

CREATIVE
GROWTH

INTERREGIONAL KONFERENCE: IVÆRKSÆTTERI I DEN KREATIVE SEKTOR

EN EUROPÆISK KONFERENCE OM IVÆRKSÆTTERI I DEN KREATIVE SEKTOR

- erhvervspolitiske initiativer som drivkraft for maksimering af forretningsmulighederne i den kreative sektor

Dato: onsdag 23. juni 2010

Tid: kl. 9.45-16.00

Sted: Spinderihallerne - Spinderigade 11, 7100 Vejle, Danmark

Creative Growth Interregional Konference - Beskrivelse

Regionale politikere, erhvervsfremmekontorer og kreative iværksættere fra 9 lande samles for at udveksle erfaringer, drøfte og belyse spørgsmål i tilknytning til den kreative økonomi og de kreative erhverv, såsom økonomipolitiske spørgsmål, regionalstrategiske handlingsplaner for den kreative sektor, og skræddersyet erhvervsstøttemekanismer til de kreative erhverv og kreative iværksættere.

Konferencen er organiseret indenfor rammen af EU's INTERREG IVC finansieret projekt "Creative Growth", og vil show case forskellige tilgange til at fremme de kreative erhverv og den kreative økonomi. Arrangementet vil se på, hvordan stærke erhvervspolitiske initiativer er en forudsætning for at maksimere forretningsmulighederne i den kreative sektor, og dens effekt på andre industrier.

Konferencen henvender sig til interessenter og repræsentanter i den kreative økonomi og kreative industrier samt erhvervsfremmeorganisationer og politikere.

Læs mere om Creative Growth projektet på vores hjemmeside www.creative-growth.eu.

Tilmelding

Arrangementet er gratis men kræver tilmelding, som kan ske via vores hjemmeside www.spinderihallerne.dk. Hvis du har spørgsmål til konferencen, bedes du kontakte projektleder, Majbritt Chambers MACHA@vejle.dk / 0045 3057 6612.

Program

9.45 Registrering og kaffe

10.15 Velkommen

- Mogens Toft, Erhvervschef, Vejle Erhvervsudvikling
- Anna Jacobson, Projektleder, Creative Growth

10.30 Indledende indlæg – opvarmning til borddebat

- Et regionalt og strategisk perspektiv: Introduktion til Region Syddanmark af Birgitte Hee Olesen, chefkonsulent, Region Syddanmark
- At tage springet: Iværksætteri i praksis ved Jacob Gjørtz, punktum komma streg
- Strategisk og modig erhvervspolitik: Introduktion til Spinderihallerne, Lene Lawaetz, leder af Spinderihallerne

11.15 Kaffe

11.30 Rundbordsdebatter & diskussioner

- Kreativ iværksætteri i praksis
 - Bord 1: Bo Virkelyst, addSoul Design Studio og Michael Eis, amox
 - Bord 2: Dea Simonsen, Umlaute designbureau og Jacob Gjørtz, punktum komma streg
- Regionale og politiske initiativer
 - Bord 3: Birgitte Hee Olesen, chefkonsulent, Region Syddanmark
 - Bord 4: Lene Lawaetz, leder af Spinderihallerne - Center for Kultur og Erhverv
- Projekt initiativer – kreativ erhvervsudvikling
 - Bord 5: Jens Bøgetoft Christensen, Project Manager, design:VÆKST
 - Bord 6: Katrine Holm Kanstrup, Projektleder, Leg og Læring - Kids'n Tweens

11.35 - 12.05: 1. rundbordsession

12.10 - 12.40: 2. rundbordsession

12.45 - 13.15: 3. rundbordsession

Deltagerne vælger et andet bord efter 30 minutter, og facilitatorerne forbliver ved bordet.

