

VIAVAI PLUS PROGRAMME
**Creative Workshop for Training Crossborder Italian and
Swiss Cultural-sector Workers**

PUBLIC NOTICE
**SEEKING PERSONS INTERESTED IN PRESENTING
PROPOSALS FOR PLANNING**

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1) *End-purpose of the Notice*

This Public Notice (“Notice”) is being published prior to selecting project ideas (“Proposal”/“Proposals”) to enable the start-up of Crossborder Partnerships (“Partnerships”), each consisting of at least one cultural worker from Lombardy and one cultural worker from Ticino or Valais, with a view to fostering exchange, dialogue and long-term shared experiences. A maximum of three parties is allowed per Partnership.

A maximum of eight Partnerships is envisaged within the scope of a mentoring/tutoring event that, in this Notice, is referred to as the “Creative Workshop” or the “Camp”.

At the end of this stage, each Partnership will be asked to draw up a Cross-Border Project and compete for a grant to put it into practice.

2) *Background*

In 2013, the Pro Helvetia Swiss Cultural Foundation launched a cultural exchange programme called “Viavai – Swiss-Lombard Cultural Contraband” – in partnership with the Cantons of Ticino

and Valois, the City of Zurich, and Ernst Göhner Stiftung. The Viavai Programme, which ran until autumn 2015, obtained sponsorship from the Councillors of Culture at the Lombardy Regional Government and the City of Milan.

By realizing bi-national projects, the Viavai Programme pursued its brief of initiating long-term links between Lombard and Swiss institutions and cultural players.

Having acknowledged the positive impact of the Viavai Programme, the Italian Republic and the Canton of Ticino, the Canton of Valais, the Lombardy Regional Government, and the Pro Helvetia Swiss Cultural Foundation have subsequently announced the “Viavai +” (or Viavai plus) Programme. On 10 July 2017, they signed a Declaration of Intent on cultural cooperation for the two-year period 2017/2018.

This Declaration lays out mutual commitments for implementation over the two-year period 2017/2018 of a number of pilot projects that pursue the objectives of:

- Stimulating the growth of cross-border networks by supporting and networking cultural institutions and cultural/creative enterprises operating in all artistic environments and disciplines;
- Trialling a leading-edge approach to providing cultural institutions and Italian/Swiss cultural/creative enterprises with opportunities to meet and engage in dialogue, oriented towards triggering long-term partnerships.

3) What is on Offer to Participants

The cultural workers who are selected will get the chance to:

- a) Take part in a mentoring/tutoring pathway (the Camp) lasting three days in total, with other cultural workers from the Region of Lombardy, Canton Ticino and Canton Valais;
- b) Benefit from reimbursement of expenses up to a ceiling of 1,342 CHF (corresponding to around €1,160.00) for each Partnership (NB: this amount will be paid to the Swiss partner on presentation of evidential documentation – invoices, supporting documentation or similar; definition of the terms and conditions of dividing expenses is subject to agreement between the partners);
- c) Benefit from a facilitation and mentoring service, provided by the cheFare Cultural Association, to develop project ideas to share with other Italian and Swiss cultural players;
- d) Gain access to a high-profile network of professionals, operatives and researchers in the cultural field (“Mentors”) who will offer their opinions on the selected Proposals, providing advice and guidance with a view to implementation;
- e) Illustrate their Cross-Border Projects and their scope for development at a public event attended by cultural sector operatives and institutions;
- f) Compete to become one of the Cross-Border Projects (up to a maximum of 3) which will receive a grant of 10,000 CHF (corresponding to €8600.00) for project implementation.

4) The Promoters

As declared in the “Contest” section, the signatories of the Statement of Intent within which this venture is framed are:

- a) The Region of Lombardy
- b) Canton Ticino
- c) Canton Valois

- d) The Pro Helvetia Swiss Cultural Foundation. Pro Helvetia supports Swiss art and culture, with the intention of promoting its variety and quality. An autonomous foundation supported by the Confederation, it sponsors projects of national interest.

