

# T3.4.5: CCI FOR MULTIPLIERS : ACQUAINTING INDUSTRIAL / SOCIAL MULTIPLIERS WITH CCI METHODS

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**Regional Test Case Documentation**

**1 2022**

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Contribution to T3.4.5



Reporting Period nr.6



PP6, Padova Chamber of Commerce



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# TABLE OF CONTENTS

0. Abstract	3
1. Introduction	3
2. Objective	3
3. Applied approach	4
4. Results	4
5. Goal Achievement, Lessons Learned and Transnational Added Value	5
6. Outlook and sustainability	5
7. Annexes	6

## 0. Abstract

The tested measure made use of CCI by involving local theatre groups in a project of “business theatre” that has, as an output, generated a series of five performances each narrating the identity and achievements of an industrial company. The performances were presented during an “Industrial theater festival” during two evenings in the historical G. Verdi Theatre of Padova, on 9 and 10 December 2021.

## 1. Introduction

The starting point for the test case idea is storytelling: A CCI method as old as time that has a place in every territory and industrial culture. Stories are indeed a universal language that everyone can understand; they stimulate imagination and passion and create a sense of community among listeners and tellers alike. The tested measure is needed because the constant evolution of industrial culture is a generator of opportunities but also a source of stress for multipliers tasked with giving a voice to business and economic interests. Moreover, Padova the Chamber of Commerce has decided in 2019 to partner with the Teatro Stabile del Veneto, an Association whose most important members are the regional government and municipalities, together with the Chambers of Commerce of Venice-Rovigo and Treviso Belluno, to enhance the links between theatre and industry and the transformative power of the historical theatres of Padova, Venice and Treviso for the industrial companies.

## 2. Objective

The objective of the tested measure has been to involve “multipliers” in order to make them aware of the potential of CCI and CCI related methods, and of their value for the economic development of industrial regions like Veneto. The selected multipliers, business support organizations possess indeed a strong capacity to “multiply” since they represent individual professionals and firms with common concerns and interests and play a crucial role in the social and economic context of our region. Business Organizations such as Confindustria work to gain or retain benefits for their members, through advocacy, public campaigns and even by lobbying governments to make changes in public policy. They have been, together with employees, entrepreneurs, journalists and opinion leaders, the audience of the activities of the tested action. During two evenings on 9th and 10th December 2021 they had the opportunity to become aware of 5 different strategies to use theatre and theatrical communication as storytelling and also as means to promote a company, enhance the self-esteem and the sense of belonging of the employees and workers. Some cooperation between companies and theatre have already taken place in recent years, the tested measures represent the first time a “festival of industrial theatre”

is brought on stage in Italy, and, as far as we know, in Europe. The “festival” has been a success, despite Covid-19 related situation, more than 500 people participated in the evenings, and there has been good coverage by the local media.

### 3. Applied approach

The idea was discussed through a focus group and with feedback of participants, as well as with the InduCCI partners and the lead partner.

The tested measure made use of CCI by involving local theatre groups in a project of “business theatre” that has, as an output, generated a series of five performances each narrating the identity and achievements of an industrial company. The action started with business interest groups actively engaging their associated business firms to create the connection with professional theatrical CCI. The Chamber of Commerce published an open call to select the companies interested to participate in the test case, and selected 5 companies out of 7 participants of the call, because of budget constraints.

The selection took into account the relevance of the company for the local economy, the different areas, the different production lines.

The representatives of theatrical CCI met the owners and managers and of the companies identified and conducted a thematic and narrative analysis of the industrial culture to understand how it changed, over time.

### 4. Results

These were the “couples” and the title of the show (the following list presents the name of the industrial Company, the name of the Theatre CCI and after the “:” the title of the show).

- Luxardo (production of liqueurs) - Barabao : Luxardo elixir - Our story continues
- OMP Engineering (life support system production) - La Piccionaia: Senza te che farei (without you what would I do)
- Cast Bolzonella (production of working garments) - Teatri Off Padova : RIPSTOP
- Antonio Carraro Spa (production of tractors) -Zelda theatre: Black box Beethoven
- La Meccanica srl (production of machineries) - Teatro Bresci: Meccaniche (Mechanics)

The theatrical CCIs conceived and realized a 20 minutes show each.

Ca’ Foscari Venice University provided a student who monitored the interaction between the five companies and the five CCI.



After a first “meet and greet” session organized by the Chamber of Commerce and Teatro Stabile del Veneto, the theatrical CCI visited the companies and, after talks with the management and the workers, conceived their show idea.

The idea was shared with the company, and after the format was agreed, the CCI realized it. Each CCI/company was free to choose how to “present” the company during the public show. The workshops to realize the show involved workers and entrepreneurs.

The final works were presented in two evenings in the historical “G.Verdi” theatre of Padova. This location has been chosen because of the communication impact and the relevance of the “product”. Since the high quality of the work of the 5 CCI we decided to move the presentation to the theater, instead of presenting them in a company factory.

