



United Nations  
Educational, Scientific and  
Cultural Organization

Creative Cities  
Network



Bologna  
UNESCO  
City of Music

# **Bologna**

## **UNESCO Creative City for Music**

since 2006

**Monitoring Report**  
**February 2016**

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## 1. EXECUTIVE SUMMARY

**Bologna** was nominated **UNESCO City of Music** in **2006**: during these **10 years of membership** in UCCN it has been always very active, in terms of relations developed, exchanges activated, specific events organised with the other music cities as well as with cities from other creative clusters.

Bologna was also particularly active as regards participation in the **network's decision-making processes** and this is shown by its participation in the first working group that was promoted by UNESCO at the end of 2011 to reflect on the possible future organisation of UCCN. Today Bologna **is coordinator of the Music cluster** and thus **member of the Steering Group** of the network.

Thus **hosting the 2013 annual meeting** was quite a natural step for Bologna, that tried to make it as "personalised" as possible, by organising specific activities for each creative cluster and showing how the city can boast excellence in all those fields.

In particular in the four years covered by this report, the rich creative fabric of the city of Bologna has had the opportunity to interact more than usual with the international level, by hosting foreign professionals or by giving local professionals the possibility to travel abroad and to propose their cultural products on foreign markets. Mutual learning has also been a key characteristic of the various exchanges that were carried out.

Bologna's key initiatives for cultural and creative industries- ***IncrediBol!*** and the ***public call for young creative professionals*** to go international – offered the needed support to creative professionals, thus allowing the sector to grow.

The available **research** already shows the relevance of the Music sector in Bologna, but among the future initiatives more investigations to fully measure the impact of the "UNESCO Creative City" nomination are foreseen.

The fruitful exchanges activated in the past years with the other creative cities will be carried on, also in the framework of the other thematic clusters of the network.

In conclusion it can be affirmed that Bologna has been investing a lot of energy in the participation in the UNESCO Creative Cities Network, both at local and international level, but it has also enjoyed the value of networking.

## 2. GENERAL INFORMATION

Name of the city: **Bologna**

Country: **Italy**

Creative field of designation: **Music**

Date of designation: **2006**

Date of submission of the current report: **February 2016**

Entity responsible for the report: **City of Bologna – Economic Development and City Promotion Department**

Previous reports submitted and dates: None

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### 3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

Since the start of its **membership in UCCN in 2006**, **Bologna** played an active role in the network. The city was **represented in all annual meetings** and it **hosted the 2013 Annual meeting**, from 19 to 21 September of that year. For the first time, in addition to the plenary sessions, a specific program for each of the thematic clusters was organised, so that all participants could enjoy a tailor-made day of learning and exchange.



The meeting was hosted when UCCN had 34 member cities and Bologna welcomed 86 representatives from 31 municipalities. Also creative industries from the UCCN cities had been invited since an additional day was organised dedicated to business-to-business meetings between local and international operators working in the creative field, followed by a **workshop** open to the public entitled “**Makers in the creative city**”.

The UCCN Annual meeting was also an opportunity to offer both to participants and to the citizens of Bologna some **music events** and the first notes that welcomed the delegations from the different cities were of a **Belgian trumpet player**, Bart Maris, from Gent - Creative city of music as Bologna - so as to testify the fruitful collaborations developed within the framework of the network.



It is now 10 years since Bologna was nominated Creative City for Music and the municipality has been very active and present most cluster meetings as well as in many other meetings or initiatives promoted by members of other thematic clusters. For instance, Deputy Mayor Matteo Lepore, in charge of Economic Development and City Promotion and International Relations participated in the **Beijing Summit**, organised in the Chinese capital in **October 2013** to foster political discussion about the themes covered by the network.

Representatives of Bologna were present in the following **Music cluster meetings**, often organised within the framework of larger events : **Bogotá**, September **2012** ; **Glasgow** in April **2013**, on the occasion of the **UNESCO Music Days** and of the **European Forum on Music**; again in **Glasgow** in January **2015** on the occasion of the international music festival **Celtic Connections** ; **Mannheim** in March **2015**, to participate in the round table **Collaboration in International Networks**; **Hamamatsu** in December **2015** to participate in the **World Forum of Creative cities** and in the **Hamamatsu International Piano Competition**.

As regards other thematic clusters meeting, Bologna participated in the Award ceremony of the **SZ DAY 2013 – Shenzhen Design Award for Young Talents** titled “**Recovery: The Power of Design**”, **Shenzhen**, March **2014** and in **Fabriano** in June **2014**, in the Crafts and Folk Art subnetwork meeting, as well in September **2015** in the Fabriano **Forum of the Creative Cities**, entitled “Industrial City, Creative City”.

