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## European Territorial Cooperation Programme Greece-Italy 2007-2013



**INTERSOCIAL:** Unleashing the Power of Social Networks for Regional SMEs

### **Deliverable D3.5.1.a: Report on the role of Cultural Heritage in social web.**

**Action 3.5: Culture-Heritage Awareness and Diffusion**

**WP3: Development of Innovation Devices**

Priority Axis 1: Strengthening competitiveness and innovation  
Specific Objective 1.2: Promoting cross-border advanced new technologies

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Requirement analysis report, field study and data collection

Deliverable D3.5.1a Action 3.5

Workpackage WP3: Development of Innovation Devices

Responsible Partner:	Euro-mediterranean Cultural Heritage Agency (P4)		
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*Purpose:* Data collection, determine web and social media presence of cultural heritage in social web. Consultation in the development of the innovation devices.

*Results:* Statistics. Requirements

*Conclusion:* The advantages of the social media marketing in the cultural field are various. Social media can be used with three main purposes: **Information, Promotion, Aggregation and Community Building**. At the present time, the potential of social networks is often poorly or only partially exploited, mainly by cultural organizations and the SME sector, which limit their activities to one of the three areas listed above. The richness and potential of social networks lies, instead, in its capability to integrate and use these three elements in a synergistic way.

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## Table of Contents

### Promoting cultural heritage on social web

• BACKGROUND.....	Pag 5
• INFORMATION.....	Pag 7
• PROMOTION .....	Pag 7
• AGGREGATION AND COMMUNITY BUILDING .....	Pag 7
• LECCE, SALENTO, SMEs AND SOCIAL MEDIA MARKETING .....	Pag 8
• IDENTIFYING SPECIFIC AREAS OF CULTURAL ACTIVITIES OF SMES .....	Pag 9
• Verify existence of SMEs Web Sites .....	Pag 12
• ANNEX .....	Pag 15

## Introduction

What is cultural heritage?

Cultural heritage is all the evidence, both material and immaterial, having the value of civilization. From this definition it is possible to understand that not only art pieces are part of cultural heritage, but also all those things that have an historical value, such as books, documents, everyday objects, clothing, scientific instruments, etc..

A first distinction can be made between material and immaterial goods.

Material goods are all those which have a defined and stable shape, for example: • Paintings • Statues • Musical Instruments • Clothing • Tools • Architectures • Archaeological findings, and so on.

Immaterial goods are all those that do not have a defined and stable shape, but exist only while they are taking place, for example: • Festivals and religious rites • Processions • Popular representations • Folk ceremonies • Historical sports and athletic competitions

Cultural heritage is also, usually, divided in movable and immovable goods. The movable are those that can be moved from one place to another, without compromising their integrity. Generally movable goods are: paintings, sculptures, objects, coins, clothing, tools, etc.

Immovable goods are those that cannot be moved from the place on which they arise. This category includes everything that is architecture and urban planning, and all that is structurally connected to it: wall paintings, monuments, urban design elements, etc. ..

In the category of the immovable goods are also included archaeological sites and landscape assets. The landscape heritage of the Italian territory is formed by all those angles that have special historical and aesthetic value, and are therefore to be protected as man-made property. Typically these include coasts, volcanoes, natural parks, rivers and lakes, mountains, forests, etc..

The laws that rules in Italy the world of cultural heritage is the Cultural Heritage Code, enacted in 2004. This law establishes the principles of what is or is not cultural heritage, defining in the meanwhile the constraints to which these goods are subjected, as well as all the actions to be implemented to safeguard and protect them.

Article 2, the Code provides the definition of cultural heritage:

1. Cultural heritage is formed by the cultural heritage and the landscape assets.
2. Cultural heritage is formed by the movable and immovable goods that, pursuant to Articles 10 and 11, have an artistic, historical, archaeological, ethno-anthropological,

archival and bibliographic interest and other things identified by the law or under the law as evidence with a civilization value.

3. The landscape heritage is formed by the immovable goods and the areas listed in Article 134, constituting an expression of historical, cultural, natural, morphological and aesthetic values of the territory, and other goods identified by the law or under the law. The goods of the cultural heritage that are of public belonging are for community fruition, compatibly with the needs of institutional use and always if this is not in conflict with reasons of protection.

The above gives the idea of the great potential value of the wide area of what is called Cultural Heritage, and at the same time the strategic importance that cultural heritage represents both for the "memory" of Italy's system, and for the social and economic development that aims to enhance it.

The management and enhancement of Cultural Heritage today cannot ignore specific marketing and communication strategies, essential for the promotion of an artistic event, as for the management of a museum or the promotion of a cultural association in the cultural "market".

In the perspective of further and more effective "communication and promotion" strategies for cultural heritage, MiBAC (the Ministry for Cultural Heritage and Activities), in August 2009 established the Directorate General for the Promotion of Cultural Heritage (DG Val) through which the public administration wants to put more attention and a more "managerial" approach to this area, based on marketing and communication and on the intensive use of new technologies.

The DG Val, in fact, has launched many events (from concerts in the museums to special openings of art galleries and exhibitions during holidays and evenings, the organization of concerts and the partnership to World Youth Days and trade shows) to promote the fruition and the visit of the Italian works of art through communication campaigns focused on traditional media but also, especially, on the web (search engines, social networks, etc.).

The perception, even by the Public Administration, of the strategic utility of communication and promotion of the cultural heritage also through the world of web and social networks for an appropriate expression of the cultural offer, points out a direction and an expansion of the objectives for "communication" in the field of cultural heritage which involves all the actors of this scenario, either if they are purely Institutional or expression of SMEs.

The web as a new media starts a real social transformation, as well as in the way of thinking and communicating. And next to the cultural and environmental heritage today are becoming even more prevailing the relational goods, as for example the social networks, which are at the basis of the economics of happiness.

