

monitoring report





Fabriano UNESCO Creative City of Crafts and Folk Art 2013 - 2017 Monitoring Report



United Nations
Educational, Scientific and
Cultural Organization



FABRIANO

- City of Crafts and Folk Art
- Designated UNESCO
- Creative City in 2013

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1. Executive Summary

Fabriano is famous all over the world for its paper, the production of which has a long story that is emblematic of the city. Indeed, it is known as the 'city of paper', and its key characteristics are centred upon creation and transformation. In the past, there were many artisan workshops in the town including blacksmiths, potters, wool merchants, tanners and, above all, paper masters. Consequently, the renowned skills and creativity of more and more qualified artisans ensured that, over the centuries, the development of workshops became established business organisations. These have transformed into companies that now play a prominent role on an international level. The city of Fabriano is proud of its long artisan story and tradition – since its designation as UNESCO Creative City on October 2013, the city's main objective has been to successfully combine culture, craftsmanship, and tourism. Further, it has protected traditional craftsmanship, while enhancing its century-old cultural and artistic heritage.



Over the last few years, the world economic crisis and the worldwide evolution of markets have profoundly modified the manufacturing sector. Indeed, new strategies for local development have been perceived as necessary. As a result, the cross-fertilisation between the traditional manufacturing sector and the field of cultural and creative business organisations has been rediscovered. It has become an important element as it has always been part of the identity of the town. Fabriano has been experiencing ***the progressive, epochal change from industrial city to creative city.***

New urban policies have been centred on ***sustainable development, cohesion of the local community, social inclusion, new forms of work based on the digital economy, and***

new technologies. With the support of both the public and the private sector, initiatives have been launched that aim to involve new and old generations of artisans, each with their own know-how. Fabriano Creative City is pursuing a strategic vision where culture is combined with business and city development in creative sectors linked to craftsmanship and arts on an international scale.

2. General Information

Name of the City: **Fabriano**

Country: **Italy**

Creative field of designation: **Crafts and Folk Art**

Date of Designation: **October 18th, 2013**

Date of submission of the current report: **November 30th, 2017**

Entity responsible for the report: **Fabriano Creative City**

Previous reports submitted and dates: **none**

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Goodwill Ambassador for Creative Cities: **Ms Maria Francesca Merloni**

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3. Contribution to the Network's Global Management

Number of UCCN Annual meetings attended in the last four years: 2013 – 2017

2014 Chengdu (China)

2015 Kanazawa (Japan)

2016 Ostersund (Sweden)

2017 Enghien les Bains (France)

Hosting of a UCCN Annual meeting and dates

Fabriano will host the UCCN Annual Meeting in 2019

Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

- **Fabriano Forum 2014**



The Fabriano Forum 2014 of UNESCO Creative Cities was attended by representatives of **Santa Fe** (New Mexico, USA), **Kanazawa** (Japan), **Hangzhou** (China), **Paducah** (Kentucky, USA) for the Crafts and Folk Art cluster, and **Bologna** (Italy), Creative City of Music.

- **Fabriano Forum 2015**



The Fabriano Forum 2015 of UNESCO Creative Cities was attended by **Icheon** (South Korea), **Jingdezhen** (China), **Jacmel** (Haiti), **Paducah** (USA) for Crafts and Folk Art, **Enghien Les Bains** (France) for Media Arts, **Torino** (Italy) and **Saint Etienne** (France) for Design, **Bologna** for the Music, and **Zahlè** (Lebanon) for Gastronomy.

- **2016 Luogo Comune**



In the framework of this initiative that has taken place in Fabriano, the *Protocol Agreement for the creation of the National Coordinating Body for Italy's Creative Cities* was signed by Italian Creative Cities belonging to the UNESCO Network including **Bologna** (City of Music and coordinator), **Fabriano** (City of Crafts and Folk Art), **Torino** (City of Design), **Parma** (City of Gastronomy), and **Roma** (City of Film). Moreover, delegates from **Heidelberg**, Creative City of Literature, and **Galway**, Creative City of Music, attended this event.

