



sostenuto
thinking culture as a factor
of economic and social innovation

Launch press conference of the Sostenuto project

With the support of the representation office of the Provence-Alpes-Côte d'Azur Region in Brussels

Speech from Mrs **Michèle TREGAN**, Vice-President of the Regional Council Provence-Alpes-Côte d'Azur, Delegate for NGOs Development, Youth and educative Action

19 May 2009, 5.30 pm. Brussels - Conference room of the common seat of the Alps Mediterranean Euroregion

62 rue du Trône - 1050 Bruxelles . Métro : Trône or Porte de Namur

How to reinforce the cultural sector's innovation capacity in the Mediterranean zone? How to accompany its mutation towards new economic and social models? How to value its innovation capacity towards decision makers, spatial planners and financiers?

Sostenuto will be tackling these issues: the project aims at testing innovative practices – incubator, cluster, LETSystem, new modes of territorial governance – within the cultural sector, modelling these experiments and fostering their dissemination and their appropriation in the Mediterranean zone and beyond.

4 laboratories will frame the experiment of 4 innovative modes of organisation and management in the cultural sector:

- **a business incubator** (Marseille - France) will back up cultural entrepreneurs in the development of their projects with shared services and accompaniment in the structuring and the long term development of their structure;
- **a cluster** bringing together enterprises in the arts and craft sector (Chiusi . Italy) will stimulate the development of their competences and economic activities;
- **a local exchange trading system** (Ljubljana - Slovenia) will allow inhabitants, NGOs and institutions of one of Ljubljana's district to trade know-how, services and competences;
- **territorial governance**, as a method of consultation (Kotor - Montenegro and Liguria - Italy) will target a better inclusion of the cultural sector in territorial development strategies.

On the basis of these experiments, scenarios will be drawn addressing the necessary conditions for the emergence of new forms of economic and social organisations in the cultural sector. The results will be disseminated at a local level (the partners territories), at the regional level (the Mediterranean zone) and at the European level, through various means, and especially: a website, 3 transnational conferences and a Green Paper.

Partners of the project:

AMI, centre de développement pour les musiques actuelles (France)

www.amicentre.biz

Bunker, production and training in contemporary performing arts (Slovenia)

www.bunker.si

Citema, european city for arts and crafts (Italy)

www.associtema.eu

Expeditio, center for sustainable spatial development (Montenegro)

www.expeditio.org

Relais Culture Europe, ressource center on Europe and culture (France)

www.relais-culture-europe.org

University of Valencia (Spain)

www.uv.es

Zunino e Partner, advisor and architecture office (Italy)

www.zepprogetti.eu

For any further enquiries and participation:

Relais Culture Europe : F. Trotte, S. Bois-Choussy . 00 33 1 53 40 95 79 . sostenuto@relais-culture-europe.org



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