

European Grouping of Territorial Cooperation Cities of Ceramics – A.Eu.C.C.



***European Grouping of Territorial Cooperation
Cities of Ceramics - EGTC limited***

Perugia – CERASMUS – 12/13 December 2017



**“AGRUPACIÓN EUROPEA DE
CIUDADES DE LA CERÁMICA –AECT LIMITADA”
(AEUCC – AECT limitada)**

GIUSEPPE OLMETI: my “card”

AEUCC - Secretary General & Project director

AiCC - General Coordinator



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Associazione
Italiana
Città della Ceramica





**“AGRUPACIÓN EUROPEA DE
CIUDADES DE LA CERÁMICA –AECT LIMITADA”
(AEUCC – AECT limitada)**

ART AND CRAFT CERAMICS

- History since 5000 years (or even more)
- Culture, Heritage & Art
- Handcraft, Industry, Economy
- Identity of single territories
- Tourism

CERAMIC IS AN EXPRESSION OF ART AND HANDCRAFT





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**“AGRUPACIÓN EUROPEA DE
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CERAMIC AS A SHARED IDENTITY OF TERRITORIES





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CERAMICS MAY BE IMMEDIATLY RECOGNIZED





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CERAMICS IS IN EVERY ASPECT OF CERAMIC CITIES





“AGRUPACIÓN EUROPEA DE
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CERAMICS AS ECONOMIC ACTIVITY FOR “GROWTH AND JOBS”





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THE HANDICRAFT CERAMIC MARKET

- does NOT exist documented and clear information:
- In Italy:
 - companies: between 3.000 and 4.000
 - employees: between 10 and 15.000
 - turnover: between € 500 and 600.000.000
- EGTC AEUCC area (Ita + Fra + Spa + Rom)
 - companies: between 10 - 15.000
 - employees: between 35 - 50.000
 - turnover: between € 2 and 2,5 billions
- EU (28 countries)
 - absolutely not estimable
 - maybe EGTC x 4 or 5



**“AGRUPACIÓN EUROPEA DE
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ITALIAN LAW 188 / 1990 TO PROTECT AND PROMOTE ITALIAN ARTISTIC TRADITIONAL CERAMIC

- Institution of a national brand (“C.A.T.”)
- of a “strategic and management group” at the Ministry of Economic Development (Consiglio Nazionale Ceramico)
- Institution of “LOCAL CERAMIC PRODUCTION RULES” (disciplinary)
- of “LOCAL (City) CERAMIC COMMITTEES” for the management of brand CAT and disciplinaries



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The Italian national brand for handcraft ceramics
«Ceramica Artistica Tradizionale» - «CAT»

CERAMICA
ARTISTICA &
TRADIZIONALE



Faenza



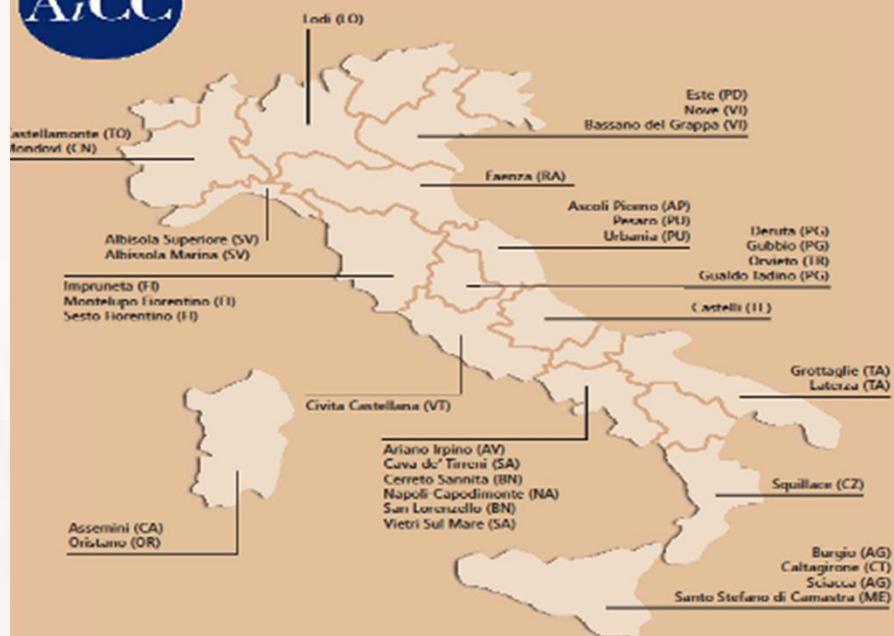
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ITALIAN ASSOCIATION

