



Creativity
and Innovation
European Year 2009

European Conference

“CREATIVE INDUSTRIES

DRIVER OF GROWTH, EMPLOYMENT & INNOVATION”

WEDNESDAY 18 MARCH 2009, ATHENS

Ethniki Conference Centre
103-105 Syngrou ave.

Focus of the conference:

To build awareness of the growing importance of the Creative Economy and of the role of the creative industries in economic and social development

Audience:

Central government, Local and Regional authorities, Universities, Financial institutions, Professional Chambers, Foreign embassies, Tourist industry, New technology companies, Cultural foundations, Advertising, The Media, NGO's, Research institutes and last but not least the Creative Industries

C4G

Organised by: [creativity for growth n.g.o](http://creativityforgrowth.n.g.o) www.c4g.gr

With the support of The European Parliament and The European Commission

Imagine. Create. Innovate.

<http://create2009.europa.eu>



An initiative of the
European Union

... CREATIVE INDUSTRIES

IN BOLD...

The Relevance of Creativity and Innovation for Europe

It is accepted that Europe can only sustain its position as an important player in the global economy if its companies and institutions manage the full transition towards the knowledge economy and exploit innovative ideas and creative solutions across all industries. The importance that the creative industries [as well as the arts and culture in general] play in this context, has only recently been recognized by industry leaders and policy makers. Creativity and the creative industries, as well as the creative concepts and ideas, which lead to new services, processes and products, constitute the hotbed for Europe's innovation capacities in many other fields.

Recognition at European Level...

EU-institutions have consequently put the creative industries and their link to Europe's innovation potential on the policy agenda. By labeling 2009 the "European Year of Creativity and Innovation" the E. Commission emphasizes the growing economic importance of the creative industries and highlights their relation to the innovation potential of other sectors, such as ICT, consumer electronics, tourism and many other industries. Consequently, the year is proposed as a cross-cutting initiative covering not only education and culture, but also other policy domains such as enterprise, media, research as well as social and regional development. Therefore, the year will hopefully lead to a more prominent notion of the importance of creativity and the creative industries in future calls for proposals under various EU support programmes aimed at strengthening the competitiveness of the EU. There is a clear opportunity for local and regional stakeholders to claim an important role in this development.



...And Among National and Local Policy Makers

At national level, governments are also increasingly aware of the wider impacts of creativity and the creative industries. For example, the UK has recently published its new national strategy document "Creative Britain" which acknowledges the sector's influence across several public and commercial domains in other fields. The German government has initiated a process to develop a comprehensive creative industries strategy at national level. Similar developments are taking place across many Member States.

Likewise, at local level, several initiatives have set out to foster creativity and innovation in Europe's regions and cities, often helped by EU structural funds or other programmes.

Synergies needed...

Lastly both creativity and innovation have a specific local dimension. Both thrive on the close connections between creative and innovative stakeholders- creative SMEs, artists, research institutions, universities, suppliers, financial institutions and the public sector. The creative industries tend to develop in urban environments that attract what researchers have labeled: the creative class- highly skilled people that like to live in energetic cities with a rich cultural offering. This spatial dimension clearly puts local and regional stakeholders in a promising position to take a lead in promoting creativity and innovation across Europe.

EICI & C4G

create

innovate

imagine

PROGRAMME

09:00 Registration - Coffee

09:30 Opening speeches

Mr. Kostis Hatzidakis,
Minister of Development
(Industry, Trade, Research)

Mrs. Katerina Batzeli,
Member of European Parliament,
Chair of the Committee for Culture and Education

Mr. Roger O'Keeffe,
Coordinator of the "European Year"
European Commission

Mr. George Charalampopoulos,
Chairman of C4G

10:15 "Creative Economy -
driver of growth, employment and innovation"

Chair:

Mr. George Kasimatis,
Greece Bureau Director, European Parliament

Speakers:

Mrs. Edna dos Santos Duisenberg,
UNCTAD

Prof. Panagiotis Roumeliotis,
Panteion University of Athens

Mr. Will Calladine,
Department for Culture, Media and Sport, UK

12:00 Tea, Coffee

12:15 "Creative Industries and Creative Regions"

Chair

Mr. Athanasios Theodorakis,
Secretary of C4G

Speakers

Mr. Francesco Ianniello,
European Commission

Mrs. Sylvia Amann,
Regional Government Authority of Upper Austria, Austria

Mrs. Anamaria Wills,
CIDA International-UK

Mr. Fabricio Chavarro,
Otravista consulting, Spain

14:00 Light Lunch

14:45 "Creative Industries: interacting
with Enabling Technologies"