5) *Our Partners*

The Region of Lombardy, which is responsible for coordinating this venture, is organizing the Camp in partnership with Unioncamere Lombardia, with economic involvement from the Fondazione Cariplo. A Cultural Association is in charge of running the Camp.

A brief description of the partners:

- a) Unioncamere Lombardia. The Unione Regionale delle Camere di Commercio lombarde (Unioncamere Lombardia) is a regional association umbrella group representing the region's ten Chambers of Commerce. It represents the Chambers of Commerce at regional level, circulates experience, and promotes common projects, while fostering the independence of individual Chambers of Commerce.
Unioncamere Lombardia works to benefit more than 900,000 companies in the sectors of commerce, industry, crafts, agriculture, and the services, as well as the cultural and creative sector; it pursues priority guidelines for action across the organization.
- b) Fondazione Cariplo. Fondazione Cariplo is committed to the support, promotion and innovation of socially-useful projects associated with art and culture, the environment, the social sphere and scientific research. Every year, on average the Fund issues grants to over a thousand projects, distributed via calls to tenders and symbolic, local, institutional and sponsorship disbursements up to a value of around €150 million per season.
- c) The Associazione Culturale cheFare. Operating since 2014, cheFare is a non-profit association that was founded by a group of cultural activists who believe that the time has come to find new and better strategies to produce and promote culture through an investigation of the transformations underway in society today. The Association focuses primarily on social and cultural innovation, delving into changes in the economy of culture, civic participation and collaborative culture. cheFare operates through a number of channels: it issues calls for funding for cultural projects; it sets up opportunities for networking and advanced training; and it enables cultural debate via digital platforms (on the www.che-fare.com website) and through books, book series and e-books.

6) *Recipients*

The Notice is intended for public and private entities operating in the cultural and creative world. The Notice applies to private individuals and entities that, on the date the application is submitted, comply with the following requirements:

Companies

- Have an operating establishment in the Swiss cantons of Ticino or Valais, or in Lombardy. Italian companies with an operating establishment outside Lombardy must undertake to set up an operating establishment in Lombardy by the date that any grant envisaged for project implementation is disbursed;
- Italian companies must be constituted, active and registered on the Companies Register, and be up-to-date with their Chamber of Commerce dues;

- Operate in the culture and creative sector.

Private entities (Foundations, Associations, etc.)

- Have an operating establishment in the Swiss cantons of Ticino or Valais, or in Lombardy. Italian entities with an operating establishment outside Lombardy must undertake to set up an operating establishment in Lombardy by the date that any grant envisaged for project implementation is disbursed;
- Operate in the culture and creative sector (pursuant to the entity's bylaws).

Independent Contractors and/or Freelance Professionals

- Have started up their professional activity:
 - For Swiss parties, by registering as independent workers with the AVS Cassa di Compensazione;
 - For Italian workers, pursuant to the Tax Authority form "Statement of Start-Up, Date Change or Termination of Activity for VAT-related Purposes", as amended;
- Have chosen one of the municipalities in the Swiss cantons of Ticino or Valais or in the Region of Lombardy, as shown on the Tax Authority form "Statement of Start-Up, Date Change or Termination of Activity for VAT-related Purposes", as amended, as the predominant place to exercise their professional activity, or have the intention of choosing a municipality in the Region of Lombardy, as shown on the Tax Authority form "Statement of Start-Up, Date Change or Termination of Activity for VAT-related Purposes", as amended, as the place where they predominantly exercise their professional activity;
- For Italians: be enrolled on the professional registers of the Lombardy Region (provincial/regional/interregional level) of the associated Role or professional body, or to have joined one of the professional associations on the list maintained by the Ministry of Economic Development pursuant to Law no. 4, 14 January 2013, and who hold a certificate issued pursuant to that Law;
- Operate in the culture or creative sector.

For all Italian applicants, with the exception of parties who are not obliged, social insurance documents (DURC) will be checked as part of the eligibility check process.