Cultural, environmental and relational goods are sources of thoughts, experiences and feelings that have no price on the conventional goods market, but still have a value because they create "sense", in the meaning that they give a reason to our lives. The added value of the Knowledge Economy lies in the "sense" that these typology of goods give to life. Culture while producing "sense" takes an important place in the scale of values of our existence.

The fast relations that begin in the hyper-present of the Social Networks - where everything is accessible to all and immediately – don't give us the opportunity to understand the intrinsic value of the exchanged information. It creates a horizontal memory without depth and perspective that inhibits memory and deep knowledge of the meaning of things. Despite this "horizontal" perspective inhibits the knowledge of the sense of things, social networks still represent a great opportunity for communication of Cultural Heritage.

A management of social networks that aims to deepen, generates a vertical value in the narration of cultural heritage allowing the rediscovery of the meaning, the depth and the perspective. The added value that has to be brought to cultural heritage by using to their advantage the digital media goes through their "Narration".

Discussions on cultural heritage are present in many areas of the web, all different one from the other, where the approach is at different levels of culture and knowledge, and therefore many different communication registers are used. It follows that for the communication of cultural heritage is necessary to learn the different registers and the different rules used on the web to exchange knowledge and experiences related to culture.

Culture is an integral part of the past and the memory of a territory, which must be narrated rather than told, as narration implies an experience. The value of a territory today goes also through the narration of its culture on the web.

The advantages of social media marketing in the cultural field are various. Social media can be used for three main purposes: **Information, Promotion, Aggregation and Community Building**.

At the present the potentialities of social networks are often poorly or only partially exploited, mainly by cultural organizations and SMEs of the sector, that limit their activities only to one of the three areas listed above. The richness and potentialities of social networks instead lies in its ability to integrate and use these three elements in a synergistic way.

**Information:**

Social networks offer the possibility to create an information campaign, which presents the advantages of communication immediacy, allowing to reach very quickly both a wide and a specific range of users.

In this way it is possible to reach the so-called market niches towards which it is also possible to use a communication language designed ad hoc, or simply declined depending on the objectives to be achieved, providing specific information and communication campaigns.

It's important to keep in mind that the world of "internet" is, in some way, in touch with the world of "cultural consumers", but presents also some discrepancies. A good social media campaign allows, on one hand, to reach part of the audiences that, normally, "is related" either to cultural institutions and SMEs of the sector, but enhance also to reach and attract the so-called "potential audience", or, in other words, those who may be interested in our project outputs, but that, for several reasons, simply have never approached to them.

**Promotion:**

Social networks allow to organize and execute promotional campaigns that comes to integrate and enhance the "traditional" promotion and marketing strategies. Specifically, they let both to integrate and develop parallel and complementary actions with respect to the overall promotional strategy, and to implement "emergency solutions" where, targeted actions are required, in order to promote and support a particular event.

There are different ways to leverage social media tools as support of the traditional promotional type of promotion. While some institutions and SMEs exploit social media tools as real promotional tools, the more structured cultural institutions and SMEs, that need more complex marketing and promotion strategies, exploit them as a hub, as a sort of landing page, offering within the social media, extraordinary and particular chances tlike special places, special prices, free gifts, "material" benefits, especially the reinforcing the sense of belonging to a sort of "clan".

The social promotional strategy aims not so much to the immediate sale as to the creation of a virtual community that can find identification elements on the web as well as in the reality.

### **Aggregation and community-building:**

It is here that the border between promotion and creation of a community arises. Many of the actions transmitted through social networks could also be made only by using good e-mail marketing strategies.

Differently, social networks offer the opportunity to create a community on the web that could be at least in part settled in a real community characterized by elements of distinction: the real and the virtual interpenetrate; the virtual finds a transliteration also in the daily routine, that reflects in consumption and/or in incentive to consumption.

It is possible to have an evidence of this through the measurements of the "peaks" of registrations and memberships on the web: when do fans / friends/ followers increase? Normally when exclusive or dedicated contents are published.

According to this perspective, social media can become real collectors of communication and sharing: they should not be only promotional showcases or sites with information purposes; but they should be a tool that leads to increase participation, consensus and awareness.

### **Lecce, Salento, SMEs and Social Media Marketing**

The territory of Salento and in particular the province of Lecce, is part of the scene of social media marketing in the cultural field with the same characteristics of "media" perception developed above.

In addition to what just said, it should be added that SMEs that are most social media marketing oriented or have "transposed" with greater sensitivity, have an "institutional" or "semi-institutional" structure of belonging. SMEs in Salento area offer a diversified response to the approach to social media marketing.

In fact, if for some SMEs the feedback from the use of social networks is quite positive, for others, social media marketing has an almost passive presence, capturing only superficially the value aspect.

Moreover, the analysis of social media marketing exploiting by SMEs in Salento area, has given evidence that, where the success of specific cultural activities was achieved leveraging Institutional Marketing tools, many of the SMEs operating in cultural field have developed a high sensitivity to social media marketing and, therefore, to the use of social networks.

The method, to check and test the state of art of the social media marketing use by the SMEs of the territory in the cultural heritage field, has followed the following steps:

- 1. Identifying specific areas of cultural activities of SMEs**
- 2. Verify existence of SMEs Web Sites**
- 3. Verify Social Networks used by SMEs**
- 4. Prepare detailed list of research results**

In conclusion, we remark that the local fabric of Lecce and its province, today, regarding the promotion of cultural and environmental heritage presents a very close mixture between institutions and SMEs, or even a fusion in the same proponent.

A strategy for development and optimization of social media marketing related to SMEs in the field of cultural and environmental heritage for Lecce and its province, in order to be successful, should expand and include in the selection criteria for SMEs also those productive realities that are exclusively institutional.

