



# Ca' Foscari University of Venice

**PROJECT ACRONYM AND TITLE:** SACHE - Smart Accelerators of Cultural Heritage Entrepreneurship

**FUNDING PROGRAMME:** INTERREG CENTRAL EUROPE

**CALL:** INTERREG Central Europe 3rd call (Jan 2018)

**SCIENTIFIC FIELDS:** Entrepreneurship and cultural heritage

**HOST DEPARTMENT:** DMAN – Department of Management

**SCIENTIFIC RESPONSIBLE:** Fabrizio Panozzo

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€ 2.427.067,00	€ 231.760,00

**ABSTRACT:**

Models assume that culture and heritage would automatically inspire innovation and new creative entrepreneurship, while researches have shown that this is rarely the case. The conjunction between cultural and creative sectors (CCS) is much more announced than actually proclaimed, it is therefore necessary to challenge and reinterpret the cultural and creative industries (CCIs) category. The main objective of SACHE is to develop and deliver integrated local development strategies based on tools and approaches that would accelerate creative entrepreneurship within and around cultural heritage (CH). The project intends to expand and strengthen the role of CH sites, symbols and values by transforming them into SACHE: "Smart Accelerators of Creative Heritage Entrepreneurship through the development of a central European model. Museum, Galleries, Theatres and Festivals will be conceived not only as sites of education or entertainment but also as Accelerators, i.e. cultural engines that mobilize and nurture the energies of small creative business. This will expand the access to CH but also the production of value enhancing services, the development of innovative clustering of CCIs around each SACHE and the fostering of cross-sectorial cooperation with other industrial and service sectors especially in the digital technologies. The keystone of the new approach is the fact that CH has been made increasingly "smart" during the last decades with the introduction of new ICT. The project interprets CH as a platform that can create new services, offer greater intelligence and become more creative. Transnational cooperation will help improving capacities of the public and private sector dealing with protection and sustainable use of CH and resources by supporting integrated approaches. The development and implementation of strategies and policies for valorizing CH and exploiting potentials of CCI will trigger economic opportunities and employment at regional level.

Planned Start date	Planned End date
1 <sup>st</sup> January 2019	31 <sup>st</sup> December 2021

**PARTNERSHIP:**

<b>1.</b>	<b>Camera di Commercio, Industria, Artigianato e Agricoltura di Venezia Rovigo Delta Lagunare</b>	<b>Italia</b>	<b>Coordinatore</b>
<b>2.</b>	<b>Università Ca' Foscari di Venezia</b>	<b>Italia</b>	<b>Partner</b>
<b>3.</b>	<b>Regione Autonoma Friuli Venezia Giulia – Direzione centrale cultura, sport e solidarietà</b>	<b>Italia</b>	<b>Partner</b>
<b>4.</b>	<b>Razvojna agencija Zagreb – TPZ Ltd.</b>	<b>Croazia</b>	<b>Partner</b>
<b>5.</b>	<b>Aufbauwerk Region Leipzig GmbH</b>	<b>Germania</b>	<b>Partner</b>
<b>6.</b>	<b>Bayern Innovativ GmbH</b>	<b>Germania</b>	<b>Partner</b>
<b>7.</b>	<b>Pécs-Barany ai Kereskedelm i és Iparkamara</b>	<b>Ungheria</b>	<b>Partner</b>
<b>8.</b>	<b>Mariborska razvojna agencija</b>	<b>Slovenia</b>	<b>Partner</b>
<b>9.</b>	<b>Tehnološki park Ljubljana d.o.o.</b>	<b>Slovenia</b>	<b>Partner</b>
<b>10.</b>	<b>Laser Consult Kft.</b>	<b>Ungheria</b>	<b>Partner</b>
<b>11.</b>	<b>Rzeszowska Agencja Rozwoju Regionalnego S.A.</b>	<b>Polonia</b>	<b>Partner</b>
<b>12.</b>	<b>INNOVA Észak-Alföld Regionális Fejlesztési és innovációs Ügynökség Nonprofit Korlátolt Felelősségű Társaság</b>	<b>Ungheria</b>	<b>Partner</b>