# CREO-LAB

# Tourism and Creative Industries

## *Enhancing cultural heritage through young creative entrepreneurship from Europe to Brembana Valley*

CREO is the new academic and entrepreneurial training program at the University of Bergamo, designed to foster students' personal growth, creativity, and innovation skills by engaging faculty members, researchers from all disciplines, and the local innovation ecosystem.

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Prof. Giovanna CAMPOPIANO
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# CREO-LAB Tourism and Creative industries

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## 1. PRESENTATION AND SYLLABUS

### Educational goals

The cultural and creative industries (e.g., visual arts, music production, fashion, entertainment, gastronomy) and tourism are currently among the most dynamic sectors of the European economies. Strengthening synergies between these sectors is a lever to stimulate the socioeconomic and cultural development of territories – particularly in challenging contexts like mountain areas – through innovative, inclusive, and sustainable approaches capable of uncovering and/or capitalizing on the potential of local heritage.

The 2024/25 edition of the CREO-LAB Tourism and Creative Industries focuses on innovative strategies to *enhance cultural heritage through young creative entrepreneurship from Europe to Brembana Valley*. Following the Bloom's taxonomy (Understand - Apply and Analyse - Evaluate), the LAB aims to:

- Understand the synergies among cultural heritage, creative industries and tourism from a multi-scale perspective.

- Comprehend the role of young creative entrepreneurs in valuing the local cultural heritage through tourism activities.

- Foster the development of project ideas to leverage cultural heritage through young creative entrepreneurship in Brembana Valley.

### The International approach

*The 2024/25 edition of the CREO-LAB Tourism and Creative Industries will involve universities from the BAUHAUS4EU European University Alliance – i.e.,* ***Polytechnic Institute of Castelo Branco*** *(Portugal),* ***Université Lumière Lyon 2*** *(France) and* ***University of Economics in Katowice*** *(Poland) – in an* ***international seminar*** *on "Enhancing cultural heritage through young creative entrepreneurship from Europe to Brembana Valley".*

## Course contents

The course follows a laboratory approach and introduces participants to culture, creative entrepreneurship and tourism through thematic insights and group work while fostering the development of new solutions to specific needs.

The course introduces theoretical and applied tools for conceiving, analysing, and implementing creative and sustainable entrepreneurial ideas by developing a mindset that participants can apply in different contexts - including, e.g., business creation, self-employment or employment in public or private companies, and third-sector entities

The 2024/25 edition of the CREO-LAB has four thematic areas:

- *Introduction to creative entrepreneurship*. It introduces the value and role of creative entrepreneurship in innovation and provides notions related to tourism from a multidisciplinary perspective, as well as cultural and creative industries and mountain areas.

- *Cultural heritage, creativity and tourism*. It highlights the innovative and sustainable ways of developing mountain areas and local heritage from a multi-scalar perspective, with insights into the synergies between public and private sectors and innovation processes involving, e.g., culture, arts, gastronomy, and creative entrepreneurship.

- *Enhancing cultural heritage through young creative entrepreneurship*. It offers tangible examples of enhancing cultural heritage through young, creative entrepreneurs in Brembana Valley that help to see the challenges faced, the solutions developed, and the results obtained.

- *Design thinking and creative business ideas*. It guides participants in implementing creative and sustainable entrepreneurial ideas while providing tools to refine and present the project.

## Teaching Methods

The teaching method pursues the dual aims of Challenge-Based Learning and Design Thinking. As for the former, the CREO-LAB involves participants in challenges that local stakeholders face through meetings and onsite visits. Additionally, experts and academics present national and international case studies to inspire and guide on strategies to enhance cultural heritage through young creative entrepreneurship from Europe to Brembana Valley. As for Design Thinking, the CREO-LAB aims to improve critical analysis skills and the development of project ideas through co-creation and cross-fertilization among people with experiences and expertise gained in different contexts.

The organizational structure consists of in-person work sessions lasting a day and a half (12 hours) consecutively on Friday and Saturday mornings every month. Participants will work on specific assignments between the in-person sessions to delve into the content of the treatment and prepare for the next meeting. The CREO-LAB has a pronounced hands-on component in which students will apply the tools outlined in the course to their entrepreneurial projects. Participants will work in groups to develop their ideas using creative learning methods.

To summarize, the LAB uses the following methods:

- Seminars on different content,
- Presentation of testimonials,

- Methodological seminars,
- Student laboratory activities,
- Team building,

## *Assessment and Evaluation Methods*

The final assessment method involves the evaluation of the Project Work with the involvement of all team members at the end of the course, in front of experts, teachers, and stakeholders involved in the delivery of the various modules.

Participating in 75% of the in-person classes is required to receive credits. According to their study plan, the knowledge assessment will grant the student a grade or an eligibility status.

