

How to design cultural development strategies to boost local and regional competitiveness and comparative advantage: overview of good practices

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40 effective initiatives

in boosting local and regional competitiveness and comparative advantage (Part 1)

Criteria for the inclusion of the initiatives in the inventory

- Being implemented by LRAs.
- Being on-going.
- Guaranteeing a comprehensive geographical coverage across the EU.
- Having socio-economic impact.

The selected sample of initiatives covers 24 EU countries and includes initiatives implemented by local (i.e. LAU or NUTS3 level) and regional (i.e. NUTS2 or NUTS1 level) authorities. The two cross-border initiatives included in the inventory are not mapped.



- Initiative implemented by one local authority (e.g. municipality, city, province, district, county)
- Initiative implemented by one regional authority
- ▲ Initiative implemented by more than one local/regional authority

Nine types of instruments adopted in cultural development strategies (Part 2)

code	name	citizens (million)	Action/Development plans	European/National awards	Agencies/institutions	Operational centers	Partnerships	Project-boosted	Call for projects	Valorisation of cultural assets	Marketing
AT_1	Linz	0,2									
BE_1	Wallonia	3.6									
BE_2	Antwerp	0.5									
BG_1	Varna	0.3									
CY_1	Limassol	0.2									
CZ_1	Pilsen	0.2									
DE_1	Hamburg	1.8									
DE_2	Berlin	3.6									
DK_1	Vejile	0.1									
EE_1	Tallinn	0.4									
EL_1	Lesvos	0.1									
ES_1	Alicante	0.3									
ES_2	Basque	2.2									
ES_3	Madrid	3.2									
FI_1	Jyväskylä	0.1									
FR_1	Lyon	0.5									
FR_2	Loire	2.6									
FR_3	multiple										
HR_1	Zagreb	0.8									
HR_2	Rijeka	0.1									
IE_1	Limerick	0.2									
IE_2	multiple										
IT_1	Lazio	5.9									
IT_2	Bologna	0.4									
LV_1	Riga	0.6									
NL_1	Utrecht	1.3									
PL_1	Wroclaw	0.6									
PL_2	Lublin	0.3									
PT_1	Lisbon	0.5									
RO_1	Cluj-Napoca	0.3									
RO_2	Alba Iulia	0.1									
SE_1	Umeå	0.1									
SE_2	Kronoberg	0.2									
SI_1	Ljubljana	0.3									
SK_1	Košice	0.2									
UK_1	Cornwall	0.5									
UK_2	Birmingham	1.1									
UK_3	North Ayrshire	0.1									
CROSS_1	multiple										
CROSS_2	multiple										

1. Action/Development plans
2. European or National awards
3. Agencies or institutions establishment
4. Operational Centres creation
5. Partnerships
6. Project-boosted interventions
7. Calls for projects
8. Valorisation of cultural assets
9. Marketing activities

Ten policy areas affected by cultural development strategies (Part 2)

code	name	citizens (million)	EDUCATION	INCLUSION	COHESION	TOURISM	CCs	INNOVATION	EMPLOYMENT	YOUTH	QUALITY OF LIFE	MIGRATION
AT_1	Linz	0,2										
BE_1	Wallonia	3.6										
BE_2	Antwerp	0.5										
BG_1	Varna	0.3										
CY_1	Limassol	0.2										
CZ_1	Pilsen	0.2										
DE_1	Hamburg	1.8										
DE_2	Berlin	3.6										
DK_1	Vejile	0.1										
EE_1	Tallinn	0.4										
EL_1	Lesvos	0.1										
ES_1	Alicante	0.3										
ES_2	Basque	2.2										
ES_3	Madrid	3.2										
FI_1	Jyväskylä	0.1										
FR_1	Lyon	0.5										
FR_2	Loire	2.6										
FR_3	multiple											
HR_1	Zagreb	0.8										
HR_2	Rijeka	0.1										
IE_1	Limerick	0.2										
IE_2	multiple											
IT_1	Lazio	5.9										
IT_2	Bologna	0.4										
LV_1	Riga	0.6										
NL_1	Utrecht	1.3										
PL_1	Wroclaw	0.6										
PL_2	Lublin	0.3										
PT_1	Lisbon	0.5										
RO_1	Cluj-Napoca	0.3										
RO_2	Alba Iulia	0.1										
SE_1	Umeå	0.1										
SE_2	Kronoberg	0.2										
SI_1	Ljubljana	0.3										
SK_1	Košice	0.2										
UK_1	Cornwall	0.5										
UK_2	Birmingham	1.1										
UK_3	North Ayrshire	0.1										
CROSS_1	multiple											
CROSS_2	multiple											

1. Improvement of skills/competences
2. Improvement of social inclusion
3. Increase of social cohesion
4. Increase tourists' flows
5. Support to creative and cultural industries
6. Boost of innovation
7. Creation of jobs
8. Increase of youth cultural involvement
9. Improvement of quality of life/social welfare
10. Integration of migrants

Five case studies

to understand cultural outputs and gain from lessons learnt (Part 3)

1. Kulturprojekte Berlin GmbH, Germany
2. Linking culture to wellness in Jyväskylä, Finland
3. Promotion of the cinema and audio-visual industry in the region of Lazio, Italy
4. A branding initiative for sustainable cultural tourism in Alba Iulia, Romania
5. Partnerships as a funding approach for culture in Cornwall, UK

			INSTRUMENTS						POLICY AREAS						CULTURAL OUTPUTS									
code	name	citizens (million)	Action/Development plans	European/National awards	Agencies/institutions	Operational centers	Partnerships	Project-boosted	Call for projects	Valorisation of cultural assets	Marketing	EDUCATION	INCLUSION	COHESION	TOURISM	CCIs	INNOVATION	EMPLOYMENT	YOUTH	QUALITY OF LIFE	MIGRATION	Valorisation of existing cultural assets	Better access to existing cultural assets	Creation of new cultural assets
DE_2	Berlin	3.6																			Soft	Soft/Hard	Soft	
FI_1	Jyväskylä	0.1																			Soft		Soft	
IT_1	Lazio	5.9																			Soft/Hard	Soft	Soft	
RO_2	Alba Iulia	0.1																			Soft/Hard	Hard		
UK_1	Cornwall	0.5																			Hard	Soft/Hard		

Nine recommendations to inspire LRAs in designing and implementing CDSs (Part 4)

- R01. Plan territorial development with culture as a resource**
- R02. Locally exploit national or European opportunities for boosting cultural development**
- R03. Create an institutional reference structure for cultural management**
- R04. Set spaces for culture**
- R05. Merge and combine interests for culture**
- R06. Catch one-off opportunities to address specific issues**
- R07. Provide opportunities to cultural assets owners and to creativity carriers**
- R08. Get to know and make a sustainable use of cultural assets**
- R09. Gain and maintain visibility for the cultural image of the city/territory**

Thank you for your attention!

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