It is worth noting that Bologna was active also in the most difficult phases of the network, in particular in the years when there was a debate about the support that UNESCO could provide and about the possible organisation and governing bodies UCCN. So when at 2011 Annual meeting in Seoul, the Network decided to investigate options and develop proposals for the UCCN secretariat to be adopted at the following annual meeting in Montreal, in May 2012, **Bologna** become **part of the sub-committee working group**, composed by **UNESCO and 5 cities** (together with Bologna, Santa Fe, Glasgow, Shenzhen and Melbourne as coordinator of the group).

After the Montreal meeting, where already many options were discussed, it was decided to create a further **Working group on the future of UCCN** that had to review the vision and the priorities of the Network and to outline an ongoing secretariat role. Bologna was also part of this Working Group that together with Edinburgh, Bradford, Chengdu, Saint-Étienne and Shenzhen. The activities of this Working Group included the collection of views from UCCN members, conference calls and also a **meeting at UNESCO headquarters** in Paris in **May 2013**.

Furthermore, since the Chengdu annual meeting in September 2014, **Bologna** was chosen by the other **Music** cities as **coordinator of the cluster** and is still playing this role, now with the support of the vice coordinator, the city of Gent. The mandate will end at next annual meeting in Ostersund (September 2016).

2015 was the first year when UCCN member cities had a direct role in the evaluation process of candidates and, as Music cluster coordinator, **Bologna led the evaluation process of 15 candidate cities** willing to become UCCN members in the music field.

In order to make the process more participated each of the 9 Music cities was asked to evaluate one or two applications, by filling in the form provided by UNESCO. “Older” members (Bologna & Seville since 2006; Glasgow 2008; Gent 2009; Bogotá 2012; Brazzaville 2013) were asked to evaluate 2 candidature each, but everybody received all applications and was thus able to read them all. Bologna, as coordinator provided a summary of all evaluations, underlining key aspects of the candidature that were discussed during an ad hoc Skype call in which each evaluator shared his/her thoughts with the rest of the subnetwork and listened to comments from the other members. This allowed the music cluster to come up with a **final decision** that was **fully shared by all cluster members**.

Last but not least, the Bologna Team has also been often available for **candidate cities** from different creative clusters to provide **information and suggestions** to prepare their candidatures in the best possible way so as to meet the UCCN mission and objectives.

#### 4. MEETING UCCN OBJECTIVES: BOLOGNA'S ACTIONS AT THE LOCAL LEVEL

Bologna's economic system is characterised by two main points of strength: the manufacturing and the creative industries. Enterprises in Bologna have taken advantage of the great potentials of the area: the central geographic position, the presence of the University and of Research centers of international relevance, the presence of some global brands that are leaders in their markets of reference and of a highly skilled creative human capital, widespread good entrepreneurial ability, good relations between the economic sector and local institutions, as well as a widespread productive fabric organised in thematic districts. All these factors produced an economy that built its strength on the quality of making and on the assurance of constant flexibility and innovation in SMEs, that have also been stimulated by a few large enterprises particularly competitive in the international market places.

In the new economy the intangible value increasingly determines the material value and the ability to develop experiences and social networks is indeed a competitiveness factor, so the Municipality of Bologna considers creativity an indispensable asset for an urban ecosystem that aims at safeguarding the future of its manufacturing sector that increasingly seeks innovation and high quality in products. And in Bologna many economic associations or other local actors, both private and public, are active in promoting actions for the development and the innovation of the territorial system. In this context a coordination of all these actions is particularly important to assure their effectiveness. This is why both in the **Bologna Metropolitan Strategic Plan** and in the main programming document of the city (*DUP – Documento Unico di Programmazione*) in which the main strategies and priorities are described, culture and creativity are central. In this document **creative industries** are described as a **key element** for the **economic development** and for the **urban marketing** of the city.

Furthermore, CCIs have been recently inserted as a priority in **Emilia-Romagna's Smart Specialization Strategy** (S3, which is the basis for the future investments of European structural funds), and are considered drivers of future growth in terms of potential evolution of traditional sectors, involvement of high qualified youngsters, job creation and facing societal challenges.

It is therefore clear why the Municipality decided to invest on the Incredibol! project in the first place and why it has now become a regional initiative.

**IncrediBOL!** (the acronym stands for '**Bologna's Creative Innovation**') started in **2010** as a pilot project by the City of Bologna to support artists, cultural and creative professionals in their first years of activity. IncrediBOL! was set up as a **wide network of public and private partners**, aiming at **supporting young creatives** in the whole Emilia-Romagna Region by offering them entrepreneurial skills, free consulting, spaces, services and small grants. Through a call, the best creative projects in their start-up phase are selected by the network partners and are supported through a tailor-made plan that has no fixed rules. Each partner of the network contributes according to its own peculiarity, in a win-win approach able to create a big positive effect with a small budget, also thanks to a dedicated staff and a strong communication campaign.