### **1. Identifying specific areas of cultural activities of SMEs**

For the identification of specific areas of activities related to SMEs in the cultural heritage sector in the province of Lecce, we proceeded by analyzing the activities that characterize the area and identifying the reference category. From this analysis it was decided to select 49 SMEs divided by:

- **macro configurations of enterprise**

- Individual Enterprise
- Capital Companies (Ltd)
- Foundations
- Cultural Associations
- Institutions

- **class by employees**

- up to 10 employees
- from 10 to 20 employees
- from 20 to 60 employees

- **product activity areas**

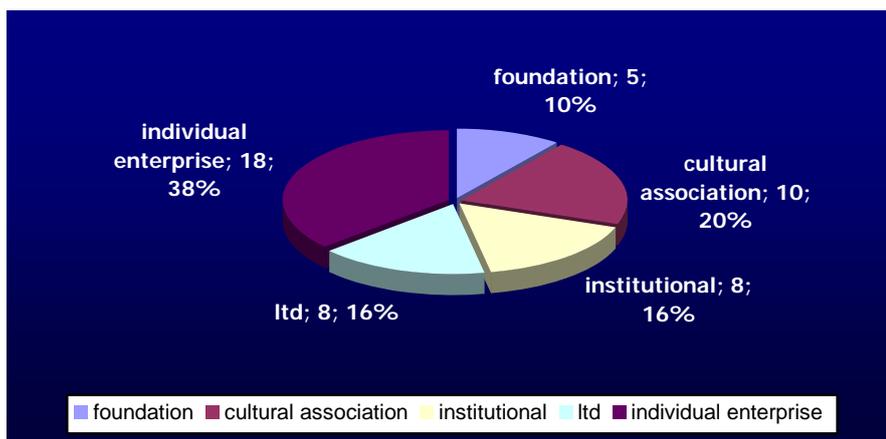
- Theater and Dance
- Promotion Area
- Music and Visual Arts
- Traditional Events
- Museums
- Hand Craft

The selection method was implemented through a research on Internet and specific categories search engines, that represent the state of art of the promotion of Cultural Heritage in the city and the province of Lecce, in connection with Web Marketing and in particular with Social Network Marketing.

From the selection we have identified and profiled 49 SMEs divided by numbers in the various macro enterprise configurations established:

- 18 Individual enterprises (38%);
- 8 Ltd (16%);
- 5 Foundations (10%);
- 10 Cultural associations (20%);
- 8 Institutional activities (16%) connected to activities in the field of cultural heritage.

SMEs: types



Overall, it was shown that the largest number of SMEs that are part of our research, are positioned in the lower segment, the one with the range up to 10 employees.

A distinctive feature of this segment is represented by the multiple presence of enterprises consisting of 1 or 2 employees. The very small size of these companies does not contribute positively to their development. They have, in fact, a very narrow field of action that prevents the development of an entrepreneurial culture and an effective marketing action, characterizing there in family run business

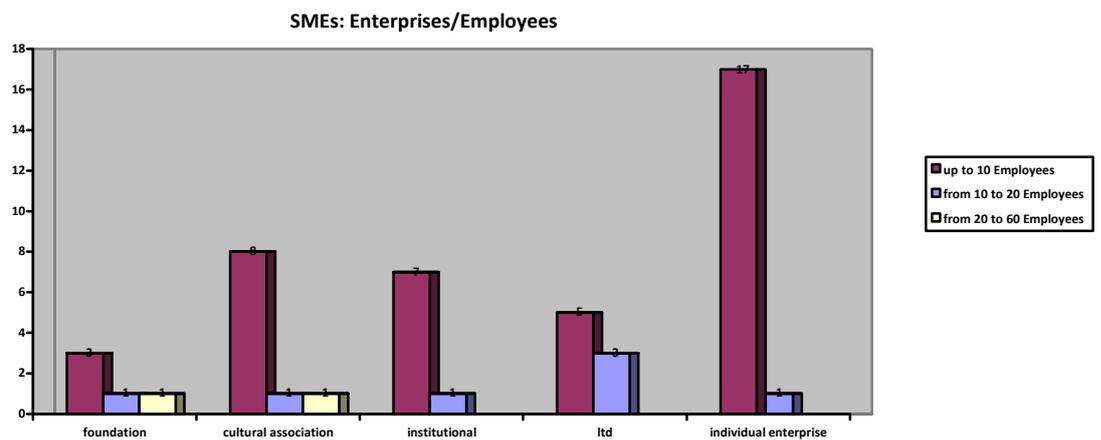
In the segment 1 to 10 employees are also present high-profile hand craft enterprises that meet very specific market niches, that however are not able to grow very much due to high labor costs and the lack of a facilitation policy on apprenticeship.

This status determines a continuous loss of professionalism in the hand craft SMEs of the sector due to cultural heritage, such as those related to the "ancient crafts", and their subsequent closure, once the owners complete their working cycle, for a lack of generational replacement.

When moving from the employees lower class to the more structured companies with employee classes from 10 to 20 and 20 to 60, in some cases the activities related to them take an international character, with a strong impact in direct and indirect economic terms related to all complementary and parallel activities. A strengthening of the regional brand "Salento" characterizing Lecce and its province.

