

## PERSONAL INFORMATION

Paola Borrione



Sex Female | Date of birth

| Nationality Italiana

## WORK EXPERIENCE

13/04/2018–Present

**President & Head of Research**

Fondazione Santagata per l'Economia della Cultura, Torino (Italia)

Head of research at Fondazione Santagata ([www.fondazionesantagata.it](http://www.fondazionesantagata.it)) a research center on cultural economics. My main areas of research are: analysis of cultural institutions and cultural and creative industries; contemporary cultural production and cultural production in the digital age; socio-cultural factors and educational outcomes; regional socio-economic analysis; heritage impact analysis.

Main recent projects:

- Industrial plan of MRT (Musei Reali Torino), 2019
- Update fo the management plan of WHS "Le Strade Nuove e il Sistema dei Palazzi dei Rolli di Genova", 2018-2019
- Map of tourist opportunities of the territory of the Piedmont Chambers of Commerce, 2018 - 2019
- Note in viaggio: musical tourism in Italy at a glance, 2018
- Research project on Abbonamento Musei, regional museum card, 2018
- Strategic plan for the Conservation and Restoration Center "La Venaria Reale", 2018
- International Academy on UNESCO designations and Sustainable Development, 2015 - present
- White Paper on the historical cities of Italy, ANCSA, 2017.
- Valore Stupinigi, 2017. Pilot case in cultural arbitrage, that is the international collaboration between governments, institutions and companies with the aim of investing financial resources in the conservation and valorization of cultural heritage with high potential for economic and social impact.

01/11/2018–Present

**Expert evaluator**

COE

Expert evaluator of the Cultural Routes of the Council of Europe

01/01/2018–Present

European Innovation Council – European Commission, Bruxelles (Belgium)

H2020SME Expert Evaluator

Evaluation of 1st and 2nd phase projects for funding applications for the H2020 SME program in the digital, cultural and creative industries.

01/03/2018–Present

IRPET Toscana, Firenze

Expert in Digital and Culture for the Advisory Board of the regional platform "Tecnologie-Beni Culturali e Cultura"

01/01/2016–Present

**Cultural projects manager**

Confservizi Cispel Toscana, Firenze (Italia)

In charge of cultural projects development and management

01/01/2010–Present	<b>Lecturer in Cultural Heritage in the Digital Age</b> IED Venice, Venice (Italia)  Lecturer in Cultural Heritage in the Digital Age in numerous courses and masters at national and international level (Cuneo Chamber of Commerce, Il Sole 24 Ore, IED Venice), 2010 to date. Lecturer in Economics of Cultural Heritage: the transformations due to digital, Master in Management and Creativity of the Hill Heritage, UNIASTISS, ed. 2015, 2016
01/09/2008–31/03/2018	<b>Head of Research</b> CSS-EBLA via Bellini 6, Torino (Italia)  Founding member and Head of Research of Centro Studi Silvia Santagata-Ebla ( <a href="http://www.css-ebla.it">www.css-ebla.it</a> ), which deals with studies on political thought and economy of cultural goods and activities.
	<b>Main projects:</b> <ul style="list-style-type: none"><li>■ 2015-2015: study on cultural industries in Cuneo's area financed by Fondazione Cassa di Risparmio di Cuneo</li><li>■ 2014 study "Creative Atmosphere in Ferrara" financed by SIPRO: analysis of cultural and creative industries in Ferrara's area.</li><li>■ 2012: Scientific organization and press campaign of the workshop "Second International Workshop on UNESCO WORLD HERITAGE ECONOMIC AND POLICY ISSUES", Reggia di Venaria (Turin, Italy)</li><li>■ 2011: Realization of research "Creative atmosphere. A sustainable development model for Piedmont, based on culture and creativity ", for the CRT Foundation, Turin.</li><li>■ 2009: Management plan for the inclusion in the List of World Heritage - UNESCO of the site of wine landscape of the Langhe, Monferrato and Roero.</li><li>■ 2008: "Cultural industries in Italy" on behalf of the Ministry of Heritage and Culture. Chapter on the definition of cultural industries and chapter on the fashion industry (see publications).</li><li>■ 2006: Project "Development of the tourism economy and legal use of the geographical collective mark" for the area of Monferrato, led by Professor Walter Santagata and prof. Michele Trimarchi. Analysis of the cultural heritage as a system and as a resource for tourism development, Chapter 1 and Chapter 2 of the research report (see publications). For EBLA CENTER</li><li>■ 2002: I took part in a project of cultural cooperation of the Italian Foreign Ministry for the recovery and enhancement of the Citadel of Damascus as a museum exhibition and tourist structure. Project coordinated by prof. Walter Santagata. Fieldwork: interviews with policy makers, managers, traders; data collection; analysis of the collected material; research report for the Ministry. For EBLA CENTER</li></ul>
	<b>Business or sector Research</b>
07/01/2015–31/10/2016	<b>Innovation manager and ecommerce Specialist</b> Blulab Srl, Alba (Italy)  In charge of innovation and ecommerce projects for cultural and commercial organizations
01/03/2012–31/12/2014	<b>Director</b> EcomLab, Alba (Italy)  Director of the consortium with the aim of promoting and giving support to Piedmont companies for the development of ecommerce and ebusiness in Italy and abroad. In charge of the development of research, consulting and design activities.
01/01/2005–31/12/2011	<b>Adjunct Professor of Economics of Cultural Heritage and Cultural Activities</b> Università degli Studi di Torino, Torino (Italia)

