

I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”

Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”

Title of deliverable (as in SIU): **Local creativity vocational training course- Report**

Work package number, name of Work Package :

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

3.3 CREATIVITY VOCATIONAL TRAINING

Partner in charge (author): **P2**

Partners involved: **P2**

Status (draft, final, N._ version, etc.): **Final**

Distribution (confidential, public, etc.): **public**

Date(s): **28.6.2018**

MARCHE TEATRO CREATIVITY VOCATIONAL TRAINING REPORT

TABLE OF CONTENT

PARTICIPANTS	3
REPORT OF THE DISCUSSION	4
CONCLUSIONS AND LIST OF “NEEDS” TO REPORT IN THE AGREEMENT	5

PARTICIPANTS

MARCHE TEATRO:

- Velia Papa, General Director
- Alessia Ercoli, Project Manager I-Archeo.S
- Cristina Carlini, Editorial Board I-Archeo.S
- Benedetta Morico, pr
- Beatrice Giongo, press office

EXPERTS:

- Rossana Cotroneo
- Ottavia Ricci
- Michele Trimarchi

plus representatives of I-Archeo.S partner Teatro Pubblico Pugliese, Pou Porec, Grad Pazin, Grad Crickvenica

STAKEHOLDERS:

1. Davide Palla – Tournée da bar (ass.Ecate)
2. Matteo Cionna - Grafiche Ricciarelli
3. Ivonne Raffaelli e Renata Menichetti - Agricorp
4. Marzia Piani – Hotel Palace
5. Marco Abbondanzieri – VPR impianti
6. Sabrina Maggiori – Pepe Lab
7. Romina Gattaceca - Tonidigrigio
8. Alberto Monachesi - Imagina

STAKEHOLDER MET DURING COLLATERAL MEETINGS:

9. Patrizio Carletti - Conero Bus
10. Matteo Orsetti – Techinform
11. Michela Pollerini – Stockfish
12. Carlo Badioli – The Begin Hotel
13. Matteo Bevilacqua – Ventiazione snc
14. Michele Gasparini – ENT snc
15. Paolo Marasca – Comune di Ancona / Fondo Mole Vanvitelliana
16. Andrea Libenzi – Libenzi Pubblicità
17. Marco Moriconi – Incontri europei
18. Mirko Postiglione – Mirko Postiglione
19. Andres Ariza – Umani Ronchi

20. Marco Rocchetti – RM Audio
21. Daniele Carnevali – Comune di Polverigi
22. Hands for stage

REPORT OF THE DISCUSSION

Marche Teatro, in the frame of I-Archeo.S project, organizes on 28th June at Teatro delle Muse the “Local Creativity Vocational Training”, with the presence of Marche Teatro cluster, the Experts and representatives of the project’s partner.

The stakeholders, that have not taken part in the meeting due to other appointments, have been separately contacted and met.

Velia Papa summed up the work done during the “Local Awareness Raising Lab” and the present state of the project; Alessia Ercoli explained the following steps regarding the cluster, especially concerned the sign of the agreement.

Thanks to the conjunction with the partner meeting in Ancona, the “Training” is lead with the support of the Pool of Experts: Rossana Cotroneo, Ottavia Ricci and Michele Trimarchi actively participate in the discussion pinpointing solutions, positive and negative impacts and explaining to the cluster some technical aspects related to cultural tourism.

With the visual help of a presentation made by the Editorial Board member Cristina Carlini (here attached in Italian), the discussion picked up the thread of the last meeting, analyzing deeply the emerged needs and the context of the future Pilot Action.

