

PERSONAL INFORMATION

Filippo Cailotto



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Sex Male | Date of birth 04/05/1957 | Nationality Italian

JOB APPLIED FOR

Expert in the Cultural Sector and Horizontal Topics (Culture-Economy, Culture-Tourism, Culture and Regional Development)

WORK EXPERIENCE

1991 - present

Managing Director

 Studio Cailotto, Verona, www.studiocailotto.it

▪ Since 1991, as owner of his professional studio, he has been carrying out numerous consultancies and projects in the sector of Culture and the fields defined as "Horizontal Topics": Culture-Economy, Culture-Tourism, Culture-Regional Development.

• **He carried out initiatives for the enhancement of the cultural and environmental resources of the territory:** for 6 editions (periods 1991-1992 and 1996-1999), he was invited by the **Province of Verona** (Departments of Culture, Heritage and Tourism) to co-operate as responsible for the planning and realization of the main institutional project aimed at the promotion of the historical and environmental heritage, that is the summer season of events called "*Notti nei Giardini d'Europa*", distributed in 50 Municipalities of the province of Verona. For the Heritage Department of the Province of Verona from 1997 to 2009, he co-ordinated the project "*Unknown Treasures*", a series of events to promote the natural resources (spring cycle) and the places of art (autumn cycle) of the Verona area. Another major project he organized on the same topic is the Festival "*Great music in places of art, nature and taste*", a series of concerts aimed at the enhancement of the most significant places of the Veneto (15 editions in the period 2005-2019).

• **He has been dealing with the relationship between culture and the economic world.** In this framework, he conceived and coordinated the project aimed at the enhancement of the Venetian Villas promoted by **Morelato srl**, a leading company in the field of "art furniture", and its **Aldo Morelato Foundation** (2004-2013 editions), creating in these places of art a number of initiatives related to the design and interior architecture ("*The Significant Furniture*" project), which led to the creation of the MAAM, Museum of Applied Arts in Furniture at Villa Dionisi in Cerea. The Initiative has found an international promotion through its inclusion in the "Network of Layers of Italian Design", a major initiative supported by the Italian Ministry of Heritage and Culture and coordinated by the Triennale Design Museum in Milan. For **VenetoClima**, the Thermomechanics District of the Veneto, and the Industrial Association of Verona, he has planned and co-ordinated a project to develop the cultural resources of the area in which the district was born and developed, a project that led, among other things, to the creation of the volume "The Verona Plain, legacy of VenetoClima, Thermomechanics District of the Veneto". Since 2002 (17 editions) for **Masi Agricola**, a leading company in the wine sector and the production of Amarone, he oversaw the "*Masi Foundation*" Recording Award for Venetian Culture, aiming at promoting and enhancing the musical heritage of the Veneto region, in which the company has its cultural roots, with recording productions that are annually distributed to opinion leaders around the world.

• **He has also been active in research.** He has undertaken a series of consultancies for the evaluation of the cultural policies of local authorities and research to assess the impact of cultural events and the profile of their target audiences in order to support and improve their communication and marketing strategies. Among the research carried out, there is a detailed study of the "Settembre dell'Accademia" Festival audience for the **Accademia Filarmonica of Verona**; in collaboration with **Fitzcarraldo Ltd** based in Turin, he has carried out a survey on "The cultural policy of Valdagno City Council"; on behalf of the **Basilicata Region** he has developed "Basilicata 2000", a feasibility study aimed at the realization of a three-year plan focused on the identification of resources, conditions and stages of implementation of the "Project for the development of the territory of Basilicata through the cultural and natural resources of the territory"; the **Municipalities of the Lake of Garda inland** asked him to carry out a feasibility study for a project aimed at the tourism development of the Moraine hills around the Lake.

- **Since 1999 he has been included in the list of experts of the European Union** (DG X, EACEA) for 'Culture' and 'Horizontal topics' fields of competence. As a member of "Oracle", the European network for cultural managers who have attended the "European Diploma in Cultural Project Management" (Brussels), he participates in projects of a European dimension. In 2021 the **City of Verona** (coordinator partner), the **network FORTE CULTURA** based in Berlin and the cities of **Sibenik, Rasnov and Grudziadz** (partners) entrusted him with the task of carrying out the application in the framework of the EU Creative Europe Program for the project "*European Fortress Festival*", aimed at promoting the fortified heritage of the hosting locations through performing arts events. The proposal was positively evaluated, exceeding the threshold levels in all criteria, with a final score of 72 points out of 100.

Since 2013 he has been working on the project "*The Routes of the Empire*", aimed at promoting the territories that in the Middle Ages were the scenery of the descent in Italy of the Emperors of the Holy Roman Empire. It is a medium-long-term project with the involvement of a number of institutions in Germany, Austria, South Tyrol, Trentino and Veneto, which will lead to the establishment of a Cultural Route. On the same topic, he organized an International Conference (*The promotion of the historic Middle-European heritage - The Routes of the Empire*, Bolzano, 30.11.2017) supported by the **Europaregion Tirol-Südtirol-Trentino**, the Provinces of **Trento and Bolzano** and the Land of **Tirol**; among the speakers, important delegates of Europa Nostra, Icomos, Eccofort and the Presidents of 6 Castle Institutions from Germany, Austria and Italy.
- **He has published books on management and fundraising for cultural projects and regularly holds training courses.** Among others, he has designed and taught an ESF training course (Objective 3 Measure D2 "Adapting skills of the Public Administration") on the themes of cultural management addressed to officers of local authorities in the province of Verona (2004). In 2014 and 2015, he was invited to hold a seminar within the framework of the "Event Management 3.0" Course organized by the University of Verona – Faculty of Business Administration. From 2015-2019, he taught "cultural marketing" at the Conservatorio statale di musica of Mantua.

Sectors Culture and Horizontal Topics (Culture-Economy, Culture-Tourism, Culture and Regional Development)

6 May 2022 - present

External Evaluator for Horizon Europe 2022

European Commission

- Contract as evaluator and rapporteur in the selection phase of the project proposals submitted in response to the calls of Horizon Europe, the Framework Programme for Research and Innovation

Business or sector Project Evaluation

2021 - present

Vice President

FORTE CULTURA e.V., www.forte-cultura.eu/en/

- The network FORTE CULTURA e.V. - Network of the Culture Route Fortified Monuments - is based in Berlin (Germany). It is open to Institutions (castles, fortress organizations, public bodies) and experts that want to participate in initiatives in the fields of fortress tourism and fortress marketing. The network is present in 23 countries. Being a member of the network means having the opportunity to share projects and best practices, creating partnerships able to participate in the calls of the EU Programs.

Business or sector Heritage, territorial marketing, sustainable tourism

2013 - present

President

Associazione culturale "I Tesori del Tirolo storico" - "Die Schätze des historischen Tirols" Kulturverein, Bolzano, www.i-tesori-del-tirolo-storico.eu

- "I Tesori del Tirolo Storico" Cultural Association aims at promoting a territory that was united before the 1st world war, a territory that includes the provinces of Trentino, South Tirolo and Austrian Tirolo.
- A shared identity has thus to be enhanced through a series of cross-border cultural projects that the Association will organize in the framework of the cohesion policy run by the Trentino-Alto Adige Region in collaboration with the new European Region Tirol-Südtirol-Trentino.

Business or sector Promotion of a territorial identity, cross-border project management

- 1998 - 2019 **Managing Director**
"Salieri-Zinetti" International Chamber Music Competition, www.salieri-zinetticompetition.eu
- The Competition is intended to create relevant career opportunities for musicians and offers the winners significant prizes, recording contracts and concerts. Partners of the initiative are the University of Verona, the Conservatorio Statale di Musica in Mantua and Verona.
As managing director, he took care of all the organizational aspects of the International Competition, the Recording Award and the series of concerts for the winners, including the Competition Festival "Great Music in places of Art, Nature and Taste".
- Business or sector** Music, concerts, cultural marketing, project management
- 2015 - 2019 **Adjunct Professor**
Conservatorio Statale di Musica "L. Campiani" di Mantova, www.conservatoriomantova.com
- He has held at the Conservatory of Mantua an annual course (40 hours) called "Professione Musicista" (The Professional Musician). This course aimed to provide future musicians with the knowledge and the tools to build their careers by using a marketing approach and cultural project management strategies.
- Business or sector** Education, cultural marketing
- 2004 - 2013 **Scientific Committee Member**
Aldo Morelato Foundation, www.fondazionealdomorelato.org
- He contributed to strategic planning and was responsible for project management and evaluation. In collaboration with the well-known architect Ugo La Pietra, he conceived the main project of the Morelato Foundation, "The Significant Furniture", aimed at promoting the excellence in design and craftsmanship of the furniture district of the Verona plain, known throughout the world for its productions of art furniture.
- Business or sector** Applied arts in the furniture sector (innovation support for SMEs)
- 1999 – 2003 **C.E.O.**
Cultura & Management SRL, Verona
- Main activities and responsibilities: planning and management of cultural events and projects for the touristic promotion of the region's heritage and environment; consultancy on communication and marketing strategies of projects aimed at the sustainable development of the territory; feasibility studies; international cooperation; fund-raising; project budgeting and financial management; planning of training activities in the sectors of culture and tourism.
- Business or sector** Promotion of the territory through the enhancement of its cultural assets
- 1987 - 1994 **President**
Associazione culturale "Artis", Verona
- Leader of an association of professionals operating in the different fields related to cultural project management.
- Business or sector** Cultural project management
- 1982 - 1988 **Teacher**
Conservatori Statali di Musica of Verona, Ferrara and Mantua
- Teaching in the music sector
- Business or sector** Education
- 1979 - 1982 **Vice President**
Cooperativa Concertisti Veneti, Verona
- Management of festivals and events for this Cooperative, founded by a group of professional musicians.
- Business or sector** Cultural projects, festivals.

EDUCATION AND TRAINING

1996 - 1998

Master in Economics and General Management

S.D.A. Scuola di Direzione Aziendale - Dipartimento Master - Università Bocconi, Milano

- 23 exams at the conclusion of courses on subjects such as Marketing, Accounting and Control, Organization, Information Systems, Quantitative Methods, Strategy.

1994 - 1995

European Diploma in Cultural Project Management

Fondation Hicter, Brussels, for Council of Europe and Unesco.

- Principal subjects: Project Management, Cultural Marketing, Project Evaluation, International Cooperation and EU Programmes in the fields of Culture and Tourism, Sustainable Development, and Sustainable Tourism Management. During the “European Diploma in Cultural Project Management” course, he produced a feasibility study involving 9 countries on the enhancement of the cultural identity of the walled towns in Europe; the study was officially approved by the leading network of the sector (The Walled Towns Friendship Circle).

1979 - 1981

Degree in Music

Conservatorio Statale di Musica “E.F. Dall’Abaco” - Verona

- Principal subjects: Music Performance, Music History, Music Theory, Composition.

PERSONAL SKILLS

Mother tongue(s)

Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Spanish	B2	C1	B2	B2	B2
French	B1	B2	B2	B1	B1

Communication skills

- Excellent communication skills gained through his experience as a consultant, manager and lecturer. He regularly holds training courses on subjects related to cultural project management for public and private institutions.

Organisational / managerial skills

- He is used to leading projects of relevant complexity: for example, he has been in charge of 6 editions of the main cultural project of the Province of Verona Departments for Culture and Tourism, called - “NOTTI NEI GIARDINI D’EUROPA” (1991-1992 and 1996-1999 periods), the Music and Theatre Summer Season promoting every year an average of 60 events hosted in places of art by 50 Municipalities of the territory of Verona, involving artistic realities of an international level.

Job-related skills

- He has an excellent command of social networking skills. He is currently responsible for the management of the communication activities of his projects.

Computer skills

- Very good command of Microsoft Office tools; he can also manage the planning and building of web portals and applications for mobile devices.

Other skills

- Publishing: he can use the main programmes to create professional brochures, posters, leaflets and other communication tools.

Driving licence

- B

PLEASE NOTE. More information about his area of expertise, projects and initiatives is available on the EU Expert Portal. See in <https://ec.europa.eu/research/participants/web/dashboard>, Filippo Cailotto, EX2013D145842.

ADDITIONAL INFORMATION

Studies and Researches

- *L'Estate di San Leonardo e San Martino* (2008): feasibility study commissioned by the Municipality of Nogarole Rocca aimed at re-defining the design of a traditional local event dedicated to the patron saints of the place in order to promote the area and the surrounding territory.
 - *Expo 2009-2011* (2008): feasibility study commissioned by the Municipality of Cerea for the realization of an exhibition aimed at the communication of the furniture district of the Veneto plain.
 - *The Verona Plain, legacy of VenetoClima* (2006): design and implementation of research and communication activities of the project commissioned by VenetoClima, Thermomechanics District of the Veneto, in the framework of the funds provided by the Regional Law 8/2003. The project, through the implementation of a series of activities and communication tools, aimed to qualify the image of the district, both outside, against current and potential markets, and within the area where the district was born and developed, involving institutional and local communities, in order to deepen the bonds with the territory of belonging, a purpose more and more important in a globalized market.
 - *The Lake of Garda Inland: nature, history, art and fine wines* (2000): a feasibility study commissioned by the Municipality of Sommacampagna aimed at creating an integrated project focused on the tourist development of the area.
 - *BASILICATA 2000*: realization for the Basilicata Region of a feasibility study aimed at the definition of a three-year plan that identifies resources, conditions and implementation stages of a project for the economic development of the Basilicata area through the promotion of the cultural and natural assets of the territory.
 - *Il Settembre dell'Accademia: Study on the Audience* of the 1998 concert season promoted by the Philharmonic Academy of Verona, a survey analyzing audience data from different perspectives and defining action plans with particular reference to the adoptable marketing mix strategies, fundraising activities, communication initiatives and strategies of offer diversification.
 - *BEYOND THE WALLS - Festival of the walled towns of Europe* (1995-97), a feasibility study aimed at enhancing the identity of the medieval European centres and creating new international tourist circuits. The project, approved by a panel of experts from the Council of Europe and UNESCO, involved the collaboration of nine European countries.
 - *The cultural policy of Valdagno City Council* (1995), research in collaboration with Fitzcarraldo srl of Turin. With both qualitative and quantitative methodology, the project has played a thorough investigation of the citizens' "cultural consumption" in order to provide a detailed picture of their evaluation and expectations on the cultural activities promoted by the local Administration.
 - *Study on the audience of the Soave Festival* (1994 and 1995).
 - *A final evaluation of the impact of the Summer Season "Notti nei giardini d'Europa"* 1996, 1997, 1998 and 1999.
 - *A final evaluation of the results of the project "Unknown Treasures"*, 12 editions (1997-2009).
- These are extensive researches to determine the impact of the initiatives, identify user profiles and provide the basis for the re-definition of the projects and the marketing activities.

Publications

- 2021, editor: *Castelli e altri Tesori del Tirolo storico – vol. 3* (Castles and other Treasures of the Historic Tyrol – volume 2), Verona, Azzurra Publishing Department, book with an app, 112 pages, ISBN: 9788893520638
- 2019, editor and author: *Proceedings of the International Conference on "The promotion of the historic Middle-European heritage - The Routes of the Empire*, Bolzano, 30.11.2017 (Atti del Convegno internazionale "La valorizzazione del patrimonio storico mitteleuropeo – Le Vie medievali dell'Impero", Bolzano, 30.11.2017), Province di Trento e Bolzano, Bundesland Tirol, 136 pages, in Italian and German, ISBN: 9788877024787
- 2018, editor: *Castelli e altri Tesori del Tirolo storico – vol. 2* (Castles and other Treasures of the Historic Tyrol – volume 2), Verona, Azzurra Publishing Department, book with dvd, 112 pages, ISBN: 9788893520294
- 2016, editor: *Castelli e altri Tesori delle Città Murate del Veneto* (Castles and other Treasures of the Walled Towns of the Veneto), Verona, Azzurra Publishing Department, book with dvd, 112 pages, ISBN: 9788893520041
- 2015, editor: *Castelli e altri Tesori del Tirolo storico* (Castles and other Treasures of the Historic Tyrol), Verona, Azzurra Publishing Department, book with dvd, 112 pages, Italian and German, ISBN: 9788898840960
- 2014, project coordinator: *Villa Giusti del Giardino called "La Guastalla Nuova"*, Sona (VR), Società Agricola Nuova Guastalla, 159 pages, Italian and English.
- 2012, author: *Soldi dagli Sponsor - Strategie di marketing e segreti per negoziare con successo le sponsorizzazioni per i tuoi eventi* (Money from Sponsors - Marketing strategies and secrets to successfully negotiating sponsorships for your events) Roma, Bruno Editore, ISBN: 9788861745124
- 2011, author: *Organizzare eventi - Segreti e strategie per gestire il marketing di eventi culturali e di spettacolo* (Organizing events - Secrets and strategies to manage the marketing of cultural and entertainment events), Roma, Bruno Editore, ISBN: 9788861744110

- 1997-2009, editor: 14 editions of the series of pocket publications entitled “*Unknown Treasures*”, Verona, Provincia di Verona.
- 2006, editor and author: *I Tesori della Pianura: La Pianura veronese, patrimonio di VenetoClima, Distretto veneto della Termomeccanica* (The Treasures of the Plain: The Verona Plain, Legacy of VenetoClima, Thermomechanics District of Veneto), Italian and English, Verona, Regione del Veneto.
- 2000, editor: *Giubileo 2000, I Luoghi dello Spirito* (Jubilee 2000, Places of the Spirit), Provincia di Verona.
- 1999, editor: *I progetti di valorizzazione ambientale – Nuovi strumenti di pianificazione del territorio veronese* (The projects enhancing the environment – New tools for the planning of Verona territory), proceedings of the conference in Verona, 12-13 June, 1998, Provincia di Verona - Europa Nostra.

Articles

- 2013-present, author: *Organizzare eventi* (Organizing events) <www.organizzare-eventi.it>, a blog with dozens of articles on the management and marketing of events and cultural projects.
- 2013, author: *Il decennale della Fondazione Aldo Morelato: i valori ispiratori di un progetto culturale* (The 10th anniversary of the Aldo Morelato Foundation: the inspiring values of a cultural project), Italian and English, in “Il Mobile Significante 2012” (The Significant Furniture 2012), Verona, Edizioni dell’Aurora, ISBN 978-88-97913-20-7, pp. 11-15.
- 2012, author: *La Fondazione Aldo Morelato e l’attività di ricerca* (The Aldo Morelato Foundation and its research activities), Italian and English, in “Il Mobile Significante 2012” (The Significant Furniture 2012), Verona, Edizioni dell’Aurora, ISBN 978-88-97913-06-1, pp. 9-12.
- 2011, author: *E se tutto finisce sul cloud?* (What if all ends up on cloud?), Italian and English, in “Il Mobile Significante 2011” (The Significant Furniture 2011), Verona, Edizioni dell’Aurora, ISBN 88-86899-96-3, pp. 9-11.
- 2010, author: *La Fondazione Aldo Morelato: un progetto di comunicazione culturale per competere a livello globale* (The Aldo Morelato Foundation: a project of cultural communication to compete at a global level), Italian and English, in “Il Mobile Significante 2010” (The Significant Furniture 2010), Verona, Edizioni dell’Aurora, ISBN 88-86899-81-9, pp. 9-11.
- 2009, author: *La Fondazione Aldo Morelato, Villa Dionisi, e il concetto di identità competitiva* (The Aldo Morelato Foundation, Villa Dionisi, and the concept of the competitive identity), Italian and English, in “Il Mobile Significante 2009” (The Significant Furniture 2009), Verona, Edizioni dell’Aurora, ISBN 88-86899-63-7, pp. 7-17.
- 2008, author: *La Fondazione Aldo Morelato e Villa Dionisi, una risorsa per il sistema delle Ville Venete* (Aldo Morelato Foundation and Villa Dionisi, a resource for the Venetian Villa system), Italian and English, in “Il Mobile Significante 2008” (The Significant Furniture 2008), Repubblica di San Marino, Maggioli Editore, ISBN 978-88-387-4923, pp. 7-15.
- 2007, author: *La Fondazione Aldo Morelato, una risorsa per il distretto del mobile veneto* (Aldo Morelato Foundation, a resource for the furniture production of the Veneto area), Italian and English, in “Il Mobile Significante 2007” (The Significant Furniture 2007), Repubblica di San Marino, Maggioli Editore, ISBN 978-88-387-4019-4, pp. 7-12.
- 2005, author: *La Terza Dimensione: una metafora musicale per il concetto di innovazione* (The Third Dimension: a musical metaphor as a concept of innovation), Italian and English, in “Il Mobile Significante 2005” (“The Significant Furniture 2005”), Cerea, Verona, Aldo Morelato Foundation, pp. 69-71
- 2004, author: *La Fondazione Aldo Morelato: genesi e finalità di un progetto culturale* (The Aldo Morelato Foundation: genesis and purposes of a cultural project), Italian and English, in “Il Mobile Significante 2004” (“The Significant Furniture 2005”), proceedings of the “International Days of Study and Research at Villa Dionisi”, Cerea, Verona, Aldo Morelato Foundation, pp. 5-7
- 2004, author: “*La cultura nel rapporto tra impresa e territorio*” (Culture in the relation between business and territory), in the proceedings of the seminar “Cultura, competitività e sviluppo sostenibile” (Culture, competitiveness and sustainable development), Arezzo, 6 February, 2004, Arezzo City Council.
- 1998, author: “*Notti nei giardini d’Europa: un progetto di valorizzazione del territorio*” (Notti nei giardini d’Europa: a project for the promotion of the territory), in the proceedings of the seminar: “Dilettarsi con il teatro: le compagnie amatoriali veronesi” – (Enjoying theatre: the non-professional theatre Societies in Verona), Verona, 28th September 1996, Università di Verona - Facoltà di Lettere, Fondazione Cassa di Risparmio di Verona Vicenza Belluno e Ancona.