



EURO
CITIES



Incredibol

Young entrepreneurs community

Incredibol promotes and supports young creative entrepreneurs as they launch their new businesses, providing a network of mutual support between them, local government and public and private partners.

The project was launched in 2010 by the municipality of Bologna in cooperation with the province, the region and several private partners as a reaction to the situation in the cultural industries.

The creative sector, though booming at the time, was suffering mostly from a lack of resources and poor managerial and organisational competences. As a consequence the return on investments was very low and many young talents left for northern and central European countries. The city thought that if it could provide a mutual support network a first step towards overcoming these challenges could be achieved.

A creative community

The project targets creative entrepreneurs at the beginning of their career and helps them start and realise their creative business plan. These young entrepreneurs can enter the community by sending their project to the annual open call published by Incredibol. The submitted projects have to be related to arts and culture, with a long term vision and sustainable approach.

After a selection process, the successful projects are welcomed into the community and together with the partners develop a targeted coaching strategy. Each selected project is monitored, supported and guided throughout the year to help them achieve their goals.



Incredibol helped us to focus on our idea, to work on our weaknesses and in particular to join a network of contacts that enabled us to find key partners for our projects.

Martina Lodi, vice-president of GINGER

(winner in the second edition)

cities in action

July 2013

where: Bologna, Italy
what: culture
when: 2010+

The city also offers some financial assistance. So far €20,000 in financial grants have been awarded to successful candidates but its main value lies in the services it provides:

- Free workspaces.
- Managerial and legal support through training, workshops or consultancies. For example, this year 'GINGER', a local crowdfunding platform, together with 'Wunderkammer', a cultural centre in Ferrara, organised a workshop on crowd funding.
- Ongoing support and promotion, e.g. through participation in international events and fairs.
- In May 2013, two projects, Apparati Effimeri (visual 3D mapping) and Lorelei (sound strategies design studio) were selected to take part in the International Cultural Industries Fair in Shenzhen, China.
- Contacts and networking opportunities. Simply being part of such a varied network helps young entrepreneurs to develop their contact base and gain new networking opportunities as well as local recognition.
- Mutual support: the successful candidates come together with partners to create a dynamic community where mutual support and collaboration is an everyday reality.
- For example, 'Seiperdue', a company that produces audiovisual content collaborated with 'Esercizi di stile/ Saisei', a lab that makes bags out of recycled materials to produce some promotional videos.

Success and results

The biggest indicator of the project's success is this year's funding allocation: the €300,000 budget coming entirely from the Emilia Romagna region is almost six times the previous edition's budget. It reflects the growing importance of the project for the whole region. In fact, Incredibol is now

recognised as a fundamental link and an important meeting point for creative and cultural industry policies and is highly-regarded by the fast-growing local creative community.

The two past editions collected more than 240 projects and the number of projects selected almost doubled, going from 12 in 2010 to 20 in 2011 (in 2012 there was no call). This year's edition started very promising with 87 submitted projects.

Future plans

Future activities look yet more ambitious and will focus more on the whole region, empowering the links with the regional actors that support the Cultural and Creative Industries (CCI) sector. Two new initiatives will specifically target the audiovisual and design sectors. A co-working space will be created in Bologna's Art Academy where six selected designers will work for one year and be tutored by a set of experts. And with a significantly higher budget of €300,000, it will be possible for the city to offer more substantial grants.



“It's not money that makes the difference, the right contacts do.”

Sara Lenzi,
Lorelei Sound Strategies Design Studio
(winner in the first edition)

