



Forum for Creative Europe / **Conference Programme**

Thursday, **26 March, 2009**

09:00 – 10:00 Registration

10:00 – 10:45 Welcoming Address

moderator: František Zborník

Department of Arts and Libraries, Ministry of Culture, Czech Republic

Václav Jehlička

Minister of Culture, Czech Republic

Christine Albanel

Minister of Culture, France

Lena Adelsohn Liljeroth

Minister of Culture, Sweden

Odile Quintin

Director General for Education and Culture, European Commission

10:45 – 11:20 Keynote speech

Václav Havel

Former president of the Czech Republic

Tomáš Sedláček

Chief macroeconomic strategist of ČSOB and member of the National Economic Council of the Government, Czech Republic

Discussion: 10 minutes

11:20 – 11:40 coffee break

Theme: Arts, Culture and Creative Ecologies

Panel 1A: The experts' perspectives

This panel will offer evidence of the contribution of arts and culture to prosperity of nations. Concepts of creative economy and creative ecologies will be presented. The individual creative artist's role will be discussed as the main source of creativity for wider economy. Also considered will be UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions as an instrument to face the challenges of creative industries.

11:40 – 13:10

moderator: Rod Fisher

Director of International Intelligence on Culture, UK

Michael Hutter

Professor of Economics, Technical University Berlin and Director of the research unit "Cultural Sources of Newness", Social Science Research Centre Berlin, Germany

David Throsby

Professor of Economics, Macquarie University, Sydney, Australia

John Holden

Visiting Professor in Cultural Policy at City University London and Associate of Demos, UK

John Howkins

Chairman, BOP Consulting, London, UK

Nina Obuljen

State Secretary, Ministry of Culture of the Republic of Croatia

Discussion: 15 minutes

13:10 – 14:30 lunch break

Theme: Arts, Culture and Creative Ecologies

Panel 1B: Some national strategies and policies for creative economy

Creative industries and creative economy are powerful theoretical concepts. They have been already implemented into policies and agendas in various countries across EU and elsewhere. Examples of current horizontal government strategies and initiatives based on these concepts in the fields of education, research, technological innovations and economics will be discussed. We will also examine relevance of creative industries and creative economy for new member states. Live telecast with Richard Florida, presenting his powerful concept of Creative Class, is also part of this panel.

14:30 – 15:30

moderator: Ritva Mitchell

Director of Research Cupore, University of Jyväskylä, Finland

Mikko Kosonen

President of Sitra, the Finnish Innovation Fund
National Innovation Strategy of Finland

William Calladine

Department for Culture, Media and Sport, UK
Creative Britain: New Talents for the New Economy

Discussion: 20 minutes

15:30 – 16:30 **Creative Class Theory** - live telecast

Richard Florida

Director, Martin Prosperity Institute, Professor of Business and Creativity, Rotman School of Management, University of Toronto, Canada

Debaters:

David Throsby

Professor of Economics, Macquarie University, Sydney, Australia

John Howkins

Chairman, BOP Consulting, London, UK

Discussion: 10 minutes

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16:30– 16:50 coffee break
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16:50 – 17:30

Ragnar Siil

Head of Development Department, Ministry of Culture, Estonia
Cultural and Creative Industries Strategies in Estonia

Roel van de Ven

Ministry of Education, Culture and Science, The Netherlands
Culture and Economy programme

Sylvia Hustedt

Office for Culture Industries Research, Germany
Cultural and Creative Industries Strategies in Germany

Discussion: 20 minutes

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19:30 **Evening reception**
DOX, Centre for Contemporary Art
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Friday, 27 March, 2009

09:00 – 09:15 **Ján Figel'**
Commissioner for Education, Training, Culture and Youth

9:15 – 9:30 **Launch of the FestLab for Creativity and Innovation, An initiative of the European Festivals Association at the occasion of the European Year of Creativity and Innovation**

9:30 – 10:15 **Presentation of the results of the Study on the Contribution of Culture to Creativity**

Philippe Kern
The CEO of Kea European Affairs

Discussion: 15 minutes

10:15 – 10:30 coffee break

Creativity and Society

Conference room "Velký sál"

Panel 2A: Civil Society in the Creative Age

The discussion will touch the following issues: The creative society and its immunity towards totalitarian regimes; the role of art, culture and creativity in the civil society; social networking, individual and artistic freedom in the Age of Creativity...

