



CONFINDUSTRIA
Veneto SIAV S.P.A.

CREATIVITY, CULTURE & ENTERPRISES

• Innovation and Next Generation Perspective

Confindustria Veneto SIAV

25 May 2021

Confindustria Veneto SIAV S.p.A. is the Service Agency of **Confindustria Veneto**, leading Entrepreneurial Association that represent more than 12,000 companies, majority **Manufacturing SMEs Enterprises**. Main other sectors are Cultural, Industry 4.0 and Innovative Services.

Factory of Knowledge



Factory of Knowledge
Spreading the culture of innovation
into small and medium enterprises

www.factoryofknowledge.net

OVER 30 YEARS SUPPORTING ENTREPRENEURIAL INNOVATION

				
1990 Action-Research Adapting the industrial transformations of working organisations and SMEs the first great effort dealt by using the ACTION -RESEARCH approach.	1995 Action Learning Supporting human resources within improving processes by facilitating experts in small groups within enterprises the innovative formula since the half of go's decade.	2000 Knowledge&Innovation Assumed as a competitive process to bring together knowledge and technological transfer and the adaptation and managerial skills within organisations - focus of the last decade.	2015 Smart Innovation Imagination - Creativity - Knowledge - Technology - Sustainability	2020 -> 2020 Knowledge Transformation Knowledge and Technology - Transfer for Innovation

Main fields of interest:

- Innovative methodologies for Knowledge Transfer and Training in SMEs
- Technologies transfer and digitalization
- Green skills, circular economy, sustainability
- Cultural and Creativity
- Demographic Change





Our past Projects:



This book helps individuals, companies and organisations to innovate. It is the result of a 2-years program in which methods and techniques were tested and developed. The focus is on the front-end of innovation, the ultimate point where new ideas come alive. It has become a practice book, ready to use for anybody at any moment, to discover the own creative mind, to organize a professional brainstormor to establish a creative environment.

Our past Projects:



CLEAR - Creativity and innovation: pedagogical framework for the LEARning chain

To spread creativity practices to foster innovation in Italy, United Kingdom, Belgium, Spain and Norway by involving practitioners and policy makers in learning frameworks design and awareness raising events.

Support for European Cooperation in Education and Training (ECET) - Project n. 521415-LLP-2011-IT-KA1-KA1ECETB

Smart entrepreneurial skills for Creative Industries: an inclusive perspective

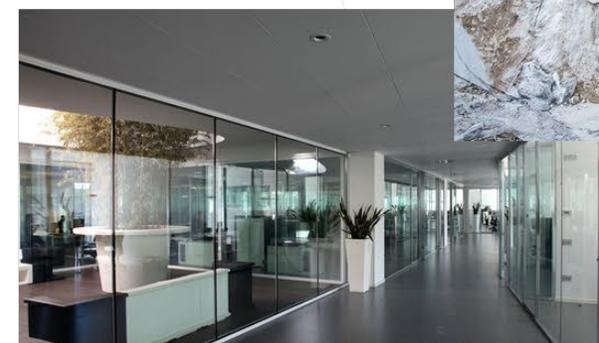


SMART JUMP
Smart entrepreneurial skills for Creative Industries
an inclusive perspective

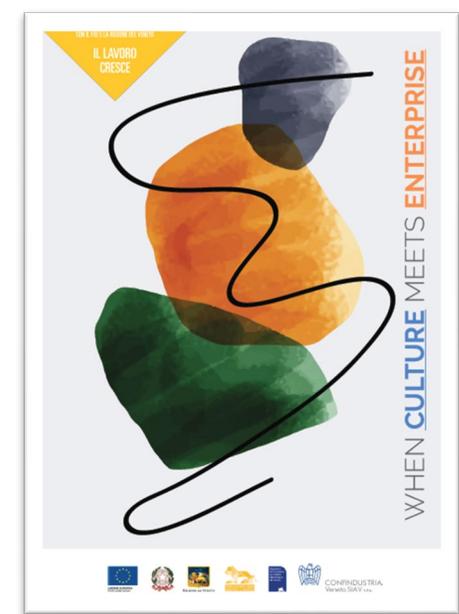
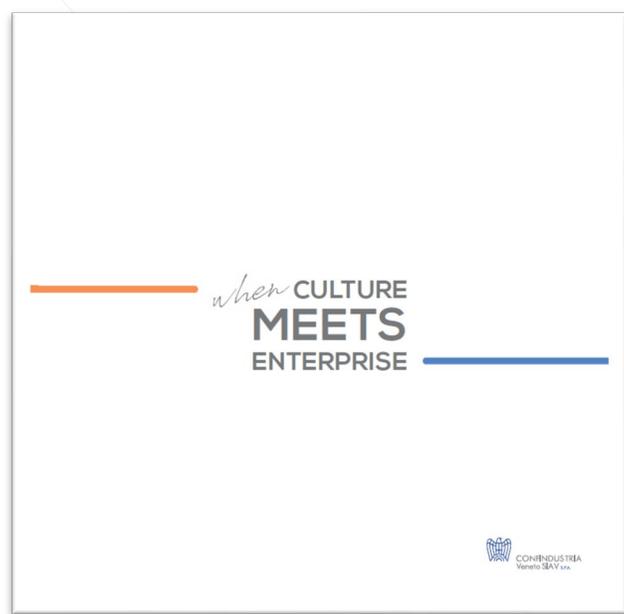
SMART JUMP