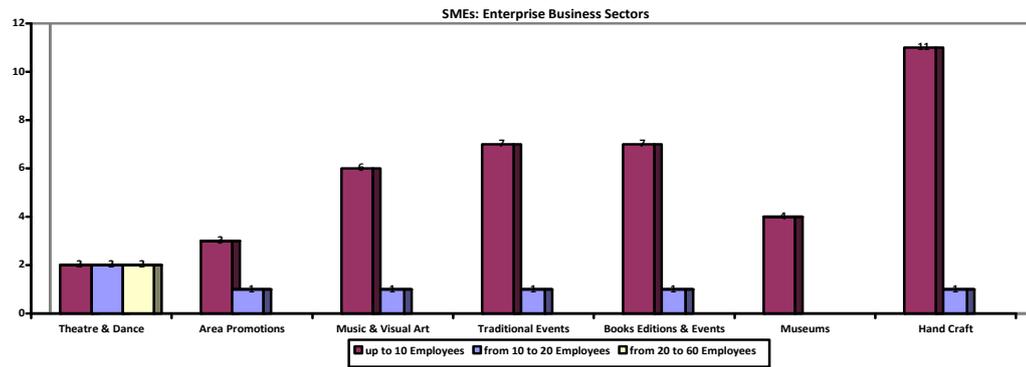
In general, the research data show that the development and expansion of SMEs and of their employees is related to “institutional” contribution in its broadest sense, in fact, as shown in the chart below, the most developed enterprises configurations are in the areas: foundations, cultural associations and institutions.

Another consideration starting from the data collected in the research, shows that SMEs are more able to survive in the product category context of reference if this one has developed a chain.



The most developed “chains” appear to be those of the sectors related to the musical and visual arts characterized by seasonality and located mainly in the summer period. These, in fact, have generated a virtuous cycle of expression of an induced barely visible in the past that contributes to the growth of activities and enterprises.

Also the activities of Theatre, Dance, Culture and Territorial Promotion segments have become a strategic axis of growth for all the related enterprises.



From the research data it's possible to see that some product sectors are having both a vertical and a horizontal growth, and this growth is due to the characterization of the territory in recent years as a result of specific events.

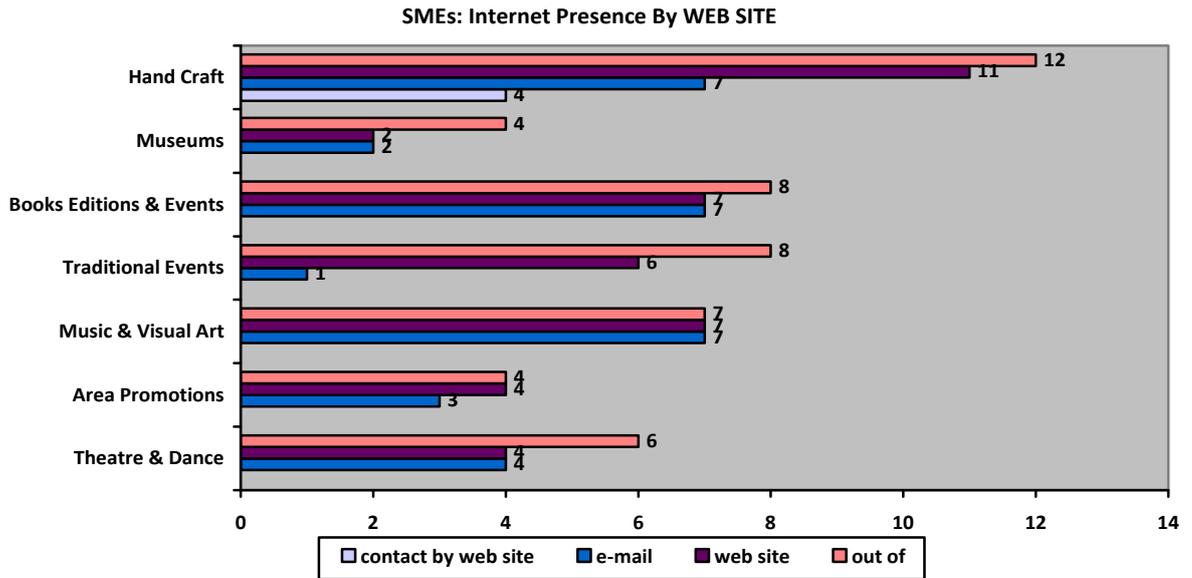
We mention for example "La Notte della Taranta", an event promoting the ethnic music "Pizzica", that over the years has taken the dimension of an international traveling event and has allowed the development and growth of a variety of connected activities such as: the establishment of new traditional music groups, music production companies, publishing industry of the sector, visual arts related, etc.

## 2. Verify existence of SMEs Web Sites

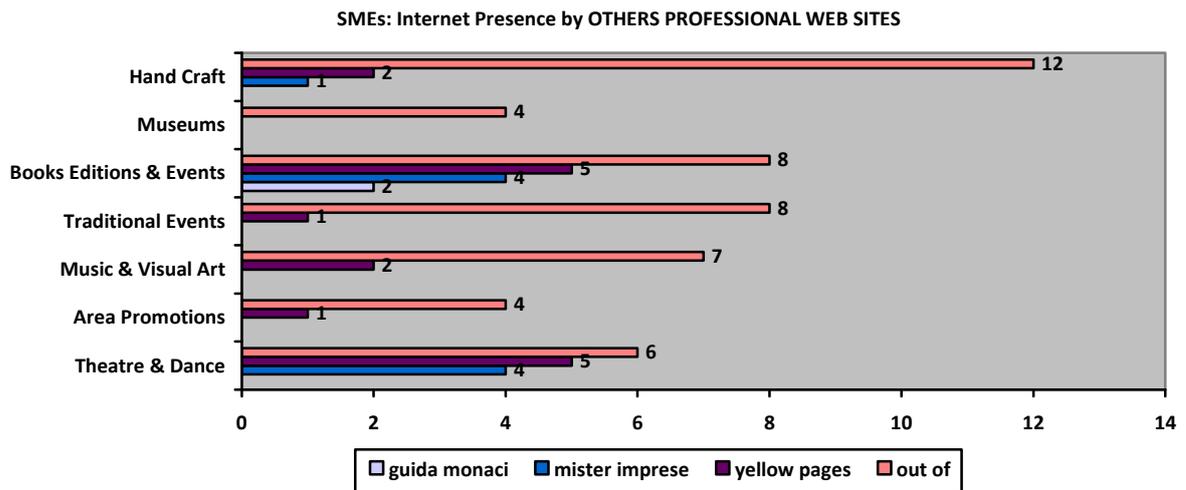
After the identification of the 49 SMEs representative of the Cultural Heritage field trend, we proceeded to verify if they had their own website and a company e-mail address for further contacts.

