

# Culture & creativity in Interreg



## **AGENDA**

**Cultural heritage and creative industries: Challenges and results in Interreg**

**19-20 September 2019**

Valencia, Spain

Centre Cultural La NAU – Univeristat de València – Aula Magna  
Calle de la Universidad, 2





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#### **Outlines and Objectives**

Interact would like to invite Interreg programmes and projects to the 'Culture and Creativity' event in Valencia on 19 -20 September. This event is the follow up of the Cultural heritage conference last December in Vienna.

The event 'Culture and creativity' aims to enable you to exchange insights with other programmes and projects on cultural topics and creative industries within Interreg, focusing especially on the results achieved by the Interreg projects.

We will look into questions such as:

- what are the main results achieved by the Interreg projects and how programmes can promote them
- what intangible assets of culture and Creative industries and its connection with past and present in Interreg
- what cultural strategies do Interreg programmes implement and what are their main outcomes

#### **The main aims of the conference are:**

1. To connect the variety of Interreg cultural and creative industries projects within Interreg.
2. To create a platform for Interreg programmes and projects to exchange their experience and knowledge in the field of culture and creative industries.
3. To explore intangible assets of culture and creative industries and its connection with past and present.
4. To promote Interact's capitalisation efforts.
5. To make a link with the local event of EC DAY 2019 in Valencia

The main **target group** for this event are Interreg programmes and projects dealing with the topic of culture and creative industries.



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**Thursday, 19 September 2019**

- 08.30 – 09.00** Registration and Welcome Coffee / Tea
- 09.00 – 10.00** **Welcome remarks**
- *Main conclusions from first meeting in 2018 (Interact)*
  - *The legacy of the EYCH 2018 in Interreg*  
*Maciej Hofman, European Commission DG EAC*  
*Joanna Mouliou, European Commission DG REGIO*
- Questions & Answers
- 10.00 – 10.30** **Keynote Speeches**
- Cultural heritage and Creative industries in European regions  
*Antonio Ariño, Vice-rector for Culture – University of Valencia*
- 10.30 – 11.00** European Creative Industries Policies – Trends and strategies in view of future cross-border and transnational cooperation  
*Sylvia Amann, inforelais*
- 11.00 – 11.30** **Coffee break**
- 11.30 – 13.00** **Culture & Creativity initiatives in the EU**
- *Europa Nostra – Lorena Aldana-Ortega*
  - *RICC Initiative – Luisa Poelen*
  - *ERRIN WG on Design and Creativity – Giulia Chiarel*
  - *H2020 Designescapes project - University of Valencia – Pau Rausell*
  - *Erasmus Scene Project - General Foundation of the University of Valencia, Cristóbal Suria*
- Questions & Answers
- 13.00 – 14.00** Lunch
- 14.00 – 16.30** **Panel discussion: Achievements and results from 2014-2020 projects**
- *Mirjana Vidanovic, Interreg Danube TN Programme*
  - *Christophe Ebermann, Interreg Central Europe Programme*
  - *Andrea Rodríguez, Interreg Sudoe Programme*
  - *Ágnes Dobrotka, Interreg IPA CBC HU-RS*
  - *Jason Martinez, Interreg Europe*
  - *Maud Nässén, Interreg Sweden–Norway*
- Questions & Answers
- 16.30 – 19.00** **Networking activity**



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**09.00 – 09.30**     **Friday, 20 September 2019**

**09.30 – 11.00**     Welcome Coffee / Tea

#### **Topic 1 – Cultural Heritage – Digitalisation/Valorisation of cultural heritage**

- *CREATIVE WEAR – Interreg Mediterranean, Raul Abeledo*
- *HeritageCARE – Interreg Sudoe, Daniel Oliveira*
- *Routes4U - Council of Europe, Laura Ligazzolo*
- *CINE, NPA, David Heaney*
- *Rediscover, Interreg Danube TN Programme, Anna Szentgyörgyi*

*Questions & Answers*

**11.00 – 11.30**     **Coffee break**

**11.30 – 13.00**     **Topic 2 – Creative Industries**

- *Atlantic Youth Creative Hubs – Interreg Atlantic Area, Roy Jones*
- *CHEBEC – Interreg Mediterranean, Raul Abeledo*
- *Qvarken Game Industry, Interreg Botnia-Atlantica Programme, Tobias Björkskog*
- *TALIA – Creative Cluster – Interreg Med, Marianna Cavone*
- *RCIA – Interreg Europe, Christina Koch*
- *ProteCHt2save – Interreg Central Europe Programme, Kimberly Himmer*
- *Creative Momentum, NPA, Ian Brannigan*

*Questions & Answers*

**13.00 – 13.30**     **Wrap-up and closure**

**13.30**     *Lunch and farewell*

**21.00**

#### **Celebration of the European Cooperation Day - Valencia**

*Since 2012, September 21<sup>st</sup> is the European Cooperation Day. Based on the great success of last year event, labelled in the framework of the EYCH 2018, Interact in cooperation with the University of Valencia will organise a Cultural event in the framework of the local EC DAY Event 2019.*

***JOIN US AND ENJOY CULTURE AND CREATIVITY !!!***