7) Characteristics of Invited Projects

Every Proposal must wholly or partially comply with the following specifications:

- Economic Viability.** Proposals must be economically viable over time, keeping themselves active and efficient over a limited, pre-defined timespan.
- International Cooperation.** Proposals must be planned to generate cultural, economic and/or relational value for Italian and Swiss organizations, and pursue a clear transnational approach.
- Relationship with Recipients.** Proposals must have a specific focus on relationships with recipients, whether they are the public, users, clients or another type.

A positive assessment will be made of the following:

- **Quality of the Cultural Proposal.** Proposals must be clearly oriented towards adding value in cultural terms.
- **Reproducibility.** Proposals must have the ambition to be reproducible in different contexts.
- **Innovativeness.** Proposals must pursue leading-edge forms of design, production,

- distribution and access to culture.
- **PR.** Proposals must be able to involve the reference communities and Project recipients in communicating their activities.

8) Proposal Participation and Evaluation

A) Terms and conditions and documents that must be submitted to apply under the Notice

Provided that they comply with the characteristics set out in item 7 above, on pain of ineligibility, Proposals must be submitted between 10.00am on 21 November and 16 February 2018 at midday, exclusively by registering on the website <http://servizionline.lom.camcom.it/front-rol/> and filling in the online form.

A Facsimile of the forms to be filled in online regarding this Notice may be found in Annex A *Facsimile of a project idea (Proposal)* and B) *Consent Form for Processing Personal Data*.

It should be noted that the proposal description should highlight: the project idea's content and objectives; the kinds of partner being sought to stage the project or the other participative party in the intended Partnership; compliance with the characteristics as stated under Section 7 above; CVs of the parties involved.

In the appropriate box on the platform, a non-temporary link must be entered for a creative and original visual presentation, in a digital format, that presents the leading-edge idea (for example, a brief video lasting no more than 2'30", or a presentation of images and photos).

After the system has automatically generated the application, it must be signed by adding a digital signature¹ from a legal representative or the applying professional.

B) Assessment Procedure

Assessment of the Proposals that qualify pursuant to Section 7 above, submitted with the information described in Item A) "Terms and conditions and documents that must be submitted to apply under the Notice", will be undertaken by a special committee ("Committee") featuring representatives from all of the promoting parties, from Unioncamere Lombardia and Fondazione Cariplo.

At the end of the assessment procedure, the Committee:

- Shall select the best candidate Proposals for participation in the tutoring process;
- Proceeds with a formal assessment of the selected Proposals in order to check:
 - That they comply with the requirements envisaged under this Notice;
 - Compliance with the deadline for sending in the application;
 - All content is provided, and the documentation submitted complies with the rules in form and substance, pursuant to the regulation provisions.

All selected participants will be contacted via the platform that they used to submit their application. If they undertake economic activities, on pain of ineligibility for failure to do so, Italian participants must send in a statement pursuant to Presidential Decree of the Republic no. 445/2000 on the "*de minimis*" regime with regard to (EU) Regulation no. 1407/2013 (the declaration form is

¹ Digital signature: Pursuant to European Union Regulation no. 910/2014, the so-called "eIDAS" regulation (electronic IDentification Authentication and Signature – *Identificazione, Autenticazione e Firma elettronica*), signature of the documentation necessary for taking part in the Call for Proposals may be undertaken using a digital signature, a qualified electronic signature, or an advanced electronic signature.

available on the www.unioncamerelombardia.it website).

The Committee will make its decisions on who to invite to participate in the Creative Workshop (Camp) by 12 April 2018.

The results of this selection process will be made public on the Viavai + Programme website and via the following channels:

- **The web sites and social channel** belonging to the Region of Lombardy; Canton Ticino; Canton Valois; Fondazione Pro Helvetia; Unioncamere; Fondazione Cariplo; and the Associazione cheFare.

9) Camp Format

The Camp will last two and a half days (a total of 20 hours) and be held in Milan on 16, 17, and 18 May 2018.

The minimum number of participants for the Camp to go ahead is 8 (4 from Canton Ticino and Canton Valois, 4 from Lombardy).

