



SEMINAR ON CREATIVITY AND INNOVATION IN CULTURAL COOPERATION PROJECTS

Barcelona, January 26th 2009

Program

9.00 Accreditation and documentation

9.30 **Welcome**

- Ignasi Guardans. Member of the European Parliament. ALDE Group
- Lluís Noguera. General Secretary. Department of Culture and Media. Catalan Government
- Senén Florensa. General Director of the European Institute for the Mediterranean (IEMed)
- European Year. Creativity and Innovation. European Commission (TBC)

9.55 **Presentation**

- Lluís Bonet. Director of the Cultural Management Program. University of Barcelona
- Jacques Bonniel. President of ENCATC

10.10 **The European Year and the Challenge of Creativity and Innovation**

- European Year. Creativity and Innovation. European Commission (TBC)
- Elodie Voisberg. Kea Consultants (TBC)

10.40 Coffee break

11.10 Round table: **European policies and programs to support creativity and innovation**

- Lotta Lekvall. Nätverkstan. Sweden, Chair of the ENCATC Working group "Creative Entrepreneurship & Education in cultural life"
- Joan Pedragosa. ITD
- Estanislau Vidal-Folch. Spanish representation at the UE

Conducted by: Mercedes Giovinazzo. Fundació Interarts and Culture Action Europe

13.00 **Entrepreneurial creativity and innovation in the cultural organisations**

- Xavier Cubeles. Pompeu Fabra University

13.30 Lunch Pause

15.30 Round table: **Innovation as a key factor on cultural cooperation projects**

- Milena Dragecivic-Sesic. University of the Arts. Belgrade
- Gerald Lidstone. Goldsmiths University of London
- Xavier Martí. Digital 360
- Josep Giralt. IEMed

Conducted by: Àngel Mestres. Trànsit projectes and UB.

17.45 Coffee break

18.15 Closure lecture: **Creativity in cultural entrepreneurship as a challenge for competition**

- Ricard Frigola. Director of Economic promotion. City hall of Barcelona

19.00 **Conclusions**

- Àngel Mestres. Trànsit projectes and Barcelona University
- Jordi Baltà. Interarts Foundation

19.15 Closure

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Place:

Auditorium. European Institute of the Mediterranean. IEMed.
Girona Street, 20
08010 - Barcelona

Information & inscriptions:

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www.ub.edu/cultural/Eventos/SeminarCreativityInnovationEN.html
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