

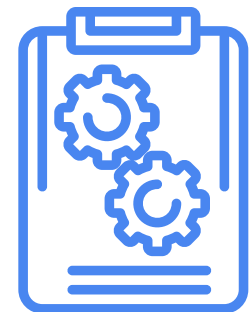


Integrated measures to combat COVID-19 emergency

What Bologna has done and is doing in order to encourage the reaction of the cultural city system to the effects of COVID-19 emergency

Culture and Creativity Division
Culture and City Promotion Department

Municipality of Bologna



9 actions

1. Confirmation of contributions as per signed agreements
2. Call for new musical productions
3. IncrediBOL! call for CCI development
4. Bologna Estate call
5. Streaming training courses for cultural operators
6. Provision of indoor spaces
7. Listening and monitoring
8. Service e-mail
9. Data analysis and reporting



Confirmation of contributions as per signed agreements

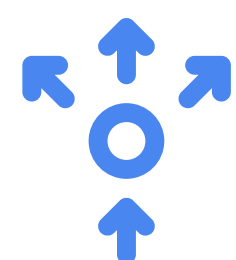
To give continuity and perspective to cultural operators affiliated with the Municipality of Bologna, whose activities are considered of particular **importance for the city's cultural system**:

- All **52 agreements** have been confirmed and renewed
(10 of them with city theatres)
- Contributions for **biennium 2020-2021** have been confirmed for a total amount **€ 1.610.000 per year**
(in addition to funding to the 2 institutions: ERT Foundation and Municipal Theatre Foundation)



Public call for New musical productions

Pilot action to sustain the professionals of the musical industry, by promoting the productive phase now that live activities are suspended



200.000€

grants
allocated



208

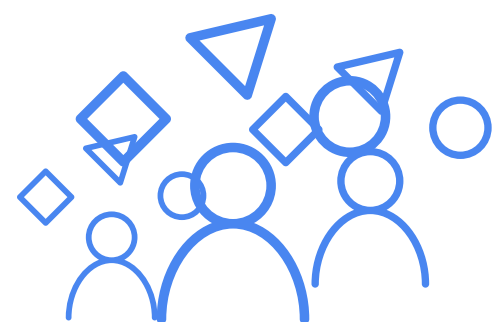
projects coming from record labels, management agencies, third sector and individual artists



46 funded productions

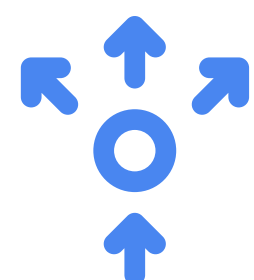


Contributions from 4.000€ to 7.000€



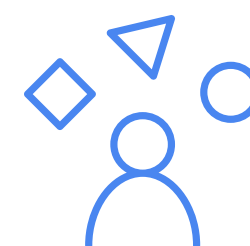
IncrediBOL! call for CCI development

Action in favour of cultural and creative business projects which have been able to react during the lockdown period



500.000€

support to the CCI sector
with the **INCREDIBOL!**
Call 2020



193

submitted projects



34

funded projects

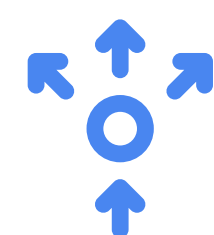


Contributions allocated up to
20.000€



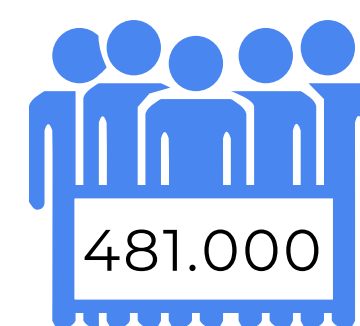
Bologna Estate call

2020 edition: the first Italian summer program after the lockdown



800.000€

allocated in 2020



481.000

AUDIENCE

City of Bologna

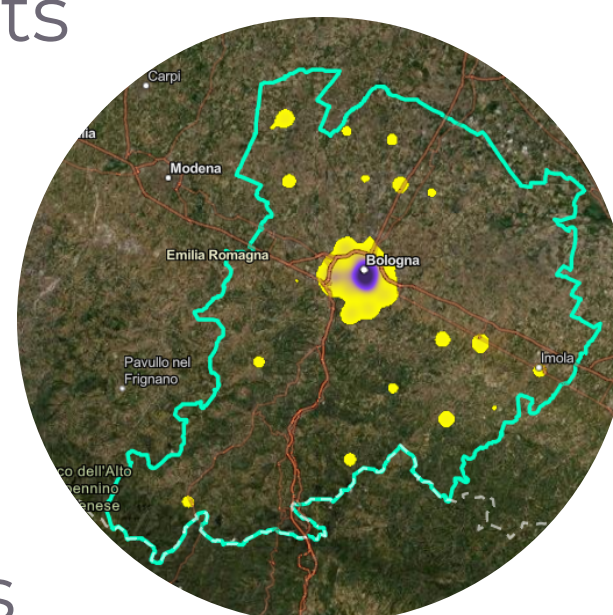
409.300

Metropolitan City of Bologna

71.700

i Bologna Estate 2020

Resources have been directed to proximity and in presence outdoor events on a **metropolitan scale**, encouraging the participation of citizens and creating important occasions for the recruitment of artists, professionals and workers of the show business



i 2021 edition

Public call for cultural activities **until Oct. 15th, 2021**, following the line of the previous year, to be modulated according to the course of the pandemic, and increasingly leaning toward on the re-activation of jobs linked to live performances, one of the sectors which has been mostly affected by the restrictions due to the health emergency