IncrediBOL! has set a new approach for the public sector: more horizontal, informal and flexible and less dependant on high budgets (the average financial budget per year is 100.000 euros, but the global value of the project has been estimated in 500.000), and also able to speak the language of the community of creative professionals and to shape the identity of the project according to their needs. Until 2015, IncrediBOL! has selected **64 winners** through **4 calls**, and has **upgraded to**



a **stronger regional dimension** thanks to the support of Emilia-Romagna Region. **27 public buildings** have been **assigned to creative professionals and companies** and the network of **partners** has reached the number of **24**, including the Regional, Metropolitan and City government (the latter being the coordinator), the main training institutions in the area, the Chamber of Commerce and private partners like entrepreneurs, consultants, incubators, training providers. Furthermore, IncrediBOL! has launched special calls and initiatives on themes such as '**creative spillovers**' in 2013, experiencing the potential of creativity as an innovation driver in the traditional sectors, and internationalization, promoting the potential of local companies abroad, as in fairs and b2b events.

### **Conventions and Festivals**

As another way to strengthen the cultural productive system, the Municipality of Bologna activates different **forms of support to festivals**, always trying to value both the experience as well as the generation turnover. For instance, the City activates **conventions** with local actors that organise festivals on contemporary art and it offers **financial support** to those projects or productions it considers particularly relevant for the city. An additional form of support is the use of open calls to **assign parts of the municipal real estate** – buildings, flats, etc. – for them to have a place to implement their activities.

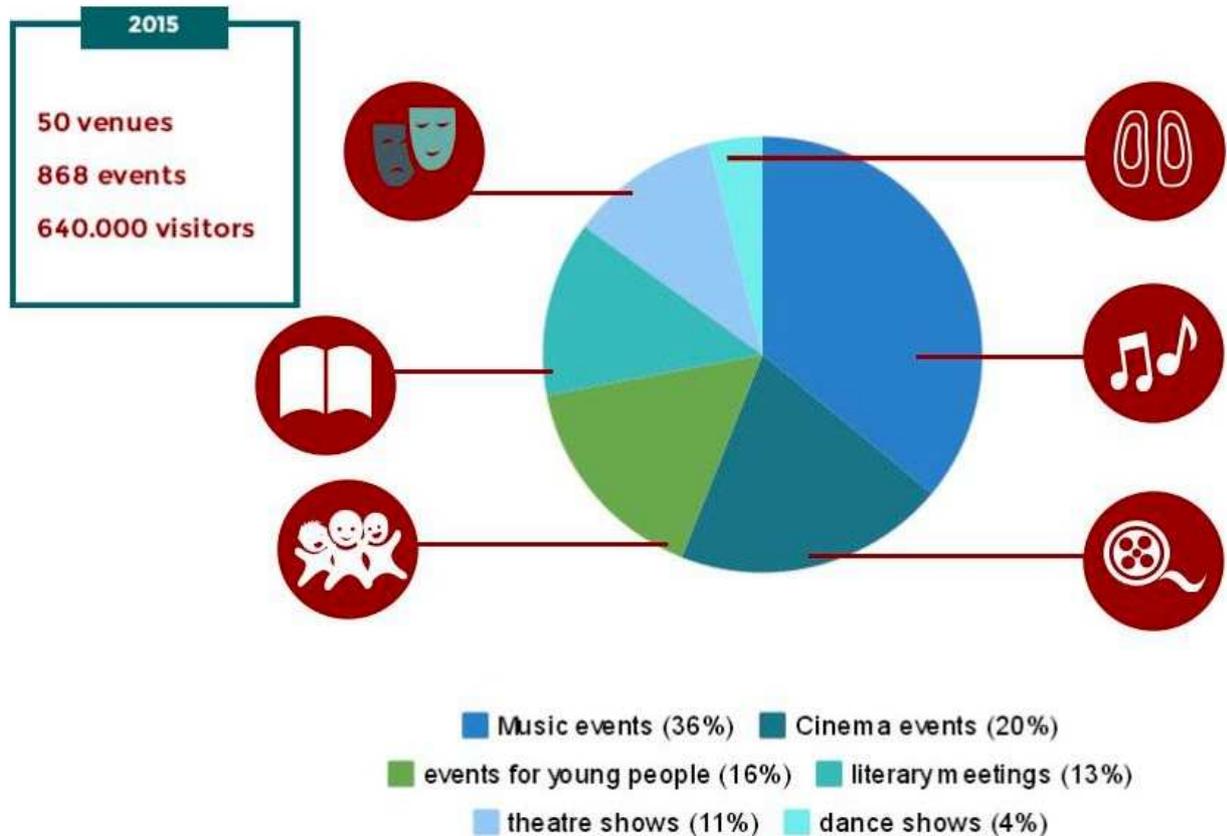
Currently 16 festivals have ongoing conventions with the City, 9 of which work in the musical field: *Angelica, Pianofortissimo, Bologna Jazz Festival, Musica Insieme, Bologna Festival, Regia Accademia Filarmonica, A Summer Musical Festival, Robot, Mozart 2014.*