13.15 Frokost

14.15 Rundvisning: Spinderihallerne - 13.000m² rå Kultur- og Erhvervscenter

14.45 Kreativ vækst i praksis: design som forretningsmulighed

- Rammemodel og cases.
 - Dorthe Feveile Kierkegaard, Projektleder, Design & Innovation, Dansk Design Center
 - Jens Bøgetoft Christensen, Projektleder, design:VÆKST

15.30 Kaffe og networking

16.00 Afslutning

Konferencier

Lars Henrik, Innovationskonsulent, Spinderihallerne og Majbritt Chambers, Projektleder, Creative Growth



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CREATIVE
GROWTH

INTERREGIONAL CONFERENCE: ENTREPRENEURSHIP IN THE CREATIVE SECTOR

A EUROPEAN CONFERENCE ON ENTRE- PRENEURSHIP IN THE CREATIVE SECTOR

- show casing political and regional initiatives to maximise the business potential of the creative sector

Date: Wednesday 23rd June 2010

Time: 09.45-16.00 hrs

Location: Spinderihallerne - Spinderigade 11, 7100 Vejle, Denmark

Creative Growth Interregional Conference - Description

Regional policymakers, business support services and creative entrepreneurs from 9 countries are brought together to discuss, exchange experiences and highlight issues linked to the creative economy and creative industries, such as creative economy policy issues; local and regional strategic action plans for the creative sector; and business support mechanisms tailor made for the creative sector and creative entrepreneurs.

This conference, organised within the framework of the EU INTERREG IVC funded project Creative Growth, will showcase different approaches to promoting the creative sector and the creative economy. The event will look at how strong policies and business development initiatives are prerequisites to maximising the business potential of the creative sector, and its effect on other industries.

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

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

Registration

The event is free of charge, but require registration through our website www.spinderihallerne.dk. For questions, please contact regional project coordinator, Majbritt Chambers MACHA@vejle.dk / 0045 3057 6612.

Programme

9.45 Registration and Coffee

10.15 Welcome

- Mogens Toft, Director, Vejle Business Development Agency
- Anna Jacobson, Project manager, Creative Growth

10.30 Introductory speeches – setting the scene

- Regional and strategic perspective: Introduction to Region of South Denmark by Birgitte Hee Olesen, European Affairs Officer, Region of South Denmark
- Being a creative entrepreneur: Entrepreneurship in practice by Jacob Gjørtz, punktum komma streg
- Taking the risk: Introduction to the Spinning Mill - Spinderihallerne, by Lene Lawaetz, Head of Spinderihallerne

11.15 Coffee Break

11.30 Round table debates / discussions

- Creative entrepreneurs in practice
 - Table 1: Bo Virkelyst, addSoul Design Studio and Michael Eis, amox
 - Table 2: Dea Simonsen, Umlaute designbureau and Jacob Gjørtz, punktum komma streg
- Regional and political initiatives
 - Table 3: Birgitte Hee Olesen, European Affairs Officer, Region of South Denmark
 - Table 4: Lene Lawaetz, Head of Spinderihallerne – Centre for Culture and Business
- Project initiatives – boosting creative growth
 - Table 5: Jens Bøgetoft Christensen, Project Manager, design:GROWTH
 - Table 6: Katrine Holm Kanstrup, Project Manager, Kids'n Tweens

11.35 - 12.05: 1st round table session

12.10 - 12.40: 2nd round table session

12.45 - 13.15: 3rd round table session

Participants choose a different table after 30 minutes and the facilitators/speakers remain at the table.

13.15 Lunch

14.15 Guided tour of Spinderihallerne - 13.000m² raw Culture and Business Centre

14.45 Creative growth in practice: taking design into business.

- Framework and cases.
 - Dorthe Feveile Kierkegaard, Project Manager of Design & Innovation, Danish Design Centre
 - Jens Bøgetoft Christensen, Project Manager, design:GROWTH

15.30 Coffee and networking

16.00 End of conference

Moderator:

Lars Henrik, Innovation consultant, Spinderihallerne and Majbritt Chambers, Regional project coordinator, Creative Growth



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