

Regions and Cities supporting
Europe2020
Europe's growth strategy

EUROPEAN UNION



Committee of the Regions

Culture and Creativity

Europe's regions and cities making a difference

Conference
29/30 January 2014
Brussels
Draft Programme

in cooperation with:



Towards the background of new EU funding opportunities for the period 2014-2020, the Committee of the Regions' **conference on 29 January 2014** will bring together policy-makers, experts, creative minds and trend watchers, artists and representatives of European associations and international organisations in order to discuss success stories from cultural and creative sectors and their impact on local development. The event will facilitate **'creative networking'** with representatives of selected projects from different cultural and creative institutions, organisations and networks as well as information sessions on the 'Creative Europe' programme.

The conference will be combined with a **cultural event on 30 January 2014, 21:00**, in Albert Hall, Brussels. The **'Las Minas Flamenco Tour'** from

Spain will travel around the world in 2014 showcasing flamenco as a best practice on how a cultural event could foster local economic development. Flamenco has also been declared World Intangible Heritage by UNESCO and it is one of the Spanish trade mark components. During the event there will be a musical performance by the winners of last year's Cante de las Minas International Festival. Participation is upon invitation only. More information: <http://www.fundacioncantedelasminas.org/>

Conclusions of the conference will be discussed during the **Committee of the Regions' plenary session on 30 January**, and feed into its contribution to the mid-term assessment of the Europe 2020 strategy and the 6th European Summit of Regions and Cities in Athens on 7 and 8 March 2014.

Programme and online registration:
www.cor.europa.eu/creativity

29 January 2014

9:30 – 10:00

Welcome and registration

10:00 – 10:30

Opening session

Introductory statements

Anton Rombouts

Mayor of the City of s'Hertogenbosch,
The Netherlands, Chair of the CoR Commission
for Education, Youth, Culture and Research

Doris Pack

Member of the European Parliament and
Chair of the Committee on Culture and Education

Ibone Bengoetxea

Deputy Mayor of Bilbao, Spain (tbc)

Performance

Simone Milsdochter

Actress, Belgium

10:30 – 12:00

Panel debate

What role for culture and creativity and regions and cities in Europe's growth strategy?

Keynote

Prof Pier Luigi Sacco

IULM University, Milan, Italy

Discussants

Alin Adrian Nica

Mayor of Dudeștii Noi, Romania, and member of the Committee of the Regions

Giorgio Orsoni

Mayor of Venice, Italy

Paul Dujardin

CEO and Artistic Director of BOZAR, Centre of Fine Arts, Brussels

Lidewij Edelkoort

Trend Union, Paris (tbc)

Moderator

Karen Coleman

Broadcaster and journalist, Ireland

12:15 – 13:00

Towbar needed

Performance

Tjerk Ridder

The caravan hitchhiking project, The Netherlands

13:00 – 14:00

Creative minds networking/sandwich reception

During the reception, participants will have speed-dating meetings with selected projects from different cultural and creative institutions, organisations and networks as well as information sessions on the 'Creative Europe' programme.

14:15 – 15:30

Panel debate

The power of imagination: Europe's regions and cities got talents

Representatives of different cultural and creative institutions, services and sectors will discuss the regional and local impact of their initiatives against the background of three questions:

What impact do cultural and creative institutions have on the local economy and social cohesion?

What kind of funding is necessary?

Can cooperation at EU level be enhanced?

Discussants

Xavier Dectot

Director of the museum Louvre Lens, France (tbc)

Francisco M. Bernabé Pérez

Executive President of the Cante de las Minas Foundation and Mayor of La Union, Spain

Andrea Stark

Chief Executive, High House Production Park Purfleet, United Kingdom

Sławomir Kalwinek

Deputy Dean, Polish National Film Television and Theatre School, Łódź, Poland

Lukas Crepaz

CEO, Urban Arts Ruhr, Gelsenkirchen Germany

Moderator

Karen Coleman

Broadcaster and journalist, Ireland

15:30 – 16:00

Closing session

Keynote speeches

Androulla Vassiliou

European Commissioner in charge of Education, Culture, Multilingualism and Youth

Irina Bukova

Director-General of UNESCO (tbc)

Conclusions

Mercedes Bresso

First Vice-President of the Committee of the Regions

Europe's cultural and creative sectors represent a significant potential to contribute to sustainable recovery of the economy and to create jobs. With a share of 4.5% of the EU's GDP and 4% of its workforce, creative and cultural institutions and enterprises are an important and – given their above average growth rates during recent years - a very dynamic part of the EU economy with a positive impact on other sectors and citizens' well-being. Creative sectors face, however, a number of challenges such as a fragmented cultural market and space, namely due to linguistic diversity, the 'digital shift' of art production and dissemination, a difficult access to finance for creative enterprises, 60% of which have less than 10 employees, and finally, a lack of comparable data. Tackling these challenges can contribute to achieve the objectives of the Europe 2020 strategy for growth and jobs at all levels of government.

The cultural and creative sector matters to regions and cities and vice-versa. On average, subnational authorities are responsible for **65% of public expenditure for cultural activities** and for over 30% of support to enterprises. Europe's regions and cities take care of cultural heritage - including intangible heritage -, provide services to citizens and creative enterprises, host cultural events and develop and maintain EU-wide networking activities in the fields of culture and creativity. In doing so, they make use of EU support such as the structural funds and other programmes such as the European Capital of Culture, the European Heritage Label and the new Creative Europe programme.

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Edited by the Directorate for Communication,
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