



company profile

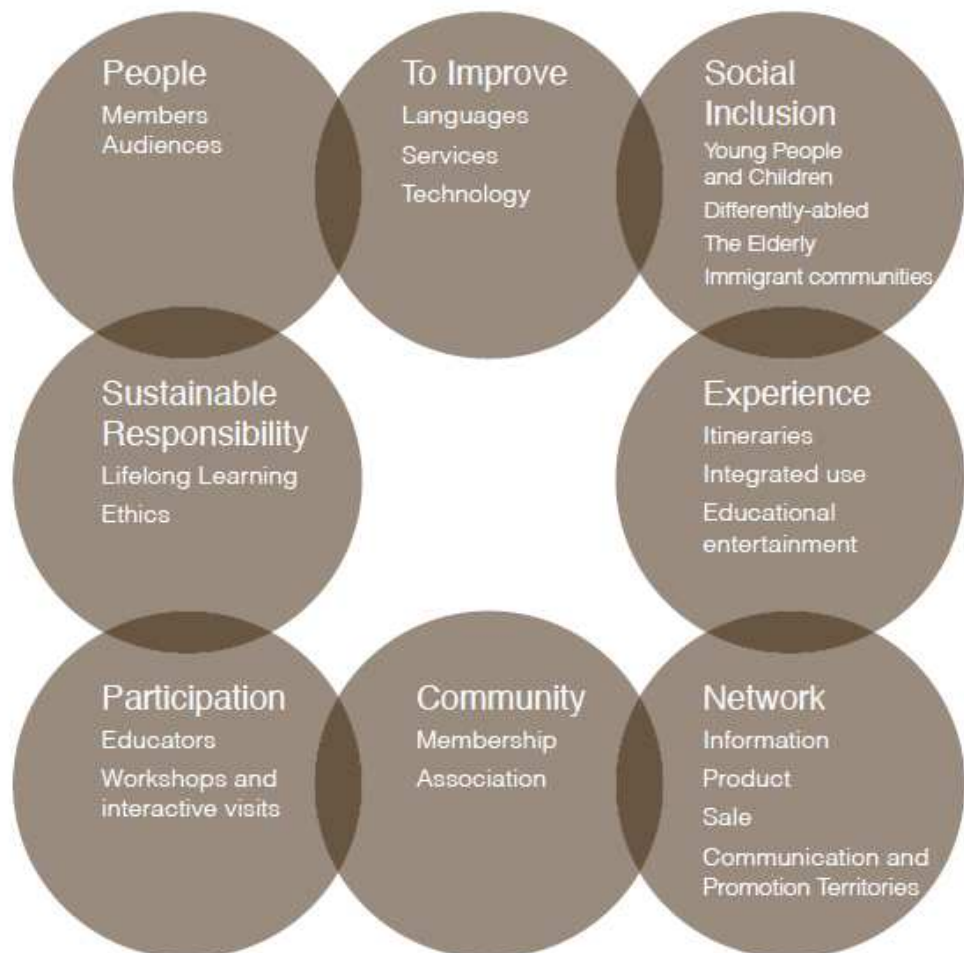
philosophy

We believe that culture is a value for everyone.

We believe that **PARTICIPATION** and **EXPERIENCE** are fundamental for promoting broad use of cultural heritage and are determinant in processes of **SOCIAL INCLUSION**.

We believe that **NETWORK** building is a tool for cultural and territorial promotion and that **INNOVATION** must inspire every process of development.

We believe in the capacity of the **PEOPLE** who work with us and we are committed to creating **RESPONSIBLE** and **SUSTAINABLE** social and economic value



the mission

to improve the quality and variety of services that are useful to the public, taking advantage of all of the potential for development that derives from the integration of culture and tourism and of cultural heritage and territory;

to create innovative initiatives for getting diverse publics interested in art, taking advantage of the best technologies and offering itineraries differentiated by language and method

to develop the idea of communicating cultural heritage as a factor of social integration for the local community in all of its components: families, young people, children, the elderly, immigrant communities;

to be positioned as a hinge between institutions and economic entities, toward creating circuits for the promotion and safeguarding of cultural and landscape patrimony.



the history

In 2000, Codess Cultura Società Cooperativa, offering qualified services to public and private organizations in the area of the protection and promotion of historic and artistic heritage.

In 1992, Codess Cultura developed its own training project, called Liber & Ars, directed toward those committed to the promotion and management of cultural heritage and connected activities.

Since 1993, Codess Cultura has participated in the Consorzio Informazione & Comunicazione of Modena (IN&CO), in particular toward the updating and commercialisation of a database for information centres for young people.

In 1999, the quality project was launched, for the certification of quality according to UNI EN ISO 9001:1994 regulations, awarded in 2002 and expanded in 2003 to UNI EN ISO 9001:2000 regulations.

In 2003 the first edition of the social report *Bilancio Sociale*, was published.

