

The transforming power of cultural and creative industries

Thematic workshop

Venue: Art Academy of Latvia (Kalpaka bulvāris 13, Centra rajons, Rīga)

Date: 4 June 2019

Agenda	
<i>9h00</i>	Registration (welcome coffee)
<i>9h30</i>	<p>Welcome & Introduction</p> <p>Welcome words:</p> <ul style="list-style-type: none"> ▪ Ilga Gruševa, <i>Ministry of Environmental Protection and Regional Development of the Republic of Latvia – Interreg Europe National Point of Contact</i> ▪ Erwin Siweris, <i>Interreg Europe programme director</i> <p>Introduction and objectives of the day:</p> <ul style="list-style-type: none"> ▪ Rene Tönnisson & Luc Schmerber, <i>Interreg Europe Policy Learning Platform thematic experts – SME competitiveness</i> ▪ Thorsten Kohlisch, <i>Interreg Europe Policy Learning Platform project manager</i>
<i>9h45</i>	<p>State of Creative and Cultural Industries and relevant policies in Europe</p> <ul style="list-style-type: none"> • European state of the art Rasmus Wiinstedt Tscherning (<i>CEO and Founder of Creative Business Cup, a global competition for entrepreneurs from the creative industries, Official Speaker for the European Commission DG Education and Culture, 1997-2008, former Chairman of European Creative Industries Alliance</i>) • Creative Industries Development in Latvia Mr.Uldis Zariņš, <i>State under Secretary, Head of Culture Policy Department of Latvian Ministry of Culture</i> • Questions – Discussion <i>Moderation: Rene Tönnisson & Luc Schmerber</i>
<i>10h30</i>	Ice-breaking exercise
<i>11h00</i>	Coffee break
<i>11h30</i>	<p>Cultural and Creative Industries - Policies and strategies in Interreg Europe projects</p> <ul style="list-style-type: none"> • RCIA project Presentation from the good practice Creative Industries Strategy for Austria and how it leads to initiate policy changes within the RCIA regions (Action Plans under development).

	<ul style="list-style-type: none"> • CRE:HUB project Overview of policies to be implemented in the framework of the regional Action Plans <p>Interactive groupwork</p> <p>The participants will be split in up to 3 groups, according to the number of participants.</p> <p>Within each group, the overview of challenges and policies provided in the impulse presentation will be discussed and completed with inputs from the participants.</p> <p><i>Moderation: Thorsten Kohlisch, Rene Tönnisson & Luc Schmerber</i></p>
13h00	Networking lunch
14h00	Study visit at the Creative industries incubator (5 minutes walk) Back to Art Academy of Latvia
15h15	<p>Putting theory into practice: innovative instruments and support schemes</p> <p>Building on the visit performed at the Creative industries incubator, the participants will be invited to an interactive session on practical instruments and schemes (incubators, co-working spaces, hubs, vouchers...) aiming to improve the development of CCI and foster their transforming power for other sectors.</p> <p>Interactive groupwork – exchange on challenges, approaches and planned activities</p> <p>Topics:</p> <ul style="list-style-type: none"> • Tools fostering the competitiveness of CCIs, • Access to funding for CCIs, • Tools fostering the contribution of CCIs to other sectors. <p><i>Moderation: Rene Tönnisson, Luc Schmerber, Thorsten Kohlisch</i></p>
16h30	<p>Conclusions of the workshop</p> <p>The participants will be invited to take part in an exercise aiming at collecting their take away messages and suggestions for follow-up activities and potential synergies.</p> <p>Concluding remarks</p> <p><i>Moderation: Thorsten Kohlisch, Rene Tönnisson & Luc Schmerber</i></p>
16h45	End of workshop and networking cocktail