



ECOC-SME
Interreg Europe



European Union
European Regional
Development Fund

ACTIONS FOR INDUCING SME GROWTH AND INNOVATION VIA
THE EUROPEAN CAPITAL OF CULTURE EVENT AND LEGACY



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INVITATION
to the
**FINAL DISSEMINATION EVENT OF THE
ECOC-SME PROJECT**

Matera, Italy | 9-10th June, 2022

[Register here!](#)

INNOVATIVE ACTIONS FOR SME PROMOTION AND MONITORING IMPACT IN EUROPEAN CAPITALS OF CULTURE

9-10th June, 2022

To participate in-person: CTE Matera – House of Emerging Technologies
<https://goo.gl/maps/Qs1XteewYQiqrNT27>

To participate online
[Zoom](#) | [Facebook](#)

Day 1

3 years of ECoC-SME

9th June, Thursday

	9:00	Registration (offline)
	9:15 – 9:30	Welcome and introduction
	9:45 – 10:00	Interreg Europe: The state of play of interregional cooperation Vincenzo Capocasale (Joint Secretariat of Interreg Europe)
Hybrid	10:00 – 13:00	ECoC-SME stories from the 5 regions Ágnes Németh (University of Eastern Finland): Brief introduction of ECoC-SME Lennard Drogendijk (Business Development Friesland): <i>Actions at work in the Dutch region of Friesland</i> Raffaele Vitulli (Materahub): <i>Basilicata Heritage Smart Lab (Italy)</i> Coffee break Iva Ribarić (Department of Entrepreneurship, City of Rijeka): <i>Local actions in Rijeka, Croatia</i> Lavinia Simion (Culture and Tourism Department, Municipality of Timisoara): <i>Actions in Timisoara, Romania</i> Osvaldas Stripeikis (Director, Vytautas Magnus University Centre for Enterprise Practice) Liudas Svipas (Head of programmes, Vytautas Magnus University Centre for Enterprise Practice): <i>Local actions in Kaunas, Lithuania</i>
	13:00 – 14:00	Lunch break*

Hybrid

14:30 – 15:30 Policy impact of the ECoC-SME project: roundtable discussion

What are the policy impacts and the contributions of our Action Plans in the five regions, and how are they already visible?

Participants:

Anke Hoekstra (Municipality of Leeuwarden)

Enzo Acito (Former Councilor of Economic Affairs and Innovation, Basilicata Region)

Ivan Šarar (Department of Culture, City of Rijeka)

Lavinia Simion (Culture and Tourism Department, Municipality of Timisoara)

Tadas Stankevičius (KAUNAS IN Director)

Facilitator: **Sarolta Németh** (University of Eastern Finland)

15:30 – 16:30 Coffee break, video loop and networking

16:30 – 17:55 RADIO DEUS (Special edition) Legacy of the ECoC events

In collaboration with Materahub & Matera-Basilicata 2019

Live streaming:

Sylvain Pasqua (DG EAC, Senior Expert Cultural and creative sectors; EU policies and programmes related to culture – European Commission)

Klaudija Aleksandravičiūtė (Cultural partnerships program curator, Kaunas 2022)

Ivan Šarar (Department of Culture, City of Rijeka)

Jurjen van der Weg (LF2028, Municipality of Leeuwarden)

Rita Orlando (Matera-Basilicata 2019 – Open Design school)

Michaela Podolakova (Visitkosice – Kosice 2013)

Dóra Kanizsai-Nagy (Veszprém-Balaton 2023)

Facilitated by: Paolo Montemurro & Rita Orlando

[About RadioDEUS](#)

<https://www.youtube.com/watch?v=Vvco3qJdyjk>

Live on Radio DEUS YouTube Channel

20:00 – 22:00 Dinner

Day 2
Synergy Day
10th June, Friday

	9:45 – 10:00	Welcome
	10:00 – 10:15	ECoC News Magazine – an initiative started in Matera
Hybrid	10:15 – 11:30	The importance of data in the process of ECoCs Cultour Data EU Project (Paolo Montemurro, Materahub, Lead Partner) Matera-Basilicata 2019 “Open Data portal” (Rita Orlando, Matera-Basilicata 2019 Foundation) ECoC-SME project and impact measurement (Sarolta Németh, University of Eastern Finland, Lead Partner) Silent City impact measurement (Carlo Ferretti, Materahub)
	11:30 – 13:30	Site visits to legacy infrastructure CTE Matera – House of Emerging Technologies Complesso del Casale (Sassi area) – future headquarter of European Digital Innovation Hub

* Cold snacks. Hot meals are self-financed by participants.