What shown in the table below summarizes the data by product area specifying the number of web sites, e-mail address to contact and where there is no e-mail reference, the number of SMEs that provide a contact only via their website.

The data show that the highest "sensitivity" to Internet is demonstrated by the category that includes Music and Visual Arts.

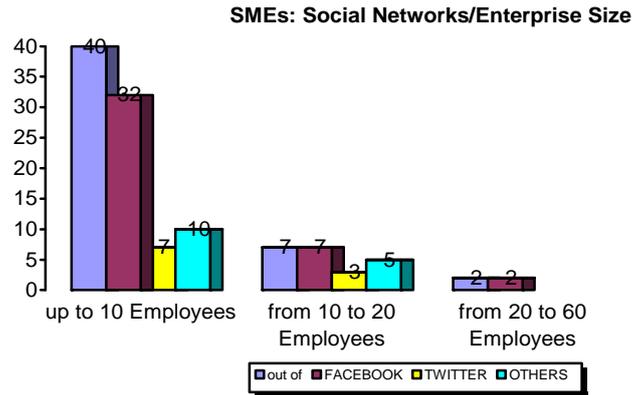


Besides the check on the property website, we also verified the presence and the promotion of SMEs on professional websites other than the property site.

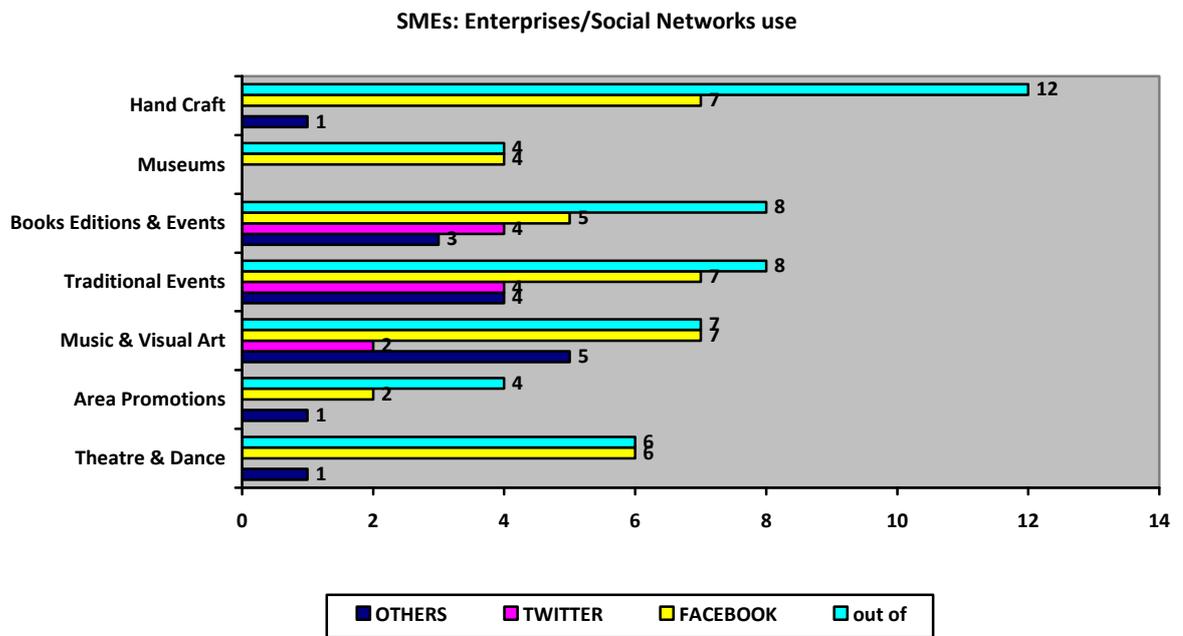


### 3. Verify on Social Networks used by SMEs

The chart below is structured to highlight the relationship between SMEs divided by employees class, their total number and the use of social networks, that in this study are represented by Facebook, Twitter and Other (YouTube, etc.). As it is possible to see, it shows a growing "sensitivity" to the use of social networks passing from the lower to the higher employees class.



In the chart below all the product macro categories have been put in relation with the use of social networks. The proposed data show for each product category the total number of SMEs in relation to the number of those who use social networks