# Bè BOLOGNAESTATE



<http://agenda.comune.bologna.it/cultura/bolognaestate>

A rich programme of cultural events, promoted by the Municipality, held between June and September, included into the Summer guide known as Bè Bolognaestate. The events, which are mostly free and normally involve a large number of people, are usually selected throughout a public call by the city administration, sometimes supporting the organizers with grants. The Venues are mainly outdoor and scattered both in the town center and in the city outskirts.



For projects exclusively dedicated to music, included in Bolognaestate summer programme, the Municipality of Bologna grants a financial support:

In 2015: Grants: € 125,000; Total revenue: € 805,613, for 313 music events.

In 2014: Grants: € 79,500; Total revenue: € 736,619, for 299 music events out of 801 events

In 2013: Grants: € 117,000; Total revenue: € 859,039, for 316 music events out of 761 events

In 2012: No. 590 music events out of a total of No. 1872 (31%).

## Education

The **Music institutions** together with the **cultural professionals** of the city engage in enhancing and safeguarding cultural heritage through a good quality **training offer**. The major goal is to make music culture more accessible to children and teens, favouring direct knowledge of its language, also through adequate studies at school with musicians and musicologists, as well as by spreading the music repertoire of all genres by promoting participation in concerts in the city.

To offer information about training opportunities promoted by public or private bodies and by the cultural professionals of the city, the Municipality of Bologna organises annually, before the start of the academic year, a presentation of the training offer in schools of all levels.

## UNESCO International Jazz Day 2013

On 30th April every year, UNESCO celebrates the art of jazz and highlights the important role of this music genre in encouraging dialogue among cultures and peoples and in eradicating discrimination by promoting human dignity. The City of Bologna responded to the call in 2013 by collecting the various music events in town and offering a unique jazz evening program, with an opening at the Music Conservatory "G.B. Martini" and a vibrant scene of live clubs. The Conservatory contributed to this initiative by involving the best groups of the jazz class. The concerts program, spread all over the town, was coordinated and promoted by the Municipality and enjoyed a large success of public.

Fostering access to and participation in cultural life and promoting the enjoyment of cultural goods and services is a very important objective for the City of Bologna and the activities implemented with this aim try to target young people, but also the more vulnerable groups.

## Educational Workshops at the International Museum of Music

The **International Museum of Music of the City of Bologna** offers **educational workshops on music** to children and teenagers. In 2015 the education department of the Music Museum started the pilot project named ***Museomusicaintour***, with the aim to bring some music experiences especially designed for a direct involvement of children and teachers straight into the school classes. This educational offer stands out for its common methods, based on some pedagogic principles such as enhancing the dialogue and the ability to



listen, developing the musicality of individual behaviours, learning the music languages, even those belonging to other cultures, different from the Western one. This project has reached more than 70 schools belonging to the metropolitan area of Bologna: 11 training programs, 350 music labs in schools, completely free of charge for the classes, 10.000 participants.

At the same time, the Music Museum works with the families, offering every year a cycle of music workshops and shows designed to promote the active participation not only of the children but also of the parents: the cycle is called *The best* and is targeted to a public **aged between 0 and 12 years**. The most innovative project included in this cycle is called ***Mamamusica***, a workshop

divided into different meetings, dedicated to children **aged 0 to 36 months and their parents**. *Mamamusica* is a music project modelled after Edwin Gordon's theories on music learning, based on the concept that music can be learnt through the same mechanisms that rule the learning of one's mother tongue, i.e. through an adequate exposure during early childhood to a rich and stimulating music context. The workshop setting includes the involvement of each child's reference adult, who participates in the music production by using his/her voice and movement expressions. In 2015 **56 workshops** and music shows for children and parents were held, **counting 1200 participants**.

### **Festival of Italian LGBT Choirs**

LGBT (lesbian, gay, bisexual, transgender) associations are constantly dealing with the issue of obtaining equal civic rights, regardless sexual orientation. Bologna has always been a welcoming and participatory city, standing out for its good level of social integration and for the presence of many LGBT associations. For this reason, in May 30-31, 2015 Bologna hosted the **first festival of Italian LGBT Choirs**, named ***Cromatica - Sing different***: two days of music, songs, culture and socializing activities, organized with the aim to show that the rights of LGBT individuals are the same rights of everyone else and no one is excluded.