- **2017 RINASCO**



This event took place in Fabriano, with the participation of the **UNESCO Director General, Ms Irina Bokova**, and representatives of **Italian Creative Cities** including **Bologna, Parma, Roma, and Torino**.

Hosting of an international conference or meeting on specific issue salient to the Creative Cities with large participation of members of the Network

- Fabriano Forum 2014
- Fabriano Forum 2015

Membership of the Steering Group and period:

september 2016 – june 2018, coordinator for the Crafts and Folk Art cluster

Participation in the evaluation of applications:

Fabriano played an active role in the evaluation process for the **2017 UCCN call for applications** (26 cities evaluations, year 2017)

4. Major Initiatives Implemented at the Local level to achieve the Objectives of the UCCN: (years 2013 – 2017)

Events, initiatives

- **Fabriano Forum 2014**

From June 21st to June 24th, 2014 Fabriano hosted the **Fabriano Forum of UNESCO Creative Cities**.

This event was attended by delegates from **Santa Fe** (USA), **Kanazawa** (Japan), **Hangzhou** (China), and **Paducah** (USA) for the *Crafts and Folk Art* cluster with the participation of **Bologna City of Music**. During this event institutional meetings, and public initiatives such as workshops, conferences, and private meetings with representatives of local artisan businesses have been held. The objective of this first forum was to create an established relationship among the cities belonging to the UNESCO Creative Cities Network with the aim of establishing collaboration on specific projects in order to support artisan businesses and to enhance the creative know-how of many workers in the Marche Region. Another goal of this forum was to promote the territory and traditional artisan products, including, first of all, paper.

- **Fabriano Forum 2015**

The second edition of the Fabriano Forum was attended by **Icheon** (South Korea), **Jingdezhen** (China), **Jacmel** (Haiti), **Paducah** (USA) for Crafts and Folk Art, **Enghien-Les-Bains** (France) for Media Arts, **Torino** and **Saint Etienne** for Design, **Bologna** for Music, and **Zahlé** (Lebanon) for Gastronomy.



During this forum, the *Crafts and Folk Art* exhibition was installed, with traditional artisan products from many creative cities. Exhibition visitors could admire valuable, high-quality white and blue potteries from the city of Icheon, hand-decorated porcelains from Jingdezhen, and quilts from Paducah, which are handmade patchwork covers made of many different colourful fabrics. The Programme of the Fabriano Forum 2015 was full of appointments, plenary meetings, and events. For instance, the meeting named *Creative Cities meet the local manufacturing sector* was attended by representatives of the local trade associations. The manufacturing sector of small and medium enterprises of the region was presented and described through many different fields such as the paper industry, mechanical sector, and food farming sector. The workshop *Design and creativity* was attended by many representatives of the most important companies based in the region.

- **Luogo Comune**

october 2016

This event held in the framework of the activities promoted by Fabriano Creative City was an occasion to see philosophy, politics, writing, art, digital technologies, and music as tools to question and rethink the **contemporary city**. Cities become a *shared place*, 'luogo comune', a centre to share and develop discussions that build a city which looks towards the future. Technology reshapes cities and our lifestyles - welcoming, ruling, and doing business. This is a proposal including many paths. Social integration, challenges related to immigration, requalification of cities, technological and social innovation, culture, and craftsmanship have become driving forces for both growth and development.



During this event, the initiative **Hackcreativity** took place. This was a 24-hour marathon with many creative groups and digital talents organised with the aim of building web apps that make use of the potential of huge bulk data and information that are currently revolutionising economies, politics, and medicine.

The *Protocol Agreement* among Italian Creative Cities belonging to the UNESCO Network was signed to create the **National Coordinating Body**. It includes **Bologna** (City of Music and coordinator), **Fabriano** (City of Crafts and Folk Art), **Torino** (City of Design), **Parma** (City of Gastronomy), and **Roma** (City of Film).