Chair

George Charalampopoulos,
Chairman of C4G

Speakers

Mr. Keith Evans,
Creative Industries Development Agency[CIDA], UK

Mr. Daniel Stürzebecher,
MFG Innovation Agency, Germany

Mr. Tassos Giannakouros,
K&G experiential productions, Greece

16:30 Conference Conclusions

Chairs & Organising Committee

SPEAKERS

Edna dos Santos-Duisenberg

Chief, Creative Economy
& Industries Programme
Coordinator of the "Creative Economy
Report-2008" - UNCTAD

UNCTAD's Creative Economy Programme aims mainly to promote the enormous potential of the creative economy for the socioeconomic advancement of the developing world, being at the same time a policy instrument of growing importance for the advanced economies.



Panagiotis Roumeliotis

Professor of International and
European Economy
Panteion University of Athens

Mr. Roumeliotis is also visiting Professor at the University Sorbonne I, Paris. He has served as Minister of National Economy and Member of the European Parliament. Since 2006 he is Chairman of the French Institute of Economic Prospects of the Mediterranean World.



Will Calladine

Project Manager, Creative Economy
Programme
Department for Culture, Media
and Sport

The DCMS aims to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries. Mr. Calladine will speak of the Creative Industries in the UK, their position in the UK economy and the UK's Creative Britain initiative.



Francesco Ianniello

Head of Unit, Tourism
DG Enterprise
European Commission

His unit addresses challenges facing up to Europe's ageing population; growing external competition, consumer demands for more specialised tourism, and the need to develop more sustainable and environmentally friendly practices. The revised EU policy seeks to produce more and better jobs by nurturing conditions that will help tourism grow strongly in the coming years.



Sylvia Amann

Coordinator of stratcult-regio.net,
cultural department
Regional Government Authority
Upper Austria

STRATCULT-REGIO.net is an informal network of regions and cities in Europe focusing on Creative economy & EU Regional development. This initiative is coordinated by the Cultural department of the Regional Government Authority of Upper Austria and brings together regional and local authorities from at least 10 different EU countries.



Anamaria Wills

Chief Executive
CIDA International [Creative Industries
Development Agency]

CIDA specializes in helping to strengthen the contribution of the creative industries sector to the economy, regionally, nationally and internationally. Based in Huddersfield, the agency works through and with all concerned partners to create economically successful communities and businesses.



Fabricio Chavarro

Partner
OTRAVISTA Consulting and
Industrias Creativas & Co.

Specialist Business Adviser and fundraiser for Creative and cultural businesses in Malaga and London with substantial transnational working experience. Assisted the Andalusian Regional Government in setting up and delivering the first ever regional business support initiative for the Creative industries.



Keith Evans

Managing Director
CIDA International [Creative
Industries Development Agency]

CIDA specializes in helping to strengthen the contribution of the creative industries sector to the economy, regionally, nationally and internationally. Based in Huddersfield, the agency works through and with all concerned partners to create economically successful communities and businesses.



Daniel Stürzebecher

Project Development Manager
MFG Baden-Württemberg mbH

MFG is a Public Innovation Agency specializing in Information Technology and Media, based in Stuttgart. Daniel is specialising in monitoring, among others, regional and European innovation and media policy developments, focusing in IT solutions for the creative sector.



Tassos Giannakouros

Producer
K&G experiential productions -
Greece

The company specialises among others in: Audiovisual (tv's, corporate videos, informative emissions, video clips) Indoor & outdoor events (corporate events, seminars, presentation, Theme Parks) Entertainment (concerts, parties, interactive games) Presentations (multimedia, interactive application).



European Conference

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Athens, Wednesday 18 March 2009

Ethniki Conference Centre
103-105 Syngrou ave., (Syngrou-Fix metro station)

Registration

Please fill in the following and send it:

- By fax to +30 210 288 1470 (attention: C4G)
- or by post to C4G
- or submit it to the registration desk of the conference

!!! together with the bank receipt

REGISTRATION BULLETIN

Name & Surname:

Organisation:

Address:

Tel/fax:

E-mail:

Registration costs[*]

Until 10-03-09: €80

After 10-3-09: €90

For more than 2 persons with the same registration - total discount 20%

Amount euro

[*] includes conference dossier, coffees and lunch.

Date: / / 2009

Way of payment

To ALPHA BANK:

Account no. 146 00 2320 012750 EUR

IBAN GR76 0140 1460 1460 0232 0012 750

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