10:30 – 12:00

moderator: Xavier Troussard

Head of Culture policy and intercultural dialogue Unit, Directorate General for Education and Culture of the European Commission

Gottfried Wagner

Director of the European Cultural Foundation, The Netherlands

Vuk Čosič

Internet artist and web strategist, Slovenia

Simona Levi

Director of Conservas and multidisciplinary cultural practitioner, Catalonia, Spain

Natalia Koliada

General Director and Co-founder of Belarus Free Theatre, Belarus

Discussion: 15 minutes

12:00 – 12:15 coffee break

Creativity and Society

Conference room "Malý sál"

Panel 2B: Creative Cities

The concept of creative cities involves seeking an answer to the question of how people's creativity can be mobilized and how creativity can help resolve the variety of problems facing contemporary cities.

10:30 – 12:00

moderator: Colin Mercer

Professor, United Kingdom

Franco Bianchini

Professor of Cultural Policy and Planning, Leeds Metropolitan University, United Kingdom

Robert Palmer

Director of Culture, Cultural and Natural Heritage, Council of Europe, France

Lia Ghilardi

Director of Noema Research and Planning, London, United Kingdom

Zora Jaurová

Artistic Director for Košice - European Capital of Culture 2013, Slovakia

Maurizio Carta

Professor and director of the City and Regional Planning Department, Faculty of Architecture, University of Palermo, Italy

Discussion: 45 minutes

Creativity and Education

Conference room "Velký sál"

Panel 3A: Creativity in Education

Discussion will focus on the following issues: Cultural policies as a tool for social changes – how can the educational system help? Creative partnerships – how can participation in the cultural activities strengthen creativity? How to change schools in order to teach pupils and students to be creative? What is the impact of creative education on the cultural and creative economy? Does unlocking a student's creativity contribute to academic achievement? What is the contribution of a young person's creativity to their employability?

12:15 – 13:30

moderator: Pat Cochrane

the CEO of Cape, United Kingdom

Paul Collard

Chief Executive of Creativity, Culture and Education (CCE), National Director of Creative Partnerships, Arts Council England, United Kingdom

Milena Dragičević Šešić

Professor of Cultural Policy & Cultural Management, Cultural Studies, Media Studies, Belgrade, Serbia

Bojan Djordjev & Marta Popivoda

Theatre director & performer, Belgrade, Serbia

Discussion: 15 minutes

13:30 – 15:00

lunch break

Closing Address

15:00 – 15:15

Katarina Matheriová

Deputy Director General, Directorate General for Regional Policy, European Commission

Conclusions given by Moderators

15:15–16:30

moderator: Xavier Troussard

Head of Culture policy and intercultural dialogue Unit, Directorate General for Education and Culture of the European Commission

Discussion: 20 minutes

Keynote speech

16:30–17:15

Jeremy Rifkin

President of the Foundation on Economic Trends, Washington DC, USA

Closing Address

17:15–17:30

Jaromír Talíř

Deputy Minister, Ministry of Culture of the Czech Republic

Creativity and Education

Conference room "Malý sál"

Panel 3B: Creativity and Skills

The panel will touch following issues: cooperation between business and arts, the concrete outcomes of collaboration. Arts techniques as tools for business and community development. Regional partnership for creativity in businesses; Nurturing creativity in your employees; the case of Google.com

12:15 – 13:30

moderator: Jillian Barker

Head of Education Department, Barbican, London, United Kingdom

Pia Areblad

Chief Executive, Tillt, Sweden

Radek Špicar

Director of External Affairs, Škoda Auto, Czech Republic

Joost Heinsius

Manager, Knowledge and Communication, Kunstenaars & Co., The Netherlands

Jan Šedivý

Technical Lead Manager, Google, Switzerland

Discussion: 15 minutes