



EUROPEAN CONGRESS - Culture & Innovation

Smart atmospheres of social and financial innovation for innovative culture clustering

Venice | Zagreb | Maribor | Barcelona | Athens | Arles | Toulon

02nd of July 2020 | 14:00 – 17:30 (UTC+2) | AN ONLINE EVENT

AGENDA

14:00 – **Welcoming Speech** by **Laetitia Bertrand**, Director, and **Olga Baltag**, European Project Manager at Pôle Culture & Patrimoines, Arles

14:10 – **General Introduction: The economic weight of culture**, by **Camille Domange**, Lawyer and President of CDO Law Firm, Former Head of the Digital Policy Department at the French Ministry of Culture and Communication

14:25 – **Key note: The creative and cultural industries policies at EU level**, by **Aurélie Champagne**, Policy Officer European and International Affairs at the French Ministry of Culture and Communication

15:00 – **Round Table SMATH Project: How can we create opportunities to develop in European territories smart atmosphere of social and financial innovation for innovative clustering of creative industries?**, with Prof. Fabrizio Panozzo, Ca' Foscari University, and as practical witnesses: Antonis Ikonomou (InnovAthens), Guifré Belloso (Barcelona Activa)

15:45 – **Q&A session**

16:00 – **Key note: What type of funding for innovative clustering of creative industries?**, by **Maciej W. Hofman**, Policy Officer, Culture - Cultural and creative sectors at the European Commission

16:20 – **Round Table: How to facilitate the innovation processes in the cultural sectors?** with the participation of **Laurence Le Ny**, VP Startup Ecosystem Orange, **Mustapha Bouhayati**, CEO Luma Foundation, **Marta Gili**, Director at National School of Photography (ENSP – Arles) and **Yannick Vernet**, Head of FabLab and Innovation (ENSP – Arles), **Roei Amit**, Director of Digital at Réunion des Musées Nationaux – Grand Palais

17:00 – **Q&A session**

17:15 – **The Day After: To grow up a European culture of innovation in the cultural sector**, by **Norah Mebarek**, MEP

17:30 – **Closing remarks**, by Pôle Culture et Patrimoines, Arles.

project partners