Adjunct Professor of Economics of Cultural Heritage and Cultural Activities, Faculty of Sciences M.F.N. - Degree in Science and Technology for Cultural Heritage, University of Turin, A.A. 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010-2011. 30 hours / year, 5 credits.

01/10/2004–31/01/2013 **Researcher - Society and Culture Area**

Ires Piemonte  
via Nizza, Torino (Italy)

I mainly work on cultural economy, well-being and education economy.

I had the responsibility of the following projects:

- PISA, Program of International Students Assessment (by OCSE): in charge for the Piedmont Region. I was responsible for data analysis, implementation of research reports, presentation of results in national and international conferences relating to Piedmont for PISA 2006 and PISA 2009. I also collaborated in the drafting of reports PISA 2003, PISA 2006 and PISA 2009 for Piedmont. My work has also appeared in collective volumes (INVALSI, 2010).
- SISREG, System of Regional Social Indicators ([www.sisreg.it](http://www.sisreg.it) ).

Business or sector Ricerca

#### EDUCATION AND TRAINING

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06/03/2017–10/03/2017 **Europrogettazione**  
Camera di Commercio Italo belga, Bruxelles (Belgium)

01/05/2010–31/06/2010 **Policy Analysis course**  
IRER Lombardia, Milano

16/06/2009–19/06/2009 **Workshop "Social Network Theory and Methods"**  
Università di Pisa, Dipartimento di Scienze Sociali

01/06/2008–31/07/2008 **Summer School on Statistics**  
Università di Asti, Purdue University Indiana USA, Donald Bren School of Information and Computer Sciences, University of California - Irvine

28/05/2006–04/06/2006 **Workshop on Statistical Modeling of the OECD PISA Data,**  
University of New Brunswick, Canada Research Chair in Literacy and Human Development, Parigi

01/11/2001–04/02/2005 **Ph. D.** Ph.D.  
Università di Siena  
University of Siena, Ph.D. in Cultural studies: Literature and Communication. The languages of literature and other arts in the media culture. The Museum System in Piedmont. Between real and virtual", Thesis Committee Prof. Michele Rak, Prof. Walter Santagata, Professor Emma Biagini.

01/10/2000–31/03/2001 **Master e-business**  
Politecnico di Torino

01/09/1995–04/07/2000 **Degree in Communication Science**  
Università di Torino  
Degree in Communication Science , Public communication and business. Thesis in Economics of Heritage and Culture "Economic and Institutional Analysis of a cultural district: property rights and the

case of the Langhe," supervised by Prof. Walter Santagata. Graduation July 3, 2000 with 110/110 cum laude

#### PERSONAL SKILLS

Mother tongue(s) Italiano

#### Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Francese	C2	C2	C2	C2	B2
Inglese	B2	B2	B2	B2	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

#### Digital skills

	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem-solving
	Proficient user	Proficient user	Proficient user	Independent user	Proficient user

Digital skills - Self-assessment grid

#### ADDITIONAL INFORMATION

##### Publications

##### Cultural economics:

Paola Borrione, Martha Friel, Turismo musicale in Italia e in Veneto, forthcoming

Paola Borrione, Alessio Re, *Industrie culturali e creative a Torino*, in Libro Bianco sui centri storici in Italia, ANCSA, forthcoming

Paola Borrione, Cecilia Mereghetti, *Industrie culturali e creative a Genova*, in Libro Bianco sui centri storici in Italia, ANCSA, forthcoming

Paola Borrione, *Cultura e creatività per lo sviluppo dei territori*, Politiche Piemonte, n 49, Ires Piemonte, 2017

Cecilia Mereghetti, Paola Borrione, *Le industrie culturali e creative sul territorio regionale piemontese*, Politiche Piemonte, n 49, Ires Piemonte, 2017

Paola Borrione, Giangavino Pazzola, Gianluigi Ricuperati, Giovanna Segre, *Analisi dei progetti partecipanti al Bando ORA!*, CSS\_EBLA, Compagnia di San Paolo, Torino 2017

Paola Borrione, Il Rapporto "Io sono cultura 2016". Una lettura del territorio piemontese e della provincia di Torino, Politiche Piemonte, n 43, Ires Piemonte, 2016

Paola Borrione, Aldo Buzio, Maria Della Lucia, Vittorio Falletti, Martha May Friel, Luca Moreschini, Alessio Re, Giovanna Segre, *Fattore Cultura: Realtà e potenzialità in provincia di Cuneo*, Quaderni online - Fondazione CR Cuneo, Cuneo, 2016

Paola Borrione, Aldo Buzio, Martha May Friel, Luca Moreschini, Alessio Re, Giovanna Segre, *Atmosfera creativa a Ferrara. Rapporto sull'economia della cultura e della creatività*, SIPRO – Agenzia per lo sviluppo di Ferrara, 2015

Paola Borrione, Giuliana Caterina Galvagno, *La TV che vorrei*, Quaderni CORECOM Piemonte, 2013

Walter Santagata, Paola Borrione, Vittorio Falletti, Egidio Dansero, Giuseppe Russo, Filippo Chiesa, *L'industria della moda in Piemonte tra creatività e innovazione*, Unioncamere Piemonte, Torino, 2013

Enrico Bertacchini, Paola Borrione, *The geography of the Italian creative economy: the special role of the design and craft-based industries*, Regional Studies, 47, 2013

Paola Borrione, Aldo Buzio, *L'industria del gusto in Atmosfera creativa* ed. Walter Santagata, Il Mulino, Bologna, 2012

Andy Pratt, Paola Borrione, Mariangela Lavanga, Marianna D' Ovidio, *International change and*

*technological evolution in the fashion industry* in Mauro Agnoletti, Andrea Carandini, Walter Santagata (eds), Essays and Researches. International Biennial of Cultural and Environmental Heritage / Studi e ricerche. Biennale internazionale dei beni culturali ed ambientali. Florence/Firenze 2012 (pp. 359–394)

Paola Borrione, Giuliana Galvagno, *I media locali in Piemonte*, Quaderni CORECOM Piemonte, Torino, 2011

Paola Borrione, *L'economia videoludica italiana: Indie alla riscossa*, Tafter Journal, n 29, Roma, 2010

Enrico Bertacchini, Paola Borrione, *Cultural commons in online gaming communities*, Working paper EBLA CENTER, n 08, 2010

Paola Borrione, Walter Santagata, *Management plan per l'inclusione nella WHL UNESCO del sito del paesaggio del vino di Langhe, Monferrato and Roero*, Torino 2009

Walter Santagata, Enrico Bertacchini, Paola Borrione, Aldo Buzio, *Cultura, creatività, industria*, ne *Libro bianco sulla creatività. Per un modello italiano di sviluppo*, ed. Walter Santagata, EGEA, Milano, 2009

Walter Santagata, Paola Borrione, Christian Barrère, *Il sistema della moda in Italia*, ne *Libro bianco sulla creatività. Per un modello italiano di sviluppo*, ed. Walter Santagata, EGEA, Milano, 2009

Enrico Bertacchini, Paola Borrione, *The city mouse and the country mouse: The Geography of Creativity and Cultural Production in Italy*, Working paper EBLA CENTER, n 02, 2009

Vittorio Falletti, Walter Santagata, Francesco Bernabei, Paola Borrione, *Distretto Moda Piemonte. Esposizioni, Eventi, Laboratori Creativi, Collezione di Moda*, Working paper EBLA CENTER, 2008

Paola Borrione, Walter Santagata, *Il nuovo Monferrato: territorio e identità, e Patrimonio culturale e cultura materiale*, in *Turismo culturale e crescita del territorio. Identità tradizioni e piaceri nel Monferrato*, Franco Angeli, Milano, 2007.