Also in 2004, the brand INCIPIT became part of the experience heritage of Codess Cultura, through prestigious collaborations with major cultural organizations. By this stage, Codess Cultura had set up operational headquarters in the capital and could count on a network of members and collaborators with significant experience and professionalism, especially in the field of libraries and archives.

Pierreci Società Cooperativa has worked for more than twenty years in the area of cultural heritage, offering innovative solutions in different areas.

With the privatisation of hospitality services, it specializes in the planning, production, supply and promotion of cultural and hospitality services at museums, monuments and archaeological parks.

In 1997, with the first permit from the Archaeology Office of Rome, new service networks were planned for the integrated management of more museums and archaeological parks.

In December 2001, the organization obtained Quality Certification in accordance with UNI EN:ISO 9001:2000 regulations.

In 2002 it began the planning and definition of increasingly developed models for tourist cards. The Campania Artecard was launched, with the aim of improving the accessibility of the area's entire patrimony.

In terms of access technologies, the true revolution lies in Tick@print a solution that has, since 2007, permitted the online purchase and at home or office printing of tickets for museums and archaeological sites.





coopculture

On 1 January 2010, Codess Cultura and Pierreci merged to form Pierreci Codess Coopcultura. The new organization makes possible the integration of the similar and complementary directions of two successful businesses and can offer for the reference market a larger range of services

Pierreci Codess Coopcultura has from the beginning introduced important new initiatives in diverse areas:

In the area of technology: 2010 saw the launch of I-MiBAC - Top 40. The Ministry of National Heritage and Culture, in collaboration with Pierreci Codess, created a highly detailed smartphone free application, that provides access to all types of information connected to a given site or monument, and for the Colosseo, also the ticket purchase. For the Colosseo, in 2011 comes the new video guide and in 2012 the support movable for not deaf.

On the path for the promotion of interculturality. In 2011, *In.Arte* was founded, a project for the development of cultural heritage as a privileged context for the promotion of social inclusion involving the joint collaboration of Save the Children and Pierreci Codess.

In relation to modes of use: it continues the work of building and defining tours and itineraries, with the creation in 2010 of the *Caravaggio Card* which connected the art site to the city through a tour leading to the discovery of some of the artist's masterpieces. 2012 saw the definition of proposals for travel packages that aim to take advantage of the development potential deriving from the integration of culture and tourism, proposing options for visits and stays connected to major exhibitions in Rome and Venice.

With specific reference to educational area, in 2012, the Pierreci Codess "educational system" won the ICOM CECA Prize (Committees for Education and Cultural Action). 2012 also saw the introduction of *Le Dispense Pierreci Codess*, new educational materials developed for temporary exhibitions with the goal of presenting the content of the exhibition to be visited and containing different materials dedicated to diverse visitor types: *I Quaderni* present, in different sections, the exhibition curators, the place where the exhibition is held, the 'backstage', the catalogue and the exhibition themes; *Le Verifiche*, connected to the *Quaderni*, are a set of multiple-choice questions intended to be distributed to students following the exhibition visit; *Le Antepreme* contain the complete list of works on view with captions and technical information.

In June 2012, Pierreci Codess Coopcultura became CoopCulture.



multi-sector capacity

Museums, Monuments and Exhibitions

From the comprehensive management of major museums to the organization of promotional activity and use of great exhibitions, the company is able to provide clients with diverse specialised services thanks to the efficiency of its staff and the skills employed.

Activities:

- Hospitality
- Room and cloakroom assistance
- Educational activities and workshops
- Computerized cataloguing
- Museum shops and bookstores
- Ticket Office
- Reservations and advance sales
- Audio guides and multimedia support
- Marketing, promotion and communication

Libraries

The library services are flexible and work according to the specific needs of each individual site, ensuring optimal solutions and the best price/benefit ratio, contributing to the rationalization and development of the quality of the services offered.

Activities:

- Library management
- Computerized cataloguing
- Computerized bibliography
- Inventory revision and paper catalogue redevelopment
- Public services for reading, borrowing and consultation
- Educational services and workshop activities
- Promotion



Territorial marketing and network projects

From the launching of routes and itineraries aimed to promote historical and cultural archaeological and nature/environmental resources to the promotion of typical wine and food offerings and artistic craftsmanship, up to the constitution of structural systems.

Activities:

- Planning and management of information points and orientation systems.
- Loyalty and membership programmes
- Planning and realisation of thematic and territorial circuits
- Planning and realisation of platforms for online bookings and tickets and tourist cards

Guarding, protection and security

The surveillance and safekeeping of artworks in exhibition spaces is the other face of services in direct contact with the public, especially delicate for museums and temporary exhibitions, particularly considering the requirements for security and protection of cultural heritage.

Pierreci Codess Coopcultura operates in this area with uniformed personnel, well-trained in the area of public relations and emergency management.