Streaming training courses for cultural operators

Targeted training on specific issues relating to work in the show business, to develop new expertise in the cultural field



40 hrs. of training



Organization of the cultural industries
(200 participants)



Third sector
(150 participants)



Audiences in culture
(230 participants)



40 hrs. of training
(to be realized by June 2021)



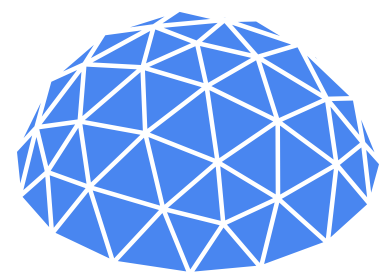
Implementation of protocols for the
reopening



Copyright



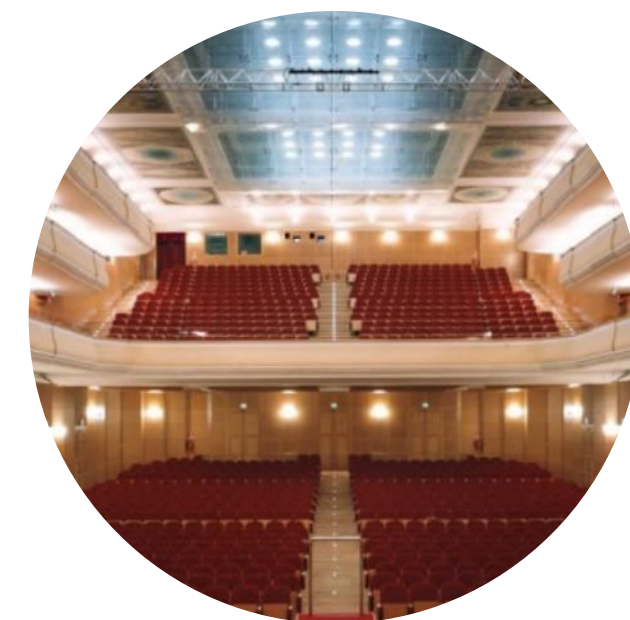
Crowdfunding



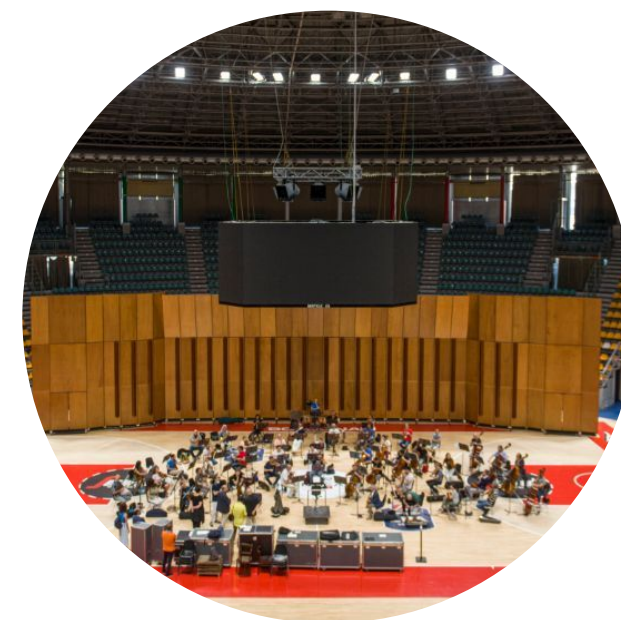
Provision of indoor spaces

Assignment of large indoor spaces, such as Manzoni Theatre and Paladozza (the Sports Arena)

Manzoni Theatre



Paladozza
(the Sports Arena)



Available for music operators and for live performances, in order to tackle the need for social distancing of audience and artists



Listening and monitoring of local stakeholders

Listening to local operators with the aim of maintaining the communication open in a period of great difficulty, intercept the most stringent needs, **share best practices** to respond to the emergency and providing information on the possible tools for recovery set up by the national government.

Everything has been realized in cooperation with:

- The Culture Council Committee of the City of Bologna
- Trade unions
- Local, regional and national coordination tables



Information was collected through surveys and informal talks



Service e-mail

A new e-mail service, to maintain and encourage the connection between cultural operators and the staff of the Municipality of Bologna

emergenzaculturacovid19@comune.bologna.it

- i April 3rd, 2020** – activation of the service
60 specific requests from cultural operators
2.000 interactions



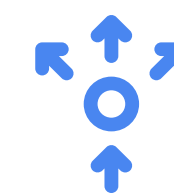
Data analysis and reporting

Editing and publication of reports on the situation of the cultural sector during the pandemic period



Topics:

- Lockdown effects in Bologna for theatres, live music, cinemas and museums
- Detailed analysis on 2 specific issues (show business and music)
- News on the adopted measures at regional level



Dissemination:

online channels of the Municipality of Bologna, especially those of the cultural sector



Released on **March 30th, 2020**

8 subsequent updates:

April, 20th
Apr. 29th
May, 14th
May, 22th
June, 11th
June, 18th
June, 25th
July, 9th