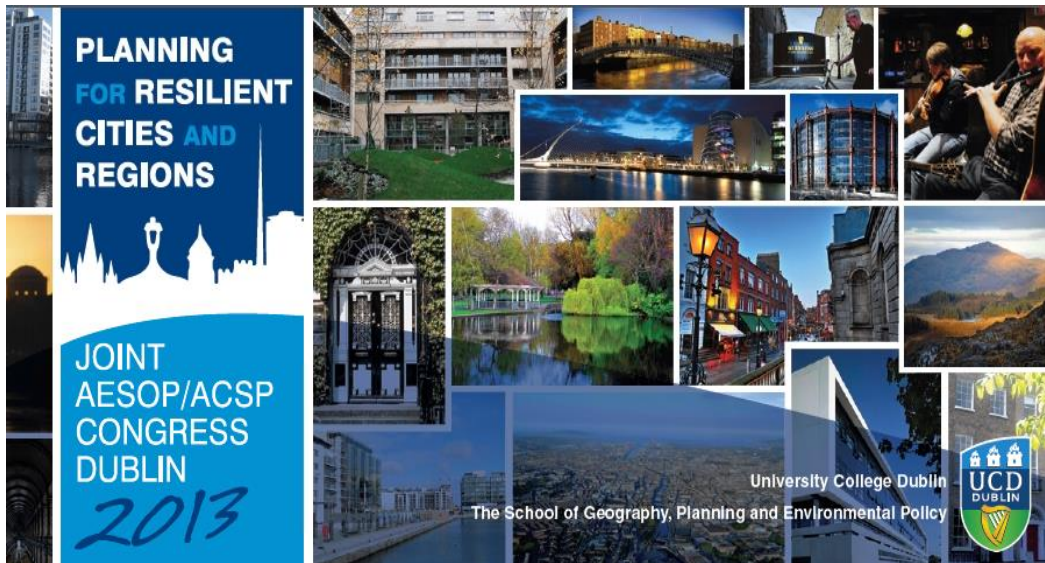


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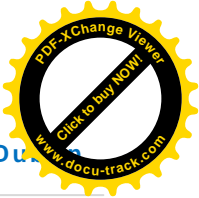
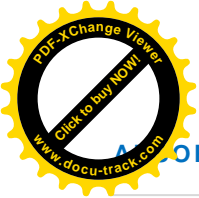
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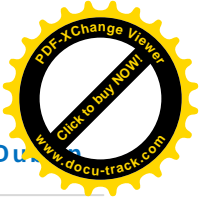
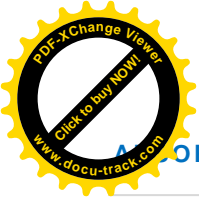
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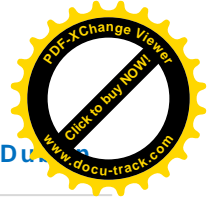
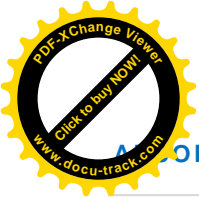
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Assessing Creative and Cultural Policies for Urban Regeneration. A Case Study

Antonio Nicoletti, Giuseppe Las Casas, and Piergiuseppe Pontrandolfi

Università degli Studi di Basilicata,
anto.nicoletti@gmail.com, giuseppe.lascasas@unibas.it, pontrandolfi@unibas.it

Keywords: creative city, urban regeneration, policy assessment

New keywords, tools, approaches, are introduced to promote urban regeneration. Such processes, in the situation of scarcity of public funds, are often possible thanks to public-private partnerships or, in many European regions, thanks to the availability of EU resources for territorial cohesion and development. The European Commission itself is a major actor, providing recommendations, regulations, principles that find their way to the bottom of the pyramid of Structural Funds administration, towards local officers and beneficiaries. The way such policies are translated and interpreted "in the bottom of the pyramid" is a core issue for their effectiveness and impacts.

The paper focuses on policies of urban transformation often adopted against economic and social decay, policies that mobilize new sectors of the urban economy classified under the term "creative economy". Very recently, such policies are trying to promote urban development processes in which individual well-being depends not only on material and financial counterparts, but also on opportunities, intangible rewards and symbolic exchanges related to particular lifestyles. Nevertheless, in several cases, the applied principles are not based on solid analyses, but result in standard formulas implemented by emulation. In this regard, while there seems to be an established pattern of action, based on an integrated, inclusive and strategic approach, the experiences of cultural and creative policies for urban regeneration seem to lack a solid methodology for the assessment of the efficiency, equity and durability of results. The importance of such assessment activity has become clearer, quite recently, also to the European Commission, which promoted studies for the evaluation and impact assessment of the European Capital of Cultures since 2007.

The paper argues that such assessment should be planned at the very beginning of the policy design process, in order to better understand the public interest on which such policies are based, and their ability to effectively implement the identified actions and produce the expected results. This may contribute to the improvement of the long-term effects of public investment in cultural and creative city.

The paper addresses the case of the candidature as European Capital of Culture of a Southern Italian city; a city that is facing a deep socio-economic transformation, with a major cut in the employment rate and GDP after the dismantling of the main manufacturing district due to global economic crisis. A multidisciplinary methodology is proposed, to better define the logical framework of objectives and policies, the relation with the expected outcomes, the monitoring and assessment tools for measuring the effectiveness of interventions, the equity of outcomes, the durability of benefits. ICT tools are used in order to improve the programming process, exploiting the opportunities offered by collaborative platforms of Web 2.0 (social networks, applications for smart-phones).

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