The audience was composed of more than 500 people, among them journalists, local politicians, university professors and students, representatives of business associations, entrepreneurs and workers.

After the introduction by Claudia Marcolin, director of the theatre, Fabrizio Panozzo, professor of Venice University who conceived and proposed the action, Andrea Galeota, project manager of InduCCI for Padova Chamber of Commerce, 3 theatrical CCI presented their shows.

Each show was followed by a 20 minutes talk between the company entrepreneur and the CCI director, moderated by a journalist.

On the second evening, after a round table discussion between Claudia Marcolin, Andrea Galeota, Fabrizio Panozzo, Marina Geromel, representative of Confindustria, industrial business association, and Giorgio Sangati, director of a theatre CCI, three more theatre crews presented their shows.

Teatro Stabile del Veneto printed and distributed a publication presenting the action to all visitors.

## 5. Goal Achievement and Lessons Learned

The goal was achieved with the realization of the two evenings in December.

4 out of 5 companies had never worked with theatre CCI or considered it as a storytelling way.

The theatre CCI presented 5 different ways to deal with the company: Barabao, e.g., showed the long history of the company, while Teatri Off Padova presented the products of the company, clothes for workers, bringing on stage the workers of the company, assisted and accompanied by the actors.

The interaction between the company entrepreneur and the CCI director, moderated by a journalist, as well as the round table discussion have been important moments to create awareness in the audience.

We got several positive feedbacks from the audience, collected with direct interviews, or through e-mails sent by some of the audience.

The interest groups acknowledged the importance of CCI and of theatre not only for company storytelling but also for team building, communication courses, etc.

The “festival” composed by the two evenings has been a success.

There were articles in the local newspapers, and good feedback by the audience.

More than 500 people attended the shows.

## 6. Outlook, Sustainability and Transferability

All companies have asked the CCI to again represent the show in their premises, and some mayors or members of municipal councils have asked to represent it in their towns.

The Teatro Stabile del Veneto is evaluating the possibility of replaying the show in other cities.

This action is a good example of interaction between CCI and companies that can be replicated in other national and international contexts.

About sustainability, the costs for the replay of the shows could be covered by the involved companies, as well as by the audience, or by other public administrations (e.g. the municipal authority).

## 7. Annexes

**Pictures of the event (by A.Galeota):**



the poster at the entrance of the theatre



theatrical "industrial setting"





the first show: "La Piccionaia" and "OMP Engineering"



the life saving products of OMP on stage



the discussion between producer and OMP manager



Barabao and Luxardo





Cast Bolzonella and Teatri Off Padova



the discussion after the show



G. Verdi theatre





some brochures of the test case

Participant list (not all viewers signed, since it was free)



**Evento Cultura e creatività  
per una nuova narrazione delle aziende**

**D.T.3.4.5**

**"CCI for multipliers": Acquainting industrial/social multipliers with CCI methods**

**Giovedì 9 dicembre 2021**


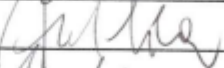
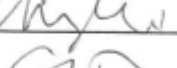
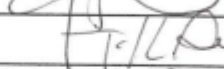
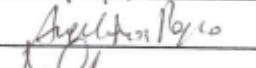
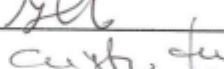

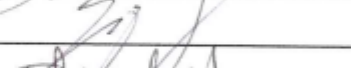
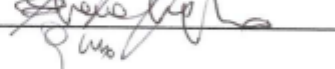
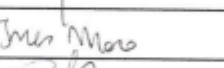

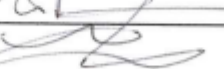

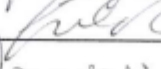
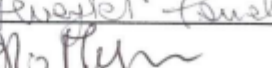
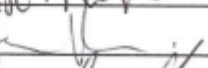
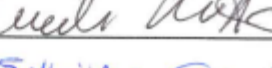






**TEATRO VERDI - Padova**

**ORE 20.00**

NOME COGNOME	ENTE/AZIENDA	FIRMA
ALESSIO ZINI	GALILEO PST	<i>[Signature]</i>
FILIPPO MSIN	CON COOPERATIVE FED. CULTURA	<i>[Signature]</i>
MARTA PICCOLO	BARABAO TEATRO	<i>[Signature]</i>
MATTIA SCAGGIANTE	BARABAO TEATRO	<i>[Signature]</i>
MARISA DARE	Camera Comm.	<i>[Signature]</i>
SABINA ANTONI	ISTITUTO VME	<i>[Signature]</i>
ETANUBA GASTALLO	ISTITUTO VME	<i>[Signature]</i>
VOLPATO MADDALENA	Comm. Comm.	<i>[Signature]</i>
CAMPOLLO SARA	CCIAA PD	<i>[Signature]</i>
PINAN FEDERICO	" "	<i>[Signature]</i>
PARUSIANO	VME	<i>[Signature]</i>
FILIPPONE FARMACIA	"	<i>[Signature]</i>
NORDO SILVIA	CAST BOLZONELLA	<i>[Signature]</i>
SIMONATO ALBERTO	CAST BOLZONELLA	<i>[Signature]</i>
SIMONATO MARCO	CAST BOLZONELLA	<i>[Signature]</i>
BATTACCHIA ROBERTO	ISP	<i>[Signature]</i>
ROSA CABELLO	ISP	<i>[Signature]</i>
SIRONA ZACCARO	CCIAA PD	<i>[Signature]</i>



