



EUROPEAN
Creative Industries
ALLIANCE

**create
innovate
grow**

Closing Conference

Programme

Amsterdam • November 27-28 • 2014

Welcome!

This conference will address a new policy agenda to maximise the innovative contributions of European creative industries. It will gather 250 stakeholders consisting of key policy makers from the European, national and regional authorities and high level practitioners to discuss latest findings and challenges for future creative industries policies.

This conference is organized by the Amsterdam Economic Board with contributions of the City of Amsterdam and in cooperation with CLICK NL, the Dutch knowledge and innovation network of the Top sector Creative Industries.

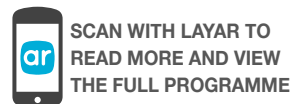
ECIA Closing Conference: Create! Innovate! Grow!

At the conference the results of the 3 year ECIA project will be presented, discussed and disseminated. The conference will focus on the final report, which includes 10 policy recommendations for better support for the creative industries on European, national and regional level. The final report will be handed over to the Minister of Culture and Education of The Netherlands.

During roundtables policymakers and practitioners in the creative industries will discuss how to implement these policy recommendations. In parallel workshops, also the outcome of the different concrete actions will be presented and discussed. The 2nd day of the conference is dedicated to future policies for creative industries with among others contributions from the European Commission.

For more information:

www.eciaplatform.eu/event/ecia-closing-conference



Day

Thursday
November 27th 2014

Venue Pakhuis de Zwijger
Piet Heinkade 179 — 1019 HC Amsterdam

European Creative Industries Alliance (ECIA) Closing Conference

9h30 - 10h00

Registration, Welcome tea and coffee

10h00 – 13h15

Opening plenary session

High level discussion on the ECIA final report

The opening plenary session will set the scene for the conference by presenting the 10 recommendations for a policy agenda to stimulate the growth of the cultural and creative industries. It will provide an insight into how EU and different Member States and regions will implement a new policy.

10h00 - 10h05

Moderator's introduction Ms Isolde Hallensleben
Dutch television presenter and broadcaster

10h05 - 10h15

Welcome by Ms Kajsa Ollongren
Deputy mayor of Amsterdam

10h15 - 10h50

Presentation of the recommendations of ECIA

Mr Rasmus Wiinstedt Tscherning
Chair of Policy Learning Platform ECIA
managing director CKO, Denmark

10h50 - 11h05

**Handing over the first copy of the ECIA
final report**

to the Minister of Culture and Education of the
Netherlands, Ms Jet Bussemaker, followed by
a short statement

11h05 - 11h30

Tea and coffee break ☕

11h30 - 11h45

Opinion poll

by Pips:Lab


11h45 - 13h15

Panel discussion

about the recommendations of ECIA

with politicians representing different levels:

- **Ms Karine Daniel**
Vice President of Nantes Metropole, Nantes, France
- **Mr Gian Paolo Manzella**
Regional Councillor for Lazio Region, Italy
- **Ms Kajsa Ollongren**
Deputy mayor of Amsterdam
- **Mr Olli-Poika Parviainen**
Deputy Mayor City of Tampere, Finland
- **Mr Carsten Schierenbeck**
Policy officer DG Enterprise, European Commission
- **Mr Rasmus Wiinstedt Tscherning**
Chair ECIA, managing director CKO, Denmark
- **Ms Barbera Wolfensberger**
Chair Topteam Creative Industries, the Netherlands

Questions and answers
with the audience 

13h15 - 14h00

Lunch 🍽️

14h00 – 15h30

2nd plenary session

Next steps: Practitioners discuss the implementation of the ECIA recommendations

During this plenary session high level practitioners will discuss the possibilities for implementing the recommendations in their future activities and the necessary preconditions to be successful.

14h00 - 15h30

Panel discussion

with practitioners about the recommendations:

- **Mr Mattia Corbetta**
Technical secretariat of the Italian Economic Development Ministry, Italy
- **Mr Michael Hofegger**
Head of the department Creative industries / innovation, Austria Wirtschaftsservice Gesellschaft mbH, Austria
- **Mr Kari Kankaala**
Executive Director Economic and Urban Development, City of Tampere, Finland
- **Ms Caroline Norbury**
CEO Creative England, UK
- **Mr Jordi Sellas**
Director General of Creation and Cultural Companies, Catalonia, Spain
- **Ms Doortje van Unen**
Deputy Director Amsterdam Economic Board, the Netherlands
- **Mr Bas Verhart**
Co-founder THINK, member Amsterdam Economic Board, the Netherlands

Questions and answers
with the audience 🎤

15h30 - 15h45

Tea and coffee break ☕

15h45 – 17h15

Parallel break-out sessions

Next practices to boost creative industries and its linkages with the wider economy

During three parallel sessions the results of ECIA's key issues and concrete actions will be presented, and it will offer an opportunity for stakeholders to share their experiences and present new practices.

