

CO | **CUL**
OP | **TURE**

How

**SOCIAL ECONOMY
ENTERPRISE**

contribute to

**CULTURAL AND
CREATIVE
INDUSTRIES**

Giovanna Barni, President

cultural and cooperation in Italy

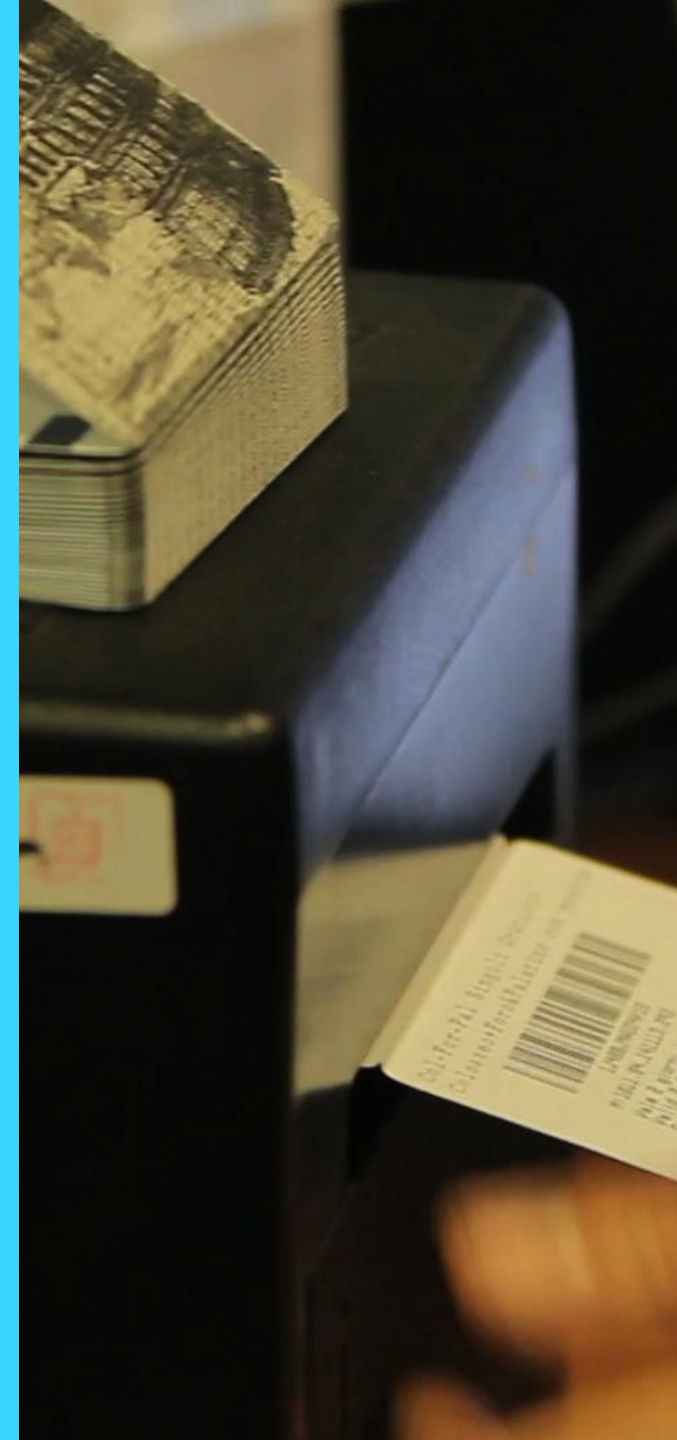
- **multisectoral** and **multidimensional**
- **14 million visitors** per year
- **more than 700** museums, archeological areas, archives and libraries, theaters and cinemas
- **25.000 operators in the cultural/touristic field**



CoopCulture is the largest cooperative that operates in the field of cultural heritage in Italy, since 25 years.