The discussion was composed by:

- first idea of Pilot Action submitted by Marche Teatro and analyzed during the “Local Awareness: local context, mission of the organization to be take into account, motivation of the cluster;
- speech of Ottavia Ricci on the difference between “destination” and “itinerary”, why Marche Teatro and the cluster should choose the “destination” approach and what it means on a technical basis;
- positive and negative aspects in addressing Marche Teatro activity (especially Inteatro Festival) as a “destination”;
- speech of Rossana Cotroneo on how you define a “tourist” and the aspects to be taken into account when addressing a “target group”;

- definition of the “cultural tourist” and analysis of the target group chosen by Marche Teatro and the cluster;
- benchmarking: real examples of theaters as cultural destinations in the rest of Europe and use of the cultural platforms for touristic/political aims in Asia;
- speech of Michele Trimarchi on the difficulties encountered by the creative industries when reasoning in term of “tourism”;
- composition of the cluster: who they are, what they offer, how they can collaborate in the short and long period;
- stakeholders’ impression on the work done until now, the critical aspects, the perceived needs, the positive role that everyone can play in the project.

CONCLUSIONS AND LIST OF “NEEDS” TO REPORT IN THE AGREEMENT

The Pilot Actions draft discussed during the local Awareness, including target groups and general needs emerged (see other report), is officially approved by the cluster that generally feels now more “competent” in starting to work on the subject.

A list of needs that the cluster identifies as priorities is made and approved, in order to include in the private/public agreement the topics of the cluster intervention.

The main topics reported in the agreement will be:

- hospitality;
- local and trans local transport and mobility;
- ideation and production of promotional materials, both printed and foto/video/audio/web;
- local food and wine specialities and handcras;
- promotion of the natural, cultural and historical heritage, material and immaterial;
- touristic management and promotion;
- technical requirements;
- project design and production of touristic/ cultural events;
- audience engagement.

The agreement will include the chance for the cluster to include other topic during the process, if perceived as relevant to the good outcome of the project.

The first “needs” that will be addressed by the cluster during the “Creative Productions” phase will be:

- MOBILITY: to and from Ancona/Polverigi, how to make the cities accessible and to promote the chance for the tourist to use them as “base camp” to visit the other part of the Region. The cluster will resonate in terms: internal facilities to move around Ancona and

from Ancona to Polverigi and the way back; connections (maybe tailored) with other relevant part of the Region; connections (maybe tailored) to other relevant “access point” for the foreign tourists (such as Bologna airport). A special attention will be hold on Ancona airport as “Marche gate”, both in term of communication (visual, online and live event/activities) and collaboration (opening a relationship with the airport society). The results in terms of services could also require a specific communication strategy/project/material;

- COMMUNICATION: a tailored material (printed and online, Italian and other languages) is perceived by the cluster as necessary to disseminate a specific storytelling of Marche Teatro as destination, involving the cluster activities and perspectives. The cluster will reflect and propose also new and original materials and promotion activities;

- CONNECTION BETWEEN THE DIFFERENT ACTIVITIES: how to connect the different and interesting activities lead by the stakeholders and already emerged during the discussion as perfectly matchable. Also related to the communication aspect (see above);

- TEATRO DELLE MUSE AS CULTURAL HUB: improvement of Teatro delle Muse in terms of quality of the offer, in order to include touristic aspect and strength collaboration with the specialized stakeholders (ex: Imagina for a strategy of local specialties offered at the bar);

-SET UP OF MALE VANVITELLIANA: the cluster will fully explore the chance to set up Mole Vanvitelliana for cultural events, to make the historical space accessible not only as museum but as “live” venue. Collateral activities involving local associations and specialties will be designed and discussed, in order to fully give back to the city the space and use it as touristic attraction;

- TAILORED HOSPITALITY: the stakeholders involved in the hospitality services and in tourism management will propose specialized services/packages for the targeted groups that will build the practical basis of the itinerary;

- ARTISTIC PROGRAMME AND AUDIENCE ENGAGEMENT: an artistic programme connected with the target group will be proposed to maximize the appeal of Inteatro Festival, while specific audience engagement activities will be designed to address both the local audience (that needs to be taken into account to avoid detaching the project from the context) and the upcoming tourists.