

Creative FLIP Opening Conference & ECHN First Meeting Athens, Greece | 11-13 April 2019

DRAFT Agenda

Thursday 11/04/2019

Venue: Bios ROMANTSO, Anaxagora 3-5

17.00 - 17.30 *Registration and welcome coffee*

17.30 – 18.00 Welcome address

Dubravka Jurišić, Creative FLIP

Vassilis Charalampidis, ECHN Interim Steering Committee

Barbara Stacher, European Commission

Dr Stefanie Peter, Goethe-Institut Athens

18.00 – 18.30 ECHN-The Story so far, **Relja Bobić**, **Vassilis Charalambidis**,
Kai Huotari, **Ivan Lopez Garrido**, **Atılım Şahin**, **Tânia Santos**

18.30 – 19.00 *Elaborating on Labs - Working on the edges of disciplines*
Olga Mink, Director of Baltan Laboratories / NL

19.00 – 19.30 *The future of Culture as politics*
Myrsini Zorba, Greek Minister of Culture and Sports / GR

19.30 – 20.00 *Dreams link to reality*
Sir Peter Cook, Founder of Archigram & CRAB studio / UK

20.00 – 21.00 *Networking cocktail*

Friday 12/04/2019

Venue: BIOS, Pireos 84

09.00 – 09.30 *Registration & morning coffee*

09.30 – 09.45 Creative FLIP – presentation of the project

09.45 – 11.00 Panel discussion: **General situation in the ecosystem for CCI in Europe: main challenges and possible solutions**

Moderation: Pieter Aarts, Osudio / Design Management Network

Finance and the CCIs: Sylvia Amann, Inforelais

Innovative policies for the cultural and creative sectors are needed to fully benefit of their power for positive transformation

Learning and the CCIs: Dimitrios Pikiros, DG EMPL, European Commission
Main challenges in aligning VET (vocational education and training) and the labour market, with respect to CCI and creative skills

Innovation and the CCIs: Fátima São Simão, UPTec

How research and education can facilitate and promote ties between CCIs and other economic sectors



Patenting and the CCI: Rosie Burbidge, Gunnercooke

Technology is bringing patent problems to the creative industries... but are they really problems or just opportunities in disguise?

Discussion

11.00 – 11.30 *Coffee Break*

11.30 – 12.15 World Café – Introduction & Splitting of the groups

The World Café methodology is a simple, effective, and flexible format for hosting large group dialogue. A café ambience is created in order to facilitate conversation.

12.15 – 14.15 Four Rounds of World Café

25mins each, starting @ 12.15, 12.45, 13.15, 13.45

WP1 – FINANCE

Isabelle de Voldere, IDEA, **Joost Heinsius**, Values of Culture and Creativity & **Sylvia Amann**, Inforelais

Table 1: *Financing CCS: the gap between value and financing instruments*

Table 2: *Funding for CCS*

WP2 – LEARNING

Claudia Plaimauer, 3s, **Dimitrios Pikios**, European Commission, **Elissavet Lykogianni**, VVA & **Magdalena Klebba**, VVA

Table 3: *Is ESCO suitable for analysing skill needs for CCI?*

Table 4: *What is the future of creative skills?*

WP3 – INNOVATION

Relja Bobić, ECHN, **Dubravka Jurišić**, Goethe-Institut & **Pieter Aarts**, Osudio/DMN

Table 5: *Peer 2 Peer exchange between creative hubs*

Table 6: *Learning Laboratories: Innovative models of cooperation between educational institutions and creative hubs*

WP4 – PATENTING

Onur Emul, IPIL, **Rosie Burbidge**, Gunnercooke

Table 7: *IPR and patenting in CCIs: Barrier or Booster?*

14.15 – 15.30 *Lunch Break*

15.30 – 16.15 **Presentation of World Café results in plenary**

16.15 – 16.45 *Coffee Break*

16.45 – 18.30 **Closed session for ECHN and General Assembly**

Free time for non-ECHN members

21.00 *Cocktail Party*

Saturday 13/04/2019

Venue: Bios ROMANTSO, Anaxagora 3-5

09.00 – 09.30 *Morning coffee*

09.30 – 11.00 Hubs & Everyday challenges

Parallel Working Sessions

6 workgroups aiming to explore and tackle some of the most common challenges of hubs

09.30 – 10.00

- **Going Further of being just a space-Talent management – Lorène García, MOB & Atilim Sahin, ATOLYE**

Creative hubs have started to be acknowledged as emerging talent pools of our century. So how could we all systematically discover, map and approach talents in our creative hubs and promote them better by gaining mutual benefit?

Let's come together around a table and discuss the pain points and best practices.

- **The role of creative hubs in small and medium-sized cities - Sarah Daly, Creative Spark & Ronnie Garattoni, Warehouse**

What are the specific challenges and opportunities for creative hubs in small and medium-sized cities?

10.00-10.30

- **Sustainability of Creative Hubs- Ben Kolp, The Living Room & Tania Santos, CRU cowork**
A co-creation session on how to sustain and grow a creative hub, combining passion, social purpose and...profitability.

On this session we will work together to explore multiple ways of revenue and different business models for creative hubs, based on their propositions, specificities and assets.

- **How to run a collaborative space by combining tangible and social design – Wolf Khuer, Volumes & Atilim Sahin, ATOLYE**

A workshop on how to design collaborative spaces that are eco-friendly and sustainable. Spaces where people can work and collaborate in a stimulating environment with the minimum of resources needed (human, financial, energy etc)

10.30 -11.00

- **Creative Hubs in EU funding, Barbara Stacher, European Commission**

Navigating EU access to finance and grants opportunities for Creative Hubs. How European Programmes support them to realize their ideas and boost the creative economy. Focus on the Creative Europe programme.

- **Team Culture - Nana Radenković, Nova Iskra**

This workgroup will present specific methods for creating and leading functional, multidisciplinary teams, ones that will support your idea or your company's activities, products and strategies in the best possible way

11.00 – 11.30 FLIP Project – information on next steps & Wrap-up

11.30 - 12.00 *Coffee break*

12.00 – 13.30 ECHN internal meeting

14.00 Athens city center tour (optional)

ABOUT Creative FLIP

Creative FLIP – Finance, Learning, Innovation and Patenting is a Pilot project co-funded by the EU whose main objective is to support healthy and sustainable ecosystems for Cultural and Creative Industries (CCIs) with respect to these four key policy areas.

Fulfilling a crucial task for the overall economy and society, CCIs are facing considerable problems in their ecosystems, with important framework conditions and systemic factors preventing them from unfolding their full growth potential.

Through different activities, such as research, stakeholders consultation, preparing and testing guidelines, the consortium aims to improve the finance and patenting ecosystem in order to strengthen CCIs' capacities for growth and development through improved access to finance and value recognition, as well as their capacities to capture value from IP.

In order to achieve the cross-sectorial benefits of the CCIs, the development of cultural and creative skills for CCIs will be put in the European context of competences, qualifications and occupations. The goal is to develop models for identifying and addressing skills mismatches and to finally connect CCIs with other sectors by demonstrating the transversal relevance of skills and expertise related to creative thinking. Simultaneously, the project will strengthen support structures for the CCIs through organizing mutual learning opportunities between Creative Hubs themselves, as well as between them and formal and informal education institutions.

Start date: 4 February 2019

Duration: 28 months

Partners:



Hubs & everyday challenges, co-organised with:



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