- **RINASCO**

July 2017

In the framework of the initiative **RINASCO, Creative Cities for the Apennines**, the Aristide Merloni Foundation wished to support, help and collaborate with cities hit by the recent earthquake in the Apennine Region by organising and promoting many different initiatives. With this aim, the town of San Ginesio was selected as an emblematic place and as an example of a village where rebirth and reconstruction have taken place, and where future development plans looking towards a new model of cities can be implemented. There was a connection with Fabriano - a silver thread between art, heritage, and projects.

On July 21st, 2017, in the framework of the events related to Fabriano Creative City, the UNESCO Director-General Ms Irina Bokova, the Italian Ministry for Cultural Heritage Mr Dario Franceschini, and the Director General of the Italian National Commission for UNESCO Mr Enrico Vicenti, delegate for Italian Ministry of Foreign Affairs Mr Francesco Tafuri and delegates for Italian UNESCO Creative Cities, came to Fabriano to meet the city designated to host the Annual Meeting of the Creative Cities Network that will take place in 2019. For this special occasion, the interactive exhibition/installation *'Tavola Aurea'* by Ms Rossella Vasta was presented in the Civic Art Gallery 'B. Molajoli'.



All projects related to the event RINASCO, which have been specifically developed for the areas hit by the earthquake, have been discussed at the meeting held on July 22nd in San Ginesio with the participation of the UNESCO Director-General, Ms Irina Bokova. The projects named '**Health Point**' and '**Dynamic Maps for the Security of Territory**', developed under the guidance of the Aristide Merloni Foundation for the areas hit by the earthquake, have been presented in San Ginesio. '*Health Point*' is a remote healthcare project with the creation of a healthcare facility where medical examinations can be performed thanks to digital technologies and innovative devices allowing healthcare professionals to remotely check the results of medical examinations and treatments. This system has been developed by the company Namirial spa. '*Dynamic Maps for the Security of Territory*' is a project aimed at creating a network of sensors to hyper-connect the territory. It is a platform to share information that is able to provide real-time data on the position of elements that are critical for services on the territory. This data are extremely useful in case of emergency. This system provides digital monitoring of areas hit by the earthquake, with the support of ENEL and Ericsson.

The new contribution of Fabriano Creative City is based on the connection between the objectives of the *2030 Agenda*, mentioned and developed in the '*Portonovo Chart*', and the '*Strategic Reconstruction*' of towns hit by the earthquake, with the aim of creating models of *resilient, safe, inclusive, productive, aware, sustainable and accessible cities*, where the three dimensions of sustainable development – economic, social, and environmental – are reaffirmed.

Projects, initiatives and measures towards the development of the creative city

- **Portonovo Chart**

july 2016, Portonovo

This Chart was drafted by the Aristide Merloni Foundation during the Annual Meeting of the Scientific Committee held in july 2016. Its aim is to highlight the pillars of a national and local agenda for cities that act as creative and productive platforms to connect places and minds, in addition to habitats and communities. The connective city has to set specific conditions to become: **an educational city, an open city, a sentient city, a city of sharing, a city of common good, a creative city, a resourceful city, a productive city, a metropolitan city, an archipelago city.**

- **Sport as an element for economic growth and social cohesion**

march 2017, Fabriano

“Sport should be considered as a connective tissue on which projects able to bring territories and communities back to life can be built, allowing the integration of their economies in order to progressively walk again the development path”.

The conference was promoted by the Aristide Merloni Foundation and the Gabriele Cardinaletti Onlus Foundation, with the participation of famous people of the sport field, including spokespeople like Mr Andrea Zorzi, volley champion, and Ms Josefa Idem, canoe Olympic champion. In the framework of this initiative, the proposal of an operating project has been presented with the aim of enhancing the **synergy between sport and tourism**. For this end, in the town of Genga, in the surroundings of Fabriano, a system of sportive and tourist routes will be created around the first *“open-air eco-gym”* in Italy. These will be equipped with tools that are able to transform kinetic energy into electric energy. Inclusion, social cohesion, and interactive creativity are aimed at the development of environmental tourism and the promotion, enhancement, and protection of cultural and environmental heritage.