The maximum number of Partnerships attending the Camp is 8. Each Partnership should consist of a minimum of two and a maximum of three organizations. A minimum of one and a maximum of two people may participate on behalf of each organization.

For logistical and organizational reasons, it remains understood that no more than a maximum of 25 participants may attend the Camp.

THE ENTIRE MENTORING/TUTORING PATHWAY OUTLINED BELOW WILL BE CONDUCTED IN ENGLISH.

Generally-speaking, the Camp follow this programme:

- A day of presentations for the selected parties, presenting their Proposals to select cultural operatives and creation of the final cross-border Partnerships: networking and consolidation of the first border teams. Following the decision, the selected cultural operatives will have the chance to individually explore the relationship with their partner on the following day and a half of support;
- A day and a half of support, with help from facilitators (tutors) and a selection of experts (mentors), when the Partnerships formed are guided to develop the Proposals presented on day one, converting them into Cross-Border Projects and working out the project management-related aspects associated with cross-border partnership.

At the end of this two-and-a-half day period, successful applicants will have up to six weeks to work remotely on their own Cross-Border Projects, including feedback from their mentor.

Once the six weeks has elapsed, a half-day (four hour) meeting will be held for feedback on what happened at the Camp, providing guidance on potential avenues of development for the Cross-Border Projects, before an audience of Camp participants, mentors and tutors.

Third parties will be invited with expertise on the issues addressed by the Cross-Border Projects, in an event held before an audience of recipients and insiders.

At this time, the announcement is made about which Cross-Border Projects will be receiving the funding referred to under item 3f.

10) Warranties and Guarantees

By applying to this Notice, each participant expressly declares that the Proposal being presented is original and does not in anyway, either *in toto* or in part, breach any rights and/or third-party rights, henceforth holding the Proposing Parties and Partners harmless for any and every liability, request for indemnification for damages and/or penalties sought by third parties in its respect.

By applying to this Notice, participants are, from the moment of the Committee's selection onwards, prohibited from transferring under license, either totally or in part, to third parties any whatsoever rights that may be associated with the proposals and all other materials that have been written, conceived, prepared, thought up, developed or realized, either wholly or partially, for the purpose of participating in this Notice.

Should this principle be breached, it is hereby understood that the participant shall automatically be excluded from continuing along this pathway.

Lastly, it remains understood that if a Proposal is selected, the proposing party undertakes to place the logo and wording associated with the initiative, as provided by the organizers, on their own website and/or social page, and to appropriately communicate the fact to their own reference community.

11) Release Form

By applying for this Notice, participating parties authorize the Proposing Parties and any other parties involved in implementing this initiative to publish a brief description of the Proposal and the documents submitted when applying to the Notice on the sites stated under section 8, item B, in addition to promoting the Proposals publicly in other forms and ways in order to stimulate cultural debate around the subject.

The materials presented along with the Proposal, and indeed the Proposal itself, may be used by the Proposing Parties and by all other parties involved within the scope of their ordinary and extraordinary communication activities on internet sites, social networks and other channels of communication via the internet, on the radio, in the press and on television.

Subsequent to online publication, the Committee may, in its unappealable judgement, remove content from Proposals that does not correspond to the criteria laid down for applying to this Notice, or which in any event is deemed to be harmful to the rights of third parties.

It remains understood that the participating parties grant their release to use the Proposal and/or the documents presented for the purpose of applying for this Notice free of charge, without any limitation territorially or in terms of frequency of use, wholly or partially, singularly or jointly with other material, including – without any whatsoever limitation – text, photographs or images prepared and/or made and/or in any event chosen, or from any other party involved in undertaking this initiative, in any format, on the internet and on the radio, in the press and on television for the entire period that the initiative continues.

It further remains understood that by applying to this Notice, the above-mentioned release is

granted pursuant to the same terms and conditions as described and with reference solely to the selected Proposals, for a further period of three (3) years from the date of public notification of the selected parties, in order to enable the Promoting Subjects or any other party that they appoint to publicly promote this initiative and provide information on the initiative being realized.

