

9 Festivals as creators of social value: Case study – the Giffoni Film Festival

Learning objectives

- **Understand the role of cultural festivals in generating social value**
– Examine how the Giffoni Film Festival engages local communities, fosters social inclusion, intercultural dialogue, and strengthens community cohesion through participatory and collaborative initiatives.
- **Analyze the development of cultural capital through festival activities**
– Explore how Giffoni serves as an educational infrastructure (“invisible university”) offering year-round learning opportunities, film literacy, and creative engagement for diverse audiences, including children, youth, and adults.
- **Evaluate the economic, territorial, and professional impacts of cultural events** – Assess how the festival influences local employment, hospitality, and urban transformation, while creating pathways for professional growth and long-term social, cultural, and economic benefits in the host community.
- **Analyze the role of the Giffoni Film Festival in territorial regeneration and cultural heritage enhancement**, including its impact on urban infrastructure, historical site restoration, and the creation of year-round educational and cultural facilities.
- **Evaluate the festival’s contribution to social and cultural development**, focusing on educational activities, intercultural exchange, community building, and the promotion of social cohesion and psychological well-being among participants and the local population.
- **Assess the economic and reputational impacts of the festival**, considering employment generation, tourism flows, property value increases, public and private investments, and the enhancement of the Campania Region’s national and international visibility.