



Past - Present - Future



IMPLEMENTATION 2 “NEW SPIRIT IN OLD-INDUSTRIAL SITES”: INNOVATION LAB - ASSESSMENT OF PILOT ACTIONS

Thematic - Implementation

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PP nr. 6, Camera di Commercio Padova



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0. Abstract

This document summarises the activities carried out by the partner Chamber of Commerce of Padova in agreement with the plan elaborate to promote the revitalisation of existing industrial sites to strengthen the cooperation between traditional industrial sectors and Cultural and Creative industries. The core of the implementation plan is the establishment of an innovation centre in the former Jute factory recently restored by the Municipality of Piazzola del Brenta (a small city in the surroundings of Padova).

The plan gives evidence of the connection between Creative and Cultural Industries with Social Innovation from one side and the added value to this joint assistance for the territory in the premises of an old Jute factory available and already restored by the local authority. Some actions undertaken help better understand both the Social Innovation concept, its relationship in terms of methods and services with Creative Industries, the potential of industrial culture and innovation also in rural areas, like the one of Piazzola sul Brenta.

The activities carried out by CCIAA PD with the support of experts in Piazzola del Brenta(PD) in the Jute-factory and consist of two main categories: a) thematic seminars for entrepreneurs and policy makers, open to the public; b) a help-desk to provide 1:1 assistance to entrepreneurs and startupper.

1. Project Context

[InduCult2.0 project](#), financed by the Interreg Central Europe cooperation programme, establishes the idea of Living an Industrial Culture in Central Europe and reveals, strengthens and utilizes the unique cultural spirit of industrial regions.

The underlying basic concept is innovative in itself: Living Industrial Culture goes far beyond heritage preservation and utilization. Instead, past, present and future cultural and creative assets related to industries are combined into one powerful package. This is achieved by cross-sectoral cooperation set up by the partners, bringing together their museums, companies, schools, and creative communities. In this way, Industrial Culture becomes a living and dynamic concept, mirroring the ongoing transformations of the industrial economy and shaping the cultural sphere of affected communities.

The Thematic Work Package T4 “Fostering creativity and innovation in the environment of industry and its remains”, moves from the need to promote the Industrial Culture with the introduction of significant innovation in the industrial processes, mainly linked to the digitisation processes and the strong approach to the marketing innovation and the user-oriented strategies through the involvement of Creative and Cultural Industries.

The traditional industrial sectors, that often are located in well established clusters, building, etc, need to create new relationships with emerging sectors, like Cultural and Creative sectors, to be able to support the competition and give new strengthness to their products.

The way to support the dissemination and promotion of Industrial Culture and its new attractiveness toward new generations of workers, students and economic operators, can be linked with the restoration and new destinations of old industrial sites that are now empty or partially used with Industrial or others uses.

In this sense, the concept of Industrial Culture is tested in this WP in its contextual capability to create new opportunities coming from durable relationships between traditional industrial sectors, Cultural & Creative sectors (CCIs) from one side and the re-use or new destinations of old industrial buildings to become new service providers connected with new needs, new technologies and new demand of assistance from the territory.

As main WP T4 output, regions draft action plans for strengthening the relationship and the collaboration between Traditional Industrial sectors and Cultural and Creativity sectors. The collaboration will be both at the level of “products design innovation” (task 4.3) and locations (task 4.4). For the former, a concept aiming at strengthening the cross-fertilization processes between Paper/Printing value-chain and CCIs has been implemented by the CCIAA PD (PP6). For the latter (task 4.4), specific experiences, like co-working, fab-lab, innovation and service centres, etc. are encouraged, defined and tested.

Particularly:

- a) Regions will elaborate action plans (D.T4.3.1) that will promote the collaboration between industry and CCIs through competitions, living labs, work camps, etc
- b) Regions will elaborate plans (D.T4.4.1) to create innovative spaces connected with Creativity, social innovation and new services to be offered to SMEs and employees from traditional industrial sectors within old-industrial sites.

The action documented here was defined in a concept on the latter approach (D T4.4.1: Concept for creating pioneer and culture space in old-industrial sites and the following testing measures).

