

# English abstracts

## **Landscape and territory as factors of identity and development**

by Angela Barbanente

This paper focuses on the potential role of representing the local self-identity of the Puglia Region of Italy as a common good – working towards an «Apulian» approach to self-sustainable local development. This is considered as an alternative to an older, ineffective model that was undertaken in Puglia as well as in other Southern Italian regions after the Second World War, based on the «emulative paradigm», or the passive acceptance of the model adopted by more «developed» regions of Italy.

The first section of the paper explains the role of the local population's awareness of the value of the region's landscape, and a shared political vision of the future of the Puglia Region based on this value. The second section provides a picture of the development perspectives outlined by a regional landscape plan approved by the Puglia regional council according to the aforementioned approach. The third section recognises the fluidity and dynamic nature of the notion of identity, while the final section illustrates the tools, knowledge and strategies used by the new regional landscape plan to encourage local inhabitants to recognise the high value of their landscape – not only of «charismatic» landscapes but also of «ordinary» ones – and the need therefore to protect, enhance and maintain them, in order to promote a new type of development and to improve collective well-being.

*Keywords:* sustainable development, territory, landscape planning

## **Landscape plan as a cultural event**

by Francesco Erbani

The article concentrates on the recent creation and structuring of the Puglia Regional Landscape Plan. This planning document is the only one, besides that of Tuscany, that has been developed according to the Italian government's Codice dei Beni culturali e del Paesaggio (Code of Cul-

tural Heritage and Landscape approved in 2004 and modified in 2008). The plan was launched in February 2015. Its authors were Angela Barbanente and Alberto Magnaghi, who coordinated the activities of the regional offices. At the heart of the plan is the current awareness that a region's landscape is produced by numerous actors who have interacted both socially and politically. The plan is constructed on a foundation of historical research, and divides the entire region into different areas that are characterized by commonalities. The plan is also a cultural phenomenon based on a widespread understanding of the rules that should be followed when approaching landscape planning. Moreover the «landscape» concept has become a central theme in the development of regional politics. This represents a new development for the local economy since until the plan, Puglia's landscape was an independent and unchanging background for development activities. This new approach will therefore transform the landscape into a new basis for future development.

*Keywords:* Puglia Region, landscape, planning, development

**Cultural policies for local development. Aims, means, first results**  
by Francesco Palumbo

In current and future planning, the Region of Puglia in Italy operates as a «business authority», committed to promoting and supporting cultural and creative activities. Such activities often cannot finance themselves independently in the market for various reasons – such as low profitability, unsustainable costs by small and medium-sized enterprises, high-risk business, etc. However at the same time they play an important role in capitalising on local cultural resources, and in the creation of a fertile environment for adding value, and for the birth of innovative companies.

*Keywords:* institutional cooperation; enrichment; stake

**Recent innovations in cultural legislation in the Puglia Region**  
Silvia Pellegrini

The Puglia Region has adopted organic, lean, and innovative legislation concerning the realisation of the value of material and intangible cultural heritage. The law is considered a crucial tool to enhance the action of the region by the coordination and guidance of local actors. They, in turn, must ensure the capability and the will to invest the resources available within the time available and in the appropriate manner, thus ensuring the

high quality of projects. Full adherence to the prescribed methods, and the tools used to achieve the aims of enhancing of local wealth, requires the sharing of responsibilities and roles, because the common goal can only be achieved if all actors realize their part correctly.

*Keywords:* integrated regional system, cultural heritage, planning, integrated plans for enhancement and management

### **Cultural policies and local development: theory and practices**

by Pierluigi Montalbano and Pietro Antonio Valentino

The aim of this work study is to emphasize the need and urgency to for innovation in cultural governmental policies. Innovation is necessary because new technologies have fundamentally altered the production processes, giving giving new and more importance to intangible elements and thus necessitating enhanced policy innovation. Global competitiveness has increased for those activities which incorporate research and creativity. In this context, and from an economic point of view, the cultural and creative activities play an increasingly important role – both intrinsically, itself and for their impact on other industries. Indeed economic theory has begun to rethink the development processes and global competition, taking into account intangible factors. The policies, and in particular cultural ones, must therefore follow suit, because cultural and creative activities actively contribute defining the conditions in terms of human capital and creativity, for a «smart» and sustainable territorial development. Some drawn from practical experiences show that cultural policies, which that have actively supported the innovations of processes and products, have also had positive effects on local economies.

