

REPORT 2022



- UNESCO PROGRAMMES AND SUSTAINABLE DEVELOPMENT
- MANAGEMENT AND CONSERVATION OF CULTURAL HERITAGE
- INTAGIBLE HERITAGE
- MUSEUMS AND ART

HERITAGE

Communities' participation, innovation, cooperation between different areas, models for the organization of the cultural offer, including economic ones, are the guidelines along which the most recent experiences in the management of cultural heritage are located, starting with its conservation.



CREATIVITY

To understand how cultural production's languages are evolving, the new art markets and the new professions based on creative contents, the sectors of the cultural industries, and what are the economic and social conditions that favor the development of creative atmospheres in the territories.

- CREATIVE AND CULTURAL ART AND PRODUCTIONS
- CULTURAL MARKETS AND PROFESSIONS
- CULTURAL AND CREATIVE INDUSTRIES

THEMATIC AREAS

- CREATIVE TOURISM
- NETWORK FOR TOURISM
- ECO - TOURISM



TOURISM

To allow the changes in the development of new ICTs, the expansion of markets, the affirmation of travel as a commodity and, finally, a demand increasingly linked to the knowledge of places with the transition from more traditional forms of cultural tourism to the so-called creative one".

SUSTAINABILITY

Cultural operators play a fundamental role in the sustainable development of territories, in particular with respect to effective management of production chains based on territorial resources and local know-how, including the ability to identify functional networks between different economic sectors.



- SUSTAINABLE COMMUNITIES
- ECOLOGIC TRANSITION
- RURAL AND MOUNTAIN ECONOMIES



TOOLS



RESEARCH

The Foundation develops research projects relating to models for the management of **cultural heritage**, with particular attention to investment logics, economic aspects and legal formulas relating to collaboration between public and private entities, and policies, tools and plans for the management of sites and territories recognized by the UNESCO Conventions and Programmes. It works on the analysis of emerging geographies of **cultural production** and on the understanding of trends and demand coming from new markets. It investigates the main opportunities for local development by promoting research projects on tourism related to **tangible** and **intangible cultural heritage**. Among the specific lines of research development: the Sustainable Tourism Program promoted by UNESCO and the use of new technologies in the sector. It develops research projects with respect to the issues of sustainable development and the **United Nations 2030 Agenda**.



EDUCATION

The Foundation promotes training programs on cultural projects, proposing and collaborating in the creation of training and capacity building courses at an international level. Between these:

- **SPECIAL TRAINING PROGRAMS**

International capacity building programs with the aim of contributing to the sustainable development goals of the United Nations 2030 Agenda, strengthening the skills of institutions and professionals working in the cultural field.

- **UNIVERSITY MASTERS**

Organization and teaching of university Masters, on various topics of the economy of culture, including: cultural projects for the development, protection, enhancement and management of cultural heritage and sites with UNESCO designation, sustainable development, cultural tourism, creative industries.

- **WORKSHOPS AND SHORT COURSES**

Training and capacity building activities, in person and online, aimed at different targets (institutions, associations, professionals, private and public bodies) to strengthen their skills in the management of cultural projects, with particular attention to relations with international agencies and bodies.

- **OTHER PROGRAMS**

Workshops and seminars in collaboration with national and international institutions that promote other training programs.



SUPPORT

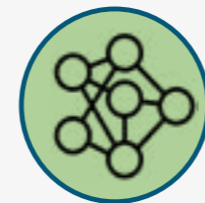
The Foundation deals with projects capable of supporting the strategic development of public and private cultural institutions through management plans, strategic plans, business plans, innovation plans and the design of new services.

- **STRATEGIC AND BUSINESS PLANS**

The strategic plans developed by the Foundation analyze the socio-economic and cultural context in which the organization operates, identify the development axes, the priorities in terms of times, the human, technical and financial resources necessary to carry out the growth projects.

- **MANAGEMENT PLANS**

Fondazione Santagata offers strategic consultancy to cultural institutions with the aim of providing quantitative and qualitative tools useful for managing the potential of a cultural asset and its context, in order to create sustainable development.



