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## Participation of Gal Elimos at the Jazz'Inn festival 2023

### What is Jazz'Inn?

Innovation is often born from motivated individuals, not hierarchical structures. This belief led to the creation of Jazz'Inn, a unique open innovation format introduced in 2017 by the Fondazione Ampioraggio. Jazz'Inn has been at the forefront of connecting companies, public administrations, investors, start-ups, innovative SMEs, research centers, professionals, and tech buyers in a slow and informal networking environment, set in the picturesque landscapes of Italian villages. This extraordinary event has fostered the sharing of groundbreaking ideas for planned investments through collaborative workshops and friendly encounters.

The fusion of innovation and culture in a rural setting has paved the way for a slow, tangible form of networking among innovators and the market. This phenomenon has been aptly dubbed "slow dating for innovation."

Jazz'Inn stands out with its leisurely meetings, collaborative networking models, and the integration of skills, thus creating a unique blend of business and culture. It has transcended the conventional boundaries of innovation and has breathed life into rural areas.

### Innovating Beyond Conventional Borders

At the heart of these gatherings lie the development objectives of the "case givers" – companies and public administrations eager to gather innovative ideas for their investments.

Over the course of six years, Jazz'Inn has stimulated over 40 million euros in investments, bringing forth creative ideas to rural areas, and fostering collaboration between start-ups and established companies. It has connected dots and generated measurable economic and social benefits. The villages that have hosted this event have been transformed into innovation hubs for an entire week.

Following five years of experimentation in Pietrelcina, in 2022, Jazz'Inn opened a call for applications. This call witnessed the participation of 132 Italian territories, with 59 in 2022 and 73 in 2023, all eager to become the venues for this unique think tank.

### The 2023 Destinations

In 2023, Jazz'Inn has focused on three thematic areas:

- SmartGovernment: Methods and tools for a "sustainable" public administration.
- OpenIndustry: Companies converge with innovative ideas.
- InnVocations: Technologies and social innovation for rural areas.

Jazz'Inn primarily concentrates on five key intervention areas:

- Open Innovation

**GAL ELIMOS s.c. a r.l.**

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The logo for INCULTUM, featuring the word "INCULTUM" in a white, uppercase, sans-serif font. The text is set against a dark red, textured background that resembles a brushstroke.



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- Smart Cities and Smart Citizens
- Sustainable Communities
- Villages and Rural Areas
- Capacity Building

All the topics covered at the Jazz'Inn Festival can be found on this page:

<https://www.fondazioneampioraggio.it/jazzinn-case-givers-castellammare/>

Participating in Jazz'Inn means being part of a diverse spectrum of skills and competencies that collaborate to share knowledge, making innovation a truly sustainable investment.

Jazz'Inn is more than just a festival; it's a movement that is transforming the very essence of innovation, bringing together different stakeholders in the beautiful and timeless setting of Italian villages. It is creating a future where innovation thrives beyond the confines of urban landscapes and reaches deep into the heart of rural communities. Jazz'Inn represents a marriage of tradition and innovation, a slow dance that is poised to revolutionize the way we look at open innovation and community development.

### **The role of the Gal Elimos at the Jazz'Inn Festival?**

The Gal Elimos, in collaboration with the Ampioraggio Foundation, organized the second stage of the 2023 Jazz'Inn Festival, which took place in the village of Scopello from September 26 to September 30, 2023. The Gal Elimos presented a comprehensive program of activities under the name Smartland, which includes various areas of activity. The ones presented are as follows:

#### **1. CINEMA AND MAJOR EVENTS AS A MEANS OF TERRITORIAL MARKETING**

The production of films and major events has become one of the most important tools for promoting the image of the territory. It can increase awareness, strengthen the image perceived by tourists, expand consumption opportunities through season extension policies, increase tourist arrivals, the duration of their stays, and their tourist spending. In recent years, there has also been a growing interest in initiatives that have significant territorial implications in terms of organization, classified by observers and scholars as Major or Mega Events. These are activities that last for a limited period and offer a variety of services and offerings, involving a large number of people. Often, these events require significant investments and have a significant impact on the hosting territory, both economically and in terms of urban transformation processes. Consequently, the issues related to these events are closely related to urban transformation processes and are also a fundamental element to support effective city marketing activities.

The province of Trapani has hosted several significant events, such as the America's Cup sailing event in Trapani, the Cous Cous festival in San Vito Lo Capo, the Wind Festival, and the jazz festival in Marsala, as well as numerous exhibitions, theater and music festivals in Gibellina and Segesta. The province has also served as the location for



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various film and television productions in recent years, including the blockbuster film "Indiana Jones and the Quadrant of Destiny," directed by James Mangold and starring Harrison Ford, and Matteo Garrone's film "Io Capitano," which won the Silver Lion at the Venice Film Festival in 2023. The call focused on the concept of "cineturism" and its potential for attracting tourists, examining the relationship between audiovisual activities, primarily in cinema, and the territory. It emphasized the benefits that cinema and territory can offer to each other, especially in terms of tourism. It also raised questions about whether film-induced tourism can be classified as a form of cultural tourism, given that filming locations are considered places of cultural interest due to their connection to the artistic world of audiovisual media. Finally, it explored the criteria for consistency between events organized in the territory and the territory itself, taking into account its capacity to receive tourists.

## 2. CREATIVITY FOR THE VALUATION OF CRAFTSMANSHIP

The call aimed to discover new strategic paths to fully realize the synergy between creativity and tradition, focusing on the appreciation of traditional craftsmanship and ancient crafts in the context of cultural and sustainable luxury. In an era where innovation and sustainability drive the luxury industry, active participation of experts, artisans, designers, and scholars is required to explore how creativity can transform and preserve traditional crafts. Through in-depth discussions, inspiring case studies, and interdisciplinary collaborations, the focus was on how to address the challenges of "quiet cultural and sustainable luxury," showing how craftsmanship and tradition can thrive in the modern era, contributing to the cultural and economic sustainability of local and global communities. It provided a unique opportunity to explore the art of artisanal excellence and its integration into sustainable luxury.

In particular, the working group reflected on how to involve young creatives in revitalizing traditional craftsmanship, with a particular focus on prestigious productions with innovative designs that are still closely tied to local traditions. Proposals were made regarding training methods, marketing strategies, communication and marketing through traditional and digital retail, available dedicated resources and facilities, aimed at preserving and creatively transforming traditional artisanal skills into a high-value-added business.

## 3. LOGISTIC PLATFORMS FOR AGRIFOOD

The main goal of this project is to create logistics and digital platforms for e-commerce of certified quality products. It aims to improve consumer access to high-quality products through a convenient online shopping experience. Additionally, the project seeks to optimize the supply chain management, allowing producers to reach a broader audience, ensuring efficient and reliable product delivery, and promoting consumer trust through transparency, product evaluation, and collaboration with quality brands.

## PUBLIC UTILITIES

The main objective is to provide essential public services in a more accessible and convenient manner for citizens, enabling better interaction between users and providers through digital solutions such as mobile apps and online services. Data security and the protection of critical infrastructure are crucial goals, with the implementation of advanced cybersecurity measures to prevent cyberattacks and ensure the continuity of services. Additionally, the aim is to promote transparency and accountability, allowing for more accurate monitoring of the performance of public utilities and better communication with citizens, thereby building trust in the provision of public services.



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## RENEWABLE ENERGY COMMUNITIES

The project aims to promote the development of communities that encourage the production and use of renewable energy, raise awareness of the importance of renewable energy and energy efficiency, and support sustainable territorial development. The goal is to seek improvement ideas for the project and to find profit or non-profit partners.

FURTHERMORE, THE GAL ELIMOS, IN COLLABORATION WITH OTHER PARTNERS, HAS PRESENTED PROJECTS RELATED TO THE FOLLOWING THEMES:

### 1. Experiences and potential of generative living

Presentation of the generative living experience with the "Generavivo" community in Bergamo. This aims to share the journey, challenges, and obstacles encountered with other interested individuals, public and private organizations. The goal is to build relationships, develop potential collaborations, and engage in partnership activities. This includes financing, property recovery (partial or complete), or consultation for public and private entities and groups interested in participative living models that prioritize minimal environmental impact.

### 2. Well-being economy, thermalism, and health tourism

Creation of a public-private network that leverages the territory's endogenous resources to generate wealth through sustainable development. GAL ELIMOS, with expertise in rural development, represents one of the most "touristic" regions in the area with high potential for implementing a concrete strategy of integrated sustainable development (already included in the bottom-up approach programming tools). This strategy highlights the importance of thermal resources and the establishment of efficient thermal districts, along with a rigorous policy of reclamation, valorization, and continuous monitoring of state-owned and natural-cultural heritage. These elements reliably underpin the success of a territorial marketing strategy.

### 3. Change strategies in Foodtech and Agritech

Designing an ecosystem to create and develop synergies for the valorization of the territory in terms of productivity, innovation, skills, and attractiveness. The GAL ELIMOS seeks public and private partners, agricultural companies, startups, and innovation ecosystems interested in developing essential services to address and conquer the challenges of change. The objective is to bring innovative business models throughout the Foodtech and Agritech supply chain and into many agricultural companies. This will help overcome market challenges and create virtuous business models for the territory.

**How was the Incultum project presented at the Jazz'Inn Festival in Scopello?**

During this event, the Gal Elimos presented the Incultum project first in a plenary session and then in small discussion groups. In particular, within the key intervention area "Villages and Rural Areas," the Incultum project was introduced.

The Incultum project was presented as an integral part of the Smart Land strategy, which includes measures related to the quality of life in rural areas, essential services for the rural economy and population, village development and revitalization, and the protection and enhancement of rural, cultural, and archaeological heritage. It also involves the implementation of integrated territorial development strategies, including urban and community regeneration, renewable energies, social mobility, home care services for the elderly, and digital platforms for e-commerce.

The participation of representatives from the education sector allowed for the involvement of teachers and students in innovative projects, while the involvement of territorial governance representatives facilitated a dialogue between institutions and the scientific community. Finally, the presence of schools and territorial governance representatives completed a comprehensive and highly impactful picture, both from a scientific and promotional perspective of the territory.



*Figura 1- Gal Elimos' President, Liborio Furco, speaking during the Living Lab on Rural Development at the presence of mayors and stakeholders of Trapani Province*

In particular, within the framework of the GAL ELIMOS' activities related to "Smart Lands - Territories and Cities of the Future," as well as other events in plenary sessions and working groups, the Incultum project, the Road Book, and other scheduled activities were presented, generating significant interest among those in attendance who are eager to receive updates on these matters through the GalElimos newsletter.



**What are the total audience figures for the Jazz'Inn Festival in Scopello?**

During the event days, we reached a total of 14,610 unique individuals (*reach*) in the province of Trapani and within the target audience. This metric accounts for the coverage of both organic and paid distribution, including posts, stories, and advertisements. Additionally, it encompasses coverage from other sources such as tags, registrations, and visits to the Social media profiles.

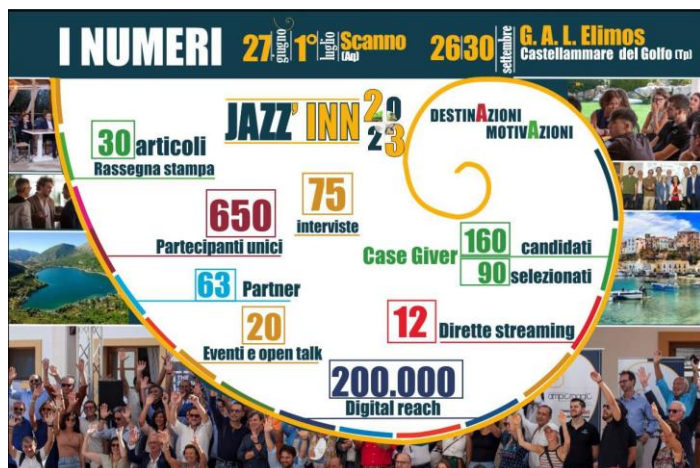
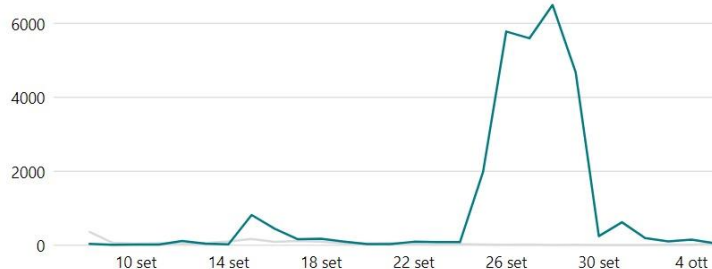


Figure 1-Jazz'INN Festival total audience online and offline