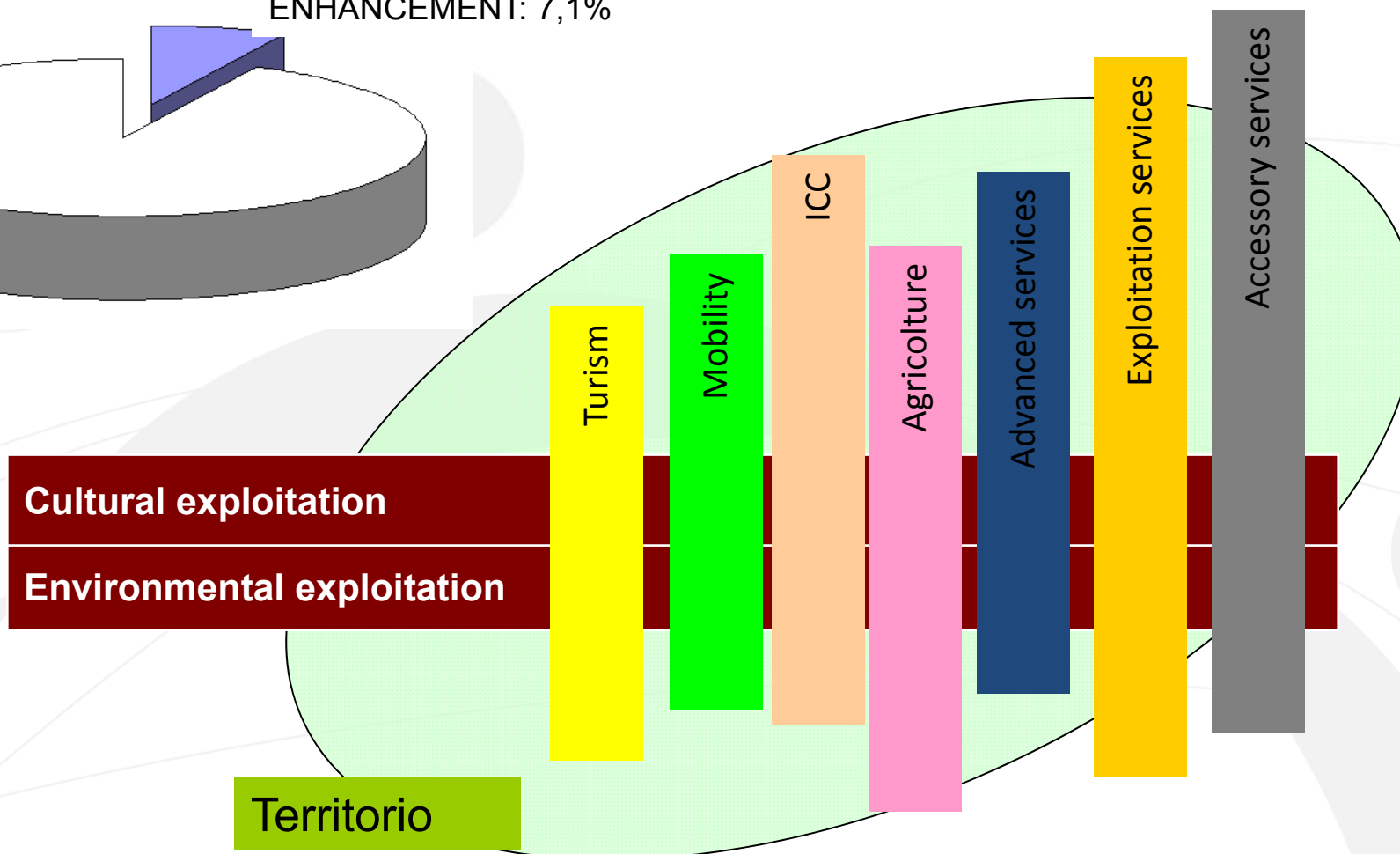
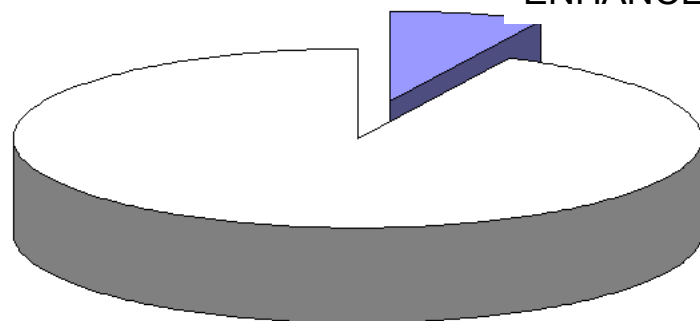
Sistemi
Ambientali
e Culturali
Puglia





A POTENTIAL STRONG-IMPACT ACTION

INTEGRATED AND
SUSTAINABLE
ENHANCEMENT: 7,1%



the CCIs Cluster

- Apulia Region's regional departments (Tourism, Culture and Economic Development) together with the most important cultural institutions, Teatro Pubblico Pugliese (theatre, music and dance sectors), Apulia Film Commission (audiovisual sector) and the regional CCIs are currently engaged in setting up a **creative and cultural cluster (90 enterprises)** aimed at reinforcing synergies, improving impacts, sharing experiences and developing new models and tools for enterprises in the territory in the cultural and creativity sector.



- The joint actions of the two regional agencies (TPP and AFC) contributed to the development of agglomeration economies and regional clusters aimed at promoting a critical mass of investments in new technologies, talents and abilities. The aim is to contrast the penetration of big players as well as the adoption of external values inconsistent with European and national identities

The european funds 2014 2020 Functional integration and operations

Social cohesion: employment creation (OT8), social inclusion (OT9), expertise training and improvement (OT10)

Innovation of fruition models: research and innovative strategies for smart specialization (RIS), OT1; implementation of digital technologies (OT2)

Physical permeability and optimal use of energy of places and relevant goods, connected to energy, sustainable mobility (OT4) and accessibility (OT7).

RA 6.6 integrated
environmental
enhancement

RA 7 integrated
cultural enhancement

Touristic operation organized through the integration with competitiveness actions and the attractiveness of tourist destination (RA 6.8)

Production operation related to: modernization of productive systems, investments attraction, creation of new enterprises and high social impact-businesses in the field of cultural enhancement (OT3)

CONCLUSIONS

Puglia region is nowadays considered a “cool” region: the quality of life is higher if compared to other region of South Italy, we take care of people, life is good, it is a good region to choose for your holidays (in the ranking of incoming foreign and domestic tourism Apulia region has been steadily in the first two places for 3 years).

Anyway, many factories, cinemas or theaters are now closed. But the social fabric determination, successful **entrepreneurial initiatives, investments in creative and cultural activities, ability to attract investment and tourists** give us the possibility to overcome the crisis.

We will discuss about your impressions and considerations
during this week.

... Have a nice workweek

Contacts

THANK YOU



REGIONE PUGLIA

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