

Associazione Italiana Città della Ceramica
A.i.C.C.

Agrupacion Europea de Cooperacion Territorial
Ciudades de la Ceramica AECT limitada
A.Eu.C.C.



Associazione
Italiana
Città della Ceramica

Geneve, 5th December 2013

ASSOCIAZIONE ITALIANA CITTA' DELLA CERAMICA A.i.C.C.

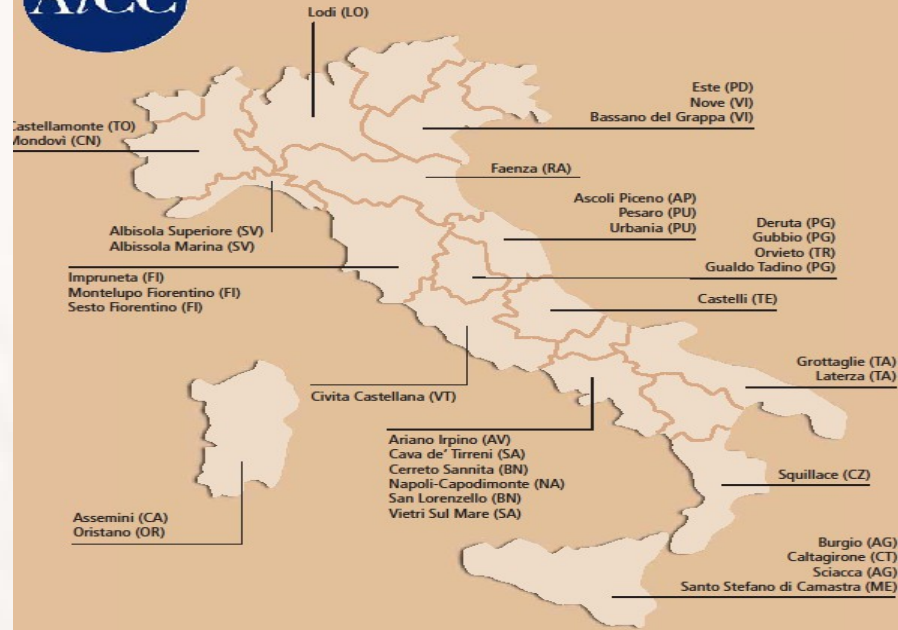
- Non-profit public association of Municipalities
- Set up in 1999
- Headquarter in Faenza
- National network of towns with ancient ceramic tradition
- 34 Municipalities members from 15 Regions
- based on Italian Law 188/90



Geneve, 5th December 2013



www.ceramics-online.it



ASSOCIAZIONE ITALIANA CITTÀ DELLA CERAMICA

Albisola Superiore (SV)
Albissola Marina (SV)
Ariano Irpino (AV)
Ascoli Piceno (AP)
Assemini (CA)
Bassano del Grappa (VI)
Burgio (AG)
Caltagirone (CT)
Castellamonte (TO)
Castelli (TE)
Cava de' Tirreni (SA)
Cerreto Sannita (BN)
Civita Castellana (VT)
Deruta (PG)
Impruneta (FI)
Este (PD)
Faenza (RA)
Grottaglie (TA)
Gualdo Tadino (PG)
Gubbio (PG)
Laterza (TA)
Lodi (LO)
Mondovi (CN)
Montelupo Fiorentino (FI)
Napoli-Capodimonte (NA)
Nove (VI)
Oristano (OR)
Orvieto (TR)
Pesaro (PU)
San Lorenzello (BN)
Santo Stefano di Camastra (ME)
Sesto Fiorentino (FI)
Sciacca (AG)
Squillace (CZ)
Urbania (PU)
Vietri Sul Mare (SA)

A.i.C.C. MISSION

This is a **non-profit** association
aims at establishing a **network** of towns
with an important **tradition** in the field of ceramics,
so that the single member communities can establish **relations**
with reciprocal **exchange of information**
and **co-operation** in activities of support their ceramics tradition,
as well as support to a **better knowledge** of these activities
both at a **national and international** level.

A.i.C.C. work in co-operation with
state, regional and local authorities,
with **ceramics producers,** with **bodies, foundations, institutions**
and different kinds of associations Interested
in the **knowledge, study, promotion and enhancement**
of **Italian ceramics.**

In other (short) words it
aims at the creation of a pact of friendship
among the **centers with an old ceramics tradition.**

A.i.C.C. OBJECTIVES

- 1) Enhancing ceramics tradition
- 2) Promote an homogeneous **growth**.
- 3) Taking care and safeguarding **documents**
- 4) Support **museums, research centers** and all organizations in general
- 5) Supporting **events** and **exhibitions**
- 6) Enhancing **art schools and professional centers** teaching every aspect of ceramics

LAW 188/1990 (1)

Aims of the law is

defending and preserving the technical and productive characteristics of the artistic and traditional ceramics,

through the protection and safeguard of the “name” (denominazione di origine) of the artistic and traditional ceramics

LAW 188/1990 (2)