SPECIAL PROJECTS

The Foundation promotes special programs and projects that combine research, training and development, which are aimed at various target groups including, in a priority manner, the new generations and cultural operators. Among these:

- **YES! Youth Empowerment for Sustainability**

Dedicated to the activation of bottom-up local development processes with young people as protagonists;

- **HERITAGE: BEYOND WALLS**

Aimed at the empowerment of Syrian university students in academic disciplines related to cultural heritage;

- **HERITAGE LAB**

Developed in collaboration with the La Venaria Reale Center for Conservation and Restoration, to combine knowledge and expertise in the protection and management of cultural heritage;

- **SANTAGATA AWARD FOUNDATION**

The award created in collaboration with Ro.Me Museum Exhibition, aimed at sustainable development projects on territories or communities with UNESCO designation.

- **UNESCO CHAIR IN ECONOMICS OF CULTURE AND HERITAGE**

In collaboration with UNITO for research and dissemination in the field of the Economy of Culture.

RESULTS

The Santagata Foundation's mission is the conception of culture as a basis for the quality of life of people and communities, as expressed in the research works of **Walter Santagata**, to whom the Foundation is dedicated.

ECONOMICS OF CULTURE

Dealing with the economics of culture is equivalent to finding a key to interpreting territories, communities and cultural institutions that is capable of **creating value from an economic, cultural, social and environmental point of view** and that can thus respond to the challenges and multifaceted stimuli that come from today's context.

CULTURE FOR SOCIAL EQUALITY

SUSTAINABILITY

CULTURAL DISTRICTS

CREATIVITY

CULTURAL INNOVATION

EDUCATION AND CULTURAL DIVERSITY

We have been operating for years within the reference framework of international cultural guidelines and policies, for example for the management of sites and territories recognized by UNESCO Conventions and Programmes. Among these, the **United Nations Agenda 2030** on sustainable development has particular relevance today, in fact we believe that cultural actors have a fundamental role in achieving sustainability objectives.

DISSEMINATION



+220%



+40%



+14%



+120%

3 Technical - scientific collaborations to **International University Masters**

11 Workshops and short courses

10 Participation to University courses



48 Educational activities

18 International Projects and Missions

15 Research reports and Publications

84 Conferences and seminars

32 Partnership agreements



Collaborations and partnerships with

53 Cultural bodies



STAFF AND ORGANIZATION

16 Members of the Project Team

5 Members of the Scientific Committee

18 Members of the Scientific Network

15 International advisors

8 Fellowships

+900 Alumni

GOALS

In 2023 the Santagata Foundation intends to work in seeking concrete answers to the phenomena of profound **CHANGE** underway in current society, investigating the present question and **FUTURE** of culture and strengthening **ALLIANCES** operational, through:

SUSTAINABLE DEVELOPMENT

Raise awareness in the definition of cultural programs and projects capable of giving a real contribution to the mobilization against the climate change.

GLOBAL NETWORK

Establishment of a **GLOBAL NETWORK** of entities and professionals operating in the fields of culture, heritage, tourism and sustainable development.

INTERNATIONAL SCHOOL

Promotion of an **INTERNATIONAL PROGRAM** of training in cultural projects for development.

EBLA FUND

Development of cultural heritage training support for students and professionals from emerging countries.

TARGET

UNIVERSITY AND RESEARCH / EDUCATION CENTRES

MEDIA

CULTURAL INSTITUTIONS

POLICY MAKERS

LOCAL ORGANIZATIONS

CULTURAL ENTREPRISES AND START-UP

AMONG 2022 ACTIVITIES

COOPERATION

HERITAGE BEYOND WALLS, special project aimed at building an information channel for Syrian university students in disciplines related to cultural heritage.

Italy-North Macedonia knowledge exchange in Conservation and Innovative Management of Cultural Heritage, realized in collaboration with Centro Conservazione e Restauro "La Venaria Reale", the Ministry of Culture in North Macedonia and ICOMOS Macedonia.

FUSION - Fashion Up-Skilling: Innovation Open Network, finances by Creative Europe, for the creation of textile products useful in active aging.

HERITAGE ALIVE for the promotion and development of the comprehension of cultural heritage related to the archaeological site of the Ancient City and Agora in Smirne.

