

Interregional Thematic Workshop C: 'Cultural and Creative Tourism product development based on Cultural and Creative Industries'

Online, 10 November 2020, 10:00 -17:00 CET

Programme

10:00 Session 1: Opening – Setting the Scene

Moderator: Dundee City Council

- Opening Address by Dundee City Council – welcome by Councillor John Alexander, Leader of Dundee City Council
- Short video highlighting Dundee's cultural and creative practices – UNESCO City of Design
- Address by lead partner, Vidzeme Tourism Association, Latvia
- Purpose of Thematic Workshop C in the frame of Cult-CreaTE project: background, issues, aims, approach, activities and expected results, by Project Coordinator, Manos Vougioukas, Greece
- State of the Art and Guidelines for Creative Tourism product development based on CCIs, Caroline Couret, External Expert, ECTN advisory partner
- Discussion

11:00 *Break*

11:30 Session 2: CCT product development based on CCIs in Dundee and Scotland

Moderator: Dundee City Council

Short Video presenting one of Dundee's creative practices – V&A Dundee

A range of speakers providing insight into CCIs and CCT in the city:

- Annie Marrs, UNESCO City of Design – Code Souvenire
- Diane Milne, Dundee City Council – overview of workshop held with CCIs to engage them with the visitor economy
- Dr Jen Ballie, V&A Dundee – Sewing Box for the Future exhibition and visitor engagement at V&A Dundee – hand's on activity with Jen
- Scarlett Erskine, Jewellery Designer – overview of her jewellery workshops
- Hayley Scanlan, Fashion Designer (TBC) – overview of her t-shirt design workshops for kids

13:00 *Break*

14:00 Session 3: CCT product development in partner cities and regions (10 min each)
Moderator: Raitis Sijats, VTA Chairman, Cult-CreaTE Lead Partner

- **Vidzeme Tourism Association**, Latvia
- **Veneto** Region, Italy
- **Cork** City Council, Ireland
- **Pécs-Baranya** Chamber of Commerce and Industry, Hungary
- **Nicosia** Tourism Board, Cyprus
- **Kujawsko-Pomorskie** Region, Poland
- **Naoussa** Municipality, Greece

Discussion

Short film featuring one of Dundee's creative practices – Dundee Cake Hand's on session with Jennifer Caswell – the Great Dundee Cake Bake Off

15:30 *Break with Cake*

16:00 Session 4: Discussion, Proposals for the Action Plans and Conclusions
Moderator: Manos Vougioukas, Project Coordinator

Short film featuring one of Dundee's creative practices – Open Close Dundee

Discussion:

1. **Transfer of best practices into CCT product development:** How can we deploy CCIs for CCT product development ?
2. **Stakeholder involvement:** How to closer engage key stakeholders ?
3. **Policy Change, Potential Actions for the Action Plans:** How can we improve policy instruments in Cult-CreaTE partner destinations with CCT product development based on CCIs in the Action Plans?

- Conclusions and next steps, Project Coordinator (10 minutes)
- Closing remarks by lead partner VTA (5 minutes)
- Closing remarks by host partner Dundee City Council (5 minutes)

17:00 End of Workshop

Thursday 12 November 2020 AM

Steering Group meeting No 5 - Partners only (Separate Agenda to follow)