Instruments of the law are

- National Ceramic Council (ministerial of Ec.Dvlpm)
- national brand “ceramica artistica tradizionale”
- Local rules and regulations (disciplinary)
- Local Disciplinary Committees
- Register of producers with CAT brand

A.i.C.C. ACTIVITIES (1)

- 1) Institutional, politic and relational (since 1999)
- 2) Promotion (since 2001)
- 3) International (since 2003)

A.i.C.C. ACTIVITIES (2)

Institutional, politic and relational

- 1) Member of National Ceramic Council
- 2) Lobbying for national contributions
- 3) Manage strategy about brand development
- 4) National Ceramics Conference
- 5) Support Local Committes and Rules & regulations

A.i.C.C. ACTIVITIES (3)

Promotion

- Representative exhibition (80 works, trad and modern)
- Newsletter and web site
- AiCC logo management and advertising facilities
- Fairs and exhibitions (Art, Maison&objet, ecc.)
- AiCC institutional advertising and press agency
- Coordination and promotion of members' events

A.i.C.C. ACTIVITIES (4)

International

- Spin-off of 3 associations: France, Spain, Rumania
- Continuous relations with AfCC, AeCC, ArCC
- Relations with other countries: Pol, Ger, Hun, Slo, Fin, ecc.
- Argilla Aubagne / Argilla Italia + ARGINET.EU (Culture)
- Following step: the creation of GECT

A.i.C.C. ACTIVITIES (5)

Future projects

- GECT
- Botteghe aperte
- National project with MISE and Confindustria Ceramica
- Expo-2015 Milano
- EU Projects: Citizens, Longlife Learning (Ersamus+), Interreg
- Delivery of “platforms” (web, education, w.expo)



www.cites-ceramique.fr



ASSOCIATION FRANÇAISE DES CITÉS DE LA CÉRAMIQUE



Aubagne
Betschdorf
Desvres
Dieulefit
Gien
Giroussens
Henrichemont-La-Borne
Le Fel
Malicorne-sur-Sarthe
Martres-Tolosane
Meillonas
Moustiers-Sainte-Marie
Nevers
Sadirac
Salernes
Soufflenheim
Saint-Amand-en-Puisaye
Saint-Quentin-La-Poterie
Vallauris
Varages



ASOCIACIÓN ESPAÑOLA DE CIUDADES DE LA CERAMICA

- | | |
|------------------------------------|---|
| 1. Agost (Alacant) | 18. Mota del Cuervo (Cuenca) |
| 2. Alba de Tormes (Salamanca) | 19. Muel (Zaragoza) |
| 3. Albox (Almería) | 20. Naval (Huesca) |
| 4. Andújar (Jaén) | 21. Navarrete (La Rioja) |
| 5. Argentona (Barcelona) | 22. Onda (Castelló) |
| 6. Bailén (Jaén) | 23. Priego (Cuenca) |
| 7. Breda (Girona) | 24. Puente del Arzobispo (Toledo) |
| 8. Cespedosa de Tormes (Salamanca) | 25. Quart (Girona) |
| 9. Chinchilla (Albacete) | 26. Salvatierra de los Barros (Badajoz) |
| 10. Coín (Málaga) | 27. Talavera de la Reina (Toledo) |
| 11. El Vendrell (Tarragona) | 28. Tamames (Salamanca) |
| 12. L'Alcora (Castelló) | 29. Totana (Murcia) |
| 13. La Bisbal d'Empordà (Girona) | 30. Úbeda (Jaén) |
| 14. La Galera (Tarragona) | 31. Verdú (Lleida) |
| 15. La Rambla (Córdoba) | 32. Asociación Provincial de Ceramistas y Artesanos de Toledo |
| 16. Manises (Valencia) | 33. Asociación lo Cadub de La Galera |
| 17. Marratxí (Balears) | |



ASSOCIATION ROUMAINE DES CITÉS DE LA CÉRAMIQUE



Horezu
Lungesti
Vladesti
Corund
Sisesti

GECT / EGTC A.Eu.C.C.

Agrupacion Europea de Cooperacion Territorial Ciudades de la Ceramica (AECT limitada)

- decided technically on 2010 (GEIE, GECT)
- declaration de Talavera
- preparation of Statues and Convention (2011)
- modification requests from Governments (2011-2012)
- 2° version of documents and 2° round of approvals
- final constitution of A.Eu.C.C.: 2nd December 2013
- spanish law, french president, italian director

WHAT IS A “ EGTC “

- Europea Group of Territorial cooperation
- EGTC=GECT (Gruppo Europeo di Cooperazione Territoriale)
- European legal instrument (public EU company)
- legal entity, stable, financial autonomy, independent
- set up EU to promote cooperation
- usually Macroregions but not us... (leopard spot)
- EU regulation 1082/2006
- uptodate around 50 EGCT in Europe
- related directly to Committee of Regions (Bruxelles)

WHAT IS A “ EGTC “ FOR

- Manage and organize actions of cooperation
- Carry projects of European territorial cooperation with or without community co-financing
- The EGCT has the capacity to act **DIRECTLY**, in the name and for his members via its organs
- The EGCT is responsible for its acts face to third parties and its debts