### **Concerts in the city suburbs**

During the 2015 Christmas period, the Municipality of Bologna decided, for the first time, to **extend a few major music events to the city suburbs**: five different areas of the city, five unusual venues, to let the music language cross the boundaries of social differences.

The programme of events in the city's suburban districts was made possible thanks to the contribution of a few groups of citizens engaged in projects of urban regeneration and care of common goods, with no distinction between centre and periphery.

Among the music shows, it's worth mentioning the performance by ***Orchestra Senzaspine***, offering for that occasion the chance to see, through the "conduct us" experience, the work-in-progress at ***Mercato Sonato***, a former market, that now combines cultural production and social innovation; and the concert by the "**Music Natives**" Choir, an **inter-school choir** made up by youngsters coming from 8 different High Schools of Bologna Metropolitan Area.

### **"Le Serre"**

**"Le Serre dei Giardini Margherita"** (Greenhouses in the *Margherita* Gardens) with their 650 square meters represent the **metropolitan hub for creativity** and start-ups in Bologna: right in the heart of the main public park inside the city. One building was turned into an **incubator** venue providing training and services to innovative and creative enterprises and a second one into a venue where **co-working, social innovation, networking** and **cultural events** find their meeting point. Both venues are managed by a public and private companies whereas the activities are coordinated by the Municipality of Bologna.

Coming to some research and analyses aimed at measuring the role of culture and creativity in the regional development, we can bring two examples.

### **Research on culture and creativity**

In 2011 ERVET (the in-house Territorial Development Agency of Emilia-Romagna Region), in cooperation with the *Observatory on shows, theatre and cinema of Emilia-Romagna Region* and with public administrators, professionals and many operators and businesses, reported on the **research** named “**Emilia Romagna: culture, creativity and territory**”, a quantitative and qualitative outline of the dimension, territorial distribution and key features of cultural and creative industries in Emilia-Romagna, also mentioning the regional and local public policies which are directly or indirectly addressed to them.

According to the figures, the regional area includes **around 1500 enterprises working in the cultural field** (live shows, cinema, music, etc.), and **over 25.000 individual and small enterprises in the field of creative services** (architecture, design, advertising, multimedia, communication, software products, and so on), which employ around 77.000 people in total, equal to **8% of the overall enterprise employment** and to 4,5% of the workers in the whole economic sector of the region.

In the past decade, the CCIs experienced in Emilia Romagna as well - at least until 2008, when the economic crisis burst out – a higher growth than the average economic growth (in terms of workers, about a 30% more in 2001-2008 – compared to a 16% more for the national average). On the ground of the above mentioned figures and their sectors' reference, it is worth underlining that the Bologna area shows a special concentration of live shows and other creative and artistic activities.

### **Observatory on shows, theatre and cinema of Emilia-Romagna Region**

In 2016 the *Observatory on shows, theatre and cinema of Emilia-Romagna Region* published the **report “The music sector in Emilia-Romagna: the industries and the territory”**. The research focused on the music sector, which is one of the key factors of the cultural system of the region. It considered a sample of 398 local actors, i.e. a largely representative portion, although not complete, of the regional system.

The report data is divided into provinces and thus it gives a special meaning to Bologna which is home for **36,4% of the captioned enterprises**. These enterprises are, respectively – as described through the five macro-categories into which they are divided: 1 major music institution, 19 local actors dealing with music production, ensembles, bands, choirs; 60 agencies as event organisers, cultural promoters; 1 service enterprise; 64 including music labels, independent producers, recording studios, music publishing.

## 5. MEETING UCCN OBJECTIVES: BOLOGNA'S INTERNATIONAL INITIATIVES

Bologna has a tradition of international cooperation and in the ten years of membership in UCCN many new city-to-city exchanges have been implemented, thus offering to music institutions and in general to local actors working in the music field the opportunity to go international or to widen their international contacts, to learn from others and also transfer their knowledge and experience, to participate in international competitions, and so on. In general the network itself has been a great asset for Bologna's music sector.

### Exchange project on baroque music with Seville (Spain)

The relations between Seville and Bologna have been very close since the very beginning of the membership in UCCN, so a specific protocol to further develop cooperation in the cultural field was also signed between the Mayors of the two cities in 2007.



In **2015**, the **conservatories of Bologna and Seville** collaborated in an **exchange project** dedicated to **Baroque music**. The initiative was part of AMANT (Academia de Música Antigua, Universidad de Sevilla), an education program for young musicians organized by the Baroque Orchestra of Seville and by the University of Seville. The programme was addressed to talented students enrolled for the previous two years in the Music Conservatory "Manuel Castillo"

and offered

a rich schedule of classes, workshops, conferences and master-classes focused on Baroque music.