*Keywords:* cultural policies, sustainable local development, creative and cultural industries, «smart» economy

### **The role of creative and cultural enterprises in local development processes**

by Aldo Bonomi

This article deals with the issue of economic development in the field of culture and creativity in the Puglia Region. The author analyses how the local economic model has grown on an original path into a knowledge economy network: an area with a unique cultural and environmental heritage, but which has produced no Hollywood, Apple, Google or Spotify. The article examines whether and how culture and creativity are rooted in the Puglia territory, and how they may produce self-sustaining

development in a territory on the fringes of the country, outside the major metropolitan and urban areas. Puglia's development must be placed in the historical transition from the first and second Post-Fordist cycles – marked by the withdrawal or downsizing of large industrial companies – into a new cycle denominated by the global network economy, based on the service sector generating and reproducing knowledge on an extended scale. The article highlights various critical issues: the lack of financial autonomy of local companies, the governance problem between institutions and cultural and creative enterprises, and the cross-innovation problem between supply chains in market and non-market firms in traditionally separate sectors.

*Keywords:* post-Fordism paradigm, networks, cross-innovation, governance, knowledge economy

### **Local resources and economic development processes**

by Raffaele Colaizzo

Territorial policies for the enhancement of natural and cultural resources (NCR) in Puglia have encouraged local partnerships to create stable organisations to govern and implement integrated development actions on a participatory basis. These organisations are intended to function in the long term, far beyond the execution period of the structural actions. Actors are challenged to coordinate the sustained management of NCR enhancement services and to promote the institutional and economic impacts of NCR policies at a territorial level. Moreover, they should act as the engine of an extended grouping of territorial bodies (small enterprises, non-profit organizations, cultural associations, groups of active citizens, etc.) that are called on to participate, both within and outside market logic, to increase the sustainable use of territorial heritage by generating a greater supply of qualified services.

*Keywords:* enhancement of natural and cultural resources, local development, territorial policies, integrated projects

### **Italy's National Catalogue of Cultural Heritage: a new hub for new objectives**

by Laura Moro

This article proposes a discussion on the role and functions of the National Catalogue of Cultural Heritage in Italy. This is a database containing millions of pieces of mainly computerized information, with the aim of informing national policies for cultural protection and

development. The article builds on the historical critical debate arising from the outset of the Istituto Centrale per il Catalogo e la Documentazione (ICCD – Central Institute for Cataloguing and Documentation) of the Ministero dei beni e delle attività culturali e del turismo (MiBACT – Ministry of Cultural Heritage and Activities and Tourism), and aims to shed light on two issues: that the «map» of the country's cultural heritage is biased and incomplete; and that the data is only partially available to the public. The author feels that it is necessary to re-focus the catalogue according to the new political objectives of contemporary protection and enhancement of cultural heritage, and that the Italian Government still needs to identify the sum of cultural assets that constitute the country's identity, even in a period characterized by limited financial resources. In this sense, it is necessary to strengthen the legal status of the catalogue to include it fully in the country's «protected activities»; to tie policies relating to the catalogue into governmental targets (and in particular the completion and improvement of knowledge about, and location of, heritage assets for the prevention of man-made, seismic, and other natural disasters); and to use the extensive information packs available in the catalogue to enhance the use of heritage for the purposes of tourism and the creative industries.

*Keywords:* mapping, cultural heritage, national and regional bodies, data targets and uses

### **Twenty Years of Changing Employment Patterns in the Cultural Professions (1991-2011)**

par Marie Gouyon et Frédérique Patureau

In France, over the last twenty years, the number of people working in the cultural professions has undergone an unparalleled expansion, far outstripping that of the overall working population. In the early 1990s as now, the profiles of individuals working in these professions and their jobs shared a number of common characteristics which set them apart from the rest of the working population, above and beyond the considerable diversity of jobs covered. In comparison with the working population as a whole, individuals in this group are on average younger, more likely to be male, considerably better qualified and more likely to be from the Paris area. What is notable about employment here is the considerable proportion of unsalaried workers, which has remained constant over the last twenty years (three times higher than that for the working population as a whole) and the much greater flexibility of the workforce (more short-term contracts, part-time working and the holding of multiple jobs).

The cultural professions have naturally been affected by the changes which have taken place within the world of work as a whole since the early 1990s. The continued feminisation of employment, for example,

has occurred to just the same extent as it has across the working population as a whole, with the result that some traditionally very masculine cultural professions have seen their female workforce double in the space of twenty years.

Moreover, public policies encouraging decentralisation have led to a slight decrease in the number of Paris-based employees in these professions. Other trends observed across the working population as a whole, such as increasing levels of educational qualifications and an increasingly flexible workforce (two characteristics which have long been typical of the cultural employment field) have similarly continued to rise within this sector, reaching consistently higher levels than those seen within the working population as a whole.