12) Privacy

The Personal Data Protection Code (Legislative Decree no. 196/2003) envisages the protection of people and other parties when their personal data is handled. Handling of such data must comply with the principles of propriety, lawfulness, pertinence and transparency, protecting the confidentiality and the rights of the applying parties pursuant to the provisions of article 11.

Pursuant to article 13 of the Decree, with regard to personal data provided for the purpose of applying for this Notice, the following information is hereby conveyed:

Data handling purpose: The data acquired in execution of this Call will be used exclusively for the end-purposes associated with the administrative proceedings for which the data is conveyed. All personal data that comes into the possession of Unioncamere Lombardia and the Lombard Regional Government and any parties appointed for managing applications shall be handled exclusively for the end-purposes envisaged under the Call, in compliance with article 13 of the Decree.

Data handling methods: The data acquired will be handled by using instruments, electronic and otherwise, that are suited to ensuring their security and confidentiality pursuant to the methods envisaged by law and under applicable regulations.

Data handler: Pursuant to article 13, Legislative Decree no. 196/2003, the data handler is Unioncamere Lombardia, through Counsel Franco Pozzoli, Unioncamere Lombardia, Via Oldofredi 23, 20124 Milan.

Manager of Personal Data Handling: The Unioncamere Lombardia in-house data handling manager is counsel Franco Pozzoli, Unioncamere Lombardia, Via Oldofredi 23, 20124 Milan. The external data handling manager is the pro-tempore General Manager at the Lombardy Regional Government Department of Cultures, Identities and Autonomous Powers.

The rights of interested parties: The parties to whom the personal data refers may exercise their rights pursuant to articles 7 and 8 of Legislative Decree no. 196/2003, including the option to receive: – confirmation that personal data is being stored, even if not registered, including their communication in an intelligible form; – an indication of their origin, end-purpose and how they are being handled; – the update, amendment and supplementary addition of this data, or its deletion, transformation into anonymous form, or freezing if handled in breach of the law; – certification that, except in cases where such compliance would be impossible or requires the use of means clearly disproportionate to the right being protected, the persons to whom the data has been communicated or distributed have been made aware of the responsibilities stated in the item above. Should legitimate or justified grounds exist, the option not to submit personal data for handling.

13) Exclusion

Any false or incomplete declaration implies the immediate exclusion of the proposing party. Proposals not presented by the envisaged deadline, presented in only partial form or in any event in breach of any rule in this Notice, shall be deemed to have been excluded.

14) Glossary

CULTURAL OPERATIVE: This refers to:

- A cultural institution (museum, ecomuseum, library, archive, theatre, etc...);

- An organization that operates within the sphere of design, production, distribution of goods and services and research in the cultural sphere;
- A cultural and creative enterprise or a professional artist;
- An Association or Foundation that operates in the cultural and creative sphere;
- An independent party and/or freelance professional that operates in the cultural and creative sphere.

CREATIVE WORKSHOP (or CAMP): This refers to a mentoring/tutoring pathway oriented towards developing the project idea (Proposal) presented within the framework of this Notice.

TUTOR: An individual who provides support to the partnership throughout the duration of the Camp, facilitating participation and dialogue between the participants and mentors. The Camp tutors are professionals and researchers from the Associazione culturale cheFare.

MENTOR: A professional, operative or researcher with acknowledged experience in the subject matter covered by the presented Proposal.

CAMP: (see Creative Workshop)

15) Info

For more information and explanations regarding the content of this Notice, forms and how to apply, write an email to the following email address: bandoicc@lom.camcom.it

Requests for more information may be sent in Italian or English.

16) Manager in Charge of Proceedings

The Sole Manager in Charge of the Proceedings (RUP in the Italian acronym) is the Head of the Unioncamere Lombardia Department of Promotion and Territorial Development.

