

CREATIVE GROWTH INTERIM CONFERENCE



Final programme

CREATIVE GROWTH IN EUROPE

- show casing approaches to the creative economy in Europe's cities and regions

Date: Thursday 3 December 2009

Time: 12:00-16:00 hrs

Location: Association of Local Authorities in Lithuania – Brussels Office, 45 Rue de Commerce, 1000 Brussels

Creative Growth interim Conference
– conference description:

This half-day conference, organized within the framework of the EU INTER-REG IVC funded project Creative Growth, will showcase different approaches to promote the creative sector and the creative economy in Europe's regions and cities. Strong policies and business development mechanisms are prerequisites to maximize the business potential of the creative sector.

The event will bring together a number of recent and running EU-funded projects all dealing with issues linked to the creative economy and creative industries, such as creative economy policy issues; local-regional strategic action plans for the creative sector; and business support mechanisms tailor made for the creative sector and creative entrepreneurs.

The conference is addressed to stakeholders and representatives from within the creative economy and creative industries as well as business support organizations and policymakers.

Find out more on the Creative Growth project on our website www.creative-growth.eu

Registration

The event is free of charge. Please register for the Creative Growth interim conference by sending an email to the project's Communication Manager Marlene D. Lindholm at mdl@southdenmark.be. Please indicate in your email which two projects you would choose for the round tables.

Final programme:

12:00 – 13:00 Registration and lunch
13:00 – 14:00 Introductory speeches – setting the scene

1. **Welcome**, Prof. Gintautas Mazeikis, Kaunas (host)
2. **MEP Christel Schaldemose** on the European Parliament's work and position on the creative sector
3. **EC Policy Officer Sylvain Pasqua** on the European Commission's work and position on the creative sector.
4. **Anna Jacobson**, Creative Growth project manager, on the Creative Growth project and the interim conference

14:00 – 14:30 Round tables part I - Characteristics and needs of the creative sector

Group splits into discussion groups, one project is presented at each table by one speaker

Projects presented (view project descriptions overleaf):

- A. Creative Growth by Anna Jacobson
- B. Creative Metropolises by Elina Kuzjukevica
- C. Cities by Catarina Selada
- D. ECCE by Claire Newman-Rebaud

14:30 – 15:00 Coffee break

15:00 – 15:30 Round tables part II - Framework conditions for the creative sector: local-regional and EU-policy considerations

Participants choose a different table / facilitators and speakers remain

15:30 – 16:00 Conclusions and summing up

16:00 End of conference

Moderator: Prof. Graham Weir, Edinburgh Napier University, Scotland.



PROJECT DESCRIPTIONS

Creative Growth

www.creative-growth.eu

The overall aim of the Creative Growth project is to increase European competitiveness and accelerate regional economic growth through the development of the creative sector as a new business sector and a key driver of the emerging knowledge economy. The project aims to influence policy development on regional and local level by mainstreaming new knowledge and best practice into the policy making process

The work of the 3-year Creative Growth project falls into 3 parts:

Part 1: Limited mapping of the creative sector in each partner region using a joint set of standards and methods for interregional comparison. Based on these regional mappings, a joint interregional analysis has been developed.

Part 2: Benchmarking on business support services through the exchange of experiences in thematic working groups (TWGs) on the topics access to finance, cluster development, incubator facilities, and business networks. Alongside the TWGs, three pilots testing out three different business support services and approaches.

Part 3: Interregional thematic seminars hosted by different partner regions focusing on creativity as a catalyst for increased regional competitiveness including.

Creative Growth is co-financed by the INTERREG IVC programme.



initiative has also been an important activity for the partners. ECCE has supported numerous local, regional and European network events, workshops and conferences with a view to raising the profile of small operators in the cultural and creative sector and the ECCE commitment to assist the sector through innovative development services.

The ECCE project was co-financed by the EU's INTERREG III B Programme for North West Europe.

Creative Metropolises

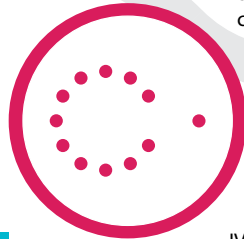
www.creativemetropolises.eu/#/sections

The project "CREATIVE METROPOLES: Public Policies and Instruments in Support of Creative Industries" presents a shared vision of 11 European metropolitan cities on creative industries and creative economy as the key driving force behind the city's and regional development.

The three-year project targets decision-makers and executives in local governments as well as creative industry stakeholders and is expected to result in a more focused and efficient public support system for creative industries.

The Creative Metropolises project looks at policies for supporting the creative economy more widely and works with 5 policy areas:

- structure of public support for creative industries
- business capacity and internationalization of creative industries
- space for activities by creative industries and creative city districts as creative incubators
- funding schemes for creative industries
- demand for the outputs of creative industries, including municipalities in the role of consumers



Creative Metropolises is co-financed by the INTERREG IV programme.

ECCE

www.connectedcreatives.eu/

During the ECCE project, running from 2005 – 2008, the ECCE cities have put in place a European network of resources centres designed specifically to assist small companies and sole traders in the creative and cultural sector to start up or to professionalize their activities.

In addition to these specific support services, the ECCE cities and the local resources centres have worked together to develop a creative web portal and training modules, consultancy guides and data bases all designed to improve and professionalize the services dispensed in the local resources centres. How to facilitate access to finance, to adapt business and consultancy methods to the cultural sector and how to encourage entrepreneurship in training and arts higher education have been the key themes for ECCE Exchanges.

Promoting the creative sector and the value of ECCE



CITIES

www.eucreativeindustries.eu/pages/index/cities-project

The CITIES project - Creative Industries in Traditional Intercultural Spaces (CITIES) – tackles the improvement of regional and local policies concerned with the promotion and support of creative and cultural industries as one of the most significant growth sectors for the European economy in terms of GDP and added value.

Through an overall benchmarking analysis of the creative and cultural industries in 9 countries, the 12 partners will identify successful approaches and methods to improve regional and local policies.

The CITIES project is co-financed by the INTERREG IVC programme.