In the framework of this project, in April 2015 three Spanish students attended the masterclass "Seminario di canto barocco", a **Seminar of Baroque cantata**, at the Conservatory G.B. Martini in Bologna. At the end of this exchange week, the Spanish students and their colleagues from Conservatory of Bologna performed together in the final concert at the San Colombano complex in Bologna. In June 2015, three students and two teachers from Conservatory of Bologna returned the visit to take part in the final phase of the Seville education programme AMANT where they attended some masterclasses together with the Spanish young musicians. On the occasion of the **International Music Days celebrations in Seville**, on June 21, they performed together with the Ensemble Arava, from **Hannover** City of Music.



### Music education project with Hamamatsu (Japan)

In **2014**, the Mayor of **Bologna** and the Mayor of **Hamamatsu** signed a **cooperation agreement** in the music field, through which the two cities committed themselves to increase their cultural exchanges, involving not only their own institutions, but also professionals, exceptional talents and creative industries working in the music field.

In May 2015 Bologna welcomed a **delegation** from the Japanese city of Hamamatsu: the meeting intended to **enhance the connection between music and school education in all levels of learning**, from primary to post-graduate training. The delegation from Hamamatsu included 4 members in charge of the education, the cultural policies and the direction of the Museum of Musical Instruments of the Japanese city. The daily schedules of the visit focused on the connections between music teaching and school education and consisted in a series of concerts, workshops, meetings and guided tours, with the involvement of operators working in the field of music education in Bologna. In **2016 a delegation from Bologna** made up by representatives of the Museum of Music, the Arts Department of the University and of the Conservatory **will visit Hamamatsu**, to learn about the music didactics system of the Japanese city.

### UNESCO Music Days

The **UNESCO Music Days** were moments of **exchange** between **artists** and **musical projects** from the Creative Cities of Music which were **dedicated to a specific theme** and hosted by a **different city every year**.

In **March 2012**, in **Gent** (Belgium), at the auditorium De Bijloke, orchestras from the UNESCO Creative Cities of Music, i.e. Accademia degli Astrusi (Bologna), the B'Rock orchestra (Gent) and the Orquestra Barroca (Seville) played **baroque music** concerts.

Accademia degli Astrusi, former star of the 'Martini Project', is one of the most interesting orchestras at the international level for the repertoire of the XVII and XVIII Centuries.



In **April 2013**, in **Glasgow**, two days of UNESCO Music Days called "**Man and Machines**" explored the relationship between man and machine in music through creative excellence from every city of the network in the field of **electronic and digital experimentation**: Sartori Duo-Carax and Volkwerk Folletto (Bologna), Logos Robot Orchestra (Gent), Man High (Glasgow) and Odeus (Seville). Sartori Duo-Carax and Volkwerk Folletto (Bologna) are among the most innovative proposals, even featuring at

RoBOt Festival, the International festival of electronic music and digital arts, an annual appointment in Bologna.

### Call for grants for the internationalization of local music projects

**Starting from 2014** the City of Bologna launched an **yearly public call for grants to support local art and music projects that intend to go international**.

Among the selected projects, two in particular are worth mentioning, as they have actually given Bologna the chance to work together with other creative cities for music.

One started with a **festival supervisor** from Bologna who flew to South America to attend a series of **meetings and study visits in the field of Digital Arts and Electronic Music**, in order to strengthen the existing relationship between the cities of Bologna and **Bogotá**, and to build and enhance a number of cultural exchanges. The result of the trip was an **artist-in-residence** programme for the Colombian musician **Icaro Zorbar in Bologna**, who then performed in the last edition of the **roBOt Festival**, the International Festival of electronic music and digital arts, taking place every year in Bologna.

The other cooperation initiatives worth mentioning involved the **Bolognese choir *Piccolo Coro Athena***, which took part in the **2014** edition of the **Hamamatsu World Youth Music Festival**. The Piccolo Coro Athena is a choral music school with a choir of 15 children, aged 4 to 13 years. The Piccolo Coro Athena from Bologna was the only European group performing at the Festival and it was on stage with three small concerts together with four Asian groups of young artists and other Japanese choirs.



### **Shenzhen Design Award**

For two editions, Bologna has taken part in the **biennial competition for young designers promoted by Shenzhen**, UNESCO Creative City of Design, with the aim to help young designers from the UNESCO Creative Cities Network emerge, and to launch design solutions that contribute in a unique and functional way to the economic recovery, in terms of sustainability within the urban context and of the city economic and social development.

In **2013**, taking part in the international competition **SZ DAY 2013 - Shenzhen Design Award for Young Talents**, named "**Recovery: The Power of Design**", Bologna was one of the winners: Gian Piero Giovannini, the Bolognese candidate for the Student Session addressed to "under-35" students, **won the New Star Award**, consisting in a sum of \$ 5,000. The award ceremony was held on March 18th 2014 in Shenzhen, where the projects were presented in an exhibition.