2. Introduction

Within the InduCult2.0 project, Industrial Culture is proposed to be open to new inputs coming from emerging sectors, like Cultural and Creative sectors. The industrial culture is made of knowledge, skills, tangible and intangible assets. Many times, for the territory, the link with the industry is coming from big buildings. These buildings are somehow the existing signal of the industrial culture and are now still productive sites or empty. In the former case, the activity carried out inside can be the same than the original; many times the activity changed and then these (often) very large buildings are partially destinate to new use, even very far from the original scope. In case they are empty, the problem is about their impact on the territory, even in terms of environmental and safety rules.

In Veneto Region, several actions have been undertaken on this topic:

- a) Several very ancient industrial locations (from the XVI to the XIX century) have been restored with new destinations (hotels, cultural centres, museums, etc)
- b) Several modern industrial locations have been restored and are still industrial sites many times linked to the original productive sector
- c) Several modern industrial locations have been restored and become service providers centres
- d) Several modern and contemporary buildings need to be restored or demolished, because of the impact at environmental and urban level

At the beginning of the implementation phase Padova Chamber of Commerce staff realized a scouting contacting several Municipalities to check the most suitable location for the implementation of the action.

The action undertaken with INDUCULT2.0 is addressed to the re-use of an old Jute Factory, actually partially empty and already restored by the local Municipality.

After meetings with the focus group, Padova Chamber of Commerce and the owner (the Municipality of Piazzola sul Brenta) were thinking to set-up an innovation centre. The idea of the Innovation Centre, not only focussed on technological innovation, but also to social innovation, came from the analysis of the local needs. The participants to the focus groups highlighted the existence of many technological and technology innovation service providers (and the risk of overlapping was quite high...with all consequence in terms of sustainability) opened, also thanks to an ERDF call launched by Veneto Region in 2016, which financed the opening of fablabs and co-working spaces in the region.

The inputs from the Focus group brought to the decision to change partially the original plan and work to develop an innovation centre focussing on Industrial Culture and Innovation considered both in Social and Technological way.

3. Objective

In the framework of InduCult 2.0 thematic WP T4, task 4, Padova Chamber of commerce in agreement with the Municipality of Piazzola sul Brenta proposed the partial re-use of an old Jute Factory as a Creative and Innovation Centre. As the building is already restored and available, the agreement of cooperation with the owner (Municipality of Piazzola sul Brenta) has been to organize the Centre and set-up the services.

Going into detail, the activities carried out aimed at the definition of plans and the realization of following activities:

- a) to re-use the old Jute Buildings (partially)
- b) to define a set of services to support local CCIs, start-ups, local companies interested in innovation, CSR & welfare;

- c) to promote the cooperation between CCI and traditional industrial sectors;
- d) to promote new models of cooperation between Industry, Creative sectors and enterprises with social perspective
- e) to foster the awareness of Industrial Culture and Identity
- f) to promote industrial tourism and company storytelling;
- g) to train the local public actors on the services to be provided for the durability of the action undertaken in the framework of Inducult 2.0.

4. Applied Approach

4.1. General

According to the discussion held at focus group level, Padova Chamber of Commerce signed a memorandum of understanding with the municipality of Piazzola sul Brenta:

The industrial building is located in one small municipality (Piazzola sul Brenta, 11.500 inhabitants) and its owned by the Municipality. Part of the building hosts the municipality offices, other parts are vacant or used for events. The newly established centre focusses on Industrial Culture and Innovation

The durability of the initiative is assured by an agreement of cooperation signed with the Municipality.

4.2 The Jute Factory in Piazzola sul Brenta

The factory for the jute's spinning and weaving has been built starting from 1890, when a dedicated company was established by the local family of Scalfo Pavan.

Eng.Giulio Lupati built the factory from 1889 to 1892 and then he was replaced by Eng. Francesco Pasini that finished the building around 1895. The factory employed about 120 workers.

The jute was coming directly from Calcutta (India) through the port of Venice. The production increased with the XX century (from 1000 to 2400 spindles; from 40 to 144 textile frames). The production increased up to the end of 1920.

The reduction of jute availability and new products brought the factory to the crisis and on 1933 it was sold. After a closure period, the jute production continued up to 1978, when the Factory was closed definitively.