Activities:

- Guard station, switchboard and reception
- Security
- Unarmed night surveillance

territorial diffusion



Places and clients

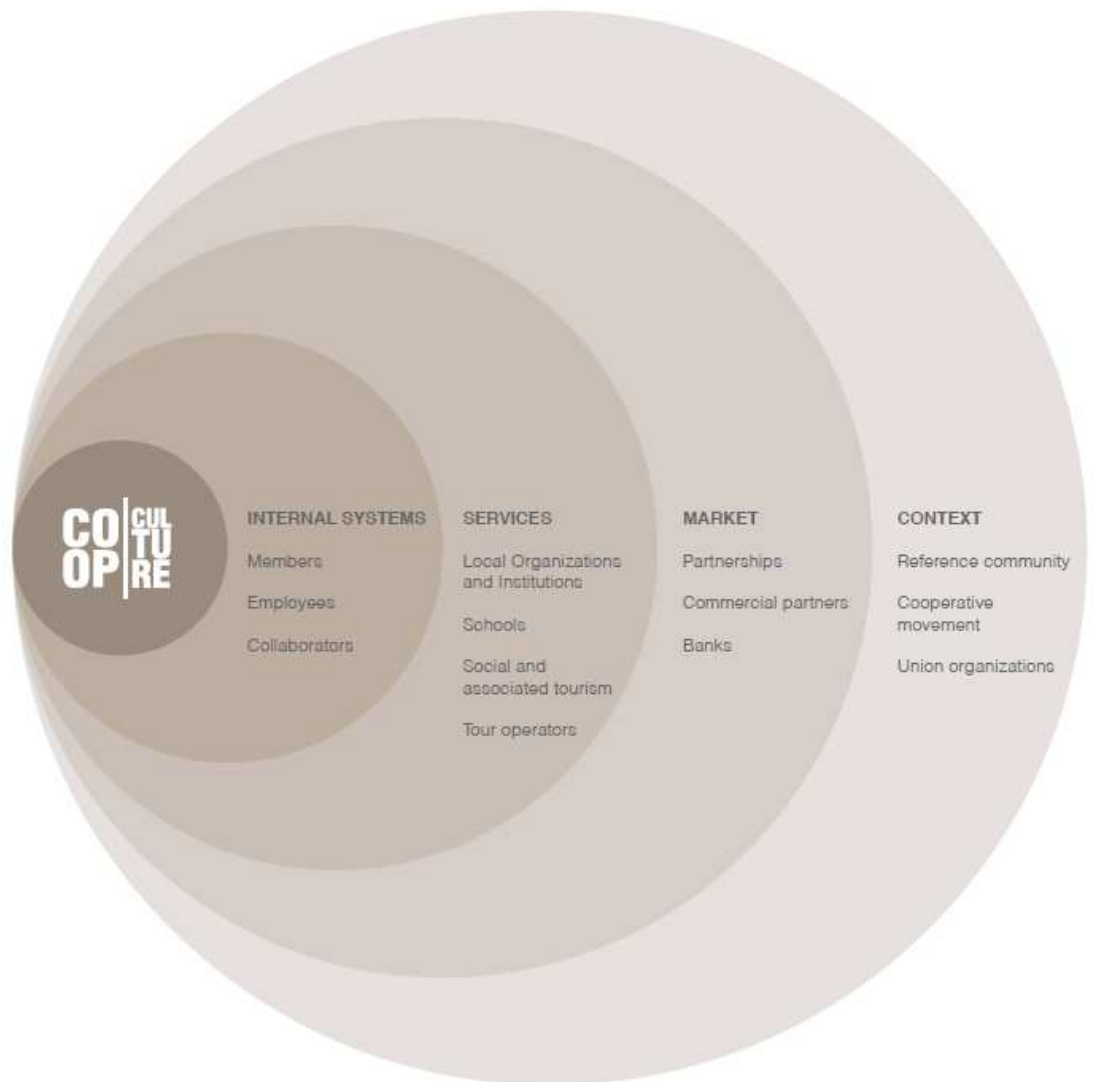
- ✓ more than 100 museums, art sites and foundations
- ✓ around 100 organizations and institutions
- ✓ more than 40 businesses
- ✓ more than 80 archives, libraries and universities



some figures

- › **37 million** turnover
- › **13 million** visitors
- › **250** cultural sites
- › **450,000** guided tour users
- › **16,200** educational workshops
- › **1,000** members and employees
- › **2,330,000** users with reservations
- › **660,000** audio guide users
- › **155,300** students on school trips

our stakeholder





recognitions and certifications

Visitor orientation and monitoring systems: adoption of regulation and certification projects to ensure the quality of our services and processes. (Company Quality System ISO 9001 certified for individual services).

Ethical responsibility toward employees: job protection, active participation, equal opportunity for growth, workplace health and safety training (SA8000).

Ethical responsibility toward the public: adoption of monitoring and consultation systems, in particular for educational activities involving school groups, correlated to adherence to the International Committee for Education and Cultural Action (CECA) and recognition by MIUR for the qualification for the issue of training credits to teachers



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