



Conference  
**“CULTURAL AND CREATIVE CROSSOVERS”**  
*Partnering culture with other sectors to maximize  
creativity, growth and innovation*

Within the framework of the Latvian Presidency  
of the Council of the European Union

**11-12 March, 2015**  
**National Library of Latvia, Riga**

## PROGRAMME

Working language is English. Translation in Latvian and French will be provided.

### WEDNESDAY, 11 MARCH

09.00 – 09.30 Registration

09.30 – 10.00 **CONFERENCE OPENING**

**Dace Melbārde**, Minister for Culture of Latvia

**Xavier Prats Monné**, Director-General of the Directorate General for Education and Culture, European Commission

10.00 – 11.30 **SETTING THE TONE**

10.00 – 10.30 **MAKING CULTURE AND CREATIVITY PART OF THE SOLUTION – WHY CROSSOVERS MATTER?**

**Bernd Fesel**, Chair of the European Creative Business Network, Senior Adviser at *ecce – european centre for creative economy* (Germany), *followed by Q&A*

10.30 – 11.00 **HOW TO MAKE CROSSOVERS HAPPEN – A DESIGN APPROACH**

**Marco Steinberg**, Founder of Snowcone & Haystack (Finland), *followed by Q&A*

11.00 – 11.30 **CULTURAL AND CREATIVE CROSSOVERS AND SMART SPECIALIZATION: IMPLICATIONS FOR THE 2014-2020 EU PROGRAMMING**

**Pier Luigi Sacco**, Professor of Cultural Economics, IULM University (Italy), *followed by Q&A*

11.30 – 12.00 *Coffee break*

12.00 – 13.15 **SESSION I: CULTURAL AND CREATIVE CROSSOVERS TO SOCIAL INNOVATION**

12.00 – 12.25 **CULTURE GIVING MEANING TO INNOVATION – LESSONS LEARNT FROM THE KIICS AND CREATIVE SPIN PROJECTS**

**María Iglesias Portela**, Head of Research and Analysis, KEA International Affairs (Spain), *followed by Q&A*



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12.25 – 12.50

## CREATIVE INDUSTRIES INNOVATING HEALTHCARE SYSTEM

**Johanna Bolhoven**, Senior Strategy Executive, Creative England, Interactive Healthcare Fund (United Kingdom), *followed by Q&A*

Express  
presentation 1

### CREATIVITY + ACCESSIBILITY

**Madara Makare**, co-founder of social entrepreneurship project HOPP (Latvia) – From informal movement to social entrepreneurship – adapted tricycles for people with disabilities

Express  
presentation 2

### GAMING + EDUCATION + SCIENCE

**Mateusz Marmołowski**, Chief Technology Officer, Professor Why (Poland) – Winner of the Creative Business Cup 2014, interactive computer game teaching science

Express  
presentation 3

### TECHNOLOGY + BUREAUCRACY REDUCTION + PUBLIC INVOLVEMENT

**Signe Znotiņa-Znota**, Cabinet Press Secretary, app “Futbols” (Latvia) – the use of technology to promote the reduction of bureaucracy and involvement of society

13.15 – 14.30

*Lunch break*

14.30 – 16.00

## SESSION II: CULTURAL AND CREATIVE CROSSOVERS TO GROWTH AND BUSINESS DEVELOPMENT

14.30 – 14.55

### THE INTERLINKS BETWEEN CULTURE AND ECONOMIC DEVELOPMENT

**José A. Tavares**, Professor of Economics at Nova School of Business and Economics in Lisbon, Researcher at the Centre for Economic Policy Research (CEPR) in London (Portugal), *followed by Q&A*

14.55 – 15.20

### CREATIVE COMPETITIVE ADVANTAGES – DEVELOPING BUSINESS PROSPECTS WITH CREATIVE PARTNERS

**Rasmus Wiinstedt Tscherning**, Managing Director of Center for Cultural and Experience Economy, Founder of the Creative Business Cup (Denmark), *followed by Q&A*

15.20 – 15.45

### THE CREATIVITY CONNECTION – UNPICKING ARTISTS’ SKILL SET FOR BUSINESS GROWTH AND SUCCESS IN OUR WIDER SOCIETY

**Nikky Smedley**, Partner and Communication Guru at **changing cultures** (United Kingdom), *followed by Q&A*

Express  
presentation 1

### CREATIVE CROSSOVERS + FUNDING

**Doris Fröhlich**, Programme Director of Impulse Programme, Austria Wirtschaftsservice Gesellschaft (Austria) – Creative Vouchers as innovative tools to facilitate creative crossovers