During the following decades the building remained closed and ruined. In the first decade of 2000 a large restoring intervention has been undertaken, financed also by ERDF, with the following results:

- Some sectors have been designated to residential scopes (private flats)
- Some sectors have been restored with a public destination

4.3 The intervention

The Municipality gave to Padova Chamber of Commerce the free use of an office, available in the Municipality building (former guest house of the jute factory) for 1:1 assistance and small group of users. The former “spinning room”, 1400 m², has been used for big events.

The Council Room and the Library, both part of the Industrial complex, have been used for workshops and events.

The Municipality of Piazzola sul Brenta is in charge for the maintenance the rooms.



4.4. Preparatory actions undertaken:

Padova Chamber of Commerce involved the Municipality of Piazzola sul Brenta, owner of large parts of the former jute factory and agreed on a common action plan for its realization. Piazzola Municipality agreed to cofinance the action until € 7.500, with own funds, for the establishment of a permanent exposition related to innovation & industrial culture. This part will be realized by the Municipality, in cooperation with the Chamber, after the project's end. It can be considered a spin-off of InduCult2.0 project, since it was not foreseen in the project's workplan.

Padova Chamber of Commerce realized also a call for tender, according public procurement regulation, to select the implementation partner.

After the call it appointed IMPACT srl, a spin-off company of Padova University, which provided skilled people for the opening of an innovation desk and will realize several thematic workshops involving local SMEs and testimonials.

- The main goal achieved is the establishment of an Innovation Centre for the development and the promotion of the Industrial Culture. The idea is to link Industrial Heritage with the new face of Industrial Culture, linked to innovation and new products.

The Centre, located in the old Jute Factory has the following main characteristics:

- Location: Piazzola sul Brenta (Padova) – Jute Factory Camerini
- Staff allocated: experts on the following fields:
 1. Entrepreneurial culture and valorization of tangible and intangible industrial heritage culture
 2. Product and Processes innovation

3. Technology Transfer and Cross-fertilization actions addressed to traditional industries and Creative Industries
4. Incubation for high-tech and creative start-ups

IMPACT cooperated with TAG – Talent Garden, a company running a co-working space in Padova, to enhance the quality of the assistance provided.

4.5. Main initiatives of the centre addressed to SMEs and citizens:

The Centre focused its activities on the following topics:

- Industrial culture promotion
- Innovation addressed to industrial processes and products
- Technology transfer
- High tech start-ups support
- Tangible and intangible industrial culture valorization

The topics have been developed through 2 main initiatives:

- A set of seminars for SMEs and citizens
- An help-desk to spread information and assist SMEs

The Centre has been accessible at one day per week with a desk officer (office located in the Jute Factory) and always via email. The staff allocated were Dott. David Celetti and Dott. Edoardo Giroto.

The mission of the office was to provide information and consulting on innovation, technology transfer, start-ups, cross-fertilization activities with Creative Industries, valorization and promotion of the industrial culture heritage

Other information:

- Start-up of the service 30/11/2018
- Duration of the service provided: 31/05/2019 (within InduCult2.0 project). It will continue in June 2019 without project money and stop for the summer months.
- In September 2019 Padova Chamber of Commerce and the Municipality of Piazzola will agree on the way to ensure durability of the service.

CENTRO PER L'INNOVAZIONE, LA PROMOZIONE E LO SVILUPPO DELLA CULTURA INDUSTRIALE

Sportello di primo orientamento

**APERTO AL PUBBLICO
il VENERDÌ dalle 9.30 alle 12.30**
Presso i locali del Comune
di Piazzola sul Brenta
in Viale Silvestro Camerini, 3

Potete contattare lo sportello per informazioni anche:
via mail all'indirizzo inducult.piazzola@gmail.com
o telefonicamente al numero 049.774724

4.6. Seminars organised:

LE IMPRESE SI RACCONTANO



11th February 2019

“How to react to changes: strategies and innovation processes of resilient SMEs”
panel and discussion

Speakers:

Franco Conzato – PROMEX director
Giancarlo Corò – University of Venice
Paolo Gubitta – University of Padova
Paolo Masotti – ADACTA Director
Gianni Potti – CNCT President
Mario Volpe – University of Venice

Introduction to the set of seminars and first approach to the topic of the Industrial Culture and its innovation potentialities connected with Creative industries

26th March 2019

Welfare and social responsibility

Moderator: Prof. Giovanni Fontana, University of Padova

Speakers:

Giulio Mattiazzi – Etic and Economy Foundation

Fabio Strelotto – Innova Srl

Vinicio Bulla – Rivit Spa

Core of the seminar: setting-up local networks of stakeholders (4-helics stakeholders) to promote entrepreneurial social approaches and – as a consequence – in the territory where the industries are located.

