

FINAL CONFERENCE

DISSEMINATION EVENT

**23 FEBRUARY 2021
START H: 9:30**

Culture and creativity: opportunities, future challenges and development scenarios



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H. 9:30

Registration and welcome coffee



H. 9:45

Welcome greetings | Basilicata Governor | **Vito Bardi**

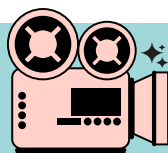
SESSION 1: POLICIES SUPPORTING CCIS AND FUTURE OUTLOOKS

Introduction by Moderator

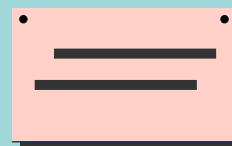
H. 10:10

Goals and results of the Cre:Hub project for cultural and creative industries Basilicata Region | ERDF Managing Authority and Cre:Hub Project Manager | **Antonio Bernardo**

H. 10:20



PROJECT VIDEO AND BROCHURE



H. 10:30

Policies for the development of the cultural systems. The three-year plan for entertainment | Basilicata Region, Cultural, Tourist and International Cooperation Systems Office | **Patrizia Minardi**

H. 10:40

"Notice for the support of entrepreneurial activities for cultural and natural attractors": results | Basilicata Region | Dep. Development Policies, Training&Research | **Maria Carmela Panetta**

H. 10:50

Strategies to support culture. The role of businesses | Sole Administrator Sviluppo Basilicata | **Gabriella Megale**

H. 11:00

Culture as a tourist promotion action, synergies between tourism and CCI as a factor of competitiveness | APT (Territorial Promotion Agency of Basilicata) | **Antonio Nicoletti**

H. 11:10

Interreg Europe state of play: cooperation on CCIs | Project Officer Interreg Europe Secretariat | **Ilaria Ramaglioni**

H. 11:30



CREATIVE BREAK

**SESSION 2: COMPARING GOOD PRACTICES AND EUROPEAN
EXPERIENCES | PANEL DISCUSSION**

H. 11:40 - 13:15

Matera ECOC 2019

Fondazione Matera – Basilicata 2019

The 6C Cluster

Central Transdanubian Regional Innovation Agency Nonprofit Ltd.

The LX Factory case

ADIST

**IRPAC: the research infrastructure for the cultural and
creative industry sector in Basilicata**

CNR

The law on cultural rights

Direccion General de Cultura de Navarra

The Carolina Creative Quarter

Regional Development Agency Centru

The Creative Quarter of the Castle of Sigulda

University of Latvia

Regional policies supporting CCIs and the culture and creativity cluster of FVG Region

Autonomous Region Friuli Venezia Giulia

H. 13:15

Conclusions and final greetings | Basilicata Regional
Councillor for work and training |

Francesco Cupparo