Paola Borrione, Musées virtuels en Piémont: moyens de communication ou espaces culturels? in ICHIM Digital Culture and Heritage Proceedings, Paris, 2005

Paola Borrione, Walter Santagata, *Le due culture. Alle origini del distretto culturale delle Langhe*, Working paper EBLA CENTER, 2002

### **Education economics**

Paola Borrione, Luciano Abburrà, Roberto Trinchero, *OCSE-PISA 2009: i risultati del Piemonte a confronto con le altre regioni italiane e straniere*, IRES Piemonte, Torino, 2011.

Paola Borrione, Maurizio Gentile, *Explanatory factors of levels of competence of 15-years old students attending instruction and vocational training schools in 29 European countries. Analysis of results from data survey OECD-PISA 2006*, Approfondimenti tematici e metodologici, INVALSI, Armando Editore, Roma, 2010

Paola Borrione, *Lo sviluppo sociale delle competenze. Modelli di sviluppo socioeconomico e incentivi ad apprendere*, Approfondimenti tematici e metodologici, INVALSI, Armando Editore, Roma, 2010

Paola Borrione, *La competenza scientifica degli studenti europei della scuola secondaria: un'analisi multilivello* in "RicercaZione, ricerca educativa, valutativa e di studi sociali sulle politiche e il mondo giovanile", vol.1, pp. 87-96, Edizioni Erickson, Trento, 2010.

Paola Borrione, *Le regioni italiane partecipanti a PISA 2006 nel confronto con altre regioni europee: prime esplorazioni* in "RicercaZione, ricerca educativa, valutativa e di studi sociali sulle politiche e il mondo giovanile", vol.1, pp. 87-96, Edizioni Erickson, Trento, 2009.

Paola Borrione, *Ma perché devo studiare le scienze? Interessi e atteggiamenti degli studenti nell'indagine OCSE-PISA 2006*, Quaderno di ricerca 118, IRES Piemonte, 2009

Paola Borrione, *Le competenze in scienze in PISA 2006: una prima esplorazione dei fattori esplicativi*, in "PISA 2006: le competenze dei quindicenni in Piemonte a confronto con le regioni italiane ed europee", Quaderno di ricerca 116, IRES Piemonte, Torino, 2008

Paola Borrione, Luisa Donato *Le disparità dei risultati in PISA 2006: un confronto interregionale e internazionale*, in "PISA 2006: le competenze dei quindicenni in Piemonte a confronto con le regioni italiane ed europee", Quaderno di ricerca 116, IRES Piemonte, Torino, 2008

Luciano Abburrà, Paola Borrione, Luisa Donato, Simone Landini, Roberta Valetti, *Bravi come gli altri. I risultati PISA 2003*, Franco Angeli, Milano, 2006

Paola Borrione, Luisa Donato, Roberta Valetti, *Alunni stranieri, futuri cittadini: un confronto tra i percorsi formativi degli studenti italiani e stranieri in Piemonte*, in Atti del convegno AISRE, Napoli, 2005

**Well-being:**

Luciano Abburrà, Paola Borrione, Renato Cogno, Gianfranco Marocchi, *L'innovazione sociale in provincia di Cuneo*, Quaderno 12, i Quaderni della Fondazione CRC, Cuneo, 2011.

Paola Borrione, *Lavoro e qualificazione in Piemonte in 1958-2008: Cinquant'anni di ricerche IRES sul Piemonte*, IRES Piemonte, Torino, 2010

Paola Borrione, *La qualità sociale in Relazione socioeconomica 2009*, IRES Piemonte, Torino, 2010

Luciano Abburrà, Paola Borrione, Renato Cogno, Maria Cristina Migliore, *La qualità dello sviluppo sociale piemontese: uno studio comparativo attraverso gli indicatori sociali regionali del sistema SISREG*, Quaderno di ricerca 214, IRES Piemonte, Torino, 2007

Luciano Abburrà, Paola Borrione, Renato Cogno, Maria Cristina Migliore, *Misurare lo sviluppo sociale nelle regioni*, Quaderno di ricerca 194, IRES Piemonte, Torino, 2005

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*La sottoscritta Paola Borrione, consapevole che le dichiarazioni false comportano l'applicazione delle sanzioni penali previste dall'art. 76 del D.P.R. 445/2000, dichiara che le informazioni riportate nell'allegato curriculum vitae, redatto in formato europeo, corrispondono a verità.*