

CREATIVE FORUM

2019
LJUBLJANA

CREATIVE CAPITAL UNITED CREATIVE CAPITAL UNITED CREATIVE CAPITAL UNITED

CONFERENCE PROGRAMME

12 November

Opening Event @ Poligon (Tobačna 5, 1st floor)

17.30 **Registration**

18.30 **Opening**

Petra Kežman, Head of Department for Public Diplomacy and International Relations in Culture, Ministry of Foreign Affairs (Slovenia) &

Mohammed Elrazzaz, Project Analyst, Business Development and Employment (Union for the Mediterranean)

Warming Up: Two Inspiring Keynotes

"Something New from the South - Building the Creative Ambiance"

Keynote by **Jana Konstantinova** (North Macedonia)

"The Inventor in You"

Interview with **Peter Florjančič**, a 100-year-old Slovenian inventor who holds more than 400 patents, including the perfume atomiser and plastic slide frames

Interview will be moderated by **Natalija Polenec**, Acting Director, Technical Museum of Slovenia

Networking dinner with DJ Sami Shehade (Palestine)

Creative hubs workshops (by invitation only)

9.00

Tailor-made workshops for 20 selected creative hub managers to co-create innovative future projects:

Welcome speech by **Luka Piškorič**, co-founder and Managing Director of Poligon Creative Centre; Introduction to the European Creative Hubs Network by **Vassilis Charalampidis**;

Workshops:

"Creative Workers", moderated by **Eva Matjaž** (Slovenia);

"Creative Hub Programs", moderated by **Relja Bobić** (Serbia);

"Creative Hubs Policies and Financing", moderated by **Barbara Stacher** (European Commission) and **Cristina Farinha** (Portugal).

17.15

Creative entrepreneurs study excursion (by invitation only)

9.00

Field excursion for 40 selected entrepreneurs to explore the most innovative local practices & exchange experience:

Dobra Vaga, RogLab, Metelkova District, Kucha, City of Design, Donar. The morning part will focus on creative knowledge and the afternoon part on creative entrepreneurship. The visits will serve as a trigger for the **debates**:

"Creative Apparatus: The Mainstreaming of Creativity" (with **Meta Štular**, RogLab General Manager & **Barbara Predan**, designer and lecturer at the Academy of Fine Arts and Design) and

"Regional Integration through Creativity" (with **Zmago Novak**, Director at Zavod Big and **Marlen Bakalli**, Industrial Development Officer at UNIDO).

17.00

Creative Europe (by invitation only)

9.00

Creative gathering of Slovenian cultural actors with their selected peers from the region, followed by a working session of Creative Europe Desks Kosovo, Tunisia and Slovenia, discussing the possibilities of reinforced interregional cooperation.

17.00

Alternative culture walking tour of Ljubljana (for all participants)

18.45

Departure from Hotel Park @ Tabor 9

An original alternative tour, filled with alternative cultures, indie lifestyles and street art. It includes stories of local rebellion from the World War 2 Liberation Front to contemporary subcultures, and explores issues such as urban art, ecology, LGBTQ history, symbolic resistance, political art and radical ideas.

Reception hosted by the City of Ljubljana (for all participants)

20.00

City Museum @ Gosposka ulica 15

Welcome address by the City of Ljubljana that will present the success story of Ljubljana, Slovenia's creative capital and a regional creative hub.

Dress code: smart casual in the Forum's colours (**blue**, **red**, **yellow**)

High-level political conference @ Poligon

(Tobačna 5, 1st floor)

8.30 Registration

9.00 Welcome Speeches

Miro Cerar, Deputy Prime Minister and Minister of Foreign Affairs (Slovenia)

Zoran Poznič, Minister of Culture (Slovenia)

Nasser Kamel, Secretary-General (Union for the Mediterranean)

9.30 Keynote: "A Story of Breaking Boundaries"

by **Azza Fahmy**, iconic Egyptian jewellery designer, ranking among top women behind the Middle-Eastern brands

10.00 Creative Insights 1 – Feedback from the Forum's Workshops

Creative Entrepreneurs: Dina Kattan (Jordan)

Creative Hubs: Relja Bobić (Serbia)

Creative Europe: Hazar Hichri (Tunisia)

10.15 Best Practices 1

Competence Centre for Design Management 2.0 by **Miha Klinar** (Slovenia)

10.30 Coffee break

11.00 Leaders' Panel: Fuelling Creative Economy

Video message:

Ángel Gurría, Secretary-General (OECD)

Panelists:

Aleksandar Bogdanović, Minister of Culture (Montenegro)

Miro Cerar, Deputy Prime Minister and Minister of Foreign Affairs (Slovenia)

Valdrin Lluka, Minister of Economic Development (Kosovo)

Khaled Al-Osaily, Minister of National Economy (Palestine)

Aida Riđanović, Euro-Med Forum Director (Anna Lindh Foundation)

Valbona Shujaku, Deputy Minister of Culture (Albania)

Adress by:

Mariya Gabriel, EU Commissioner (European Commission), delivered by Zoran Stančič, Head of the EU Commission Representation in Slovenia

Moderated by **Abdelhamid El-Zoheiry**, Euro-Mediterranean University President (EMUNI)

In a world fuelled by ideas and innovation, creativity is clearly at the forefront of development. Creative communities flourish and creative businesses proliferate. At the micro level, a company that invests in creativity is estimated to be 50% more productive and 200% wealthier on the stock market. What about the macro level? Is the creative potential sufficiently exploited by governments to revitalise economies and societies, making them more sustainable, inclusive and stable?

Bringing together ministers and heads of international organisations, the panel will make a case for reinforced synergies between cultural, economic and foreign policies. Concerted interministerial action is needed to fully capitalise on the potential of the creative economy – including education, labour, finance, technology, tourism and many others. