

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



Unione Europea



REGIONE CAMPANIA



Direzione generale dell'immigrazione
e delle politiche di integrazione
AUTORITA' DELEGATA



MINISTERO
DELL'INTERNO
AUTORITA' RESPONSABILE

FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

prima — vera campana

Per un'integrazione lavorativa
dei cittadini stranieri in Campania

*CARRYING OUT OF INFORMATION MEETINGS ON ENTERPRISE CREATION
FOR MIGRANTS, LABOR POLICIES AND RELATED REGIONAL SERVICES*

"Prima-vera Campana - for a work integration of foreign citizens in Campania" (Project code: 2454 - CUP B29G18000070007) financed by the
Asylum, Migration and Integration Fund (FAMI 2014-2020)

Asylum, Migration and Integration Fund 2014-2020 - Specific Objective 2. Integration / Legal Migration - National Objective ON 2 - Integration / Legal Migration - Delegated
Authority - PRIMA: Project for the Labor Integration of Migrants

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Form 4

FACILITATION

CULTURA CREA



PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Things



"Cultura Crea" is the incentive that supports the birth and growth of entrepreneurial and non-profit initiatives in the cultural-tourist industry sector that aim to enhance the cultural resources of the territory in the regions of Basilicata, Calabria, Campania, Puglia and Sicily.



PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

What does it finance

1. The incentive for the "**Creation of new businesses** in the cultural industry" finances:
 - teams of individuals who want to set up a business, provided that the constitution takes place within 30 days of notification of admission to the benefits.
 - companies established in corporate form for no more than 36 months, including cooperatives
2. The incentive for the "**Development of** cultural industry enterprises" finances:
 - companies established in corporate form for at least 36 months, including cooperatives
3. The incentive for the "**Support for third sector subjects** of the cultural industry" finances enterprises and third sector subjects. In particular:
 - ONLUS
 - social enterprises
 - voluntary organizations
 - associations for social promotion (APS)

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020



CULTURA CREA

ORIENTA LA TUA IMPRESA



PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020



CULTURA CREA

1

**NUOVE IMPRESE
DELL'INDUSTRIA
CULTURALE**



DOVE

NELLE
SEGUENTI
REGIONI

BASILICATA
CALABRIA
CAMPANIA
PUGLIA
SICILIA



AGEVOLAZIONI

Finanziamento a tasso zero fino al **40%** delle spese + Contributo a fondo perduto fino al **40%** delle spese

2

**IMPRESE
DELL'INDUSTRIA
CULTURALE E
TURISTICA**



DOVE

NEI COMUNI INSERITI
NELL'ELENCO DELLE AREE
DI ATTRAZIONE CULTURALE

BASILICATA
CALABRIA
CAMPANIA
PUGLIA



AGEVOLAZIONI

Finanziamento a tasso zero fino al **60%** delle spese + Contributo a fondo perduto fino al **20%** delle spese

3

**TERZO SETTORE
CHE OPERA
NELL'INDUSTRIA
CULTURALE**



DOVE

NEI COMUNI INSERITI
NELL'ELENCO DELLE AREE
DI ATTRAZIONE CULTURALE

BASILICATA
CALABRIA
CAMPANIA
PUGLIA
SICILIA



AGEVOLAZIONI

Contributo a fondo perduto fino al **80%** delle spese

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020



STORIE DI CULTURA CREA



Sviluppo delle imprese dell'industria culturale, turistica e manifatturiera



Siamo Stefano, Annalisa e Paolo e siamo **imprenditori**

CHI ?



COSA ?

Abbiamo unito le nostre **competenze** e le nostre **imprese** per creare un collegamento ciclabile tra il **MARCC** e le altre risorse **Culturali** della Calabria.



DOVE ?



PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

1. Creation of new enterprises in the cultural industry

The "Creation of new businesses in the cultural industry" incentive finances micro, small and medium-sized enterprises (MSMEs) of the cultural industry who want to start a business in the regions of Basilicata, Calabria, Campania, Puglia and Sicily.

It is aimed at cultural industry enterprises **set up in the last 36 months**, including cooperatives and teams of natural persons who **want to set up a business**, provided that the establishment takes place within 30 days of notification of admission to the subsidies.

The concessions are granted within the limits of the *de minimis* regulation and jointly provide for:

- zero-interest subsidized loan, up to 40% of the eligible expenditure
- repayable grant up to 40% of the authorized expenditure

In both cases the ceiling of the concessions it can be raised to 45% for projects presented by women's or youth companies or companies with a legality rating.

The beneficiary companies must finance the portion of investments not covered by the subsidies with their own resources.

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Creation of new businesses

Spending programs of up to 400,000 euros can be financed which envisage the creation or introduction of innovative products or services in one of the following thematic areas:

knowledge: development or application of technologies that make it possible to create, organise, store and access data and information on the cultural industry

conservation: development or application of innovative methods and processes for activities related to the restoration, maintenance and recovery of cultural heritage, such as materials, technologies, risk management analysis, assessment of degradation factors and intervention techniques, etc.

use: innovative methods and tools for offering goods, also in an integrated form with local resources, innovative processes for the management - acquisition, classification, valorisation, dissemination - of the cultural heritage and local resources; digital platforms, hardware and software products for new ways of using them and new narrative, communication and promotion formats; devices and applications to support and assist specific demand and use targets; activities related to the increase in the offer linked to the tourist-cultural use; other travel-related reservation services, visitor assistance services, tourism promotion services

management: development of tools and application solutions capable of engineering the management of cultural assets and activities

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

2. Grow your business

The "Development of enterprises in the cultural and tourism industry" incentive supports the development and consolidation of micro, small and medium-sized enterprises in the cultural, tourism, creative, entertainment and typical local manufacturing sectors.

