



Starting from our territory, from its companies and entrepreneurs, it's important in order to take a different view of our cultural heritage reckoning with new technologies and new languages.

We deal with a huge environmental and historic heritage that should be considered a sustainable economic resource which provides enough self-supporting and renewable energy to feed a new industry: the one of *cultural contents*.

The Consortium of Cultural Companies of Piceno gather up the 20 most dynamic and innovative enterprises within both cultural and environmental sectors, entertainment and tourism industries; they boast a turnover of more than 6,5 million Euros as well as 250 operators and the employment increase by 25 units in the last two years. It's a group of entrepreneurs from Marche Region that teamed up to summarize the combination of **making culture serving the demand for culture**.

The Consortium has been experimentally launched in 2010 thanks to the adhesion of all of the Companies within the Cultural District of Marche.

Since that date, they have been working as a network in order to run together several projects which are co-financed from FESR POR Marche ("Piceni TV" www.piceni.tv, Progetto Zenone "Museum and Territory" www.museipiceni.it, "Marche d'Arte" www.marchedarte.it, and others), their final aim is to built together the **Advanced Cultural District of Piceno Area**.

The Consortium, starting from the promoting unit, will cooperate with all the stakeholders in the area of Piceno to achieve its short and long terms goals.



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Main Objectives

- Development of a new concept of cultural activity meant as a source of economic and social growth for the local community.
- Identification of a new form of management for such a diversified cultural supply on the territory of Piceno (events, cultural activities, communication, cultural, touristic and wine-and-food promotion) through the coordination of private actors.
- Overcoming the perspective of a fragmented management of the cultural activities and the competition among cultural enterprises in order to ease a networking method and constant collaboration between Public Authorities and privates.
- Overcoming difficulties due to the small extent of the single enterprise.
- Easing and promoting the knowledge of our heritage, host and organize exhibitions of international significance, cultural activities and performances, providing opportunities for entertainment and interaction.
- Development of duties and activities within the Consortium itself: study, research, training, planning, exhibitions management, reception and customer care, press agency, fund-raising in order to strengthen the existing relations among the most important companies in support of the cultural activities and communication strategies.
- Supporting cultural production on the territory.
- Planning and networking activities, internationalization of the territories on behalf of Public Authorities and private companies.
- Joining European and international cooperation activities.

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