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Conference **Programme**

Thursday, 26 March, 2009

Welcoming Addresses

Václav Jehlička, Minister of Culture, Czech Republic
Christine Albanel, Minister of Culture, France
Lena Adelsohn Liljeroth, Minister of Culture, Sweden
Odile Quintin, General Director for Education and Culture, European Commission

Keynote Speakers

Václav Havel 12
Tomáš Sedláček 14
Philippe Kern 17

Arts, Culture and Creative Ecologies

Panel 1A: The Experts' Perspective (Moderator: Rod Fisher) 22

This panel presented evidence of arts and culture contribution to prosperity of nations. Concepts of creative economy and creative ecologies were introduced. The role of an individual artist's role was discussed as the main source of creativity for the wider economy. There was also debated UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions, as an instrument to face challenges of creative industries.

Michael Hutter 24
David Throsby 28
John Holden 31
John Howkins 35
Nina Obuljen 37

Conclusion Remarks by Moderator 38

Creative Class Theory

Richard Florida 42

Panel 1B: Case Studies of National Strategies and Policies for Creative Economy (Moderator: Ritva Mitchell) 52

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

Mikko Kosonen 53
William Calladine 56
Ragnar Siil 60
Roel van de Ven 63
Sylvia Hustedt 65

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Friday, **27 March, 2009**

Ján Figel', Commissioner for Education, Culture and Youth

Launch of the FestLab for Creativity and Innovation, an initiative of the European Festivals Association for the occasion of the European Year of Creativity and Innovation

Creativity and Society

Panel 2A: Civil Society in the Creative Age (Moderator: Xavier Troussard) 70

The discussion touched following issues: creative society and its immunity against totalitarian regimes; the role of art, culture and creativity in the civil society; social networking, individual and artistic freedom in the age of creativity.

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Panel 2B: Creative Cities (Moderator: Colin Mercer) 82

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 variety of problems facing contemporary cities.

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Zora Jaurová	89
Robert Palmer	91

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Creativity and Education

Panel 3A: Creativity in Education (Moderator: Pat Cochrane) 96

Discussion focused on the following issues: cultural policies as a tool for social change, how can education system help? Creative partnerships were discussed considering how can participation in cultural activities strengthen creativity? How to change schools in order to teach pupils to be creative? What

is the impact of creative education on the cultural and creative economy? Does unlocking student's creativity contribute to academic achievement? What is the contribution of a young person's creativity to their employability?

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Milena Dragičević Šešić	100
Bojan Djordjev & Marta Popivoda	103

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Panel 3B: Creativity and Skills (Moderator: Jillian Barker) 110

The panel considered following issues: cooperation between business and the arts and outcomes of such collaboration; techniques of arts as tools for business and community development; regional partnership for creativity in businesses; nurturing creativity in your employees, and the case study of Google.

Pia Areblad	111
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Joost Heinsius	115
Jan Šedivý	117

Closing Addresses

Katarina Mathernová, Deputy of the General Director;
General Directorate for Regional Policy, European Commission
Jaromír Talíř, Deputy Minister of Culture, Czech Republic

Keynote Speaker

Jeremy Rifkin	122
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