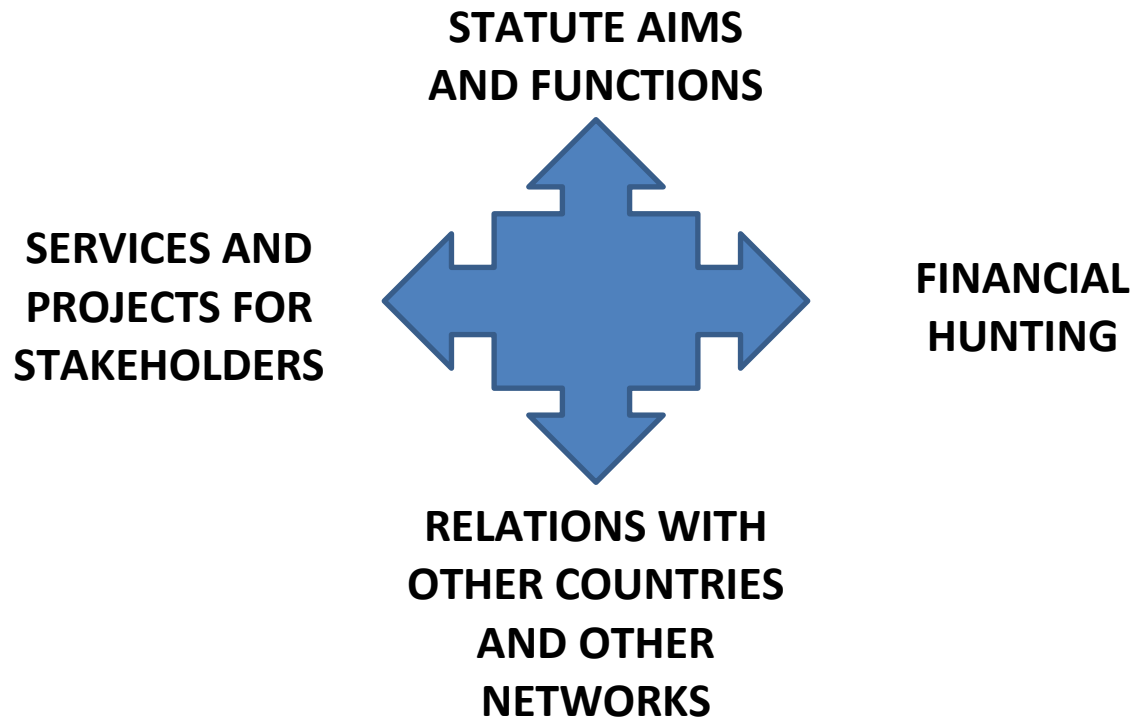
Members of GECT “A.Eu.C.C.”

- founders association (Ai, Ae, Af, ArCC)
- in total 98 cities
- could join AEuCC future AxCC (Hun ? Pol ?, Deu ?)
- statutes foresee: “observer cities”
a kind of partnership of second level – no vote, no economic contribution, etc. but participation to the works and to the projects): in preparation agreements with cities of: Boleslawiec (Pol), Hoehr-Grenzhausen (Deu), Selb (Deu), Stoke on Trent (GB), Delft (NL), Jing de Zhen (Chn), Icheon (Kor)

Goals of A.EuC.C.

- The Statute aims and functions
- Services & Projects for stakeholders
- Financial hunting
- Relations with other countries and networks

GOALS of A.Eu.C.C. – Strategic Compass



Goal of A.EuC.C. n.1

- The Statute aims and functions: 14 topics:
 - territorial cooperation,
 - european identity,
 - handcraft & economic development,
 - heritage,
 - cultural & touristic dev.,
 - education,
 - events,
 - EU projects,
 - production process,
 - macro and micro researches,
 - promote new associations, etc.

Goals of A.EuC.C. (Stakeholders)

- Services & Projects for stakeholders

Stakeholders are:

- national association members,
- 98 cities members of AxCCs,
- potential “observer” cities and on-going association
- ceramists and potters, handcrafts and artists
- museums and schools,
- ceramists associations,
- ceramic markets and fairs,
- magazines and journalists, providers
- sector of industrial ceramics (Italy: Confindustria Ceramica)

Goal of A.EuC.C. n.2

- Services & Projects for stakeholders
 - macro and micro sector analysis,
 - go to market models,
 - environmental and sustainability,
 - branding and labelling,
 - traceability
 - etc.

Goal of A.EuC.C. n.3

- Financial hunting
 - Committe of Regions
 - EU programmes – EU Commission
 - national and regional projects
 - chambers of commerce
 - private and sector associations

Goal of A.EuC.C. n.4

- Relations with other countries and networks
 - UNIC / CERADEST (Limoges, Delft, Stoke)
 - ARGINET and future market network
 - orlGin
 - Hungary, Poland, Germany
 - China, Korea, Japan and other countries
 - museums and schools
 - national sector associations (handcraft, artist, etc)
 - etc.

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- www.cities-ceramique.fr
- www.ciudades-ceramica.es
- www.argilla-italia.it
- www.arginet.eu
- Facebook Argilla Italia