4. Prepare detailed search results

ANNEX

INTERSOCIAL: Social Networks interaction/Selected SME's from CULTURAL HERITAGE sector										
Num	Code	Business Sector	Name	Type of Organization	Size	web-site	e-mail contact	Facebook	other web presence (like SME's web-site)	latest up date
1		traditional cultural events	Fondazione Focara di Novoli	Foundation	less than 10 Employees	<a href="http://www.fondazionefocara.com">www.fondazionefocara.com</a>	<a href="mailto:info@fondazionefocara.com">info@fondazionefocara.com</a>	Y	NO	10 02 2012
2		traditional cultural events	Fondazione Notte di San Rocco	Foundation	less than 10 Employees	<a href="http://www.fondazioneottedisanrocco.it">www.fondazioneottedisanrocco.it</a>	<a href="mailto:info@fondazioneottedisanrocco.it">info@fondazioneottedisanrocco.it</a>	NO	NO	12 08 2011
3		School of Dance	Balletto del Sud	cultural association	from 20 to 30 employees	<a href="http://www.ballettodelsud.it">www.ballettodelsud.it</a>	<a href="mailto:info@ballettodelsud.it">info@ballettodelsud.it</a>	Y	NO	22 04 2012
4		film festival	Festival del Cinema Europeo	cultural association	from 10 to 20 employees	<a href="http://www.festivaldelcinemaeuropo.it">www.festivaldelcinemaeuropo.it</a>	<a href="mailto:info@festivaldelcinemaeuropo.it">info@festivaldelcinemaeuropo.it</a>	Y	Y	23 04 2012
5		traditional cultural events	La Notte della Taranta	Foundation	from 10 to 20 employees	<a href="http://www.lanottedellataranta.it">www.lanottedellataranta.it</a>	<a href="mailto:segreteria@lanottedellataranta.it">segreteria@lanottedellataranta.it</a>	Y	Y	24 04 2012
6		Music Festival	Otranto Jazz Festival	municipality of Otranto	from 1 to 10 Employees	<a href="http://www.otrantojazz.com/">http://www.otrantojazz.com/</a>	<a href="mailto:info@lucagiugno.net">info@lucagiugno.net</a>	Y	Y	25 04 2012
7		Traditional Music Festival	Bande del Sud	cultural association	less than 10 Employees	<a href="http://www.facebook.com/bandeasud">www.facebook.com/bandeasud</a>		Y	NO	13 04 2012
8		Book Festival	La Città del Libro	Foundation	less than 10 Employees	<a href="http://www.lacittadelibro.net">www.lacittadelibro.net</a>	<a href="mailto:info@cittadelibro.net">info@cittadelibro.net</a>	Y	NO	15 03 2012
9		Bookshop, Editions and Events	Libreria Liberrima	Ltd	from 10 to 20 employees	<a href="http://www.libreria.it">www.libreria.it</a>	<a href="mailto:libreria@libreria.it">libreria@libreria.it</a>	Y	Y	24 04 2012
10		Bookshop and Events	Libreria Palmieri	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.libreriapalmieri.com">www.libreriapalmieri.com</a>	<a href="mailto:libreriapalmieri@email.it">libreriapalmieri@email.it</a>	Y	Y	04 03 2011
11		Books Editions	Congedo Editore	Ltd	from 1 to 10 Employees	<a href="http://www.congedoeditore.it">www.congedoeditore.it</a>	<a href="mailto:info@congedoeditore.it">info@congedoeditore.it</a>	NO	Y	25 03 2010
12		Books Editions	Lupo Editore	Ltd	from 1 to 10 Employees	<a href="http://www.lupoeditore.it/">www.lupoeditore.it/</a>	<a href="mailto:info@lupoeditore.com">info@lupoeditore.com</a>	Y	Y	24 04 2012
13		Edition of Art Books	Il Raggio Verde	Ltd	from 1 to 10 Employees	<a href="http://www.ilraggioverdesrl.it">www.ilraggioverdesrl.it</a>	<a href="mailto:info@ilraggioverdesrl.it">info@ilraggioverdesrl.it</a>	Y	N	22 04 2012
14		Art Gallery	Primo Piano Gallery	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.primopianogallery.com">www.primopianogallery.com</a>	<a href="mailto:primopianogallery@gmail.com">primopianogallery@gmail.com</a>	N	Y	21 04 2012
15		Cultural Event	Premio Barocco	cultural association	from 1 to 10 Employees	<a href="http://www.premiobarocco.org">www.premiobarocco.org</a>		N	N	06 06 2011
16		multidisciplinary space events	Officine Cantelmo	cooperative company ltd	from 1 to 10 Employees	<a href="http://www.officinecantelmo.it">www.officinecantelmo.it</a>	<a href="mailto:info@officinecantelmo.it">info@officinecantelmo.it</a>	Y	Y	17 03 2012
17		independent music production	Officine della Musica	cultural association	less than 10 Employees	<a href="http://www.officine dellamusica.com">www.officine dellamusica.com</a>	<a href="mailto:info@officine dellamusica.org">info@officine dellamusica.org</a>	Y	N	21 04 2012
18		multidisciplinary space events	Manifatture Knos	cultural association	less than 10 Employees	<a href="http://www.manifattureknos.org">www.manifattureknos.org</a>	<a href="mailto:info@manifattureknos.org">info@manifattureknos.org</a>	Y	N	07 02 2012
19		area brand	Salento D'Amare	Institutional Brand	less than 10 Employees	<a href="http://salentodamare.net">http://salentodamare.net</a>	<a href="mailto:salentodamare@provincia.le.it">salentodamare@provincia.le.it</a>	Y	Y	02 05 2008
20		food and wine event	Mercatino del Gusto	Institutional association	from 1 to 10 Employees	<a href="http://www.mercatinodelgusto.it">www.mercatinodelgusto.it</a>	<a href="mailto:info@mercatinodelgusto.it">info@mercatinodelgusto.it</a>	Y	Y	05 08 2011
21		gastronomic culture of salento	Cooking Experience	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.cookingexperience.it">www.cookingexperience.it</a>	<a href="mailto:info@cookingexperience.it">info@cookingexperience.it</a>	Y	Y	10 01 2012
22		wine culture promotion	Movimento Turismo del Vino Puglia	Consortium	from 1 to 10 Employees	<a href="http://www.mtvpuogia.it">www.mtvpuogia.it</a>	<a href="mailto:puglia@movementotourismoving">puglia@movementotourismoving</a>	Y	Y	20 02 2012
23		wine folk festival	Festa Te Lu Mieru	cultural association	from 1 to 10 Employees	<a href="http://www.festatelumieru.it">www.festatelumieru.it</a>		Y	Y	04 09 2011