Training activities

- **UNESCO WORKSHOPS of Culture and Business.**
The Paper System: Training for Professional and Business Development in the Paper sector

from september 2013 to january 2014, Fabriano

The project has been organised by the Aristide Merloni Foundation with the partnership of the Italian National Commission for UNESCO and the training institution ISTAO based in Ancona.

That was a training course where creativity, knowledge, human capital, as well as the century-old artisan expertise were protagonists. *UNESCO Workshops in Fabriano* is a training project based on the artisan paper expertise that the town of Fabriano became well known for all over the world. This project involved all the activities that developed over time around paper, highlighting potential future evolutions, while going beyond its traditional role towards new shapes, technologies, and applications. This is a project under the guidance of UNESCO that, with the help of the Italian National Commission, followed this process by granting Fabriano a prominent role on both a national and international level. Training for professional and business development in the field of paper included courses such as *Doing business with paper*, a training for creative entrepreneurs in the paper sector, and *Paper as a creative work tool*, whose aim was to

train creative managers and cultural operators in the paper sector. These courses were also attended by foreign students.



- **Missione Impresa**

from october 2015 to july 2016, Fabriano-Ancona

This laboratory for the promotion of the entrepreneurial culture, *Missione Impresa*, involved 25 businesspersons from the territory of Fabriano, selected for their vocation to innovation. They were set on a path aimed at reinforcing their management and relationship skills at their respective companies. The course was organised by the Aristide Merloni Foundation with the collaboration of Confindustria Ancona. The entrepreneurial culture aims to relaunch businesses based in the territory.

- **Missione Impresa 2 – marketing in the digital age**

from october to december 2016, Fabriano

Training courses for businesspersons, professionals, and start-up entrepreneurs that had followed a training path were aimed at developing themes related to **digital marketing**. *Missione Impresa 2* was created and implemented to encourage entrepreneurship through new digital knowledge. In this way they might be able to bring added value to products while helping companies to operate on the markets in a more effective way.

- **Temporary manager**

from january to june 2017, Fabriano

The objective of the training project organised by the Aristide Merloni Foundation was, in a structured and direct way, to support the application procedure to get access to European funds 2014-2010, which are directly and indirectly managed. The scope of this master's course was to train professional figures – *temporary managers* – in specialised expertise for the creation of activities related to **euro-projects** inside business organisations.

- **Manager for the local development**

from june 2017 to february 2018

The Aristide Merloni Foundation works together with the training institution ISTAO, AASTER, a Consortium of Agents for the Development for the Territory, for the creation of the ESF training course *Manager for the local development*. This is an initiative aimed at promoting managerial and entrepreneurial culture and encouraging strategies for local and regional development. The project is an entrepreneurial course aimed at training *transformation agents* so that they are able to work inside public and private organisations and comply with development and transformation processes, by designing and implementing specific strategies.

Activities related to scientific research

Fabriano Creative City is extremely active in conducting research and studies that have been presented at many conferences and meetings within the framework of initiatives promoted by cities belonging to the Creative Cities Network. Fabriano Creative City is constantly involved in research projects and has been invited to participate in and to take the floor at seminars, conferences and meetings on both a national and international scale.

- **The Valuing and Evaluating Creativity for Sustainable Regional Development (VEC) Conference**

september 2016, Mid Sweden University, Ostersund (Sweden)

Fabriano Creative City presented the research: *'Strategies showing promise for enhancing the economic, social, cultural, and environmental development of creative cities and regions'*

- In the framework of **2016 Beijing (China) - 2nd UNESCO Creative Cities Beijing Summit**, Fabriano Creative City presented the research '*Culture for Sustainable City*', a scientific project of Fabriano Creative City connected to projects related to HABITAT III and *the 2030 Sustainable Development Agenda*.

