

CREATIVE FOOTPRINT

THE NEXT
BIG STEP
WILL BE
A LOT
OF SMALL
STEPS

2011
OBIDOS
PORTUGAL
JUNE 9TH

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CREATIVE CLUSTERS FINAL CONFERENCE

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Connecting cities
Building successes



PROGRAMME

09:30 – 10:00

KICKSTARTER

CREATIVE FOOTPRINT: The next big step will be a lot of small steps
Telmo Faria, Mayor of Óbidos

URBACT NETWORK ON CREATIVE CLUSTERS: Key Messages
Miguel Rivas, URBACT Lead Expert

10:00 – 10:30

CREATIVITY IN SMALL AND MEDIUM SIZED CITIES

Lessons from Small and Medium-sized Cities in the Creative Economy: networks & sustainability

Roberta Comunian, Creative Industries Research Associate at University of Kent (UK)

10:30 – 11:15

Level #1 The Idea

UPGRADING SIMPLICITY: FROM IDEAS TO SOLUTIONS

Materializing Dreams: The Dream Machine project
Filip Meuris (Leiedal-Intermunicipal Foundation) and Jan Despiegelaere (Community Foundation West-Flanders), (BE)

Making More with Less: Ideas Bank
José Carlos Mota, Universidade de Aveiro (PT)

11:15 – 11:30

BUCHA (Coffee break)

11:30 – 12:00

Level #2 Doing

HUMAN SOLUTIONS: YOU ARE THE ANSWER

TIWI: Making Things Simple
Federico Riboldazzi, TIWI (IT)

ABC Incubator: Creative Companies in a Small Town
ABC Incubator, Óbidos (PT)

12:00 – 13:00

Level #3 Atmosphere

A CREATIVE CLOUD: FOR A COMMUNITY STORM

Terni Strategy Incubating a Local Creative Ecosystem
Paola Amato, Senior Official for International Projects, Terni City Council (IT)

Education as the Core of a Creative Urban Strategy
Representative Reggio Children (IT)

Setting people at the core in creative-based urban strategies
Codruta Cruceanu, Consultant (RO)

13:00 – 14.30

BITS & BITES (Lunch)

14:30 – 15:15

Level #4 Space

CREATIVE SPACES: LIVING HARD | WORKING CREATIVELY

Urban Planning facing the Creative Class

Jarkko Könönen, Project Researcher at University of Jyväskylä (FI)

A Cultural Platform from the Countryside
Rui Horta, O Espaço do Tempo (PT)

15:15 – 16:45

Level #5 Zoom

ACTION PLANS TO CITIES OF ACTION

Action Plans to Cities of Action

Catarina Selada, Head of Policy & Research, INTELI (PT)

Óbidos: Creative Economy
Miguel Silvestre, Deputy Mayor, Óbidos (PT)

Barnsley: Re-making the Northern England Midsized Town
Ann Gosse, Executive Director of Development, Barnsley Metropolitan Borough Council (UK)

Jyväskylä: Cooperation and cross-pollination

– marrying culture and wellness

Pirkko Korhonen, Jyväskylä City Council and Tony Melville, Jyväskylä LSG (FI)

Reggio Emilia: Città dele Persone

Mauro Bonaretti, General Manager, Municipality of Reggio Emilia (IT)

16:45 – 17:00

BUCHA (Coffee break)

17:00 – 18:00

Level #6 Commitment

GOVERNING THE LOCAL CREATIVE ECOSYSTEM

Mayors' Round Table

Telmo Faria, Mayor of Óbidos (PT)

Manuel Castro Almeida, Mayor of São João da Madeira (PT)

Di Girolamo, Mayor of Terni (IT)

Arto Lepistö, Jyväskylä Deputy Mayor (FI)

Emil Proscan, Mayor of Mizil (RO)

Moderator: Representative of URBACT - tbc

18:00 – 18:30

AND NOW? IS BEING CREATIVE ENOUGH?

European Creative-based Policies for the 21st Century

Claire-Lyse Chambron, Policy Officer, DG Education & Culture, EC - tbc

REGISTRATION

conferencias@cm-obidos.pt