- AiCC born in 1998
- 25 Cities in origin, up to 37 today (around 10 not accepted)
- currently 8 pending for authorization and 6 in preparation



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)
Mondovì (CN)
Montelupo Fiorentino (FI)
Napoli-Capodimonte (NA)
Novo (VI)
Oristano (OR)
Orvieto (TR)
Pesaro (PU)
San Lorenzello (BN)
Santo Stefano di Camastra (ME)
Sesto Fiorentino (FI)
Sciaccu (AG)
Squillacca (CZ)
Urbania (PU)
Vietri Sul Mare (SA)



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37 città italiane di antica tradizione ceramica

Albisola Superiore

Albissola Marina

Ariano Irpino

Ascoli Piceno

Assemini

Bassano del Grappa

Burgio

Caltagirone

Castellamonte

Cava de' Tirreni

Castelli

Cerreto Sannita

Civita Castellana

Deruta

Este

Faenza

Grottaglie

Gualdo Tadino

Gubbio

Impruneta

Laterza

Laveno Mombello

Lodi

Mondovì

Montelupo Fiorentino

Napoli

Nove

Oristano

Orvieto

Pesaro

San Lorenzello

Santo Stefano di Camastra

Sciaccia

Sesto Fiorentino

Squillace

Urbania

Vietri sul Mare



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ALBISSOLA SUPERIORE

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ALBISSOLA MARINA

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ARIANO IRPINO

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ASCOLI PICENO

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ASSEMINI

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BASSANO DEL GRAPPA

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BURGIO

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CALTAGIRONE

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CASTELLAMONTE

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CASTELLI

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CAVA DE TIRRENI

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CERRETO SANNITA

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CIVITA CASTELLANA

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DERUTA

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ESTE

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FAENZA (PRESIDENT CITY)

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GROTTAGLIE

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GUALDO TADINO

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GUBBIO

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IMPRUNETA

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LATERZA

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LAVENO MOMBELLO

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LODI

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MONDOVI'

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MONTELUPO FIORENTINO

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PESARO

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NAPOLI - CAPODIMONTE

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NOVE

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ORISTANO

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Faenza



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ORVIETO

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SAN LORENZELLO

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SANTO STEFANO DI CAMASTRA

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SCIACCA

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SESTO FIORENTINO

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SQUILLACE

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URBANIA

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VIETRI SUL MARE

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AiCC ACTIVITIES

- institutional, politics, relations
- projects, events, promotion and marketing
- international agreements



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Similar Association in FRANCE – AfCC

- born in 2003
- 22 Cities
- leaded by Aubagne

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www.cities-ceramique.fr

AfCC

Desvres

Betschdorf

Soufflenheim

Malicorne-sur-Sarthe

Gien

St-Amand-en-Puisaye

Henrichemont-La-Borne

Nevers

Meillonas

Sadirac

Le Fel

Dieulefit

Moustiers-Sainte-

Giroussens

St-Quentin-La-Poterie

Varages

Salernes

Vallauris

Martres-Tolosane

Aubagne

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



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Similar Association in SPAIN – AeCC

- born in 2006
- 29 Cities + 3 assoc.
- leaded by
Talavera de la Reina
Manises
Argentona