Express  
presentation 2

### TECHNOLOGY + GROWTH

**Alise Semjonova**, Co-founder and Designer, Infogr.am (Latvia) – the experience of creative industries company’s strategic development

16.00 – 16.30

*Coffee break*



16.30 – 17.45

## HIGHLIGHTING SUCCESSFUL EXAMPLES OF CROSSOVERS: PANEL DISCUSSION

*Focusing on how culture and creativity can benefit life around us – sharing good practices and discussing critical success factors to make crossovers happen.*

### CREATIVITY + EDUCATION

**Barbara Ābele**, Associate Professor of Latvian Academy of Arts and **Ieva Taranda**, painter and teacher at Janis Rozentals Art Highschool (Latvia) – Creative partnership project **RA-PA-PRO**: how partnerships between music and art schools and local organizations can solve social problems

### DANCE + SOCIETY

**Fern Potter**, Head of Development & Strategy, Dance UK (United Kingdom) – How dance impacts societal challenges in health & well-being, social integration and building stronger communities

### CREATIVITY + SCIENCE

**Luis Miguel Girão**, Founder of Artshare, Member of the Planetary Collegium and the Centre for Sociology and Music Studies of Faculty of Social Sciences and Humanities of the New University of Lisbon – STARTS study: Innovation at the nexus of Science, Technology and the Arts (Portugal) – the Arts as a catalyst of an efficient conversion of science and technology knowledge into innovative products, services, and processes

### DESIGN + SUSTAINABILITY

**Reet Aus**, PhD, Founder and Owner of Aus Design (Estonia) – How upcycling can significantly lower the waste produced by textile industries

### MUSIC + ENVIRONMENTAL AWARENESS

**Silvija Nora Kalniņš**, PhD, Association Director, Nature Concert Hall (Latvia) – How several sectors unite into one creative project



## THURSDAY, 12 MARCH

09.00 – 09.30 Registration

09.30 – 10.45 **SESSION III: CULTURAL AND CREATIVE CROSSOVERS TO URBAN AND REGIONAL DEVELOPMENT**

09.30 – 09.55 **TRANSFORMATIVE POWER OF CULTURE AND CREATIVITY IN MAKING OUR CITIES BETTER PLACES TO LIVE**

**Tom Fleming**, Director of Tom Fleming Creative Consultancy (United Kingdom),  
*followed by Q&A*

09.55 – 10.35 **ÎLE DE NANTES – ROLE OF CULTURE IN BUILDING THE CITY FOR TOMORROW**

**Boris Meggiorin**, Head of International Development, Nantes Creative Arts District  
(France), *followed by Q&A*

Express  
presentation

DESIGN + QUALITY OF LIFE + AGEING POPULATION

**Rihards Funts**, Designer, The Long Walk (Latvia) – the role of design in quality of life

10.45 – 11.15 *Coffee break*

11.15 – 13.30 **SESSION IV: LOOKING FORWARD – EUROPE, CULTURE, CREATIVITY**

11.15 – 12.45 **POLICYMAKERS ROUNDTABLE: SUPPORTING CULTURAL AND CREATIVE CROSSOVERS – FROM LOCAL, NATIONAL AND EUROPEAN PERSPECTIVE**

Participants:

**Dace Melbārde**, Minister for Culture of Latvia

**Maggy Nagel**, Minister for Culture of Luxembourg

**Marjan Hammersma**, Director General at the Ministry for Education, Culture and Science of the Netherlands

**Walter Zampieri**, Head of the Unit “Culture Policy and Intercultural Dialogue”,  
Directorate General for Education and Culture, European Commission

**Jean-François Aguinaga**, Head of the Unit “Textile, Fashion, Design and Creative Industry”,  
the Directorate General for Internal Market, Industry, Entrepreneurship  
and SMEs, European Commission

**Federico Milani**, Acting Head of the Unit “Creativity”, Directorate General for  
Communications Networks, Content & Technology, European Commission

**Jordi Sellas i Ferrés**, Director-General of the Creation and Cultural Companies,  
Catalonia, Spain

**Andris Ozols**, Head of Investment and Development Agency of Latvia



12.45 – 13.10

## **SUMMING UP: THE GUIDELINES OF DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES CROSSOVERS IN ANTHROPOLOGICAL PERSPECTIVE**

