



3 C 4 I N C U B A T O R S

3C 4 INCUBATORS FINAL CONFERENCE

*Culture, Creative and Clusters for Incubators:
Developing territories through culture and creativity*

Rome, 6th November 2014
Sala Tevere
Lazio Region Via Cristoforo Colombo, 212



Projet cofinancé par le Fonds Européen
de Développement Régional (FEDER)

Project cofinanced by the European Regional
Development Fund (ERDF)



AGENDA

9.00 Registration and welcome coffee

9.30 Welcome addresses

Lidia RAVERA, Regional Minister for Culture, Youth Policies (Lazio Region)

9.40 MED2014-2020, the pillars of the new programme

Nuno VAZ SILVA, JTS MED Programme

10.00 3C 4 Incubators: a step towards development through culture – some notes

Ana Isa COELHO, Lead Partner (CIMAC – Comunidade Intermunicipal do Alentejo Central)

Video made in Marseille during the “Ideas and Project Factory”

HOW TO ENHANCE YOUR CREATIVITY?

10.30 BUSINESS MODEL REINFORCEMENT

Presentation of the results achieved by the Business Model Working Group

Ilaria CORSI/Gaetano FINOCCHIARO (BIC Lazio)

Interactive presentation of the gamification of the Canvas Business Model

Video and pitch of the winner enterprise

Next generation Business Support

David FURMAGE, Cluster 2020, European Creative Industries Alliance – Coventry University Enterprises

Developing business support models to achieve maximum effect

Anthony STORY – Director, Silicon South & Consultant, Creative England

11.30 NETWORKING SETUP

Building an EBN-Sub-Group on Creative Industries based on the 3C4Incubators Project Consortium – Presentation of the results achieved

Vittorio SIMONCELLI, Sviluppo Basilicata

The role and impact of creative projects in enterprise creation and incubation services

Laura LECCI, EBN (European network of business and innovation centres)

Video of the workshop: “Nothing is more creative than creating a business” which took place in the Sassi of Matera

12.00 INSTITUTION ATTRACTION

Political bottom-up: why today, more than ever, local authorities need a strong creative scene? 3C4Incubators as a local development policy tool

Ferdinand RICHARD, A.M.I General Manager

Developing, implementing and strengthening Culture in the sustainability of cities: Agenda 21 Culture

Jordi PASCUAL, Culture Commission of United Cities and Local Governments (UCLG)

Towards a new political agenda to promote cultural and creative industries as a driver for innovation and growth (conclusion project ECIA – European Creative Industries Alliance)

Dario PARRAVICINI, Province of Milan, partner of the European Creative Industries Alliance Platform

12.45 Conclusions

Miriam CIPRIANI, Regional Director for Culture and Youth Policies (Lazio Region)

13.00 Lunch

Cultural and creative cluster for development: territory, projects and SMEs 14.30

The event will present the regional policy and tools dedicated to develop the creative and cultural sector in the region and will show how they are tracking European challenges in the area. Direct evidence of SMEs participation in European Projects will be showcase, together with best practices and share of experiences.

The event will be linked with the final event of a transnational European project 3C4Incubators: Culture, Creative and Clusters for Incubators. The project objective is to capitalize all results achieved by other European Territorial Cooperation projects, such as I.C.E., “Incubators for Cultural enterprises” focused on the support to cultural and creative SMEs based in the UNESCO sites of the partnership and the promotion of these territories through cultural traditional and virtual itineraries.

The event will be an opportunity to deepen the tools to support the cultural and creative sector existing at different levels: European, the MED program and the regional level . The experience of the direct beneficiaries of the policies and support tools will be presented by some enterprises involved in the above- mentioned projects.

Target groups of participants: European and local authorities, representatives of private companies, European and National Cultural Associations, journalists, researchers, Cultural and Creative SMEs, incubators

14.30 Welcome and Opening

Nicola Zingaretti, Governor – Regione Lazio

14.45 Benchmark among Regions on CCI policies implementation

Lidia Ravera, Councillor for Culture and Youth policies – Regione Lazio

Roberto Ciambetti, Councillor for Economics and Local Administration – Regione Veneto

Massimo Mezzetti, Councillor for Culture and Sport – Regione Emilia Romagna

Francesco PALUMBO, Direttore Area Politiche per la Promozione del Territorio, dei Saperi e dei Talenti - Regione Puglia

15.45 European projects and tools for the cultural and creative sector development

Silvia Costa, CULT Committee on Culture and Education – European Parliament

Diego Marani, Ministry of Heritage, Culture and Tourism

Cristina Loglio, President of Europa Creativa Technical Board – MIBACT

Ana Isa Coelho, I.C.E. and 3C 4 Incubators Project leader – Cimag (Portugal)

David Furnage, Technological Park – Coventry University

Anthony Story, Silicon & South Consultant, Creative England (UK)

17.00 Regional initiatives for cultural and creative SMEs: Presentation of Lazio Creative and FabLab projects

Gian Paolo Manzella, Regional Consultant, Regione Lazio

Laura Tassinari, General Manager – BIC Lazio

18.00 Closure of the Conference

Miriam Cipriani, Regional Director for Culture and Youth policies