

**Ravello LAB
International Forum 2008**

Recommendations

DRAFT

Introduction

The post industrial economy has resulted in a multicultural and complex society. European cities are today more than ever places of integration and creativity. It is here in fact that creative and cultural industries and projects are concentrated, just as migratory flows necessarily make urban spaces places of social integration through the migrant communities which live and work in the Member States. These two dimensions present cities with a role as daily laboratories for creativity and intercultural dialogue, if consciously promoted by local authorities and if sustained by established systems of active participation by citizens, creative groups and other subjects of a place's socio-economic fabric.

With the aim of offering an original contribution on this theme to policy-makers, to European institutions and Member States, Federculture, The University Centre for Cultural Heritage has promoted Ravello LAB – International Discussions 2008.

The International Discussions of Ravello 2008 intend to provide a specific contribution to the defining of appropriate strategies and policies, with the objective of bringing out all the potential of culture as a strategic element in social cohesion, intercultural dialogue and as a creative and competitive factor in the economy of knowledge.

From 9-11 October 2008, some 100 scholars, experts and European operatives met at Ravello to discuss the theme: 'The Economy and Society of Knowledge', with specific focus on:

- The relationship between creativity / competitiveness in urban policies;
- Cultural production in the Euro-Mediterranean dialogue.

The occasion of Ravello Lab 2008 took into consideration the joint recall by non-governing organisations, by European networks and by civil society to establish a more concrete participation in the development of the policies and actions of the European Union, at the same time creating the conditions for reinforcing reciprocal dialogue.

Ravello Lab 2008 took place under the Esteemed Patronage of the President of the Italian Republic and under the Auspices of the Secretary General of the Council of Europe Terry Davis and with the patronage of Jan Figel, Member of the European Commission responsible for Education, Culture and Youth.

Recommendations

The Participants at Ravello LAB 2008 having recognised that:

- The European Commission, through the *European agenda for culture in a world undergoing globalisation* promotes:
 - Culture as a catalyst for creativity within the sphere of the Lisbon Strategy for growth and employment;
 - Creativity as an educational subject and intends to integrate this dimension in the measures for permanent education and training;

- The mobility of artists and workers in the cultural sector as well as the circulation of whatever forms of artistic expression;
- The reinforcing of intercultural capacities and intercultural dialogues.
- The European Commission has declared 2008 the European Year for intercultural dialogue.
- The European Commission has declared 2009 the European Year of Creativity and Innovation.
- The Council for Europe, on 7 May 2008, published the *White Book on Intercultural Dialogue*.
- Ravello LAB considers culture to be a resource with the potential to alleviate economic inequalities, repair the torn fabric of society, stimulate new creative energies, tie our past with our future, promoting what is known as “the creative economy”, ensuring openness towards new ideas, new ways of thinking and producing new services and products.
- Ravello LAB is in line with the cross indication of the work plan with priorities of the priority for culture 2008-2010 to identify and disseminate international best practices functional for the identification of working recommendations on the themes under discussion.
- Ravello LAB sustains the wikicapital approach to creativity and innovation.

RECOMMEND

That in the elaborating of cultural strategies and policies, The European Union, the individual Member States and the autonomous regions and places take account of the reflections reported here and the attached detailed measures:

- A To promote the adoption of multisectoral urban policies in which the importance of creativity as a catalyst for economic and social growth is recognised.
- B To sustain cultural production and creativity as instruments for intercultural dialogue, social integration and local development.
- C To promote the establishment and the recognition of the social status of the artist.
- D Reinforce the investment in *networking*.
- E To aim for education and training as fundamental areas for integration and the social and economic development of European countries and southern Mediterranean countries.
- F Prepare a centralised system for the collection and valuation of best practices with the aim of promoting the exchange of information and knowledge between operatives.

In particular, the participants hope that:

- Within the sphere of the European Year for Creativity and Innovation, each Member State indicates its own coordinator responsible for the organisation and realisation of activities at national level.
- Each Member State, in order to carry out the work plan for Culture 2008-2010, indicates its own experts who are members of the workgroups identified by the work plan.
- The necessary assumptions are drawn up for the creation of Ravello BRIDGE, a real and independent ‘Grant’ aimed at facilitating exchanges between project requests and offers, between available resources and ideas expressed (European and non-European).

Specific Recommendations from Workshops 1 and 2

A. To promote the adoption of multisectoral urban policies in which the importance of creativity as a catalyst for economic and social growth is recognised.