# 2. PROGRAMME

## Module 1: INTRODUCTION TO CREATIVE ENTREPRENEURSHIP

### Friday, February 21

**Sala Bertocchi,** *Caniana building*

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| 8:30-9:00 | **Introductory seminar to CREO-LABs Sustainability and Tourism & Creative Industries**<br>Tommaso MINOLA, Federica BURINI, Silvana SIGNORI, Andrea POZZI, Armando PERSICO, Elisa CONSOLANDI, Elena SISCHARENCO |
| 9:00-10:30 | **Lecture – Introduction to entrepreneurship**<br>Tommaso MINOLA<br>*Common lesson for CREO-LABs Sus and TCI* |
| 10:30-12:30 | **Lecture – How to point out scenarios and needs from stakeholder**<br>Daniele RADICI<br>*Common lesson for CREO-LABs Sus and TCI* |

**Room 7,** *Pignolo building*

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| 14:00-14:15 | **Presentation of the CREO Lab TCI**<br>Federica BURINI |
| 14:15-15:30 | **Lecture – Introducing mountain areas, development opportunities and challenges**<br>Federica BURINI |
| 15:30-16:30 | **Ice-breaking session**<br>Andrea POZZI, Elisa CONSOLANDI |
| 16:30-18:00 | **Lecture – Understanding tourism from a multidisciplinary perspective**<br>Andrea POZZI |

### Saturday, February 22

**Room 10**, *Pignolo building*

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| 9:00-10:00 | **Lecture – Tourism and creative industries: definitions and key facts**<br>Andrea POZZI |
| 10:00-12:30 | **Workshop – How can we forge meaningful connections between tourism, culture, and creative entrepreneurship?**<br>Andrea POZZI, Elisa CONSOLANDI |
| 12:30-13:00 | **Introduction to assignment 1 – identifying and analysing best practices connecting tourism, culture, and creative entrepreneurship**<br>Andrea POZZI, Elisa CONSOLANDI |

## *Module 2. CULTURAL HERITAGE, CREATIVITY AND TOURISM*

### Friday, March 7
*Room 10, Pignolo building*

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| 9:00-11.00 | **Group discussion on assignment 1 results**<br>Elisa CONSOLANDI |
| 11:00-13:00 | **Reflective activity – How can we enhance cultural heritage through young creative entrepreneurship? Preparation to the international seminar**<br>Federica BURINI |
| 14:00-18:00 | **International seminar – Enhancing cultural heritage through young creative entrepreneurship from Europe to Brembana Valley**<br>• **Opening session**<br>Federica BURINI, Tommaso MINOLA, (University of Bergamo)<br>• **Keynote speech**<br>Greg RICHARDS (Tillburg University)<br>• **Project from the Bergamo Province**<br>Chiara TISAT (Province of Bergamo)<br>• **Debate / Q&A session with students** |

### Saturday, March 8
*Room 21, Caniana building*

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| 9:00-10:00 | **Lecture – How to identify and validate needs & analyse competitors**<br>Martina QUADRI |
| 10:00-12:30 | **Workshop – Defining and validating the needs**<br>Martina QUADRI, Andrea POZZI, Elisa CONSOLANDI |
| 12:30-13:00 | **Introduction to assignment 2 – Refining / Implementing needs assessment focusing on Brembana Valley**<br>Andrea POZZI, Elisa CONSOLANDI |

***Module 3. ENHANCING CULTURAL HERITAGE THROUGH YOUNG CREATIVE ENTREPRENEURSHIP***

## Friday & Saturday, April 4-5

### *Field trip to Brembana Valley*

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| All day | Day 1: *San Pellegrino Terme, Olmo al Brembo, Ornica* <br><br> **Onsite visits, meetings / round tables with local stakeholder** <br> Elena RICEPUTI, VisitBrembo <br> Aldo RUFFINI, Major of Carona <br> Collettivo LES MOUSTACHES <br> Erika LOCATELLI, Out of Italy Tour Operator, <br> Nicola CORTESI, Smart Trekkers <br> Elena MAZZOLENI, Bergamo Next Level / Commedia dell'Arte <br> Agriturismo Ferdy <br> Asd Chignon <br><br> **Reflective activity / Workshop (part 1) – What solutions can we develop to enhance cultural heritage through young creative entrepreneurship in Brembana Valley?** <br> Federica BURINI, Andrea POZZI, Elisa CONSOLANDI <br><br> **Meeting with representatives of Cooperative di comunità** <br><br><br> Day 2: *Ornica, Cornello dei Tasso* <br><br> **Onsite visits, meetings with local stakeholder** <br> Andrea PALENI, AltoBrembo / Terre del Baschenis <br><br> **Reflective activity / Workshop (part 2) – What solutions can we develop to enhance cultural heritage through young creative entrepreneurship in Brembana Valley?** <br> Federica BURINI, Andrea POZZI, Elisa CONSOLANDI <br><br> **Introduction to assignment 3 – Developing the project idea** <br> Federica BURINI, Andrea POZZI, Elisa CONSOLANDI |

## Module 4. DESIGN THINKING AND CREATIVE BUSINESS IDEAS

### Saturday, May 10

***Room 21**, Caniana building*

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| 8:30-09:30 | **Lecture – Business model canvas & Value proposition canvas**<br>Davide HAHN |
| 09:30-12:00 | **Workshop – Designing the business model**<br>Davide HAHN, Federica BURINI, Andrea POZZI, Elisa CONSOLANDI |
| 12:00-12:30 | **Introduction to final assignment**<br>Federica BURINI, Andrea POZZI, Elisa CONSOLANDI |

### Friday, May 16

***Room 14**, Pignolo building*

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| 9:00-13:00 | **Workshop – Pitch Canvas Concept / Preparation for the final event**<br>Andrea POZZI, Elisa CONSOLANDI |

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| Saturday, May 31 - 10:00-14:00<br>**FINAL EVENT** |