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 www.ciudades-ceramica.es

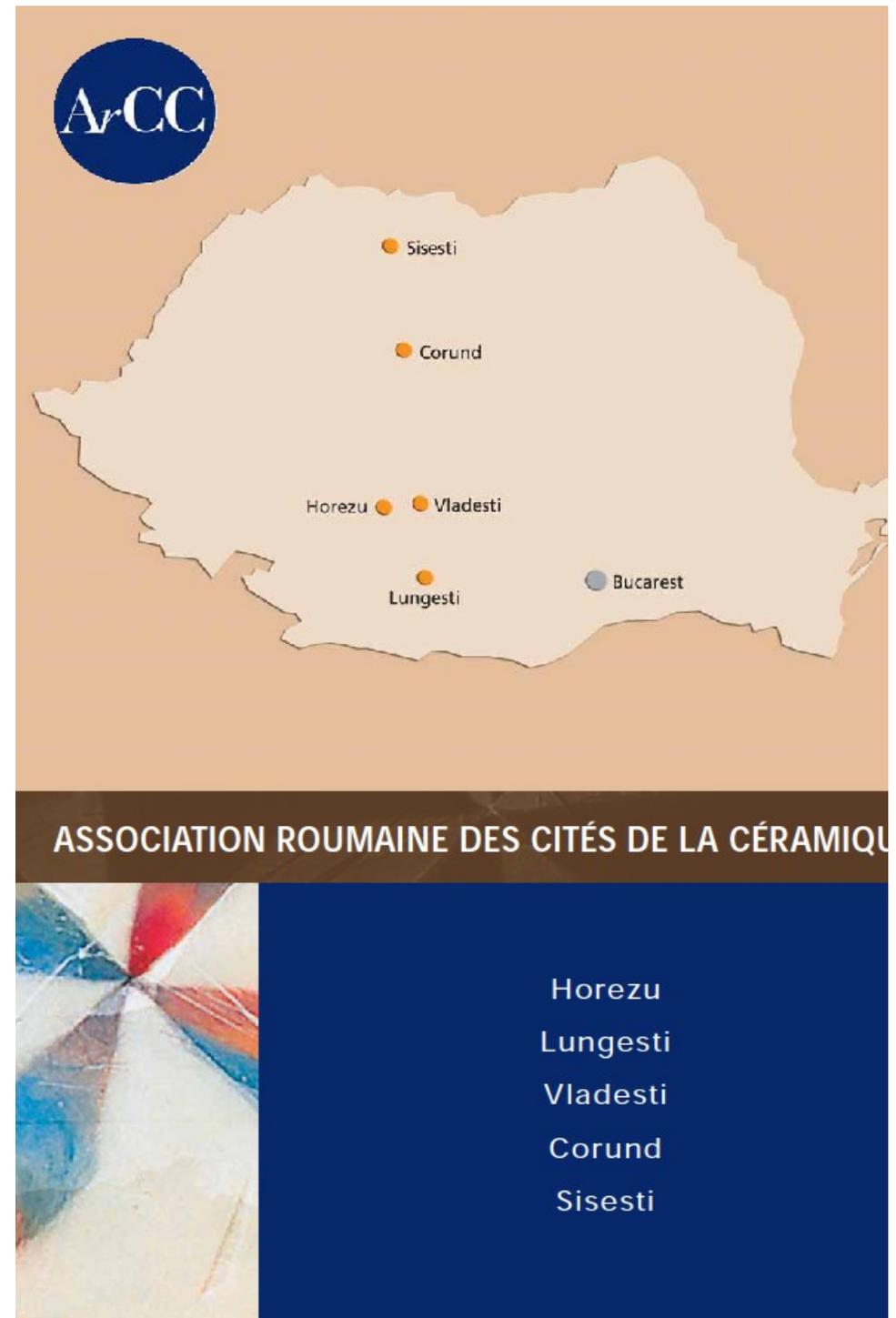


ASOCIACIÓN ESPAÑOLA DE CIUDADES DE LA CERAMICA

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. Cespiedosa 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)	