- over 250 cultural locations nationwide
- over 1.200 employees
- over 12 million visitors
- sales volume over 50 million euros

Last update: 2016

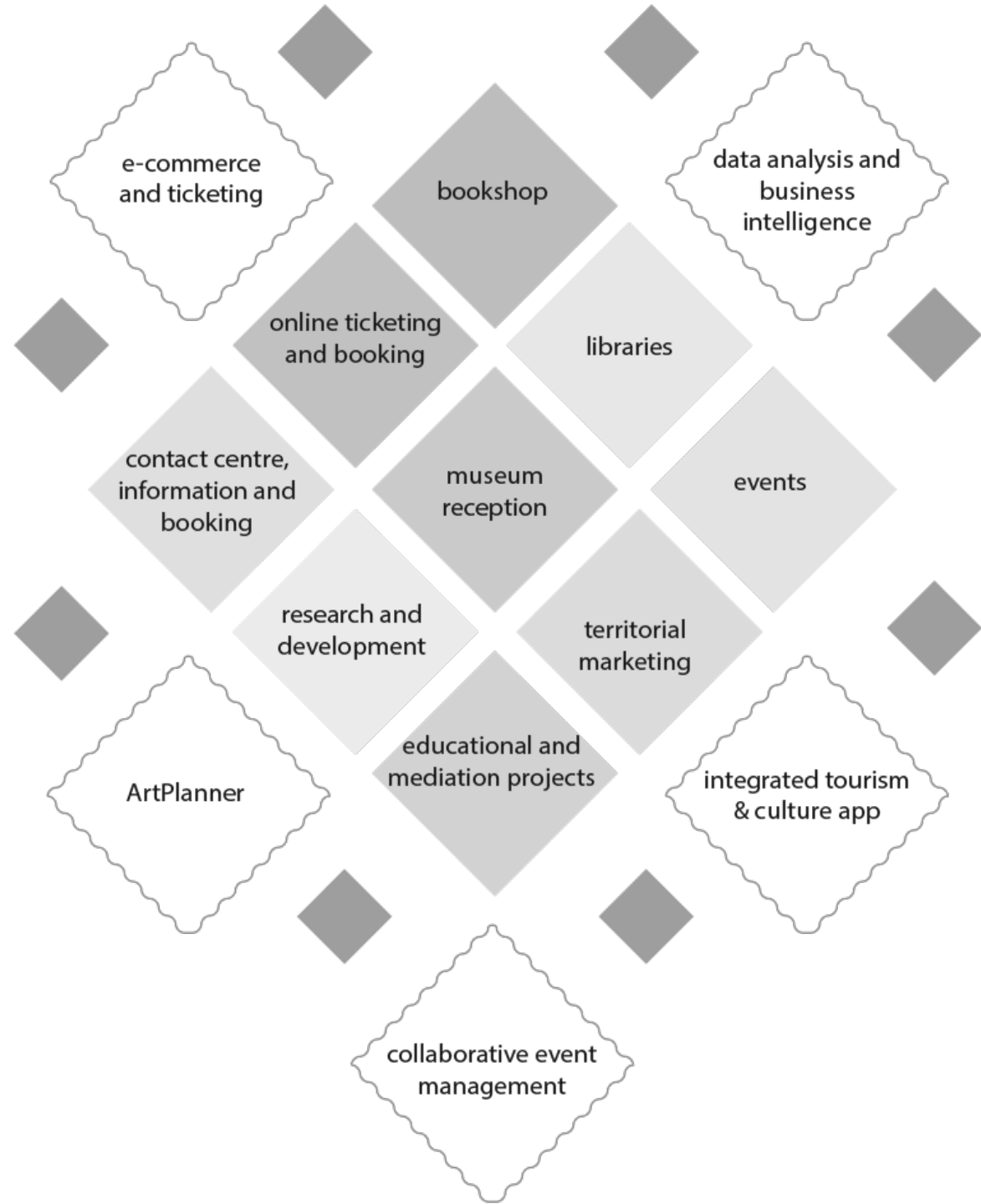


MULTI SECTORALITY

welcoming and
assistance services in
museums

integrated systems
for booking and
enjoying the visit

technological
supports and digital
platforms to
experience territories



OUR STAKEHOLDERS

144

institutions

20

universities and research
and training centers

182

cooperative
partners

77

qualified
suppliers

15

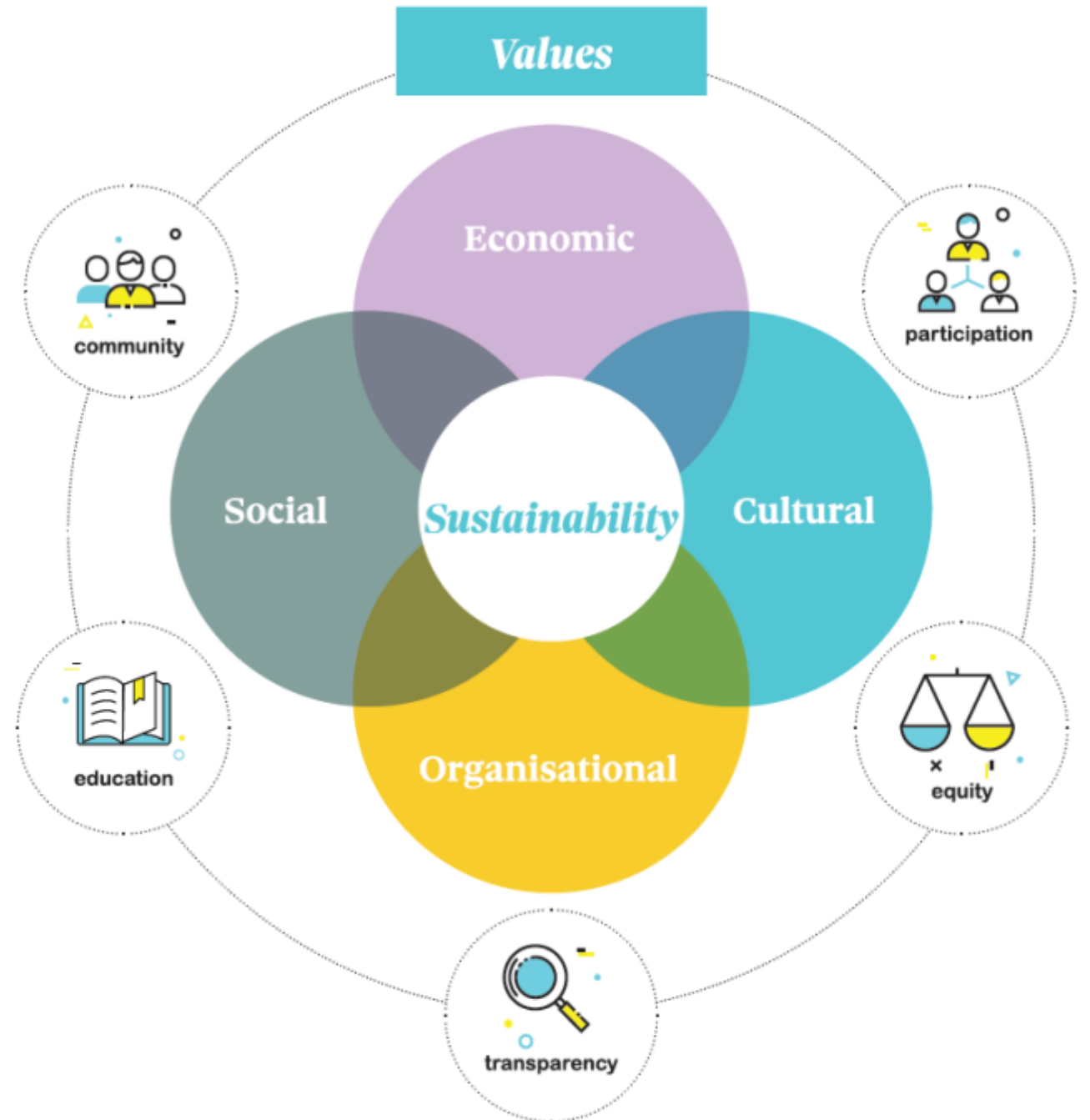
international
partnerships

OUR NUMBERS



OUR MISSION

increase
entrepreneurship
in respect of
cooperative
values



The 4 Pillars of SUSTAINABILITY

Economic Capability to increase income and to redistribute it on employees and territories

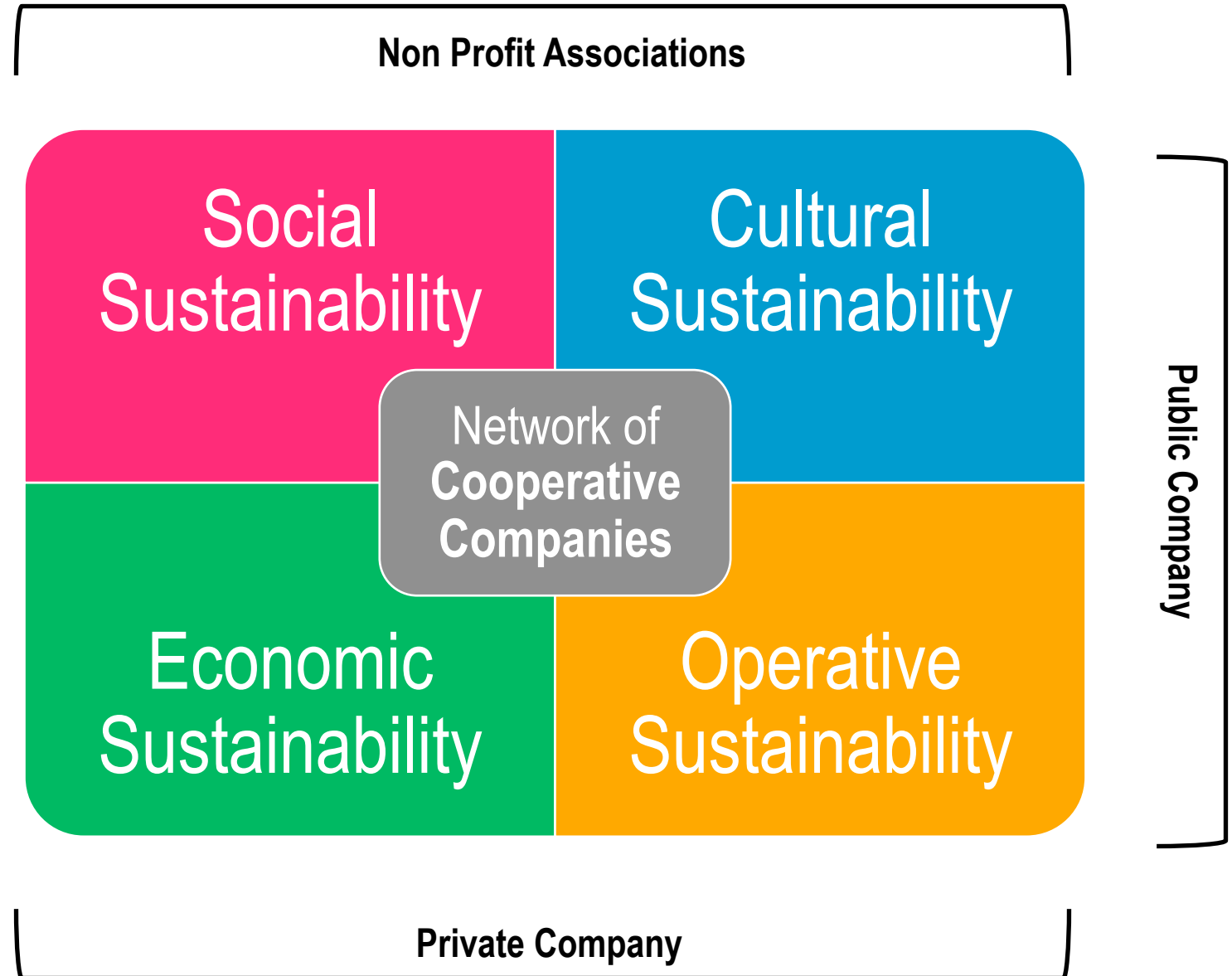
Operative capability to evolve services and skills according to trends, needs and new targets.

Social capability to empower participation and relationships among members and cooperatives

Cultural capability to renew the relationship among cultural heritage, audiences and communities

COOPERATION AND BALANCES

cooperative
companies are
able to take the
4 pillars in the
right balance!



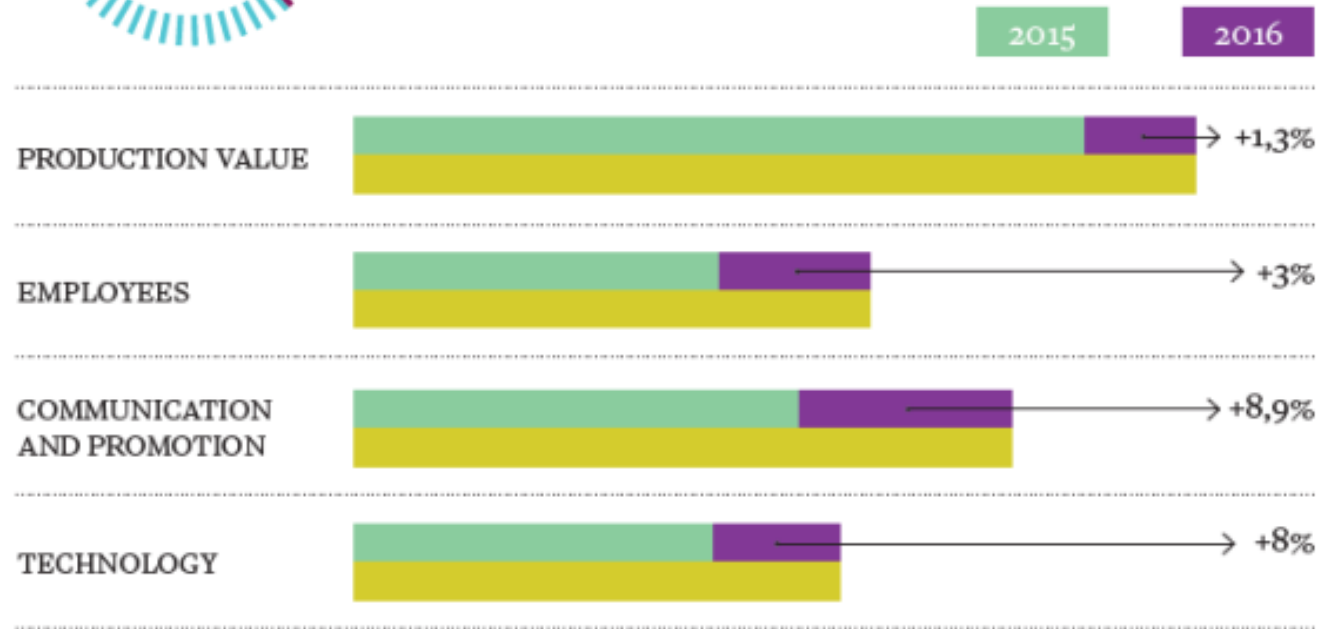
CIRCULAR ECONOMY

ECONOMICAL GROWTH
and INCOME

REDISTRIBUTION:

- taxes, employees, suppliers, research
- territorial productive chains

Expense for taxes paid in Italy



value is distributed and shared with employees and the supply chain

The value produced has been distributed as follows:



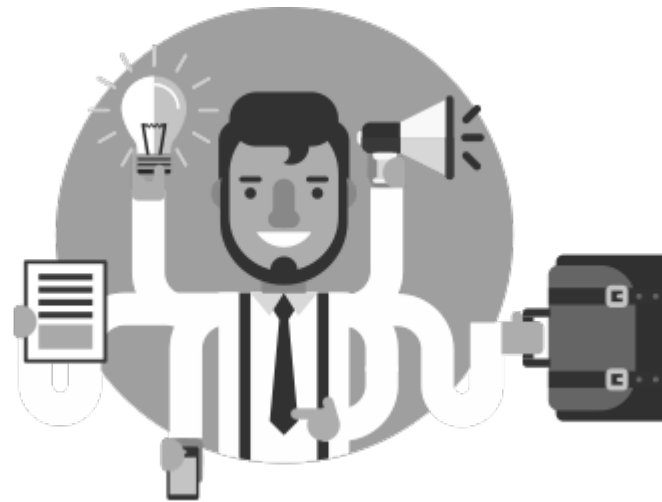
of which 18% for qualified supplies in the cultural and innovation production chain

business competition
technological innovation
social innovation

INCLUSIVE GROWTH

new skills
new professional roles

territorial networks
capacity building



RE | **CUL**
TE | **TURE**

7.000
training hours

50
cooperative partners
inside rete culture
platform



HERITAGE, AWARENESS AND WELFARE

AUDIENCE
DEVELOPMENT



ENGAGEMENT



INTERCULTURAL
DIALOGUE



cultural cooperative enterprises can contribute to a NEW ECONOMY OF CULTURE

CIRCULAR

IT GENERATES
VALUE



AND TRANSMITS VALUE
TOWARDS TERRITORIES

INCLUSIVE and EQUAL

IT DEVELOPS QUALITY
EMPLOYMENT



IT INCREASES COHESION,
INCLUSION AND
WELFARE

KNOWLEDGE BASED

IT INCREASES AND
INVOLVES AUDIENCES



IT STIMULATES
CREATIVITY
WITHIN CCI



Our BEST PRACTICE

27 years of co-management at the Jewish Museum in Venice:
impacts on community and audience

38.000 => 90.000
visitors

150
events

visits, presentations, concerts, festivals

7

art exhibitions per year

17.000
students

700
didactic labs

and

- **New spaces opened** one didactic area, a coffee shop, a bookshop
- **New life and more value** to the Ghetto
- **Rediscovery of ancient** cultural traditions
- **New cultural spaces** and touristic activities