

## SEMINAR

### THE CREATIVITY AND INNOVATION IN CULTURAL COOPERATION PROJECTS

Barcelona, January 26th 2009

#### Program

9.00 Accreditation and documentation

9.30 **Welcome and presentation**

- Ignasi Guardans. Member of the European Parliament. ALDE Group
- Lluís Noguera. General Secretary. Department of Culture and Media. Catalan Government
- Senén Florensa. General Director of the European Institute for the Mediterranean (IEMed)
- Ana Magraner. Head of the European Year of Creativity and Innovation. European Commission
- Jacques Bonniel. President of ENCATC
- Lluís Bonet. Director of the Cultural Management Program. University of Barcelona

10.10 **The European Year and the Challenge of Creativity and Innovation**

- Ana Magraner. Head of the European Year of Creativity and Innovation European Commission

10.30 Coffee break

11.00 Round table: **European policies and programs to support creativity and innovation**

- Lotta Lekvall. Nätverkstan. Sweden, Chair of the ENCATC Working group "Creative Entrepreneurship & Education in cultural life"
  - Joan Pedragosa. ITD
  - Estanislau Vidal-Folch. Spanish representation at the UE
- Conducted by: Mercedes Giovinazzo. Fundació Interarts and Culture Action Europe

13.30 Lunch Pause

15.30 Round table: **Innovation as a key factor on cultural cooperation projects**

- Milena Dragecivic-Sesic. University of the Arts. Belgrade
- Gerald Lidstone. Goldsmiths University of London
- Xavier Martí. Digital 360
- Josep Giralt. IEMed

Conducted by: Àngel Mestres. Trànsit projectes and UB.

17.45 Coffee break

18.15 Closure lecture: **Creativity in cultural entrepreneurship as a challenge for competition**

- Ricard Frigola. Director of Economic promotion. City hall of Barcelona

19.00 Conclusions

19.15 Closure

**With the support of:**



Generalitat de Catalunya  
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**IEMed.**  
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European Parliament  European Commission  
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**Organiza:**



**Place:**

Auditorium. European Institute of the Mediterranean. IEMed.  
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