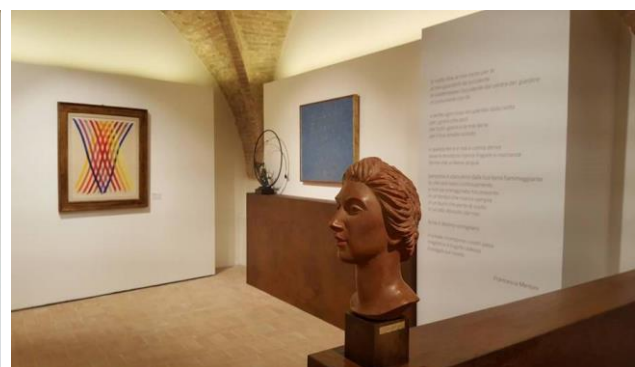
Other cultural activities

Publication of the Crafts and Folk Art book

Fabriano made a publication presenting the Crafts and Folk Art category of the UNESCO Creative Cities Network. This publication is made of images and general information about all Creative Cities belonging to the Crafts and Folk Art sub-network. After having prepared the layout and having received approval from the concerned cities, data, text, and images have been selected and prepared for the final version. The Crafts and Folk Art *draft book* was presented to delegates of the Crafts and Folk Art Creative Cities at the 2017 Annual Meeting held in Enghien Les Bains.

Art exhibition, '*La Casa di Ester*'

This is an accolade to Ester Merloni who was passionate about art and who collected valuable art masterpieces previously displayed in her home. Her family donated this prestigious collection to the town of Fabriano and it is now on show at the Civic Art Gallery 'B. Molajoli' in Fabriano, in the newly created modern and contemporary art section. This collection consists of works of art by the greatest 20th-century Italian artists, including Burri, Boldini, Balla, Capogrossi, De Pisis, De Chirico, as well as Savinio, Manzù, Dorazio, Fontana, Arnaldo Pomodoro, Afro Basaldella, Quirino Ruggeri, Edgardo Mangucci, Turcato.



5. Major Initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN:

Fabriano – Paducah, Creative City of Crafts and Folk Art

Paducah (in Kentucky, USA) is, together with Fabriano, one of the UNESCO Creative Cities for the Crafts and Folk Art cluster. The paper master Sandro Tiberi had a prominent role during many workshops on the making of handmade paper: during his visit to Paducah in April 2015, he got to know the creative and productive sector of Paducah, attended various meetings, visits and events with the aim of promoting the art of making handmade paper using the manufacturing techniques developed by *mastri chartai* in the 13th century.

Fabriano – Heidelberg, Creative City of Literature

In June 2017 Fabriano Creative City participated in the **Heidelberg Literature Festival**, in Germany. The Heidelberg Literature Festival is an international gathering attended by editors, writers, authors and so on. Fabriano Creative City was present at this event together with the Museum of Paper and Watermark of Fabriano and presented handmade paper created following the typical manufacturing process developed by *mastri chartai*. The city of Heidelberg was invited to the event *Luogo Comune* that took place in October 2016. Both cities have started to work together. On that occasion, a strong partnership between German editors and the town of Fabriano was established with the purpose of printing their prestigious volumes in our city.

Institutional roles

Fabriano Creative City, member of the Steering Group

Fabriano is proud of its role as a member of the Steering Group and has been hard working to improve the UNESCO Network at a strategic level. Fabriano is also working to implement the idea and concept of going beyond the different categories of the network with the objective of having more exchanges in the future among the cities, more dynamic projects, higher involvement of all categories, and easier connections among different operators' activities.

