

Conference on "Cultural and Creative Crossovers"

11 –12 March, 2015

Venue: National Library of Latvia, Riga (Address: Mūkusalas iela 3)

MEDIA PROGRAMME

Journalists are welcome to participate in all Conference sessions (see [Conference programme](#)).

Live stream of the Conference will be available on www.eu2015.lv

All interview requests shall be communicated sintija.lase@km.gov.lv , +371 28675333 by 9 March.

Please note that only accredited media will be allowed to enter the venue: <https://eu2015.lv/media-eu/accreditation>. Questions on media accreditation: mediaaccreditation@es2015.lv

WEDNESDAY, 11 MARCH

09.00 Press Centre opens

09.30 – 10.00 **CONFERENCE OPENING**
Venue: "Imanta Ziedoņa" Hall

Speakers:

Dace Melbārde, Minister for Culture of the Republic of Latvia

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

10.00 – 11.30 **SETTING THE TONE**

Making culture and creativity part of the solution – why crossovers matter?

How to make crossovers happen – a design approach

Cultural and creative crossovers and smart specialization: implications for the 2014-2020 EU programming

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

14.30 – 16.00 **SESSION II: CULTURAL AND CREATIVE CROSSOVERS TO GROWTH AND BUSINESS DEVELOPMENT**

16.30 – 17.45 **HIGHLIGHTING SUCCESSFUL EXAMPLES OF CROSSOVERS: PANEL DISCUSSION**

18.00 Press Centre closes

THURSDAY, 12 MARCH

09.00 Press Centre opens

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

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**



- 12.45 – 13.10 **SUMMING UP: THE GUIDELINES OF DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES CROSSOVERS IN ANTHROPOLOGICAL PERSPECTIVE**
- 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 – 14.10 **PRESS CONFERENCE**
Venue: "Baltija" Hall
Participants:
Dace Melbārde, Minister for Culture of Latvia
Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport
Juris Dambis, the Head of the State Inspection for Heritage Protection of Latvia
The press conference will also introduce to the Latvian presidency Conference "Heritage, Contemporary Architecture and Design in Interaction" that is held in Riga on 12 – 13 March.
- 15.00 Media Centre closes

The Conference is organised by the Ministry of Culture of the Republic of Latvia, supported and co-funded by the Creative Europe Programme of the European Union.

This is one of three international Conferences organised by the Ministry of Culture under the Latvian Presidency as part of the **Annual Creativity Action Week radi!2015** (create!2015) in Latvia. Various discussions, seminars, workshops and other creative events will be held in Riga during this week to promote public awareness and interest about creative and cultural industries, creativity-promoting education, innovations, knowledge economy and creative management.

Media contacts:

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