15h45 - 17h15

Parallel sessions

1 Cross-Sectoral Innovation and the use of Voucher Systems

moderator Mr Ragnar Sill

Managing Partner of the Creativity Lab, Estonia and former Estonian Undersecretary for the Arts, Estonia

- **Mr Boris Meggiorin:** key issues and challenges regarding cross sectoral innovation
- **Ms Tuija Telen:** key issues and challenges regarding demand driven innovation
- **Mr Michele Coletti:** key issues and challenges regarding the use of innovation voucher systems in relation to the promotion of cross sectoral innovation.
- **Ms Mary McAuliffe:** concrete action 4CNW
Ms Christina Koch: concrete action Vinci
Q&A with the audience

2 Access to Finance

moderator Ms Gertraud Leimüller

Vice chair of Creativ Wirtschaft Austria (CWA) and innovation expert, Austria

- **Mr Edgar Garcia Casellas:** key issues and challenges regarding access to finance
- **Mr Egbert Rühl:** project Nordstarter
Ms Tanja Mühlhans: project VC Fonds Berlin
Mr Alex Pi: project ICEC, Repayable contributions loans
Q&A with the audience

3 Cluster Excellence and Internationalisation

moderator Ms Helena Acheson

Unitleiterin Kreativ Wirtschaft, Medien und Film
Gesellschaft, Baden-Württemberg, Germany

- **Ms Tanja Muhlans:** key issues and challenges regarding cluster excellence
- **Ms Hélène Morteau:** key issues and challenges regarding internationalisation and the role of clusters
- **Mr David Furmage:** concrete action Cluster 2020
- **Ms Simone Rosini:** concrete action ECCL Q&A with the audience

Each session will host 3, 4 or 5 presentations to inform about ECIA's key issues and concrete actions, followed by an open discussion to share practical experiences.

17h15 - 17h30

Closing session day 1

**Closing remarks and summing up
of the proceedings**

Ms Isolde Hallensleben, moderator

17h30 - 18h00

Drinks 🍷

Evening programme

Drinks and walking dinner

at City Archives De Bazel

Vijzelstraat 32 — 1017 HL Amsterdam

19.15

Welcome at City Archives De Bazel

Welcome by Rijk van Ark

Director department Economic Development City
of Amsterdam

Jann de Waal

Board member CLICKNL and CEO of internet
company info.nl

19.40

Walking dinner

21.00

Tour the City Archives

Optional guided tour through the City Archives and
treasuries

21.30

End of tour and dinner

Day

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Friday
November 28th 2014

Venue OBA (Municipal Library)
Oosterdokskaade 143 — 1011 Amsterdam

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European Creative Industries Alliance (ECIA) Closing Conference
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10h10 – 12h30

Plenary session

Priorities for future policies on EU action

The aim of this session is to jointly identify and shape strategic priorities for future creative industries policies at European, national and regional level.

10h00 - 10h10

Recap of Day 1 and introduction to day 2

by moderator Mr Rasmus Wiinstedt Tscherning,
Chair ECIA, managing director CKO Denmark

10h10 - 10h50

Inspiring speech: The revolutionary power of the Experience Economy, from experience to value creation

Mr Albert Boswijk
Founder of the European Centre for the Experience Economy, visiting faculty at Roskilde University Centre and University of Aalborg

10h50 – 11h10

Future EU policy for Cultural and Creative industries

Mr Carsten Schierenbeck
Policy officer DG Enterprise, European Commission

11h10 - 11h30

Tea and coffee break

11h30 - 11h45

Culture, creativity and innovation

Ms Catherine Magnant
Deputy Head of Unit Culture policy and intercultural dialogue, DG Education and Culture, European Commission

11h45 - 12h00

ICT for the creative industries

Ms Mikolt Csap
Representative of DG Connect, European Commission

12h00 - 12h25

Open discussion with the audience

Mr Rasmus Wiinstedt Tscherning
Chair ECIA

12h25 - 12h30

Closing words

Mr Rasmus Wiinstedt Tscherning

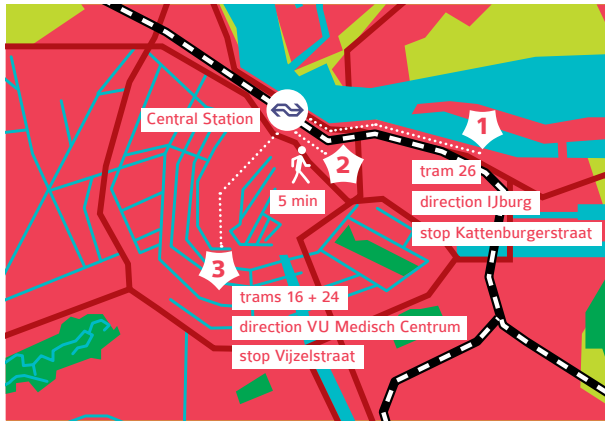
12h30 - 13h00

Lunch

13h00 - 15h00

Boat trip to creative centres

Public transport to and from event locations



- 1 Pakhuis de Zwijger**
Piet Heinkade 179
www.dezwijger.nl
- 2 OBA Amsterdam**
Oosterdokskade 143
www.oba.nl
- 3 De Bazel**
Vijzelstraat 32
www.debazelamsterdam.nl

Cultural and creative activities during the ECIA Closing Conference

During the ECIA Final Conference Amsterdam will be hosting some activities that might be interesting for you to visit or go to. We have selected a few that might be of interest to you.

Amsterdam Art Weekend
27 – 30 November
More info amsterdamart.com

IDFA
(International Documentary Festival Amsterdam)
19 – 30 November
More info www.idfa.nl

Amsterdam Light Festival
27 November – 18 January
More info www.amsterdamlightfestival.com

PAN Amsterdam
The art, antiques and design fair of today
23 – 30 November
More info www.pan.nl

This conference is organized by the Amsterdam Economic Board with contributions of the City of Amsterdam.

amsterdam economic board

**✘ Gemeente
✘ Amsterdam
✘**



create



innovate



grow

www.ECIAplatform.eu



This initiative is financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European Enterprises