Similar Association in ROMANIA – ArCC

- born in 2007
- 14 Cities
- leaded by Horezu





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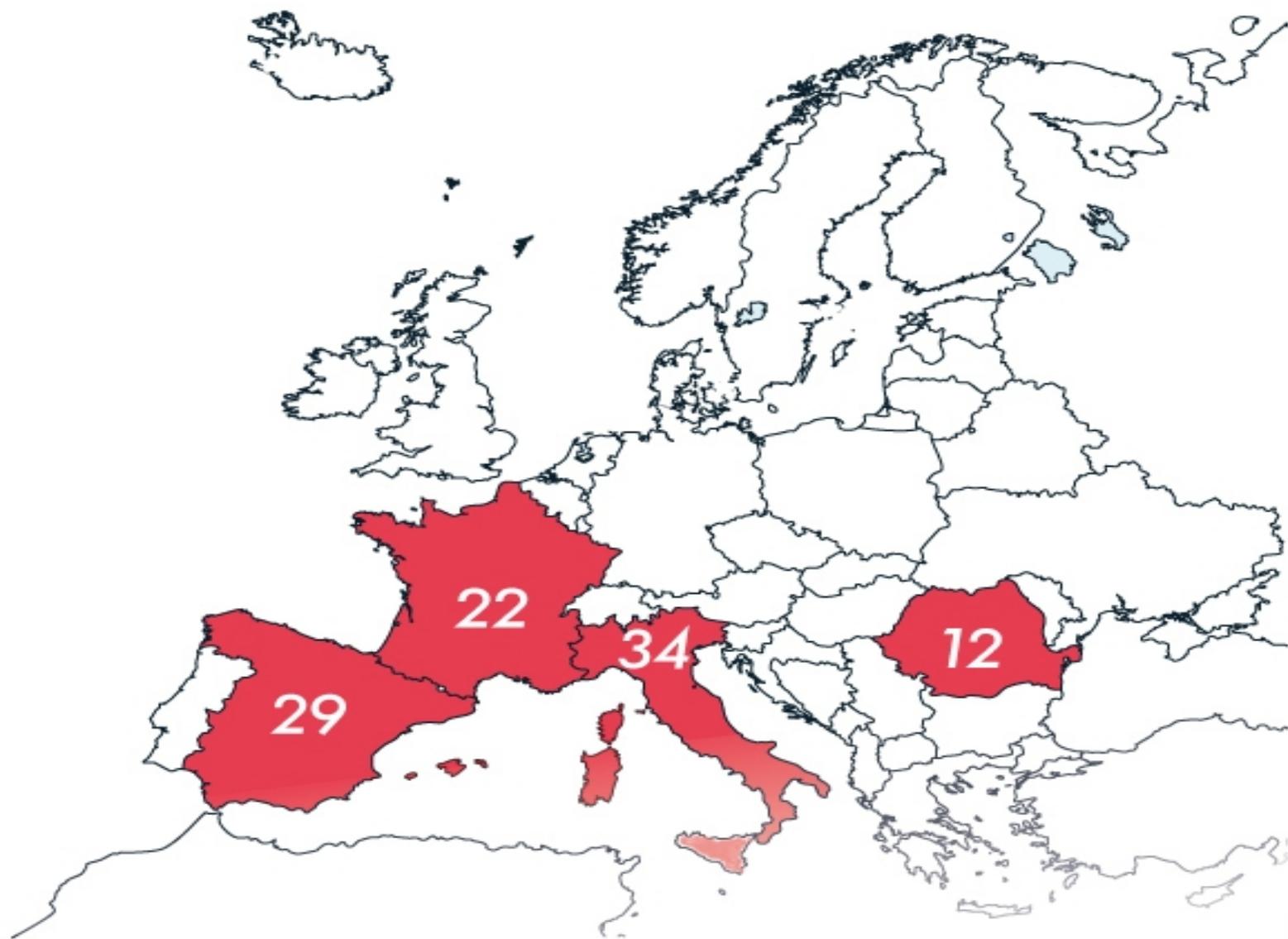
Dal 7 gennaio 2014 un nuovo
Gruppo Europeo di Cooperazione Territoriale
è stato registrato in Europa
sulla base del diritto spagnolo,
con il nome:

**“Agrupación Europea de Cooperación Territorial
Ciudades de la Cerámica, AECT limitada”**
 (“European Grouping of Territorial Cooperation
Cities of Ceramics, EGTC limited”),
acronimo: **“AEUCC, AECT limitada”**
(AEUCC in breve)

**Agrupación Europea
de Cooperación Territorial
Ciudades de Cerámica AECT limitada
(A.Eu.C.C. - A.E.C.T. limitada)**



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ORIGINAL MEMBERS

- Italy: 37 Cities (President City Faenza)
- France: 22 Cities (President City Aubagne)
- Spain: 29 Cities (President Cities Talavera, Manises, Argenton)
- Romania: 14 Cities (President City Horezu)

