

Cultural and Creative Industries in Europe

Maximising the Contribution of Culture towards Social and Economic Development



Tuesday 21st March 2017

Thon Hotel Brussels City Centre,
Brussels



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Overview

Culture represents an extensive economic asset and a valuable source of creativity and innovation. According to the European Parliament's report on EU policy for cultural and creative industries (June 2016), Cultural and Creative Industries (CCIs) have become high-capacity engines for economic growth, representing 11.2% of all private enterprises and 7.5% of all employed persons. Beyond their significant economic contribution, CCIs have built a bridge between arts, culture, business and technology.

However, CCIs' potential remains poorly exploited and is at risk of being compromised by changes in increased digital technologies, persistent economic instability, and considerable changes in the regulatory European framework. CCIs have moreover struggled to evidence the potential of their sector to investors and have suffered from legislative hindrances such as intellectual property rights and varying tax regimes.

To unlock the potential of CCIs, the European Commission has introduced initiatives such as the Creative Europe Programme with a total budget of €1.46 billion. This programme aims to stimulate cross-border cooperation among Small and Medium Enterprises (SMEs) in the cultural heritage sector, whilst supporting policy work undertaken in the 2015-2018 Work Plan for Culture. With the continuous evolution of the cultural and creative sectors, there is an increased need to support the expansion and skills development of professionals employed in the industry through greater improvements in education and training. Similarly, it is essential that we recognise and utilise the potential contribution of migration towards cultural enrichment and consider its integration in the CCIs.

This timely symposium will provide an opportunity to discuss ways to drive the development of cultural and creative industries in the EU and examine how cross-sector and cross-border collaborations can lead to a stronger and more competitive cultural sector. In addition to their economic value, this symposium will also explore the potential of cultural and creative industries to foster an inclusive European identity and support social cohesion.

“ Culture can help boost and diversify local economies and is an important source of employment and revenue creation. In addition, culture has a crucial role to play in fostering citizenship”.

- Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport,
June 2016

Venue and Accommodation

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 Brussels
Belgium



Why Attend?

- ✓ Develop methods to further promote and safeguard cultural and creative industries at European level
- ✓ Explore means of unlocking the economic potential of cultural and creative industries
- ✓ Consider ways to boost innovation and develop synergies between education and culture
- ✓ Discuss the innovative aspects and social contribution of digitalized cultural heritage
- ✓ Share best practice in improving data collection on CCIs
- ✓ Scrutinise approaches to empowering local and regional economies
- ✓ Examine current funding opportunities for the CCI sector

Who Should Attend?

- Local Authorities
- Sectoral Operators
- Licensing Officers
- Programme Managers
- Project Managers
- Publishers Associations
- Broadcasters Associations
- Artists Associations
- Performing Arts Associations
- Civil Society Representatives
- Archives
- Libraries
- Museums and Galleries
- Tourism Offices
- Collecting Societies
- Executive Directors
- Arts and Entertainment Companies
- IP Law Experts
- Copyright Law Experts
- Media Experts
- Internet and E-Commerce Experts
- National Governmental Organisations
- Legal Advisers
- Local and Regional Government Departments and Bodies
- Regulatory Bodies
- Third Sector Practitioners
- Private Sectors Employers
- Public Sector Employers
- Campaigning Organisations
- International Organisations

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Programme

09:15	Registration and Morning Refreshments
10:00	Chair's Welcome and Opening Remarks
10:10	Defining the European Approach to Cultural and Creative Industries <ul style="list-style-type: none">• Discussing the Role of CCI's in the EU 2020 Strategy Goals• Establishing a Regulatory European Framework to Boost the Potential of CCI's• Improving Data Collection on CCI's: Previous Performances and Current Trends• Recognising and Developing the Role of Culture in the EU's External Relations
10:40	First Round of Discussions
11:10	Morning Coffee Break
11:30	Realising the Potential of CCI's: Culture as a Means towards Social and Economic Development <ul style="list-style-type: none">• Analysing the Landscape for Cultural and Creative Markets in the EU• The Strategic Asset of CCI's and Cultural Tourism: Empowering Local and Regional Economies• Ensuring Greater Mobility for Artists to Promote the Expansion of CCI's in Europe.
12:00	Second Round of Discussions
12:30	Networking Lunch
13:30	Encouraging Intercultural Dialogue across Europe: Enhancing Culture in Shared Public Spaces <ul style="list-style-type: none">• Recognising the Importance of the EU Strategy for International Cultural Relations• Establishing a Tolerant Approach to International Cultural Relations and Developing a Multi-Cultural Dialogue• Facilitating Friendly Networking Initiatives between Young Creative and Cultural Entrepreneurs• Reinforcing Cooperation on Migrants Cultural Heritage: Sharing Best Practice
14:00	Third Round of Discussions
14:30	Afternoon Coffee Break
14:50	Fostering the Potential of CCI's in the Era of Digitization: Education, Skills, and Training <ul style="list-style-type: none">• Boosting Innovation and Digital Technology: Developing Synergies between Education and Culture• Investing in Joint Partnerships between the Cultural and Creative Sector and Vocational Training• The Importance and Challenge of Protecting Author's Rights in the Digital Age• Including CCI's in the Youth Employment Initiative: Providing Funds to Facilitate Careers and Training in the Sector
15:20	Fourth Round of Discussions
15:50	Chair's Summary and Closing Comments
16:00	Networking Reception
16:30	Close

Please note that the programme is subject to change without notice

Marketing and Exhibition Opportunities

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Event Details

Date: Tuesday 21st March 2017
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels



Speakers Include:

- ✓ **Marietje Schaake**, Member of the European Parliament
- ✓ **Prof. Elisabetta Lazzaro**, Professor of Creative Economy, HKU University of the Arts Utrecht
- ✓ **Damien Helly**, Head of External Action Programme & Cultural Affairs Advisor, ECDPM
- ✓ **Clémentine Daubeuf**, Consultant, KEA European Affairs
- ✓ **Grégoire Polad**, Director General, Association of Commercial Television in Europe
- ✓ **Marie Le Sourd**, Secretary General, On the Move
- ✓ **Sophie Querton**, Co-Founder, Refugees Got Talent
- ✓ **Julia Wolny**, Chief Marketing Officer (CMO), SonicPaintings

Forthcoming Events

- ✓ Food Safety in the EU: Fostering Innovation and Securing Consumer Protection Throughout the Agri-Food Chain
24th January 2017
- ✓ Finalizing the Unitary Patent Package: Challenges and Ways Forward
8th February 2017
- ✓ Occupational Safety and Health: Striving for Happy and Healthy European Workplaces
23rd February 2017
- ✓ The Future of Mobile Health in Europe: Empowering Citizens Through Technologically Integrated Healthcare
28th February 2017