Considerations

- Large cities are continuously places where creativity and innovation find fertile ground to develop thanks to the presence of universities, centres for study, research and of industries and companies which can become principal outlets for creative talents.
- Exponential growth of knowledge has resulted in a wider specialisation in the individual talents in ever more specific sectors. For this reason, human capital can become more creative if gathered in multidisciplinary groups which allow them to connect different areas and competencies to arrive at innovative solutions to complex problems through a multisectoral approach.
- Creativity is the first source for innovation, which in turn is recognised as the primary motor for local economic and social growth.
- Culture is a sector which provides employment and promotes economic growth and is therefore particularly important for the growth of cities (especially those small and medium in size) and rural areas.
- In increasingly multicultural cities, the exalting and valorisation of cultural diversity generate development and allow for the dichotomy between assimilation and multiculturalism to be overcome.
- Multicultural environments stimulate creativity.
- Economic and social wellbeing of European citizens should be considered as a minimum preliminary condition for the achievement of high levels of productivity and competitiveness in Europe.

Recommendations

- To acknowledge and assign to multidisciplinary urban planning a strategic role in order to respond in a sustainable and participatory manner to the environmental social, economic and cultural challenges which are to be found in cities.
- From the viewpoint of multidisciplinary planning, to introduce creativity to the centre of urban policies promoting creative and innovative approaches for the solution of complex problems.
- To appeal in the most diffused manner for intense co-planning as a process for defining the content of urban and territorial planning through the involvement and participation of interested parties.
- In line with participatory *governance* approach, to encourage the creation of urban structures which, based on model of “urban centres”, involves the community from the conception of a project idea to its conclusion in order to ensure a broader knowledge and informing of citizens. To foresee, moreover, systems for monitoring the *governance* which ensure the effective involvement of social groups and local economics.
- To motivate local administrations to speak to universities and research centres as sources of know-how and creative forces for the planning and evaluation of “multidisciplinary” intervention in the urban fabric.
- To anchor the territorial transformation which occurs through projects which generate creative processes, to a solid management culture which is necessary to guarantee the stability of processes in the medium-long term, to achieve the results proposed and evaluate the economic and social impacts in the territory on a necessarily wider horizontal timeframe.
- To include the migrant community both as beneficiaries and as actors in the processes which promote intercultural dialogue. Their involvement, active and participatory, can give life to a new idea of citizenship which goes against the idea of a “half-breed” city.

B. To sustain cultural production and creativity as instruments for intercultural dialogue, social integration and local development.

Considerations

- The cultural offer must be distinctive. In this way, culture can give the competition a “win-win” approach in which the success of one reality does not determine the failure of another.
- Industrial policies and policies for research, development and innovation must recognise the importance of local growth and the potential of creativity and culture in its stimulation.
- Today the concept of creativity is predominantly *technology driven*. It is necessary therefore to introduce a *human* dimension to creativity in order to tie creativity in a more direct way to culture and to social development.
- In the current post industrial economy, culture and creativity must acquire a relevant role in the achievement of a much higher level of competitiveness in the Union.

Recommendations

- To identify and carry out the necessary measures to create a favourable environment for the development of creativity and innovation in order that they can contribute to intercultural dialogue and the competitive growth of the regions.
- To promote and integrate in the European programmes for financing of research and entrepreneurship specific measures aimed at the sustaining of projects characterised by high level of creativity and innovation.
- To promote, for cultural projects and initiatives which do not compete in the marketplace, initial public financing (*seed money*) aimed at sustaining preventive training assistance for workers to acquire the entrepreneurial expertise which can enable them to get away from public funding.
- To anticipate the fiscal facilities and access to credit for workers in creative sectors.
- To activate the participation of private financing, not through sponsorship but through the creation of partnerships in which the private partner is able to feel part of a shared process.
- To invest in communication and in the processes of active involvement of the potential beneficiaries (artists and talents, actors and cultural institutions) and the local collectives to improve policies and to generate participatory and shared projects.
- To allocate ‘multidiscipline’ a central role in the planning of experiences which compete for public finances.
- To anticipate accompanying measures for the projects concerning intercultural dialogue from their inception to their conclusion.

C. To promote the establishment and recognition of the social status of the artist

Considerations

- Artistic production and the circulation of artists have a social valency which is guaranteed and supported.
- Artists are the privileged actors in a happy cultural exchange.
- Flexibility and mobility are inseparable in the exercising of the artistic profession.
- Artistic productions bring together artists, both European and non-European, whose mobility is hindered by national policies for the concession of visas to move within the EU.
- On the basis of the Conclusions of the Council and of the representatives of governments from member States during the sitting of the Council, on the work plan for culture 2008-2010, the Work Group for the Mobility of Artists and other Cultural Workers has been created.

Recommendations

- To recognise the social valency of artistic activity as a tool for dialogue between populations and generations.
- To render museums and cultural institutions cultural agents for intercultural dialogue in territories, devising adequate measures and activities to encourage participation, the enjoyment and production of culture on the part of migrants.
- To make “dispersed” artists standard –bearers for dialogue both in the countries in which they live and work as well as their countries of origin.
- To plan support for artists, not of a financial nature, which removes hostile environmental elements, facilitating activity (with the spaces placed at their disposal), promotion (organizing events) and mobility.
- To guarantee and sustain creativity through the adoption of social security measures for artists as an appropriate regulatory framework in the matters of social security, taxation and protection of artistic copyrights.
- To guarantee the involvement of other institutions capable of resolving problems linked to visas, intellectual property and social security.
- To activate an instrument for sustaining artists in the field of neighbouring policies which overcome the actual limits to the free circulation of the same also in non-European countries.
- To facilitate the creation of residences for artists as bases for training, cultural exchange through the mobility of young artists and guardians and team work.

