



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 st January 2019	31 st December 2021

PARTNERSHIP:

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