
AGENDA

AI-NURECC PLUS Conference

“DEVELOPMENT MODELS FOR CREATIVE AND CULTURAL INDUSTRIES IN THE ADRIATIC-IONIAN REGION”

28 February, 2022 - 10:00

[Online Event]

Working languages: *English, Serbian, Greek, Italian*

10:00-10:40

WELCOME & INTRODUCTION: “THE EU STRATEGY FOR CULTURAL AND CREATIVE INDUSTRIES - AI-NURECC PLUS AS A PLATFORM FOR LOCAL-BASED STRATEGIES FOR THE ADRIATIC-IONIAN REGION”

Europe's rich cultural heritage and dynamic cultural and creative sectors are a part of European identity. Cultural and creative sectors are comprised of all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions. The opening session offers an up to date overview of EU policies and programmes on culture and creativity, with a special focus on the Adriatic-Ionian area. Backed with appropriate funding, the new EU strategy aims at supporting innovation, creativity and the opportunities offered by the digital shift. In this context, AI-NURECC Plus Cultural and Creative Industries Action aims at the engagement of the regional and local authorities and relevant stakeholders and their role in fostering the potential of CCI for the economic and innovation development of the AI Region. The AI-NURECC Plus actions take into consideration the latest developments and trends at EU level and contribute to the implementation of the Cultural and Creative Regional Ecosystems (CCRE-S3).

Moderator: Ms. Silvia Mangialardo, Head of International Relations Office at Marche Polytechnic University and Representative of UniAdrion

- **Mr. Joze Tomaš**, President of the Forum of the Adriatic and Ionian Chambers of Commerce (Forum AIC) - AI-NURECC PLUS Partner;
- **Mr. Ioannis Lolos**, President of the Forum of Adriatic and Ionian Cities (FAIC) - AI-NURECC PLUS Partner;
- **Mr. Fatbardh Sallaku**, President of the Association of Universities of the Adriatic-Ionian (UniAdrion) - AI-NURECC PLUS Partner;
- **Amb. Fabio Pigliapoco**, Head of the Permanent Secretariat of the Adriatic Ionian Initiative;
- **Mr. Stavros Kalognomos**, Executive Secretary of the Balkan and Black Sea Commission (BBSC), Conference of Peripheral Maritime Regions (CPMR) - AI-NURECC PLUS Coordinator;
- **Ms. Barbara Gessler**, Head of Unit Creative Europe - Culture, Education, Audiovisual and Culture Executive Agency, and representative of New European Bauhaus;
- **Mr. Konstantinos Tzamaloukas**, Development Directorate of the Regional Unit of Ilia, Region of Western Greece, CPMR Member Region, Cultural and Creative Regional Ecosystems (CCRE-S3) Leading Region responsible for the coordination of the Adriatic-Ionian partners (Greece).

10:40-12:00

PANEL 1 "ROUNDTABLE: MAPPING CULTURAL AND CREATIVE INDUSTRIES IN THE ADRIATIC AND IONIAN AREA"

According to Eurostat figures, cultural and creative industries employ 8.7 million people in the EU, equivalent to 3.8% of the total workforce in the EU, representing 1.2 million enterprises. This roundtable brings together experts in the field who have produced studies on the cultural and creative sectors at different levels (EU, macro-regional, national and regional). The common effort to illustrate, compare, assess and analyse available data represents a necessary step for the development of successful smart specialisation strategies and place-based development models for the Adriatic-Ionian area. Speakers will be asked to address the following questions: How do we measure and compare performances between different CCIs sectors and different countries? Are there any regional, national and macro-regional commonalities at a sectoral or macro-sectoral level? On what pillars should a macro-regional strategy focus to promote cultural and creative industries in the Adriatic-Ionian area?

Moderator: **Mr. Paolo Seri**, Adjunct Professor of Territorial and Environmental Economics, Marche Polytechnic University (Italy) & **Mr. Alessandro Crociata**, Associate Professor of Applied Economics, Gran Sasso Science Institute (Italy)

- **Ms. Elkjana Gjipali**, Visiting Lector at Aleksander Moisiu University of Durrës (Albania);
- **Mr. Fabio Renzi**, Secretary-general Fondazione Symbola (Italy);
- **Mr. Ioannis Poullos**, Lecturer at the Hellenic Open University and Strategist in Living Heritage, Tourism and Business (Greece);
- **Ms. Dragana Radevic**, Director of Institute for Entrepreneurship and Economic Development (Montenegro);
- **Ms. Hristina Mikic**, Head of Research & Development, Institute for Creative Entrepreneurship and Innovation (Serbia);
- **Ms. Anja Zorko**, Head of the Centre for Creativity of Slovenia (Slovenia);
- **Ms. Violeta Simjanovska**, Head of Arts Management Department, Sibelius Academy, UNIARTS in Helsinki (Expert from North Macedonia).

12:00-12:45

PANEL 2 “ROUNDTABLE: “CULTURAL AND CREATIVE EXPERIENCES FOR LOCAL COMMUNITIES”

This second roundtable brings into dialogue professionals from different countries of the Adriatic-Ionian area to share their insights on the added value of cultural and creative experiences for local communities. The projects and initiatives that will be presented are diverse, but are all characterised by a similar goal: the promotion of culture and creativity. We will hear directly from the organisers of these events, who will briefly present their initiative before engaging in a debate on the benefits of these experiences for local communities and creative and cultural industries.

Moderator: **Ms. Ivana Nikolić Popović**, Member of the Croatian Cluster of Creative and Cultural Industries and representative of Project Ilica: Q'ART (Croatia);

- **Mr. Giovanni Seneca**, Artistic Director of the Adriatico Mediterraneo Festival (Italy);
- **Ms. Renata Zamida**, ROG Centre - Creative Hub (Slovenia);
- **Mr. Genci Kojdheli**, General Director of Strategic Projects and Foreign Investments at the Municipality of Tirana (Albania);
- **Mr. Vittorio Salmoni**, Focal Point of Fabriano UNESCO Creative City of Craft and Folk Arts and National Coordinator of Italian UNESCO Creative Cities Network (Italy).

12:45-13:00

CONCLUDING REMARKS