*Keywords:* cultural professions,workforcé member and demography educational qualification, workforce flexibility

### **Creativity and culture in the Apulian Region development policies: a selection of experiences between 2005-2015**

by Elena Alessandrini

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This paper aims to summarise the actions implemented in Puglia over the last decade to promote local development processes in the fields of culture, tourism and creativity. In order to provide the most exhaustive and representative summary of the wide and diverse range of actions put in place by the Apulia regional administration in the decade between 2005 and 2015, this paper focuses on four specific policies that widely reflect the effectiveness of regional actions aimed at ensuring social and economic development throughout the Puglia Region. The four selected case studies illustrate the processes begun and the impacts generated by the regional government in four main areas: the integrated territorial enhancement of natural and cultural resources (the creation of SACs, or «Environmental and Cultural Systems»), support policies for young people (the Bollenti Spiriti regional programme), promotion and support given to the cinema and audio-visual sectors (the Apulia Film Commission), and finally policies for the development of the Apulian music industry (Medimex and Puglia Sounds). These four policies – among others – have contributed greatly to the progressive establishment of the Puglia Region as one of the most interesting Italian regional administrations for its level of innovation and the effectiveness of the policies it has adopted – and the impacts they have generated – in fields of culture, creativity, social innovation and tourism.

*Keywords:* local development, cultural policies, creative industries, social innovation

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**The Environmental and Cultural System of the Valle d'Itria: a promising evolution**

by Gianfranco Ciola e Flo Tanzarella

The Valle D'Itria (Itria Valley) is a territory on the Murge plateau in Italy, characterized by a uniformly traditional and beautiful landscape containing a number of towns that have received numerous national and international awards for their beauty, history and culture. The inhabitants are dispersed across this territory in città-campagna (small country towns and villages) characterized by a traditional architecture style comprising trulli (conical dry-stone houses) and farmhouses, which symbolise the Apulia region. In this territory the idea of the integrated management of environmental and cultural heritage is being tested using a sistema ambiente e culturale (SAC – Environmental and Cultural System) known as «La Murgia dei Trulli dal Mare alla valle d'Itria». The goal of the SAC is to activate a sustainable development process based on a well-organised and integrated network of cultural and environmental assets, as well as local private and public actors.

It is too early to discuss outcomes, since the process is still ongoing, but the unofficial results of the first year are clear, and are already showing differentiation according to individual area, and which goals are pursued by each part of the SAC. Initial results from the Valle D'Itria are positive. One reason is that at various times in the past the valley already underwent the creation of networks and integration of assets and actors. It has also experienced the promotion of sustainable development and tourism around tangible and intangible assets, including the aesthetic aspects of the countryside, architectural and historical heritage throughout the territory, the quality of food and wine derived from traditional low-intensity agriculture, the quality of life, and the experience of living in traditional stone houses scattered across an extremely beautiful and well organised landscape. Such prior experiences have proven extremely important to seizing the new opportunities to be derived from the implementation of the SAC, because this new challenge requires a positive attitude towards cooperation and network-forming, a common understanding of the benefits to be derived from the protection of environmental and cultural assets, and from the implementation of sustainable development principles.

*Keywords:* SAC, ECS, network, integrated management, cultural assets, environmental assets, sustainable tourism, sustainable development.

**Crowdsourcing and crowdfunding: ideas, collectivism and resources**  
by Madel Crasta

«Crowdsourcing Week Europe» (held in Auditorium BNP Paribas, Brussels October 19 to 23, 2015) was a meeting dedicated to the promotion of crowdsourcing and crowdfunding within the sharing economy. It was an opportunity to listen to different experiences, reflect on ways to achieve further growth, and share ideas on how the concepts could be used in response to reductions in public funding. There were representatives of businesses, non-profit organisations, national and local governments, all united in their desire – despite their different roles – to create a dynamic and reliable environment for open innovation, one that may broaden the base of potential investors and boost the circulation of the huge amount of savings kept in European banks. This article illustrates some data on the volume of funded projects and the characteristics of the leading actors: from start-ups to NGOs, professional investors to donors. It focuses particularly on the situation in Italy. The dominant characteristics are those of the sharing economy, which is based on openness and participation in order to stimulate the potential of the «crowd», and to support innovation. The meeting highlighted the rationales and sensibilities that are required to build consensus, such as the centrality of purpose that underlies the projects, and consistent and complete information and communication. This trend is also growing in Italy, but equity crowdfunding has been delayed by the rigidity of CONSOB regulations and a lack of trust among small and medium-sized investors. In the case of non-profit organisations, especially those operating in the humanities and cultural heritage fields, the role of the community (when empowered) continues to be underestimated, and there is also poor communication around the representation of past and current collective knowledge.

*Keywords:* crowdsourcing, crowdfunding, sharing economy, sharing experiences, funded projects, leading actors