Fabriano Creative City in the National Coordinating Body for Italy's UNESCO Creative Cities

The collaboration among Italian cities belonging to the network was established on October 30th, 2016, in Fabriano at the *Luogo Comune* event during which the **National Coordinating Body** was created. There has been a continuous exchange among the cities and its most important objective is to enhance the UNESCO Creative Cities Network and the World Heritage. There were many meetings and moments to share projects and updates to discuss the role of

the Coordinating Body of Italian Creative Cities belonging to the network and to talk about the impact and the potential that a creative city can have not only on the neighbouring territory but also on an international level. Here are some of the meetings:

- **CIBUS, UNESCO Creative Cities of Gastronomy**, Parma - May 2016
- **Coordinating Body of Italian Creative Cities**, Bologna - December 14th, 2016
- **Torino, Salone del Libro, from Design to Creative Cities**, Torino - May 20th, 2017
- **UCCN Chefs for the Gola Festival**, Parma - June 2nd-4th, 2017
- **Torino Design for the Cities: Design for Citizens**, Torino - October 12th, 2017
- **Cinedays, impacts, policies and forms of cooperation**, Roma - October 31st, 2017

Participation - UCCN international summit and sub-network meetings

2014 Firenze (Italy) - 3rd UNESCO World Forum on Culture and Cultural Industries

2016 Icheon (South Korea) – UCCN International Creative City Joint Workshop

2016 Beijing (China) - 2nd UNESCO Creative Cities Beijing Summit

2017 Enghien Les Bains (France) – Expert Workshop, Steering Group and international experts in the sector of culture, creativity and urban sustainable development

2017 Paducah (USA) – Annual Meeting of UCCN Crafts and Folk Art

Visit of the delegations of cities candidates to the Creative Cities Network.

A delegation of the **Gyeongsang National University**, University of South Korea, visited Fabriano in May 2017. This group of Korean researchers chose Fabriano Creative City as a *case-study* to discuss projects and strategies, and as a benchmark for creative development in an industrial city.

The Korean delegation is working hard to draft a project for the application of the City of **Gimhae, South Korea**, to the UNESCO Creative Cities Network.

Collaboration and support of Fabriano Creative City with candidate cities 2017

Fabriano was selected and chosen by the UCCN Secretariat to collaborate with the City of **Tetouan** (Morocco) in activities related to cooperation, assistance, support, and knowledge sharing in work aimed at the preparation of their application to the UNESCO Network for the Crafts and Folk Art category. Last October, Tetouan was designated as a UNESCO Creative City for Crafts and Folk Art.

In 2017, Fabriano Creative City was invited to visit the cities of **Barcelos** (Portugal) and **Carrara** (Italy), which in October 2017 were designated UNESCO Creative Cities for the Crafts and Folk Art cluster. Fabriano had the opportunity to get to know important entities working in the craftsmanship sector and had the opportunity to establish relations for future collaborations and projects with the cities of the network.

UNESCO Goodwill Ambassador for Creative Cities

On October 4th, 2017, at the UNESCO headquarters in Paris, Ms Maria Francesca Merloni, Focal Point of Fabriano Creative City, was bestowed the prestigious honorary title *UNESCO Goodwill Ambassador for Creative Cities* for her career and her humanitarian commitment. This award granted to her by the UNESCO Director-General Ms Irina Bokova is an acknowledgement to both the work done to promote creativity as a strategic, crucial factor for a sustainable urban development, and to the involvement and dedication to the ideals and objectives of the UNESCO Creative Cities Network.



6. Proposed Action Plan for the forthcoming Mid-Term Period four year

6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

- **Business Development LAB**

This is a project aimed to create new ways and means to support small companies operating within both local and international markets in specific areas of the Apennines hit by the recent earthquake in Central Italy. The objective of this project is to give operating support to *small and medium enterprises* in the Apennines area characterised by de-industrialisation processes, with the aim of improving business management as a whole, promoting their direct presence on the markets – as well creating know-how about how to overcome various difficulties related to internationalisation projects and new digital technologies.

