

ENGLISH

SOSTENUTO, Laboratory 4 : « Gouvernance » Expeditio – ZeP Progetti

The laboratory the subject of which is the governance takes place on two sites in two different countries, the region of Kotor in Montenegro and the Dianese Area, region Liguria in Italy. The main activities of the laboratory have for object to define a frame, supports and tools in favour of a territorial governance the end of which is to optimize the report (relationship) between culture and territory.

The peculiarity of the laboratory is to work on two territories from which the level of social and institutional mobilization towards the subject is very different. In Montenegro the action develops mainly on the territory of three municipalities and the main objective will be to support them in the implement of a real intermunicipal strategy of cultural development and economic and tourist valuation.

In Italy, the strategy can also have an intermunicipal application but it will be characterized especially by the relation between Institutions on the scale of the Province and the actors of the same territory. The objective will thus be more to define a policy which can be applied in a diffuse way to the whole territory, in the service of the actors and the dynamics which they carry or which the "laboratory Sostenuto" will have suggested.

Thus there are two different but additional objectives:

In Montenegro build a concrete initiative of development and supervise its stake in work, in Italy, define a policy on the scale of the provincial Institution, watch to create the objective conditions, the procedures and the tools and the measures of accompaniment necessary for its application.

Planned activities:

- Elaboration and application of a cultural strategy which identifies the dynamics, the springs and the indicators of the economic and tourist valuation.
- Comparison of legislations and regulatory frameworks as well within every territory as to the international level between Montenegro and Italy.
- Elaboration of a Database of the actors, the opportunities, the typologies of events, etc. ... to a part to qualify territories and on the other hand to be a reference point for the other territories in Europe within the framework of the scattering.
- To strengthen the links between the territories of Kotor and the Dianese Area, three cultural events (2 in Montenegro and 1 in Italy) with actors' collaboration of both

countries will be organized. These demonstrations will have for double purpose to give to the actors of both sites the opportunity to invest a space of creation with character international and especially to crystallize at precise moments the headways of the "laboratory Sostenuto"

- All these actions will drive to a flexible modelling of current experiment at three levels (it will be matter of producing a guidelines:
 - ⇒ Modelling of methodologies, procedures and activities within the framework of the implement of an intermunicipal initiative to Kotor in Montenegro
 - ⇒ Modelling of the procedures, the tools and the methodologies of animation within the framework of the definition and of the application of a policy on provincial scale in Italy,
 - ⇒ Modelling of the impacts on every territory, inferred by the international collaboration and its European character.

- The laboratory taking place on two sites in two different countries, it is important to organize rather frequent working meetings between the Montenegrin technicians of Expeditio and those Italian of ZeP Progetti. X missions are planned, X of Expeditio in Italy and 5 of ZeP Progetti in Montenegro.

- To confront their points of view and estimate the state of progress of the works, Visits of delegations of both countries composed with institutional and private actors will be organized, (X visits of the Montenegrin in Italy, 1 visit of Italian in Montenegro).

- And within the framework of events crossed and co-organized by actors of both sites, 1 visit of cultural Italian actors in Montenegro and X visit of Montenegrin cultural actors in Italy, are planned.

- And finally, to mobilize both territories, actions of promotion and specific elaboration of supports will be implemented.

All these activities will be supported :

- ⇒ By a specific initiative of coordination of the laboratory, narrow and joint between Expeditio and ZeP Progetti,
- ⇒ By an animation of the project which takes into account at once each of the territories separately but especially guarantees a coherence of action and ends between both sites in Montenegro and in Italy,
- ⇒ By an action of specific mobilization in the direction of all the actors, public and private on each of territory,
- ⇒ Finally, through an initiative of knowledge of concerned territories (statistical analysis, inventory, investigation, interview of the actors...).

Direct impacts are of two orders, either connected to each of the territories separately, or transverse in both territories:

In Montenegro:

- ⇒ Formalization of an intermunicipal initiative officialized by a programmatic draft agreement signed by three concerned municipalities,
- ⇒ Formalization of a Steering committee including public and private actors concerned by this laboratory of " sostenuto "
- ⇒ Formalization of a permanent forum of the cultural private actors of the territory,
- ⇒ Qualification of the territory in terms of cultural dynamics, emergence of initiatives, economic valuation and tourist valuation,
- ⇒ Evaluation of the effects from " the cultural links between local authorities " in term of creation, but also in term of economic and tourist impacts, collaboration with the economic chambers and the services of support for the tourism of each of 3 municipalities to define the criteria and the indicators of evaluation.
- ⇒ Modelling of "the cultural links between local authorities" by the validation of methodologies and applied procedures,
- ⇒ Creation of specific opportunities for the local actors, including international level.

In Italy:

- ⇒ Launch of a dynamics at the provincial level allying culture, economic and tourist valuation of the Dianese Area,
- ⇒ Definition of a policy of support for the cultural local actors, creation of the conditions of application of this policy, definition of procedures and tools, the assistance to a concrete implementation,
- ⇒ Formalization of a Steering committee including public and private actors concerned by this laboratory of "sostenuto",
- ⇒ Formalization of a forum permanent of the cultural private actors of the territory,
- ⇒ Qualification of the territory in terms of cultural dynamics, emergence of initiatives, economic valuation and tourist valuation,
- ⇒ Modelling of the "emerging cultural policy" of the Province of Savona by the validation of methodologies and applied procedures, tools of assistances given to the local actors
- ⇒ Creation of specific opportunities for the local actors, including international level.

For both territories :

- ⇒ Dynamics of internalisation within the framework of the spirit of European opportunity,
- ⇒ Break with the "cultural provincialism" to open to other contexts certainly more difficult but also more carrier,
- ⇒ International Dimension of the problem of economic valuation of the cultural strategy and the integration of the tourist dimension without distorting the fruit of the creation.

For the whole partnership "Sostenuto":

- ⇒ A model of governance which will have the merit to put in pragmatic way the question of the institutional action in favour of the cultural creation, the analysis of the objective motivations but especially the question of the economic valuation of the cultural activity and its financial and intellectual autonomy. The model will not be a stiff plan but rather an adaptable methodological frame specially insisting on the means, the tools and the conditions of the governance, in particular, the conditions of the mobilization of the institutional public actors but also on the trust of the private actors to make that they are not anymore only consumers of credits but also vectors of development for the territory of which they are native.