In **2015**, by means of a local public call, Bologna selected the professionals who were to represent the city of Bologna at the 2015 edition of SZ DAY - Shenzhen Design Award for Young Talents: 10 young local professionals, designers and architects were selected, aged 33 on average, based on their remarkable works. The theme for this edition was "**Transformation: the Mission of Design**".

## **6. PROPOSED ACTION PLAN FOR THE FORTHCOMING PERIOD OF FOUR YEARS**

### **Projects aimed at achieving the objectives of the Network locally**

#### **Seminars**

Several **seminars dedicated to the creative sector** of the City, particularly to **music**, will be carried out by the Municipality of Bologna through the collaboration of ***IncredibOL!*** the project of the City of Bologna which supports artists, cultural and creative professionals during their first years of activity and that covers all fields of the UNESCO Creative Cities Network.

The **topics** of the lessons will be selected by considering those that are most relevant for participants and stakeholders: **communication** will surely be one of them and training on **how to manage an enterprise, how to fundraise and protect intellectual property**.

The Seminars will be led by trained professionals, some of them partners of the ***IncredibOL!*** project such as accountants, journalists and experts boasting years of experience in cultural enterprises, taxes, start-ups, fundraising, no profit and IP as well.

#### **Inter-school Choir**

***"Nativi Musicali"*** (Music Natives), the **inter-school choir** formed in **2015**, includes a hundred students from around ten High Schools of the Bologna metropolitan area. They are the result of

the **project** named *Facciamo coro!* (Let's sing together!), a cultural initiative promoted by the Association Mediante, targeted for youngsters and addressed to the community. "*Facciamo coro!*" was inspired by the principles and objectives of the "National System of Children and Youth Orchestras and Choirs", the international network promoting the practice of **ensemble music** as an efficient **tool for social development**, convinced that making music together can favour a socially positive attitude in young people, as well as processes of integration and inclusion. Participation is free and inclusive: open to every boy or girl **aged between 13 and 25** living in the local area, no selections are done. The choral workshops are led all through the School Year by five skilled teachers. Rehearsals are held every week in the individual schools, and every month a collective rehearsal is hosted in one of the schools, always a different one. During the school year, several concerts are held, both by the inter-school choir and by the individual groups. The students are then key players of an active cultural promotion in their own town, district by district. Following the positive experience of 2015, the City of Bologna intends to keep supporting the inter-school choir, by finding and spreading the occasions of public performances and extending the participation to young people also coming from other schools, so as to strengthen a project characterized, as a whole, by social, cultural and education elements.

### **Mercato Sonato as a centre for cultural and arts production and social innovation**



The city of Bologna assigned an **abandoned covered market hall** to *Senzaspine Orchestra*, the association that was selected by the 2014 IncrediBOL! call supporting Bologna's creative innovation. The building was assigned to the association to give it a new life through the **project "Mercato Sonato"**, literally the "sounded market", which evokes the name of the *San Donato* District in which it is located but that also brings music in it. Mercato Sonato will be a **new centre for cultural and arts production and social innovation**. The *Senzaspine Orchestra* aims at **bringing people closer to art, music and culture**, creating and educating a new and involved community and audience, through diverse and flexible activities, often organized according to users' needs. The market hall will become a **multi-purpose centre** and a **meeting place** to share and enjoy art in all its forms, from classical to electronic music, from poetry to contemporary theatre, from illustration to video mapping, from crafts to markets. Mercato Sonato will also be a place open to the public, where everyone can contribute to the **co-design of future activities**, even during the early stages of the redevelopment works.

Founded in 2013, the *Senzaspine Orchestra* aims at supporting musicians under 35 and it is

currently made up of more than **200 young musicians**. *Senzaspine* is a one of a kind orchestra because it is also an association that, in addition to performing classic symphony concerts, has a strong focus on audience active participation. The orchestra organizes **flashmob concerts in the streets** and also **“conduct us” concerts**, in which they let anyone from the audience become their conductor.

These are three examples of projects that Bologna UNESCO City of Music will keep supporting in the next years, but of course there are many more initiatives and projects that will be supported by the City administration to achieve the objectives of UCCN.

## **Initiatives aimed at achieving the objectives of the Network at the international level**

### **Call for grants for the internationalization of local music projects**

**Since 2014** the City of Bologna launches a **yearly public call for grants** to support local art and **music projects that intend to go international**, in order for them to participate in festivals and artistic exchanges and collaborate with cultural organizations all around the world, thus promoting Bologna music products abroad and supporting creativity and innovation within the sector.

In 2014, 11 music professionals were selected for the grants, out of 29 applicants in total, for an overall amount 20.000 euros granted.

