

Centro Studi
Silvia Santagata
EBLA

UNESCO Creative Cities Network

Towards an integrated management perspective

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THE CSS-EBLA



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Cultural Economics

The White Paper on the Historical Centres of Italian cities

Research Centre Silvia Santagata takes part in the national project for the drafting of the first "White Paper" on the historical cities of Italy promoted by the National Association of...

Cultural Economics

Empowerment in the cultural field for the winners of "Ora!" announcement of selection.



Cultural Economics

Corporate Social Responsibility's fair – 2017 Edition



On February 18th, we take part in the workshop "The Art of Sustainability" at the

Cultural Economics

Culture and Development in the area of Cuneo



On February 18th, in the field of the presentation of the new classes of Artea Foundation at

Scientific Areas

- > Cultural Economics
- > Evaluation of Projects and Cultural Policies
- > Museums and Contemporary Art
- > Rural Development and Mountain Economies
- > Tourism and Territory
- > UNESCO and Sustainable Development

News

- > Research
- > Research Centre
- > Training





THE CSS-EBLA: THREE MAIN AREAS OF RESEARCH AND ACTION

1. CREATIVE INDUSTRIES AND CULTURAL POLICIES

- The “Creative Atmosphere” model
- Evaluation projects on cultural policies aimed fostering creative economies

2. UNESCO AND SUSTAINABLE DEVELOPMENT

- Management strategies and economic development plans for UNESCO sites
- International Academy on Sustainable Development
- Value of UNESCO brand

3. TOURISM AND LOCAL DEVELOPMENT

- Sustainable cultural tourism in UNESCO sites
- Tourism and creative industries
- Tourism in creative cities



TOWARDS AN INTEGRATED APPROACH

THE CREATIVE ATMOSPHERE MODEL:



TO PROMOTE:

- INNOVATION IN POLICY AND PLANNING
- EFFECTIVE MANAGEMENT ABLE TO INTEGRATE HERITAGE ASSETS/MATERIAL CULTURE/**CULTURAL INDUSTRIES AND TOURISM**
- INTERSECTORAL LINKAGES STIMULATING NEW **B2B and B2C CREATIVE PRODUCTS AND SERVICES**
- **BRANDING** FOR ATTRACTING TOURIST, INVESTMENTS, RESIDENTS



OPPORTUNITIES FROM UNESCO SITES

- UNESCO sites are a perfect **testing ground** as many of them present features with high potential for an integrated management based on their cultural **value chain** production.
- In many UNESCO areas of the world there is a **coincidence and overlapping between tangible, intangible and material culture**.
- UNESCO is **increasingly interested in measuring the role of culture and creative industries in national development processes** and is constantly seeking new and adequate indicators.



UNESCO CREATIVE CITIES NETWORK

116 CITIES placing creativity and cultural industries at the heart of their development plans and cooperating in order to:

- strengthen the production and distribution of cultural activities, goods and services;
- develop hubs of creativity and innovation and broaden opportunities for professionals in the cultural sector;
- improve access to and participation in cultural life;
- fully integrate culture and creativity into sustainable development plans.

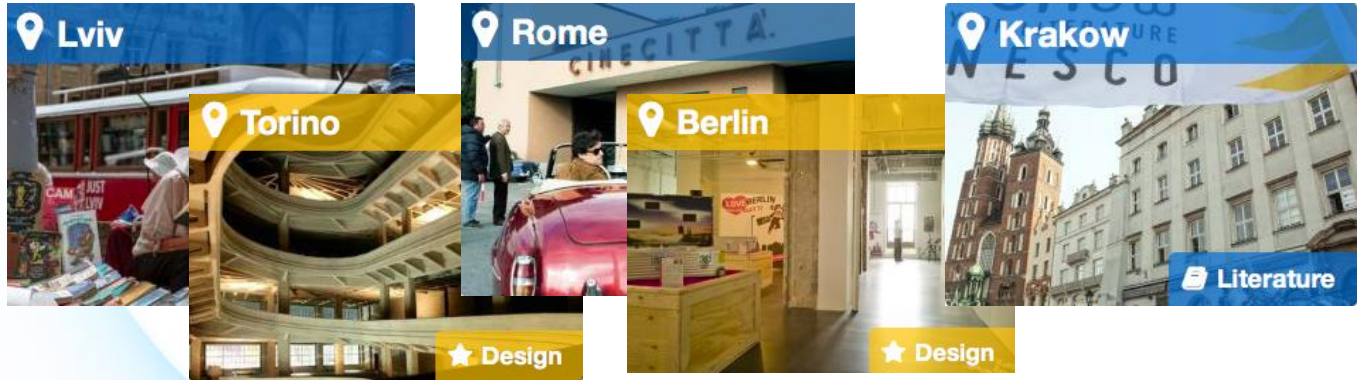


The Network covers seven creative fields: **Crafts and Folk Arts, Media Arts, Film, Design, Gastronomy, Literature and Music.**



UNESCO CREATIVE CITIES NETWORK

EVEN JUST LOOKING AT THE COUNTRIES OF ORIGIN OF THIS PANEL WE HAVE 5 MULTIPLE DESIGNATED AREAS:



CREATIVE CITIES FOR SUSTAINABLE DEVELOPMENT



BUT MANY MORE EXAMPLES CAN BE FOUND IN EUROPE AND AT THE WORLD LEVEL



TOWARDS 2018 KRAKOW-KATOWICE XII UCCN ANNUAL MEETING

- Develop together research to systematize knowledge on CC and other UNESCO multiple designation sites and their management practices.
- Stimulate pilot experiences of integrated management models through specific capacity building programmes (a CCN Academy).
- Search new fields for international cooperation among UNESCO Creative Cities and other non-CCN sites.



THANK YOU!

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