An overview of running experiences and testimonials contributed to explain and demonstrate the effectiveness of the approach.

7th May 2019

Culture as an “engine” for local development

Moderator: Prof. Mario Volpe, University of Venice

Speakers:

Dott. Renzo Turatto – Political Analyst – OCSE Venice Office

Dott. Antonio Rigon – Polymnia Venice Director – M9 Director

Core of the seminar: the relationship between culture, creativity and industry can be strengthened the development processes, encouraging the social innovation, particularly the social inclusion, the urban regeneration and the setting-up of creative and innovative enterprises.

An overview of running experiences and testimonials contributed to explain and demonstrate the effectiveness of the approach. Additionally, Culture and Creativity can help Policy Makers to design new approaches and new local strategies.

Additionally, an overview of the Industrial Culture networks promoted by INDUCULT2.0 and the funding opportunities connected with the cooperation with CCIs have been explained to the participants.

14th May 2019

Landscapes and Industrial Assets

Moderator: Prof. Giovanni Fontana, University of Padova

Speakers:

Andrea Galeota – Chamber of Commerce of Padova

Marco Giampieretti – University of Padova

Franco Mancuso – AIPAI/ECCIH

Core of the seminar: the valorization of the industrial culture and tangible assets is one of the main elements for the urban regeneration and the valorization of peripheral areas.

Experiences at European, National and Regional level helped to explain the concept.

21st May 2019

[Culture and Enterprise for a sustainable globalisation](#)

Introduction: Prof. Giovanni Fontana, University of Padova

Moderator: Prof. Corò, University of Venice

Core of the seminar: promote relationship between Culture and Industry; explain how Industry can support Culture (sponsorship; patronage activities, funding, etc), highlighting that the best relationship is given by the mutual support: enterprise bring to Culture and culture promote enterprise.

The economic analysis of this relationship and the globalisation approach as an added value contributed to the discussion with the participants.

Additionally, an overview of the Industrial Culture networks promoted by INDUCULT2.0 and the funding opportunities connected with the cooperation with CCIs have been explained to the participants

28th May 2019

[Industrial Storytelling between innovation and resilience](#)

Introduction: Prof. Giovanni Fontana, University of Padova

Speakers:

Dott. Paolo Masotti – Socio Adacta Advisory S.p.a.

Dott. Alessandro Valente – Direttore Generale, Valente S.r.l.

Core of the seminar: present and discuss two key example of industries facing the transformation of the economical landscape, highlighting success factors and issues industries are tackling in the present time



5. Results

The recovery of industrial heritage has become one of the strategic levers for the revival of cities and territories and for new urban regeneration programs, demonstrating how innovation-oriented practices have allowed us to give value to the assets of industrial civilization and to return them to the public as collective cultural heritage. Today, in fact, it is no longer sufficient to defend historical memory and existing value systems. To perpetuate itself, memory must become alive in projects that create new values, integrating into the evolutionary dynamics of the territories and projecting into the future.

It is necessary to underline here the need to implement, even in the context of small local communities, mechanisms for the protection and enhancement, in the framework of the research that is taking place to find the different roads for sustainability and economic development in the peculiar Italian situation.

This goal is always linked to the memory of citizens, their history and tradition, and the need to involve them in projects and initiatives implemented to keep alive former industrial sites. The interest shown by the different stakeholders in the implementation of the action is already a sign of the recognition of the value of the industrial heritage industrial in the set of cultural resources.

The pilot action has prompted the Municipality to increase its commitment in the recognition of Industrial Culture as an identity and positioning factor.

The target groups were local entrepreneurs and start-ups.

During the months from December 2018 to April 2019 30 entrepreneurs and start-ups consulted the help desk, frequently issues have been innovation process, business planning and digitalization. Main users addressed by 1:1 assistance can be listed as follows:

- a) Traditional industries (manufacturing mainly)
- b) New entrepreneurs interested to renovate traditional/old industrial sites and sectors (mainly connected with mechanic, manufacturing sectors applied to food-transformation, automotive, wood and furniture value chain, etc).

