Venice International University has supported the Veneto Region in introducing a new models of valorization and communication of Veneto Cultural Heritage. In particular VIU has developed the following tasks:

- set up of the Regional Program for the valorization of Veneto Cultural Heritage;

- scientific and methodological coordination of the Program;

- supervision of the communication strategies of different initiatives and activities covered by the Program.

On July 1st, 2010 the award " Ambassador of Venitian Culture " has been awarded to Lady Frances Clarke

In 2010 the Veneto Movie School has been organized. The Veneto Movie School involved 10 young filmmakers coming from European film schools who has been invited to spend a time in Veneto - from 18 August 2010 to 12 September 2010 - getting to know the local area, visiting places and meeting people, absorbing cultural influences and developing their own original point of view on the region.

The award ceremony was held at the Terrace of the Excelsior Hotel in Venice Lido on September 10, 2010.

On December 3, 2010, the Veneto Movie School Videos was presented at the XIV^ Edition of the " Salone dei Beni Culturali ", in Venice.