NEW «ENTRIES»

- Germany: 10 Cities (President City Hoehr-Grenzhausen)
- Poland: 6 Cities (President City Boleslawiec)
- Czech Republic: 3-4-5 Cities (President City Kunstat)
- Portugal: 15 Cities (President City Caldas de la Reinha and Mafra)





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NEW ASSOCIATION IN CREATION

- Austria (Gmunden and more)
- Latvia and Lettonia (Daugavpils, Panevezys, Rezekne and more)
- Croatia (Varadzin, Matulji) and Slovenia (Koplik)
- Hungary (Kecskemet, Hodmezovasarely, Zalaegerszeg)
- Switzerland (Riva S. Vitale and more)
- Russia (Gzhel and Skopin and more)
- Turkey

CONTACTS FOR POSSIBLE FUTURE

Belgium, The Nederland, Bulgaria, Denmark, Sweden, Finland,
Estonia, Greece, Malta, Ciprus, United Kingdom and CHINA

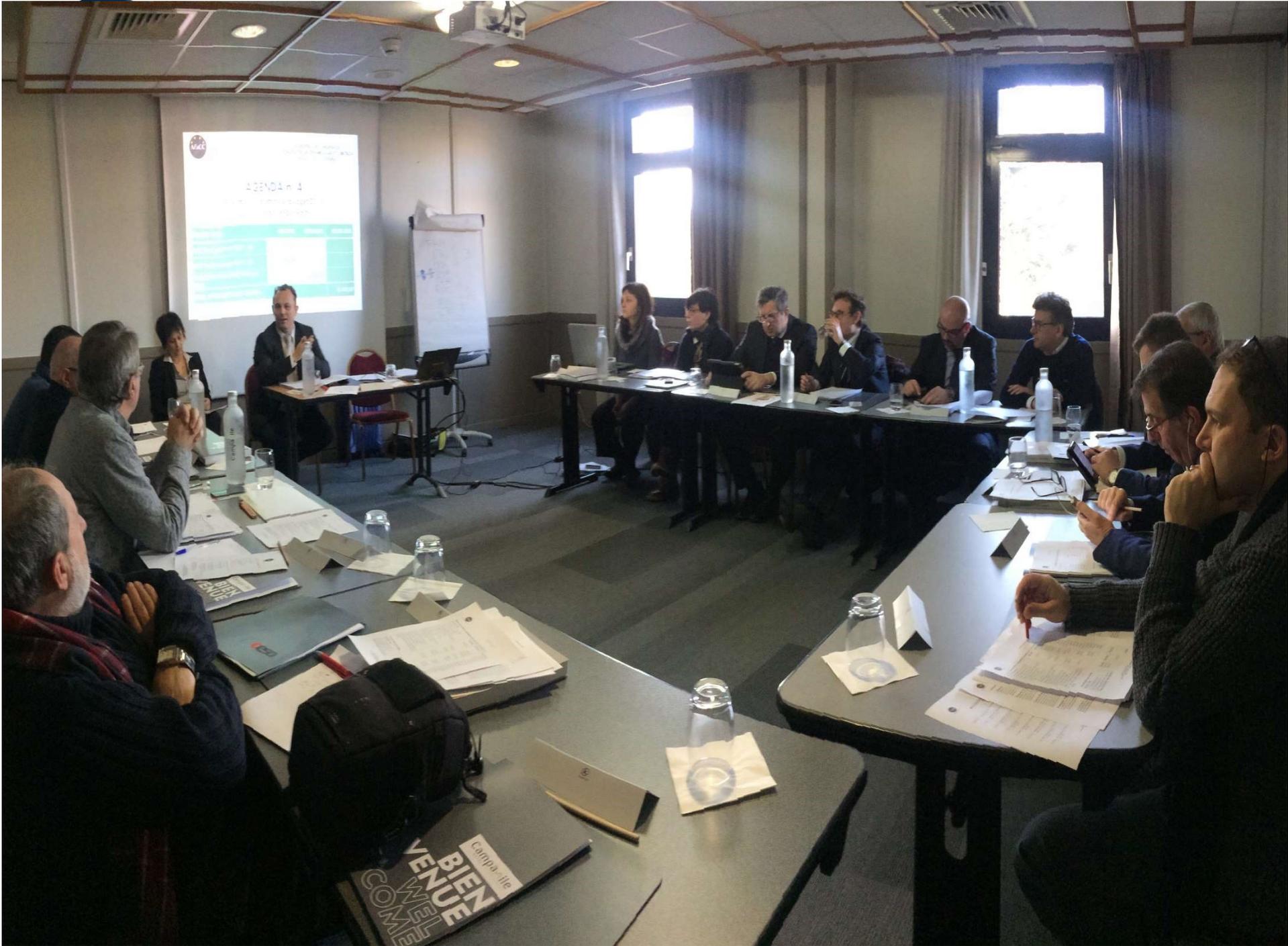


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PERSPECTIVES of MEMBERSHIP to the AEUCC

- increasing EU countries: potentially all 27/28 EU countries
(4 original + 4 joining + 6 or more in discussion)
- existing contacts with European Countries extra EU
(Switzerland, Turkey, Russia)
- existing contacts with Asia and America
(China, S.Korea, Japan, USA, S. and Centre America countries)
- **AEuCC CONTINUE TO GROW AS AN INTERREGIONAL EGTC**









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German Association



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Portuguese Association



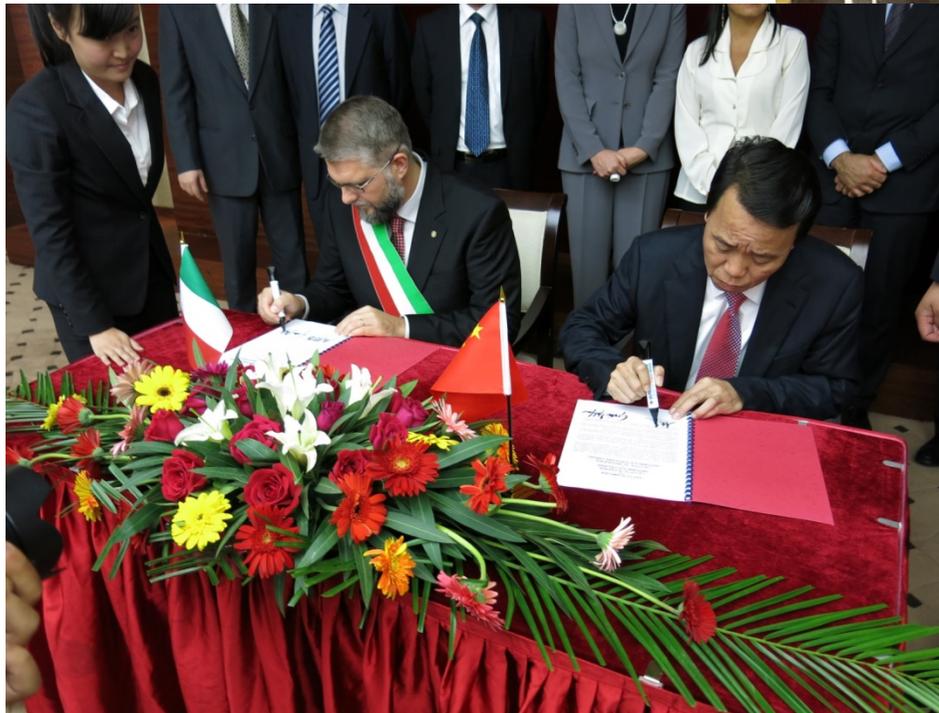
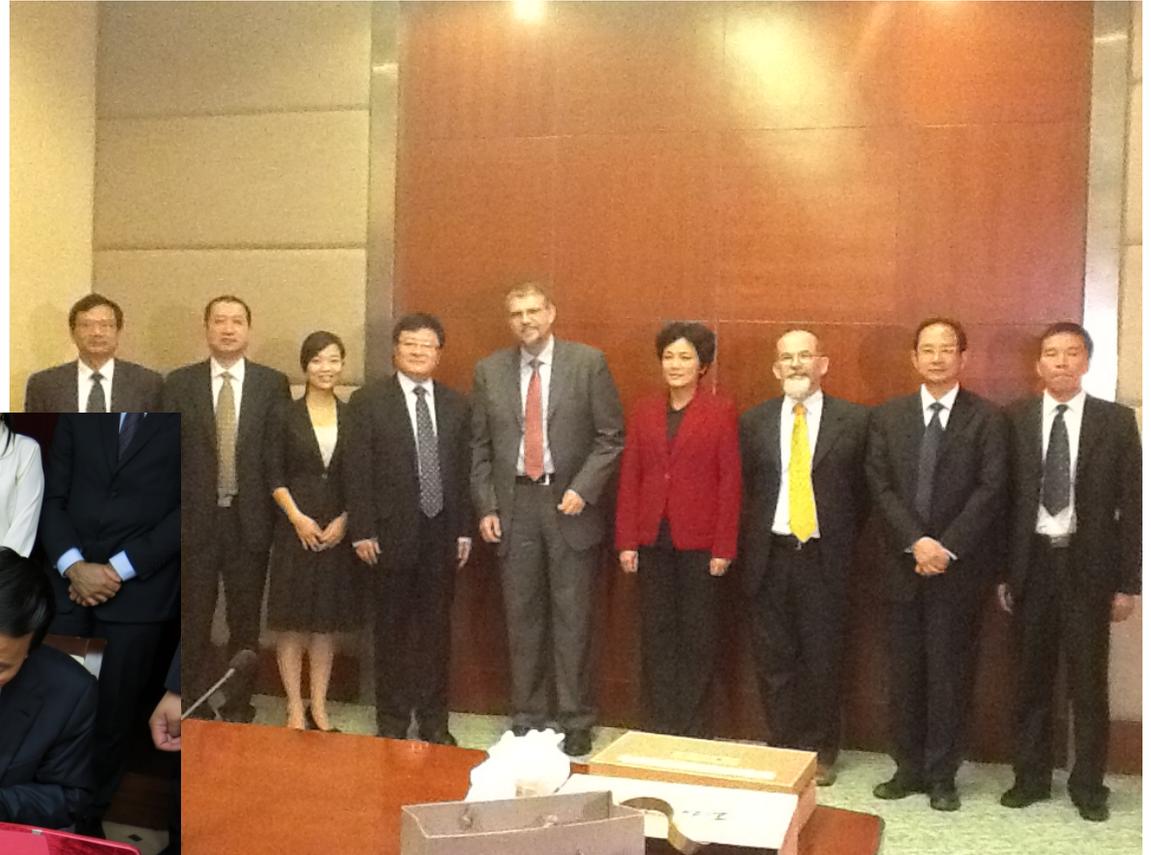
Latvia and Lithuania: «Baltic Republics»