24		promoting protection of the territory	Coppula Tisa	onlus	from 1 to 10 Employees	<a href="http://www.coppulatisa.it">www.coppulatisa.it</a>	<a href="mailto:info@coppulatisa.it">info@coppulatisa.it</a>	Y	Y	13 08 2009
25		historical and archeological museum	MUSA	Museum	less than 10 Employees	<a href="http://www.musa.unisalento.it">www.musa.unisalento.it</a>	<a href="mailto:infomusa@unitn.it">infomusa@unitn.it</a>	Y	Y	05 04 2012
26		Museum	Sistema Museale Città Ugento	Museum	less than 10 Employees	<a href="http://www.facebook.com/pages/Siste">http://www.facebook.com/pages/Siste</a>		Y	N	24 04 2012
27		Private Museum	Museo Faggiano	Museum	less than 10 Employees	<a href="http://www.museofaggiano.it">www.museofaggiano.it</a>	<a href="mailto:info@museofaggiano.it">info@museofaggiano.it</a>	Y	Y	29 12 2011
28		museum of ancient crafts	Museo Della Cartapesta	Museum	less than 10 Employees	<a href="http://www.facebook.com/pages/Muse">http://www.facebook.com/pages/Muse</a>		Y	N	24 03 2012
29		etno music	Officina Zoe	cultural association	less than 10 Employees	<a href="http://www.officinazoe.com">http://www.officinazoe.com</a>	<a href="mailto:info@officinazoe.com">info@officinazoe.com</a>	Y	Y	14 04 2012
30		etno salento music	Kamafei	music enterprise	less than 10 Employees	<a href="http://www.kamafei.com">www.kamafei.com</a>	<a href="mailto:info@kamafei.com">info@kamafei.com</a>	Y	Y	19 04 2012
31		promoting musical art	Fondazione ICO	Foundation	from 40 to 60 employees	<a href="http://www.fondazioneico.org">www.fondazioneico.org</a>		Y	Y	11 04 2012
32		theater	Teatro Politeama Greco	nominal enterprise	from 10 to 20 employees	<a href="http://www.politeamagreco.it">www.politeamagreco.it</a>	<a href="mailto:info@politeamagreco.it">info@politeamagreco.it</a>	Y	Y	24 04 2012
33		theater	Teatro Paisiello	cultural association	less than 10 Employees	<a href="http://www.facebook.com/pages/TEATRO-PAISIELLO-205086018654">http://www.facebook.com/pages/TEATRO-PAISIELLO-205086018654</a>	direct contact through web site	Y	N	24 04 2012
34		theater company	Astragali Teatro	Theater enterprise	less than 10 Employees	<a href="http://www.astragali.org">www.astragali.org</a>	<a href="mailto:teatro@astragali.org">teatro@astragali.org</a>	Y	Y	24 03 2012
35		theater company	Cantieri Teatrali Koreja	Theater enterprise ltd	from 10 to 20 employees	<a href="http://www.teatrokoreja.it">www.teatrokoreja.it</a>	<a href="mailto:info@teatrokoreja.it">info@teatrokoreja.it</a>	Y	Y	24 04 2012
36		promotion and territorial marketing	GAL Serre Salentine	Institutional association	from 10 to 20 employees	<a href="http://galserresalentine.com/">http://galserresalentine.com/</a>		Y	Y	24 04 2012
37		promotion and territorial marketing	GAL Capo Di Leuca	Institutional association	from 1 to 10 Employees	<a href="http://www.galcapodileuca.it">www.galcapodileuca.it</a>	<a href="mailto:gal@galcapodileuca.it">gal@galcapodileuca.it</a>	Y	Y	16 04 2012
38		Hand craft / Cartapesta	Casa dell'Artigianato Leccese	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.artigianatoleccese.com">www.artigianatoleccese.com</a>	<a href="mailto:info@artigianatoleccese.com">info@artigianatoleccese.com</a>	Y	Y	25 04 2012
39		Hand craft / Cartapesta	Cartapesta salentina	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.cartapestasalentina.it">www.cartapestasalentina.it</a>	direct contact through web site	N	Y	01 01 2011
40		wrought iron	Arredo Ferro	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.arredofero.com">www.arredofero.com</a>	<a href="mailto:albino.mello@virgilio.it">albino.mello@virgilio.it</a>	Y	Y	01 02 2011
41		artistic illuminations	De Cagna Luminarie	nominal enterprise	from 1 to 10 Employees	<a href="http://www.decagna.com">www.decagna.com</a>	<a href="mailto:ufficioestero@decagna.com">ufficioestero@decagna.com</a>	Y	Y	23 12 2011
42		artistic illuminations	Salento Luminarie	nominal enterprise	from 1 to 10 Employees	<a href="http://www.facebook.com/pages/salento-lum">www.facebook.com/pages/salento-lum</a>		Y	N	08 04 2012
43		Hand craft / pietra leccese	Pimar pietra leccese	Ltd	from 10 to 20 employees	<a href="http://www.pietraleccese.com">www.pietraleccese.com</a>	direct contact through web site	Y	Y	10 04 2012
44		Hand craft / pietra leccese	Art Studio margarito	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.artstudio-margarito.it">www.artstudio-margarito.it</a>	<a href="mailto:info@artstudio-margarito.it">info@artstudio-margarito.it</a>	N	Y	10 03 2012
45		restoration of antique books	Restauro libri antichi	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.restaurolibriantichi.com">www.restaurolibriantichi.com</a>	<a href="mailto:antonellaapnle@restaurolibriantichi.com">antonellaapnle@restaurolibriantichi.com</a>	N	Y	01 01 2007
46		Hand craft / majolica	Maioliche Maglio	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.maiolichemaglio.it">www.maiolichemaglio.it</a>	<a href="mailto:info@maiolichemaglio.it">info@maiolichemaglio.it</a>	N	Y	10 01 2012
47		Hand craft / majolica	Arte ceramica Branca	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.branca.le.it/index2.htm">www.branca.le.it/index2.htm</a>	direct contact through web site	Y	Y	25 12 2008
48		Hand craft / rattan baskets.	Lu Panaru	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.lupanaru.com">www.lupanaru.com</a>	direct contact through web site	N	Y	nc
49		Hand craft / tambourine	Il Tamburello di Torrepaduli	Individual Enterprise	from 1 to 10 Employees	<a href="http://www.iltamburello ditorrepaduli.it">www.iltamburello ditorrepaduli.it</a>	<a href="mailto:info@iltamburello ditorrepaduli.it">info@iltamburello ditorrepaduli.it</a>	N	Y	nc
50										