**FACSIMILE
DESCRIPTION OF THE PROJECT PROPOSAL**

NOTA BENE
**THIS INFO SHEET FEATURES SECTIONS THAT THE PROPOSING
PARTY
MUST COMPILE DIRECTLY ONLINE ON THE
<http://servizionline.lom.camcom.it/front-rol/> SITE.
PRESENTATION OF THE PROPOSAL**

TITLE OF THE PROPOSAL
DESCRIPTION OF THE PROPOSING PARTY (max. 500 characters, spaces included) <i>(This section should be used to describe the skills and experience of the proposing party and the position of the probable participant at the Camp within the organization (for example, founder, co-founder, project manager, etc....))</i>
ABSTRACT OF THE PROPOSAL (max. 500 characters, spaces included) <i>(This section should present a summary of the project idea)</i>
THE PROPOSAL IN A TWEET (max. 140 characters, spaces included)
DESCRIPTION OF THE PROPOSAL: CONTENT, OBJECTIVES, CORRESPONDENCE TO THE CHARACTERISTICS REQUIRED AS PER THE NOTICE (max. 2500 characters, spaces included) <i>(This section is to provide a detailed description of the Proposal, its characteristics and how it will be implemented. The description in this field should be sufficient to evaluate the project on the basis of the characteristics under section 7 of the Notice)</i>
APPROACH TO DEVELOPING THE PROJECT PROPOSAL FOR CROSS-BORDER USE (max. 1000 characters, spaces included) <i>(This section is to provide a description of the methods adopted to develop the Proposal for cross-border use, if appropriate including an indication of the cross-border partner with which to set up a Partnership, or the type of cross-border partner being sought for such a partnership)</i>
SEEKING TO DEVELOP PARTNERSHIPS IN THE FOLLOWING FIELD (max. 140 characters, spaces included) <i>(This section is to specify the fields within which the party wishes to work in partnership – i.e., the visual arts, the performing arts, etc.)</i>

ANNEX B

Consent Form for Processing Personal Data Statement provided pursuant to Article 13, Legislative Decree no. 196/2003

It is hereby disclosed that upon receiving assent in the form a signature at the bottom of this form, in compliance with applicable regulations regarding personal data handling (Legislative Decree no. 196/03), any personal data that you send in will be handled for the end-purposes strictly linked to conducting the aforementioned task, using instruments, electronic and otherwise, that are suited to ensuring their security and confidentiality. Although it is at the user's discretion whether or not to convey their personal data, failure to do so will make it impossible to move ahead with implementation of the above-stated end goals. Such data may be conveyed and/or distributed, within the limitations established under statutory obligations and regulations, and for the end purposes indicated above, to government departments for the purpose of carrying out their institutional functions, to external parties working by specific appointment on behalf of Unioncamere Lombardia and, in anonymous form, for scientific statistical research-related purposes. Interested parties may exercise their data handling rights pursuant to article 7, Legislative Decree no. 196/03, including the right to know about the existence of data handling concerning them, to receive confirmation about personal data, their deletion, transformation into anonymous form or the freezing of data that has been handled in breach of the law, as well as updating, amending or supplementing the data, or, for legitimate reasons, refusing for the data to be processed.

Pursuant to Article 30, Legislative Decree no. 196/2003 and subsequent amendments and additions, it is hereby disclosed that;

The data handler is Unioncamere Lombardia, through Counsel Franco Pozzoli, Unioncamere Lombardia, Via Oldofredi 23, 20124 Milan.

The Unioncamere Lombardia in-house data handling manager is counsel Franco Pozzoli, Unioncamere Lombardia, Via Oldofredi 23, 20124 Milan.

The external data handling manager is the pro-tempore General Manager at the Lombardy Regional Government Department of Cultures, Identities and Autonomous Powers.

CONSENT pursuant to Article 23, Legislative Decree no. 196/03

Having acknowledged the above information, provided pursuant to Article 13, Legislative Decree no. 196/03, I hereby give my consent for Unioncamere Lombardia to proceed with full processing, including by automated means, of my personal data, including any transfer/dissemination to the parties indicated under the above-mentioned information disclosure, limited to the end-purposes stated therein.

Date _____

First name, Last name: _____

Signed _____