Camera di Commercio  
Padova

NOME COGNOME	ENTE/AZIENDA	FIRMA
FABRIZIO DIAMIGO	UNIPD	
ANDREANNA PIVA	UNIPD	
FEDERICA BUCCHINI	UNION	
GIANNI TROVATI	TESSUTO - USAT	
TITO POMERAI	CCIAA TREVISO	
ANGELITA POPPIO	UNIPD	
CARLO DE LUCA	BUG UN	
CARLO FUSI	LUXARDO	
SIMONA MARIANO	ECAP	
GIORGIO LUXAM	LUXAM	
STEFANO CURELLO	CURELLO	
GIORGIO LUXAM	"	
INES MORE	OFF	
SABINA D'AMORE	OFF	
MARCO ZILLO	LUXARDO	
RAFFAELLA NUNZIATO	GLASS STUDIO	
ANDREA BACCHETTI	PRIMA PD	
MORICI GIULIA		
ERNESTA MENEGHETTI		
SERGIO REGGIANI		
RAFFAELLA RIVI		
PIERPAOLO VANDI	NELOMBARDIA	
SABRINA GIRARDIN	CCIAA PD	

**Evento Cultura e creatività  
per una nuova narrazione delle aziende**

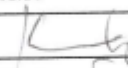
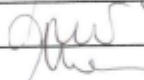
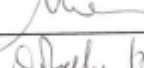
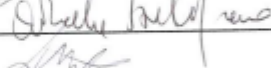

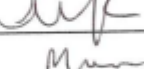
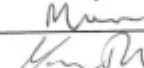
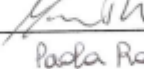
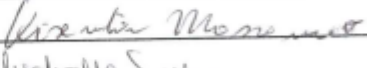

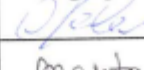
**D.T.3.4.5**

**"CCI for multipliers": Acquainting industrial/social multipliers with CCI methods**

**Giovedì 9 dicembre 2021**

**TEATRO VERDI - Padova**

**ORE 20.00**

NOME COGNOME	ENTE/AZIENDA	FIRMA
CHRISTIAN COMIS	IRE COOP VENETO	
NADIA MORO	OFF	
Eugenio Nolin	OB	
Isabella Di Battista	BEAPP	
LEONARDO MONTI		
ANDREA BIANCHI	WATERS	
MARIA GUGLIELMO	Y	
MASSIMO BATTI	Y	
PAOLA RONTAN	a	Paola Rontan
ELISA PERIN	PWJC	Elisa Perin
MASSIMO VISENTIN		
NICHIELLE SANGUINETTI	LUXARDO	Nichelle Sanguinetti
MARCO TACCHINI	LUXARDO	Marco Tacchini
ELENA BIASI	Studio debole	
ANDREA GALLI	CCIAA PD	
MARITA ZAGGIA	CCIAA PD	Marita Zaggia



**Evento Cultura e creatività  
per una nuova narrazione delle aziende**

**D.T.3.4.5**

"CCI for multipliers": Acquainting industrial/social multipliers with CCI methods

**Venerdì 10 dicembre 2021**

**TEATRO VERDI - Padova**

ORE 20.00

NOME COGNOME	ENTE/AZIENDA	FIRMA
LUCIA BASSO	REGIONE VENETO	Lucia Basso
MARIA GRAZIA MORA	CCIAA PADOVA	Maria Grazia Mora
BRIGIDA COLOMBO	REGIONE VENETO	Brigida Colombo
BERTI NICOLA	CCIAA PADOVA	Nicola Berti
BORTI BENEDETTA	"	Benedetta Borti
Fusella Fogo	Privato	Fusella Fogo (Maria Luisa)
Liliana Carraro	ANTONIO CARRARO SPA	Liliana Carraro
MARCO SERRAGLIO	CESCOT VENETO	Marco Serraglio
RINO DALL'ES	ADJ INDUSTRIA	Rino Dall'Es
SIMONA ACCIARI	CCIAA PD	Simona Acciari
FILIPPO MENIN	CONFEOPERATIVUS VENETO	Filippo Menin
ORNELLA MURARI	COT. REGIONE	Ornella Murari
Roberto Pini	comperi	Roberto Pini
MARTINA ZANDELLA	MUSTANG	Martina Zandella
ELENA BACCHINI		Elena Bacchini
TONIETO GIULI	BRETON SPA	Tonieto Giulio
CRISTINA BORDI	CRISTINA	Cristina Bordi
LOVISON CRISTINA	"	Lovison Cristina