D. To reinforce the investment in networking

Considerations

- Networks develop a crucial role to facilitate learning, to realise the *transfer policy* reducing the information costs necessary to introducing innovation and/or improvements in public policies to develop forms of European cooperation and reciprocal learning.
- Many networks are already active in Europe on the themes of urban development and of creativity (Europa urbana, Città creative, Eurocities, URBACT).

Recommendations

- To activate stable and enduring relations between operatives, also within the field of dedicated structures which promote the continuation and activation of real and proper collaboration, at the same time avoiding the duplication of works and inefficiencies between operations.
- Integrate and develop the networks of artists, researchers and workers both at a European level as well as non-European, promoting the activation of a planning channel from Southern Mediterranean.
- To link up and coordinate the various Euro-Mediterranean institutions facilitating meetings and the sharing of activities and initiatives.

E. To aim for education and training as fundamental areas for integration and the social and economic development of European countries and southern Mediterranean countries

Considerations

- Youth is the main target of European policies in matters of education, intercultural dialogue and creativity.
- New generations utilise new methods of enjoying culture carried through new technologies.
- Digital technology must be considered as an opportunity for the diffusion of cultural products and services to be able to improve intercultural comprehension.
- At all levels, education and training have fundamental roles in the development of creative and innovative abilities which are revealed to be key factors for the improvement of competitiveness and promotion of social cohesion and wellbeing.
- Cities with the best education systems register the best performances in terms of competitiveness and innovation.
- At the basis of intercultural dialogue there is the knowledge of one other which, in turn becomes recognition and respect for their past.
- For a real Euro Mediterranean policy it is crucial to confront the notion of intercultural dialogue seen from the “South”.

Recommendations

- To identify a minimum common standard for education and training policies as basic introductory elements for local and urban competitiveness.
- To provide teachers with the necessary qualifications for the adoption of an approach orientated to students, collaborative working methods and the access to modern teaching tools, in particular those based on new technologies.
- To encourage teachers to promote creativity and the development of intercultural qualifications not only in the early school years but also throughout the entire primary and secondary education process until onward professional training continues for workers.
- To promote the development of educational communities and partnerships between schools, universities, research centres, civil society and the commercial world with the aim of establishing facilitated courses for creative talents.
- To guarantee an interdisciplinary approach as the basis of further training courses.
- To promote measures and support tools for public administrations which must operate in disadvantageous social (parameters URBAN/ PISA-OSCE) and economic conditions.

- To anticipate information / training courses for public administrators in the matters of creativity and innovation with the aim of obtaining a basic literacy and shared language between administrators, creative groups, urban fabric to promote the institutional and political recognition of the potential and results of creative and multicultural urban projects and to make public actions more efficient in sustaining talents and creativity (management and relationship qualifications, management of the participatory processes, construction of partnerships, cooperation between European networks, etc).
- To promote training courses on managerial and entrepreneurial qualifications for professionals who operate in cultural and creative sectors.
- To take part in the field of instruction in order that the foundations of dialogue are established between equals allowing Southern countries to make up lost ground and the countries of the North to orientate training towards respect for others and the acceptance of diversity.

F. To prepare a centralised system for the collection and the valuation of best practices with the aim of promoting the exchange of information and knowledge between operatives.

Considerations

- Ravello LAB is in line with the cross indication of the work plan priority for culture 2008-2010 to identify and disseminate international best practices functional for the identification of working recommendations on the themes under discussion.
- The European Commission today does not have at its disposal qualitative monitoring systems for experiences and the projects financed by the Member States in the framework of the European programmes.

Recommendations

- To reinforce the concept of best practice through the identification of tools for their transference.
- To identify a preferred body for the identification and valuation of best practices in matters of *creativity and urban competitiveness* to promote the knowledge and exchange of experiences between administrations and operatives.
- To identify a preferred body for the identification and valuation of best practices in matters of *intercultural dialogue and integration* to promote the knowledge and exchange of experiences between administrations and operatives.
- To identify and realise a qualitative monitoring model for financed experiences with the aim of linking economic sustenance to the qualitative effectiveness of the experience.
- To create a reasoned database in which is collected the best practices identified and made accessible to all citizens, workers and administrators.
- To achieve initiatives for the diffusion of results and promotion of best practices with the aim of increasing visibility and the exchange of information between operatives and local administrators.
- To give space and voice to the experiences of the users of the cultural programmes to make innovations in the tools and methodologies on the basis of the requirements of users.
- To promote the creation of territorial *clusters* which collect the creative experiences realised in minor areas with the aim of guaranteeing them greater visibility.