- **Digital Support**

since november 2017, Fabriano

Advanced courses will be organised for management training in web marketing and social media, Digital Support, for the training of 32 consultants whose objective is to take the territory into the web 4.0, in the process of digital transformation. There is also the project of building a real business school in Fabriano which will be able to transfer innovative skills to local companies that are useful to reactivate their vital functions after the earthquake that hit the region in 2016 and to compete on equal terms on the international markets. **Digital Support** is the advanced training course that the Aristide Merloni Foundation and Marche Foundation have developed together with the LUISS Business School in Rome and the Department of Management of the 'Università Politecnica delle Marche' in the framework of the activities of Fabriano Creative City.



- **Saving the Apennines**

After the event RINASCO and further to the projects presented in July, the CENSIS in Rome, *study centre carrying out research on social investments and socioeconomic conditions in Italy*, with the Aristide Merloni Foundation, managing body of Fabriano Creative City, has continued to carry out research aimed to create future projects that devote energies to areas hit by the earthquake for the socioeconomic recovery of the Apennines. This is a project of development to revitalise the **Macroregion** called *Central Eastern Apennines* which encompasses 340 municipalities on four regions in Central Italy.

Interest groups in these areas have been defined as tribes and established companies have shown their commitment to transferring their knowledge and know-how for the development of these areas. The most vital groups in the Apennines on which to focus are ten tribes: cow farmers, local administrators, scholastic communities, farmers, immigrants, returning emigrants, commuters, second-home owners, operators in niche sectors (tourism, local products and so on), and walkers.



This is the reason why several projects have been developed, including projects related to **suckler cows for cow farmers**, a project for the **production of hazelnuts**, a project aimed at creating competition among producers of local products **foodrating.it**, a project of **home sharing** with the support of Hurry that will make available platforms for sharing economy, and a project to make accessible many spiritual retreats in the Apennines, in the middle of **paths and spiritual routes**.

The common denominators of all these projects are the use of technologies and a close cooperation among established corporate groups, which will ensure a connection to wider industries compared to traditional ones which are present in the Apennines.

In this strategic project phase, Fabriano Creative City was strongly committed to reinforcing its relations with Creative Cities of the Network that experienced similar natural catastrophes and that have been implementing processes for the development and recovery of their urban areas and territories.

6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the network on international level, particularly those involving other member cities in the Network

In the context of the final plenary session of the 2017 Annual Meeting, **Fabriano was designated to host the XIII edition of the Annual Meeting of UNESCO Creative Cities in 2019.**

- Strategies, creation of projects, planning of activities, events to prepare for the UCCN Annual Meeting that will be held in Fabriano in 2019.

Fabriano Creative City is trying to establish and reinforce its relations with other Creative Cities of the Network that, similar to Fabriano, experienced difficulties due to an earthquake or other natural catastrophes. Many of these cities have created synergies and developed strategies aimed at defining future projects for the development and regeneration of urban areas and territories in affected areas.

6.3 Estimated annual budget for implementing the proposed action plan

year 2016

- | | |
|---|-----------|
| • Staff, human resources, consultations/external collaborations | € 100.000 |
| • Initiatives/events/conferences | € 80.000 |
| • Research/studies | € 30.000 |
| • Missions of Fabriano Creative City | € 10.000 |
| • Graphic design/printing/publications | € 10.000 |

contributions to the UNESCO Creative Cities Network

6.4 Plan for communication and awareness

The website www.fabrianocreativa.it illustrates the initiatives of Fabriano Creative City and the territory. It also gives updates on the main events and meetings of the Creative Cities Network. Further, they have a presence on social media including Facebook and Twitter. It reports articles and news on local and national newspapers about the main initiatives of Fabriano Creative City and there is a monthly newsletter on the activities of Fabriano Creative City. In addition to that, Fabriano Creative City attends video-conferences with Steering Group members and Italian Creative Cities.

A dedicated website will be designed and created for the UNCC Annual Meeting that will be held in Fabriano in 2019.

Brand Fabriano Creative City: the brand Fabriano Creative City will be promoted through banners, promotional billboards in the town, documents, merchandising of products and gadgets with the brand Fabriano Creative City, and so on.





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