

CreativeMED Project Conference

## MEDITERRANEAN CREATIVITY AND INNOVATION: TRANSFORMING REGIONAL POLICY

**AMPHITHEATRON OF ACROPOLIS MUSEUM - ATHENS**

10<sup>th</sup> April 2014 09:00 – 17:30

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**Brief.** The CreativeMED project, capitalising five successful projects of the MED programme 2007-2013, aims to deliver a bottom-up smart specialisation framework leveraging the creativity and innovation potential of the Mediterranean “spirit” (such as cultural traditions and identities, openness and willingness of people to network and share, capacity to integrate technical with social innovation etc.). This conference is the first public event whereby the specific aspects of the framework are presented and validated against a number of regional smart specialisation strategies currently in preparation. The ultimate goal is to identify, trace and convey alternative innovation models, which create economic value by using culture-based dynamics.

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09.00 Registration of participants

09:30 Opening session

*Moderated by George Assonitis, Union of Hellenic Chambers*

- **Constantine Michalos**, President, Union of Hellenic Chambers
- **Nuno VAZ SILVA**, Joint Technical Secretariat / MED Programme
- **Lorena Vidas**, Comune di Prato (Leader Partner, CreativeMED)
- **Kostis Hatzidakis**, Minister of Development and Competitiveness (\*)

10.00 Setting the stage

- Regional Smart Specialisation in the Mediterranean area – IPTS Representative
- The CreativeMED Framework – Jesse Marsh, ARCA Sicilia

*Discussion with the audience*

11.00 Coffee break

11.15 First evidence from RIS3 planning in CreativeMED regions

*Moderated by Besnik Mehmeti, Comune di Prato*

- ALENTEJO (Felipe Barata, University of Evora)
- ANDALUSIA (Pablo Morales, Camara de Sevilla)
- PACA (Leonard Lévêque, AVITEM)
- SICILY (Monica Guizzardi, ARCA Sicilia)
- SLOVENIA (Darko Fercej, eZavod)



- TUSCANY (Paolo Guarnieri, Comune di Prato)
- VALENCIA (Raul Abeledo, University of Valencia)
- CROATIA (Ognjen Kuljaca, Brodarski Institute)

*Discussion with the audience*

## 12.30 Activities and results of RIS3 planning in Greek speaking regions

*Moderated by Thanos Contargyris, Rethymnon Business Development Agency*

- ATTIKI (George Strogilopoulos)
- CENTRAL MACEDONIA (Yannis Toliias, expert)
- CRETE (Maria Kassotakis)
- CYPRUS (Savvas Zannetos, Planning Officer, Directorate General European Programmes, Coordination and Development – Nikos Ioannou, Industrial Extension Officer Technology Service, Ministry of Energy, Commerce, Industry and Tourism)

*Discussion with the audience*

## 13.30 First evidence from a Macro Regional perspective

*Moderated by Carmela Cotrone, Chamber of Commerce of Seville*

- IPA (Professor Bratislav Stankovic, FYR of Macedonia)
- Adriatic-Ionian Macro Region (Vassilios Tselios, Expert Counselor A' Greek Ministry of Foreign Affairs)

*Discussion with the audience*

## 14.00 Lunch



## 15.00 Creativity and Innovation: Looking for the Mediterranean dimension

*Moderated by Francesco Molinari, Comune di Prato*

- Introduction
- Round table discussion
  - Alvaro Duarte de Oliveira – ALFAMICRO, PT
  - Francesca Bria – NESTA, UK
  - Jean-Claude Tourret – AVITEM, FR
- Representatives from the CreativeMED Advisory Board (3 min. per speaker)

*Discussion with the audience*

## 16.15 From Policy to Action: Towards a MED Macro Region

*Moderated by Jesse Marsh, ARCA Sicilia*

- EC / JTS representatives
- Greek Ministry of Development and Competitiveness (\*)
- Regional representatives
- IPTS representative

*Discussion with the audience*

## 17.15 Closing remarks by Jesse Marsh

*\* To be confirmed*

*\*\* speaker to be confirmed*