**Viesturs Celmiņš**, social anthropologist (Latvia)

13.10 – 13.30

## **CLOSING SPEECHES**

**Dace Melbārde**, Minister for Culture of Latvia

**Tibor Navracsics**,  
European Commissioner for Education, Culture, Youth and Sport

13.30 – 14.30

*Lunch*

14.30 – 17.30

## **EXPLORE THE FIELD**

### **CHOICE 1: Workshop on Culture and Sustainability**

#### **Cultural and Creative Crossovers for a Sustainable World**

Discussions on: how can we make Sustainability part of all cultural processes? How do we do this most efficiently? What are the next steps we need to take? How do we connect across sectors?

**Culturability BSR** – a recent European Union Baltic Sea Region (EUBSR) Flagship project chaired by The Nordic Council of Ministers – has begun exploring the possible answers.

**Olaf Gerlach-Hansen** will introduce Culturability BSR, having been a consultant for this project. Olaf is Senior Advisor at the Danish Cultural Institute and previously led the Danish Centre for Culture and Development under the Ministry of Foreign Affairs.

**Swedish Expert Alan Atkisson** will give the workshop key note, followed by a moderated dialogue with European politicians and officials, artists, creative entrepreneurs and others to try and define concrete steps forward.

Alan Atkisson is an author, consultant, speaker, and executive trainer, focused on issues of sustainability — from global to local. He has led the Earth Charter Initiative in 2005-7, published the bestseller “Believing Cassandra: How to be an optimist in a pessimists world” (1999, 2010), as a singer-song writer released 6 albums with the last one in 2014 and was a member of European Union President José Manuel Barroso’s Science and Technology Advisory Committee 2013-2014.

The event is organized by The Nordic Council of Ministers in cooperation with the Danish Cultural Institute

### **CHOICE 2: Workshop on Design Thinking**

Practical design thinking workshop and discussion with design professionals. Participants will learn about effective design thinking methods to find solutions to different challenges. They will have a possibility to hear real case studies presented by creative partnership program *RaPaPro* and discuss how design thinking methods work in practice in Latvia.

**Creative partnerships program *RaPaPro*** has been initiated and financially supported by the Ministry of Culture of Latvia with the aim to form new partnerships in secondary vocational level cultural education schools, involving art, design and



music teachers and students, municipalities, entrepreneurs, social groups and other representatives from local communities. Thirteen *RaPaPro* projects have resulted in acquisition of new skills and knowledge and provided the chance to work in interdisciplinary teams and promote the usage of design thinking in cultural education.

Experienced design thinking experts will participate, share knowledge and moderate the workshop:

**Anna Whicher (United Kingdom)**, the main researcher of design and innovation in Cardiff Metropolitan University. Since 2009 she coordinates Sharing Experience Europe network, but from 2013 is a board member of the Association of European design office. While working on doctoral studies she analyzes the design as a key driver of innovation policy.

**Charles Bušmanis (Latvia)**, went from being a designer who makes things, to being a designer who makes things happen in the field of social design. Charles has been working within diverse sociocultural contexts as a social designer, ranging from the corporate world to suburbs and city municipalities. In Summer 2014 Charles has been asked by Riga Technical University to participate in the creation of a new structure called RTU Design Factory that aims to support interdisciplinary learning and provide support to teachers and researchers through practice base learning and problem based learning. "Mind the system, find the gap!"

**Martin Foessleitner (Austria)**, MA in Business Administration, founded [hi-pe.at](http://hi-pe.at) in 1999, dealing with information design in project branding, network development and community building. Martin is a board member of the International Institute for Information Design (IIID) and of designaustria. Teaching Information Design at the Sigmund Freud University for Psychology, he enjoys being part of the European Design Award jury and has a passion for Japanese design as well as Italian espresso.

### **CHOICE 3: Field trip on Contemporary and historic architecture of Riga.**

A guided tour to some of the highlights of Riga: wooden architecture, creative hubs and contemporary public spaces. The first stop will be in Ķīpsala, one of the islands of the Daugava river, where architectural heritage lives side by side with the developing campus of Riga Technical University. The tour will pass through Spīķeri — historical red-brick shipping warehouses that today accommodate a creative quarter. The riverfront promenade next to Spīķeri is one of the city's largest recent investments in public space. The tour will conclude at the renovated wooden building of Riga School of Design and Art, where snacks and hot drinks will be provided.