INTERNET and SOCIAL WORLD										
Name	Social Network Presence					Last Comment on Wall page	n. Photos	Internet Presence		
	Facebook	Twitter	Other S.N	Followers / Friends				Guida Monaci	Mister Imprese	Pagine Gialle
Fondazione Focara di Novoli	Y	N	N	0/697	kazuma saeki	328	no	no	no	
Fondazione Notte di San Rocco	N	N	N	0		5	no	no	no	
Balletto del Sud	Y	N	N	0/298	Le Quattro Stagioni	3	no	no	Y	
Festival del Cinema Europeo	Y	Y	Y	102/3290	13° Festival del Cinema Europeo	82	no	no	no	
Notte della Taranta	Y	Y	Y	375/4885	festival notte della taranta	153	no	no	no	
Otranto Jazz Festival	Y	N	N	35	Salento in Jazz	29	no	no	no	
Bande a Sud	Y	N	N	207	Bande a Sud - suoni tra due mari	68	no	no	no	
La Città del Libro	Y	Y	Y	71/1838	12 - XVII Rassegna Nazionale degli autori e Editori	630	no	no	no	
Libreria Liberrima	Y	Y	Y	2838/7335	Giornata Internazionale Jazz 30 04 2012	184	no	no	Y	
Libreria Palmieri	Y	Y	N	0/3391	libreria palmieri	76	Y	Y	Y	
Congedo Editore	N	N	N				Y	Y	Y	
Lupo Editore	Y	Y	N	91/4997	Mo(n)di di Scrivere 2012	576	no	no	Y	
Il Raggio Verde	Y	N	N	1639	Il Raggio Verde	4	no	Y	no	
Primo Piano Gallery	N	N	Y	0	Cinematographer	12	no	Y	Y	
Premio Barocco	N	N	N	0			no	no	no	
Officine Cantelmo	Y	Y	n	186/4331	Questo luogo è social	2414	no	no	Y	
Officine della Musica	Y	N	Y	1558	Il mio primo disco da venduto	287	no	no	no	
Manifatture Knos	Y	N	Y	2846	yalla shebab film festival	99	no	no	Y	
Salento D'Amare	Y	N	N	1096	social media chef	700	no	no	no	
Mercatino del Gusto	Y	Y	Y	283/510	Buone nuove dal mercatino	288	no	no	no	
Cooking Experience	Y	Y	Y	176/481	Cooking experience - lezioni cucina salentina	207	no	no	no	
Movimento Turismo del Vino Puglia	Y	Y	Y	421/2244	Cantine Aperte	1911	no	no	Y	
Festa Te Lu Mieru	Y	N	N	3104	fešta te lu mieru	307	no	no	no	
Coppula Tisa	Y	N	N	3653	Seminario "LEGAMI...DI SANGUE. "	30	no	no	no	
MUSA	Y	N	N	884	Il dialetto sale in cattedra	8	no	no	no	
Sistema Museale Città Ugento	Y	N	N	120	sistema museale ugento	72	no	no	no	
Museo Faggiano	Y	N	N	905	Premio Teknè - arte urbana	165	no	no	no	
Museo della cartapesta	Y	N	N	396	Xaghra	42	no	no	no	
Officina Zoe'	Y	N	Y	2490	per non dimenticare	50	no	no	no	
kamafei	Y	N	Y	1143	kamafei	16	no	no	no	
fondazione ICO	Y	N	N	205	domus messapiae	78	no	no	no	
Teatro Politeama Greco	Y	N	N	18	Teatro Politeama Greco di Lecce	1	no	Y	Y	
Teatro Paisiello	Y	N	N	1721	Teatro a 99 centesimi	10	no	Y	Y	
Astragali Teatro	Y	N	N	2463	27 Aprile 2012 Teatro Paisiello di Lecce	98	no	Y	Y	
Cantieri Teatrali Koreja	Y	N	Y	5642	Me ne Vado	201	no	Y	Y	
GAL Serre Salentine	Y	N	Y	161	Il GAL su Skype	11	no	no	Y	
GAL Capo Di Leuca	Y	N	N	1355	GAL: nè carrozze, nè carrozzoni, nè carrozzine	167	no	no	no	
Casa dell'Artigianato Leccese	Y	N	N	2418	una frase per tutti	193	no	no	Y	
Cartapesta salentina	N	N	N	0		0	no	no	no	
Arredo Ferro	Y	N	N	45	Illuminazioni Artistiche	15	no	no	no	
De Cagna Luminarie	Y	N	N	40	Il nuovo 3x6, che verrà affisso.....	20	no	Y	Y	
Salento Luminarie	Y	N	N	705	salento luminarie	64	no	no	Y	
Pimar pietra leccese	Y	N	N	5	premio alle eccellenze del territorio	0	no	no	no	
Art Studio margarito	N	N	N	0		0	no	no	no	
Restauro libri antichi	N	N	N	0		0	no	no	no	
Maioliche Maglio	N	N	N	0		0	no	no	no	
Arte ceramica Branca	Y	N	N	38	Branca Ceramiche Salento Italy	125	no	no	Y	
Lu Panaru	N	N	N	0		0	no	no	no	
Il Tamburello di Torrepaduli	Y	N	Y	1086	rocco luca	65	no	no	no	