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STATUTE OBJECTIVES of AEUCC

- a) develop projects and join actions
- b) cultural, artistic, ethnographic heritage
- c) tourism based on ceramics
- d) craft (new products, design, processes, new materials, mktg)
- e) vocational training and competitiveness;
- f) international events (conferences, exhibitions, fairs, etc)
- g) promotion activities (EU and even greater scale)
- h) production processes, energy efficiency and saving, environment and quality of life, pollution reduction
- l) analyze & study: economic development and employment, innovation, new technologies, business practices, internationalization, clustering, patents, intellectual properties;
- j) new national association of ceramics cities
- k) European identity



**“AGRUPACIÓN EUROPEA DE
CIUDADES DE LA CERÁMICA –AECT LIMITADA”
(AEuCC – AECT limitada)**

AEuCC EUROPEAN PROJECTS

- ERASMUS+ (€ 300.000 win, starting)
- INTERREG Europe (€ 1.600.000 currently in evaluation)
- Italian Ministry Project (€ 600.000)
- Creative EU (€ 2 mil, to be represented)
- ENI MED ENPI (in preparation)
- Italy – Croatia (in preparation)



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OTHER PROJECTS

- Buongiorno Ceramica: European days of Ceramics
- Grand Tour: exhibition of Cities works
- lobbying su FCM and plomb/cadmium
- UNESCO
- services: markets, workshop, residencies
- Amazon
- SISTERING with 5 or more Chinese Cities



Buongiorno Ceramica!

3 giorni di argilla,
arte e artigianato







CERAMICHE
MASTRO









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THANK YOU

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