It applies to investment programs at one or more production units located in Basilicata, Calabria, Campania, Puglia and Sicily (new from January 2022).

It is aimed at companies **established in corporate form for at least 36 months**, including cooperatives that want to present investment projects in the sectors of cultural, tourism, creative, entertainment and typical local products industries and having a functional link with one or more attractors indicated in the reference legislation.

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Develop your business

Spending programs of **up to 500,000 euros** can be financed in the following areas of intervention:

- **services** for tourist and cultural use
- **promotion** aimed at enhancing cultural resources

-**recovery** and enhancement of typical local products

The concessions are granted within the limits of the de minimis regulation and jointly provide for:

- **zero-interest subsidized loan** up to 60% of the eligible expenditure, which can be increased to 65% in the case of a women's enterprise, or young enterprise or one with a legality rating
- **non-refundable grant up to 20%** of the authorized expenditure, which can be increased to 25 % in the case of a women's enterprise, or youth enterprise or in possession of the legality rating

The beneficiary companies must finance the portion of investments not covered by the subsidies with their own resources.

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

3. Your non-profit enterprise

The "**Support for cultural industry third sector subjects**" incentive supports the development and consolidation of businesses and other third sector subjects in activities related to the management of cultural goods, services and activities, also by promoting forms of integrated management .

It applies to investments in one or more production units located in Basilicata, Calabria, Campania, Puglia and Sicily.

It is aimed at social enterprises - including social cooperatives - and other third sector subjects presenting **spending programs of up to €400,000** in one or more of the following areas of intervention:

- activities related to the **management** of attractions and cultural resources of the area
- activities related to the **use** of attractions and cultural resources of the area
- **entertainment** and cultural participation activities

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

SUBMISSION OF THE APPLICATION

The application can be sent **exclusively online, through the** Invitalia IT platform.

The counter is open and the loan applications are evaluated, **within 60 days**, according to the chronological order of arrival.

To request the concessions, it is necessary

to: 1. register with Invitalia's online services indicating an ordinary e-mail address 2. once

registered, access the reserved site to fill in the application directly online, upload the business plan and documentation to be attached

To conclude the procedure for submitting the application, it is necessary to have **a digital signature and a certified email address (PEC).**

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Module 2

Introduction to measurement

RESTO AL SUD



PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



Unione Europea



REGIONE CAMPANIA



Direzione generale dell'immigrazione
e delle politiche di integrazione
AUTORITA' DELEGATA



MINISTERO
DELL'INTERNO
AUTORITA' RESPONSABILE

FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Things



Rest in the South is the incentive that supports the **birth and development of new entrepreneurial and freelance activities** in Abruzzo, Basilicata, Calabria, Campania, Molise, Puglia, Sardinia, Sicily and in some areas of central Italy (Lazio, Marche, Umbria) and in the smaller marine, lagoon and lake islands of the Centre-North.



PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

What does it finance

- Productive activities in the sectors of industry, handicrafts, processing of agricultural products, fishing and aquaculture;
- Provision of services to businesses and individuals;
- Tourism;
- **Trade;**
- Freelance activities (both individual and corporate)

Agricultural activities are excluded.

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Applicant requirements

- Age **between 18 and within 56 years** (requirement that must exist at the time of submission of the application); **ÿ Residence** in one of the regions of the South as highlighted above or who transfer their residence to the aforementioned areas within 60 days (120 if resident abroad) from the positive outcome of the investigation;
- **they have not already owned other business activities** as of 06/21/2017, you cannot submit the application if it is owner of a business operating on that date, even if the business has ceased or been sold in the meantime;
- **have not received other national incentives for self-entrepreneurship** in the last three years;
- **do not have a permanent job** and undertake not to have it for the entire duration of the loan (in case of admission to the contribution they must give up the permanent contract).

What does it mean that I must not be the owner of a "business activity in operation as of 21 June 2017"?

It means that:

- in the case of a sole proprietorship, you don't have to be the VAT number holder. The VAT number must therefore always have an opening date after 21 June 2017 and, on the same date, must never have been handled, either actively or passively;
- in the case of companies, you must not have been the legal representative of companies registered in the register of companies and active on the aforementioned date.

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

Requirements of applicants...

Without prejudice to what was said in the previous slide, **freelance professionals** (in corporate or individual form) who do not have a VAT number in the 12 months prior to submitting the application for carrying out an activity similar to the one proposed can also apply for funding (Ateco code not identical up to the third digit of classification of economic activities).

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

**People of all cultures should be able to
"express themselves, make themselves known
and have equal access to art and the
means of expression and dissemination".**

UNESCO 2001 Declaration on Cultural Diversity

PROGETTO CO-FINANZIATO DALL'UNIONE EUROPEA



Unione Europea



REGIONE CAMPANIA



Direzione generale dell'immigrazione
e delle politiche di integrazione
AUTORITA' DELEGATA



MINISTERO
DELL'INTERNO

AUTORITA' RESPONSABILE

FONDO ASILO, MIGRAZIONE E INTEGRAZIONE (FAMI) 2014-2020

prima—vera campana

Per un'integrazione lavorativa
dei cittadini stranieri in Campania