“ATELIER D’IMPRESA”: Heritage, Communication and Innovation

when CULTURE
MEETS
ENTERPRISE



COMPANIES INVOLVEMENT



BOOKLET "[When culture meets enterprise](#)"
BROCHURE "[Companies tell their stories](#)"

-

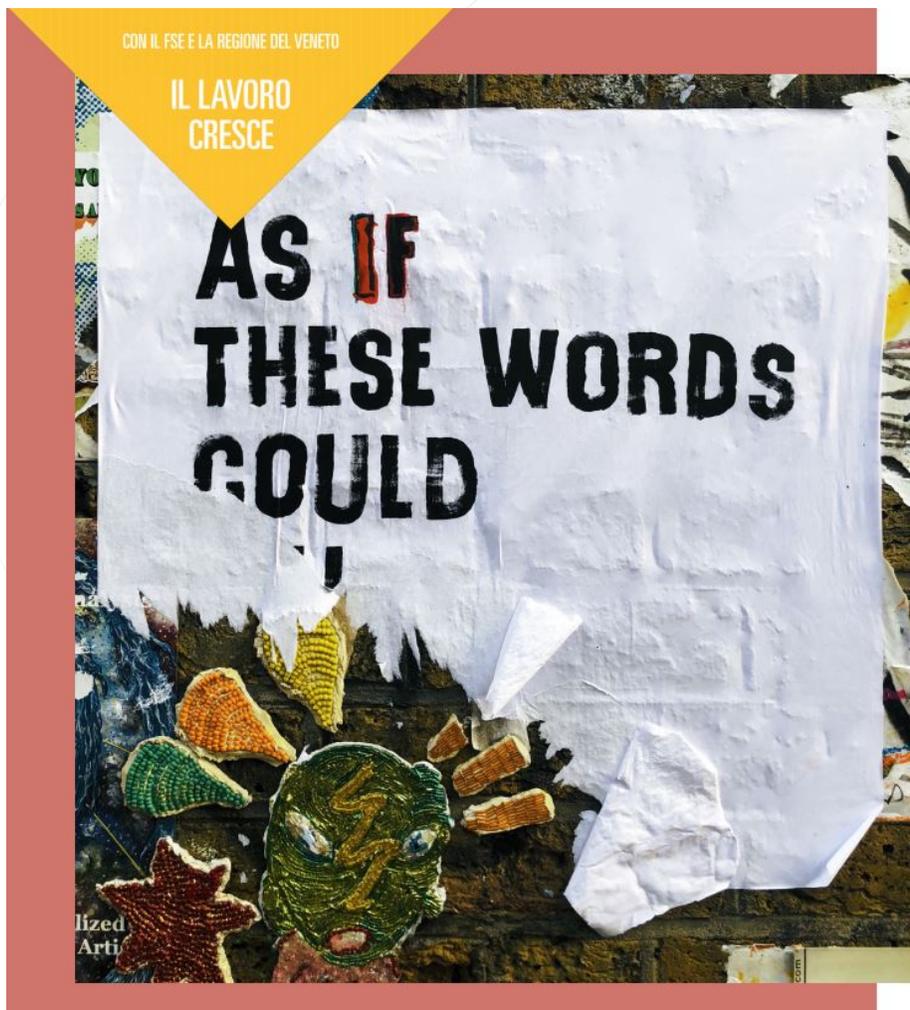
Multimedial Tools



Testimonials from the companies and professionals who took part in the project

Interview to Paolo Santi, CEO at SAC Serigrafia

SMART CULTURAL COMMUNICATION: Format for new generations



- Avilab Srl - PD
- Ginko film Srl - VE
- Kublai Film Srl - VE
- Fondazione Campiello - VE
- Fondazione Nord Est - VE



Editorial “work in progress”

More information are available on our official website: <https://bit.ly/3tmNbS8>

INTERREG CE - COCO4CCI: Culture & Creative Industries Cooperation Collider



More information are available on
our official website:
<https://bit.ly/3xXZkAC>

CREATIVITY DRIVES INNOVATION
Culture and Creative Industries Cooperation Collider

Editorial "[Creativity drives Innovation](#)"

Developing Multimedial Tools



More than 50 people from the 30+ Companies involved!

The videos:

- [Technologies with Shira Fano](#)
- [Trends with Laura Aglio](#)
- [Mindset with Edoardo Fainello](#)



The “Mindset Preparation Workshop”

Cultural and creative sectors at glance:

The connection and cooperation between **Culture**, **Creativity** and **Industry** is currently the subject of European and international studies, research and initiatives, see experiences below:

The **Culture and Local Development** Programme - OECD: <https://www.oecd.org/cfe/leed/culture.htm>

The European Commission has renewed its commitment for the seven-year period 2021 - 2027 in the **Creative Europe** Framework Programme.

https://ec.europa.eu/commission/presscorner/detail/en/IP_20_2405

The 2021 - 2027 programming period will see the creation of a “**European Bauhaus**”, *i.e. a creative and interdisciplinary initiative that brings together a meeting space for designing future ways of living, located at the crossroads of art, culture, social inclusion, science and technology*: https://europa.eu/new-european-bauhaus/index_it

Research-Intervention actions are also foreseen in the **Horizon**, **Erasmus+** and **Interreg** programmes.



CONFINDUSTRIA
Veneto SIAV S.P.A.

Thank you for your attention

*Gabriella Bettiol
Jacopo Contavalli*

area.progetti@siav.net

Confindustria Veneto SIAV

25 May 2021