The desk proved helpful for the local companies, for future entrepreneurs as well as for the municipality officers, who often consulted the desk operators for innovation related issues.

The seminars and workshops had the result to highlight the potential of industrial culture and the relevance of innovation, bringing high level debate, quite usually fund in University Departments or in major cities, in a little town in a rural area. During the workshops, Inducult2.0 have been promoted and its main results disseminated. Additionally, information concerning Industrial Culture networks and related opportunities to be financially supported at EU, National and Regional level have been shared with the participants.

The Mayor of Piazzola sul Brenta declared *“Rarely events of such a level have been hosted in our Municipality”*.

The average number of participants to every workshop is 16. Target addressed during these workshops can be listed as follows:

- a) Entrepreneurs and new-entrepreneurs
- b) Service providers interested to innovate their services addressed to Industry
- c) Start-ups and potential new entrepreneurs
- d) Researchers

About social innovation, the action has been useful to promote a debate about relations between profit, non-profit and public sector, leading to actions realized under the project “Alliance for Families”, promoted by the Municipality of Piazzola sul Brenta and other public and private undertakings and focusing on workers and territory welfare.

6. Evaluation/transnational added value

The cooperation with high level speakers from leading industries and universities has shown the potential for innovation in local SMEs, even if the attendance to the events has been quite low, due to the poor connections of Piazzola sul Brenta with the major urban centres of the region and the rural environment.

In every event, evaluation questionnaires from the participants have been collected and analyzed, the average evaluation of the proposed events is very high (21/24).

The target groups of the action have been reached, and the help desk has been useful and appreciated by the users, whose number has increased during the months.

The action has been developed in parallel with other partners that are working on the same topic (task T4.4.X) and gave valuable input and inspiration for their individual planned measures. The intervention model has been presented in the international conference Stati Generali del Patrimonio Industriale, held also in Piazzola sul Brenta in October 2018.

The intervention model could be proposed for other economic sectors and to other geographical areas.

The pilot action has been successful, its results are promoting a major awareness of the potential of industrial culture and of the need for innovation to promote regional development. From this experience, links were born between different subjects, operating in different areas, with the common objective of implementing mechanisms for the enhancement of industrial culture in all forms of expression.

These new relations highlighted a path to be taken with short and long term prospects:

- Increase the involvement of experts in local activities;

- Promote the creation of development networks;
- Establish public-private collaboration agreements;
- Increase the awareness of the general public on the identity aspect of industrial culture.

7. Outlook and sustainability

The agreement with the Municipality of Piazzola sul Brenta, and the availability of the Municipality to finance it with own funds will support the durability of the actions undertaken.

Padova Chamber of Commerce will use the former Jute Factory for events in other projects (e.g. an event realized in April in the framework of PID Project about digitalization).

The Municipality is going to apply to an open ERDF Regional call for proposals to sustain the tested actions and further develop them in the coming years.

8. Annexes incl. picture documentation (if applicable)

Leaflet of the help desk, shared in Piazzola sul Brenta and neighbor Municipalities



La **Camera di Commercio di Padova**, in collaborazione con la Città di Piazzola sul Brenta, ha aperto uno sportello per offrire **attività di primo orientamento** alle imprese nei seguenti ambiti tematici:

From the website of the Municipality of Piazzola sul Brenta:



Città di Piazzola sul Brenta
Viale Silvestro Camerini n° 3 - 35016 Piazzola sul Brenta (PD)

 0499697911

 protocollo@comune.piazzola.pd.it

 piazzolasulbrenta.pd@cert.ip-veneto.net

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E' aperto, da venerdì 9 novembre, uno sportello di prima informazione a favore di imprese e privati dedicato all'innovazione; lo sportello è attivato grazie ad un accordo stipulato, nell'ambito del Progetto europeo InduCult2.0 finanziato dal Programma Interreg Central Europe, tra Camera di Commercio di Padova e Comune di Piazzola sul Brenta per favorire la crescita e lo sviluppo dell'innovazione sul territorio.

One of the workshops:

