



Organization for Security and Co-operation in Europe
Secretariat

EEF.NGO/20/18
7 September 2018

ENGLISH only

Conference Services

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26th OSCE ECONOMIC AND ENVIRONMENTAL FORUM

Session IV
«Boosting innovative business models and economic connectivity in the digital era»

Prague, 6th September 2018

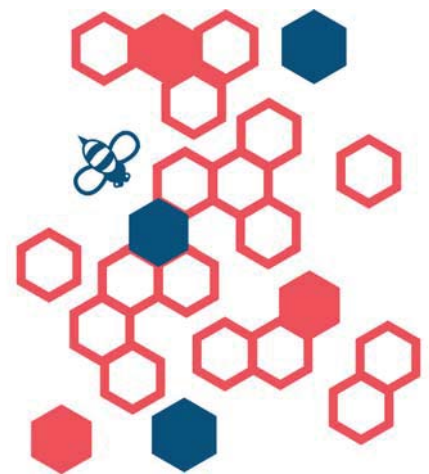
Giovanna Barni
President

COOP | **CULTURE**

COOP | **CULTURE**

CoopCulture is one of the largest creative and cultural companies working in the field of cultural heritage in Italy, with over 25 years of experience:

- from 9 founding members to 1697 employees*
- specialized skills in the relationships with different audiences
- new digital skills to be applied to museums, archeological areas, libraries and territorial scenarios.



OSCE

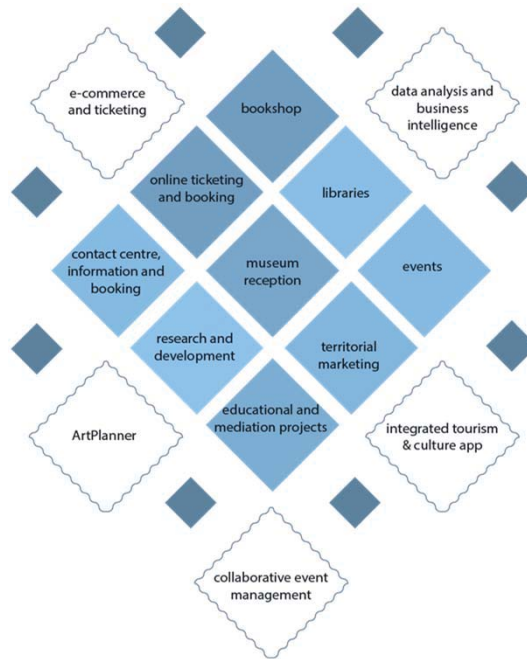
* In 2017

MULTI SECTORALITY for CULTURAL HERITAGE

welcoming and
communication activities
for visitors

new integrated systems
for booking, ticketing and
education

digital platforms to
promote and experience
territories



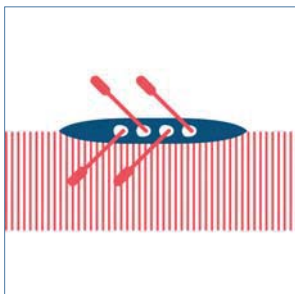
CO | **CUL**
OP | **TU**
RE | **RE**

osce

Success Keys for a new BUSINESS MODEL

CO | **CUL**
OP | **TU**
RE | **RE**

COOPERATION



CULTURE



INNOVATION

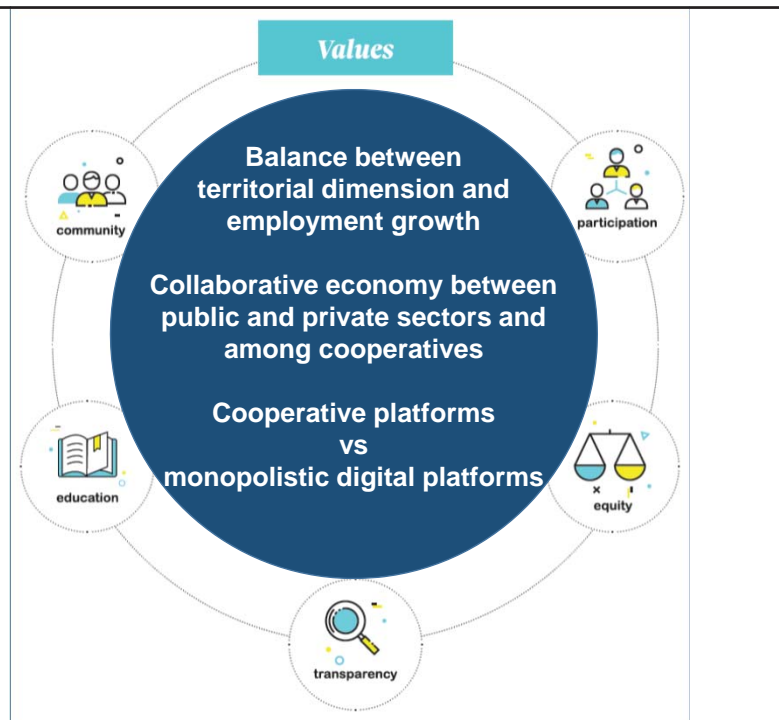


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COOPERATIVE VALUES AND NETWORKING

"(..) recognizing that cooperatives in their various forms are becoming an indispensable factor in the economic and social development of all countries, promoting the fullest possible participation in the development process of all population groups, including women, youth, disabled persons and the elderly (..)"

**United Nations- General Assembly
7.02.1995
RESOLUTION ADOPTED BY THE GENERAL ASSEMBLY**



*«it is in the shared interest of all Member States to harness the full potential of education and culture as drivers for jobs, economic growth, social fairness, active citizenship as well as a means to experience European identity in all its diversity.
European Commission- Communication on Strengthening European Identity through Education and Culture, COM 2017- 673*

CULTURE

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INNOVATION: social and technological



Giving worth to people (o people first)
NEW SKILLS

10531

training hours for new professional roles
(online cultural community manager, user experience specialist, digital media curator...)



Sharing skills
CAPACITY BUILDING

112

territorial partnerships
(co-planning, empowerment of destination brands, culture hubs, culture concept store...)

“Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively. The European Commission's objective is to encourage market uptake of innovative solutions and stimulate employment”
EUROPEAN COMMISSION, Innovation Policies

A NEW SUSTAINABLE ECONOMY OF CULTURE AND TOURISM

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 SUSTAINABILITY

Economic => increasing income and redistributing it on employees and territories



Operative => evolving services and skills according to trends, needs and new targets.



Social => empowering participation and relationships among members and cooperatives



Cultural => renewing the relationship among cultural heritage, audiences and communities



our TRACK RECORDS

NUMBERS

+26% added value vs **+2%** added value in the SPCC – social, political cultural capital

+20% work placement vs **+1,6%** work placement in the global cultural sector

1697
employees

78%
fixed contracts

73%
women

AUDIENCES

13,5 mln visitors → **1,3** mln users

40 projects for new audiences × **2000** New users

24.000
followers

220.000
calls at the contact center

SUCCESSFUL EXPERIENCES



Cafe
BOOK
WELCOME
EVENTS

CULTURE concept store





GO
OP | CUL
TU
RE

Caracalla and Diocletian Baths (Rome)



GO
OP | CUL
TU
RE

Culture contro le paure
Agrigento

parco valle dei templi agrigento