SUPPORTO TO ORGANIZATIONS

FOR HERITAGE, conclusive seminar of the European project "ForHeritage-Excellence for integrated heritage management in Europe".

Capacity Building for the call "In Luce, valorizzare e raccontare le identità culturali dei territori" promoted by Fondazione Compagnia di San Paolo

Support in the participation to the edition 2022 of the call for projects NEXT GENERATION YOU for 15 cultural organizations in Piedmont, Liguria and VdA.

FONDAZIONE SANTAGATA AWARD, target to sustainable development projects realized on UNESCO sites in 2021/22.

Implementation of the Innovation Plan of the Staffarda Abbey, in collaboration with Fondazione Ordine Mauriziano.

Update of the Strategic Plan 2018-22 of Centro Conservazione e Restauro "La Venaria Reale"

MIRA: the Regional Observatory for design in Piedmont a tool of analysis and understanding in design field.

EVALUATION

CONSONANZE - Musical Education for tomorrow relationships and skills, in collaboration with Fondazione Compagnia di San Paolo.

Living ICH: the micro-chains of the food intangible cultural heritage of the Alpine arc, between Italy and Switzerland.

Propedeutic Study for the creation of a management transboundary body of PITER Terres Monviso, in collaboration with MOT - Mission Opérationnelle Transfrontalière.

The Impact of Creative Europe in Italy (2014-2020) to explore principal impacts and results on Italian winning organizations.

UNESCO

Saveguard, transmission e valorizzazione of the Musical Art of the Hunting Horn to UNESCO intangible cultural heritage list

Rolli LAB: the Call for Ideas for the UNESCO site of "Genova: Le Strade Nuove e il sistema dei palazzi dei Rolli".

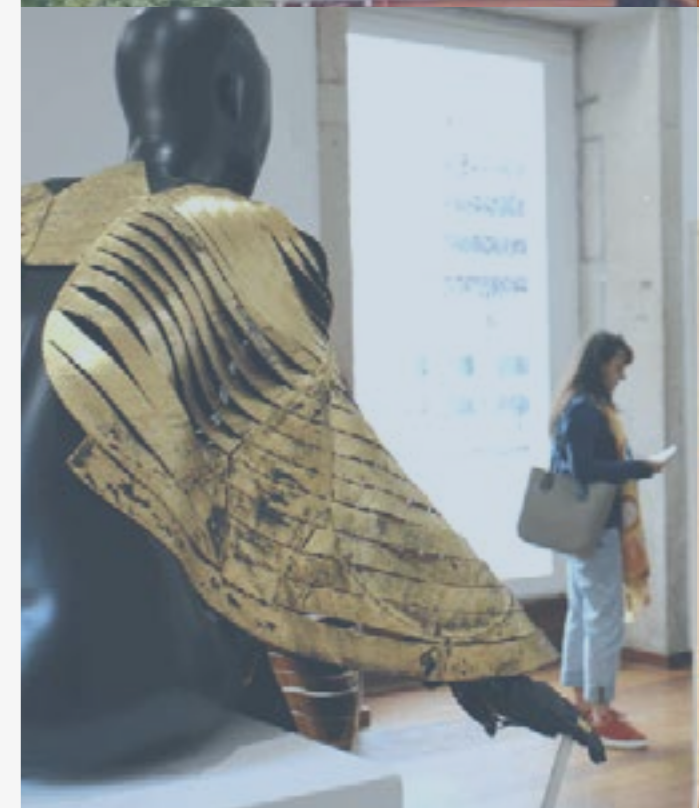
Management Plan of the site "VIA APPIA. Regina Viarum", candidated to the UNESCO World Heritage List.

Propedeutic study for the update of the Management Plan of the UNESCO site "Ferrara, città del Rinascimento e il suo Delta del Po"

Feasibility Study for the Ponte degli Alpini di Bassano del Grappa to UNESCO World Heritage List.

New Management Plan for the UNESCO Monviso Transboundary Biosphere Reserve and implementation of a program for the involvement of young people.

Academy on UNESCO Designations and Sustainable Development realized in collaboration with UNESCO through the Regional UNESCO Office for Science and Culture in Europe.





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Fondazione Santagata for the Economics of Culture