In 2015, 12 projects were selected out of 32 applications received, for a total granting amount of 30.000 Euros.

**In the next 4 years**, the call is going to **increase the yearly amount of grants** available and enhance the services and international relations made available for the Bolognese creative sector promoting itself abroad.

For the City of Bologna, musicians and artists around the world are true **city ambassadors**, and the call in favour of internationalization is an important means to create several occasions of exchange and cooperation between cities, as well as to promote music and art products from Bologna, thus supporting creativity and innovation of this sector.

### **Calls for UCCN in the creative sectors**

After the positive experience of hospitality of UNESCO creative cities representatives during Setup Art fair 2016, in the coming years new **calls** will be launched **open to creative cities in each sector**, for the participation in important events in the city of Bologna like *Bologna Design Week*, fairs, gastronomic events, concerts and other activities.

Each time a specific theme will be developed by guest creatives from UNESCO Creative Cities.

The selection of the projects will be made by Bologna Municipality together with the organizers of the events; the basic formula will be that the city of Bologna will cover exhibition space costs, promotion and communication activities, while travel and accommodation will be either paid by the cities or by the creative professional themselves.

We hope this formula will be adopted by other UNESCO Creative Cities in any field.

### **Impact assessment of the creative city**

The issue of impact indicators and assessment of the art, culture and creative sector is a necessary step which hasn't been fully implemented yet. This means, in particular, that the effects of policies, strategies and actions developed in this field by the city need to be reported through an integrated approach that takes cultural issues, as well as social and economic development factors,

into account.

The more the activities of the UNESCO Creative Cities network grow and develop in a dynamic way, the more the cities need to know and analyse the mid and long-term effects that such activities have on the community – from the economic, cultural and social point of view.

This is why a survey will be started to develop methods, indicators and an agreed set of criteria to assess the economic and social impact that the UNESCO nomination and the initiatives connected to it are producing at the local level, especially in the music industry.

The survey will be shared and developed together with the other creative cities for music, and will actively involve the related Universities and research centres.

## 7. ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

A yearly budget of about 130.000 euros provided by the City of Bologna is foreseen for the next four years, articulated in the following activities:

Description	Cost
Call for grants for the internationalization of local music projects	40.000 Euros
Seminars	10.000 Euros
Inter-school Choir	5.000 Euros
Exchange projects with the Cities of Music (i.e. Hamamatsu)	5.000 Euros
Impact Evaluation of the creative city	10.000 Euros
Calls for UCCN members in the various creative sectors	10.000 Euros
Staff (3 people part-time)	35.000 Euros
Travels	5.000 Euros
Communication and promotion	10.000 Euros

Local activities 40%, international activities 60%

Specific projects could also be co-funded by the Regional government, in the framework of the support to IncrediBol!, or by local foundations, private companies.

## 8. PLAN FOR COMMUNICATION AND AWARENESS

All activities relating to Bologna UNESCO City of Music are promoted on an *ad hoc* **website** (<http://cittadellamusica.comune.bologna.it/en>) and on a specific **Facebook page**. The website is a tool designed to ensure dissemination of music and cultural most innovative activities and to stimulate the growth of Bologna's music production by creating connections with other cities of the UNESCO network. It also aims at offering to local operators an international platform to promote the music industry in general. The web pages include a mapping of the most significant music institutions and actors, divided into venues, festivals, research and training centres, museums. Each profile includes a short description and contact information, so as to foster the collaboration between professionals and to make it easy for the other UCCN member cities to find

information and partners.

Furthermore, **[bolognagendacultura.it](http://bolognagendacultura.it)**, the new communication channel of the City of Bologna dedicated to the promotion of all cultural activities has been implemented since the end of 2013. It collects and presents ,day by day, information on the city's cultural activities promoted by the local institutions and by the main cultural professionals of the territory and it is integrated by the social networks of the @BolognaCultura system. On *bolognagendacultura.it* Music is the richest category in terms of activities: between the end of 2013 and February 2016 the music events highlighted through this channel were 3.600.

So Bologna City of Music and all the activities, including those foreseen in the action plan are fully promoted and communicated through these two cultural websites as well as on the Civic Network of the Municipality ([www.comune.bologna.it](http://www.comune.bologna.it)), where the most relevant initiatives are often published on the homepage.

Events are organised from time to time, accompanied by the distribution of information material, to celebrate the nomination as creative city and to strengthen the awareness of what this means among cultural professionals and in general among citizens.

Furthermore the City offers the use of the "Bologna City of Music" logo, following a specific regulation that was conceived to assure the good use of the logo and that it is given only to music events of greater quality.



**Bologna**  
UNESCO  
City of Music

### **Credits**

The report was prepared by the Economic Development and City Promotion Department, in cooperation with the Culture Department of the City of Bologna.

### **For further details**

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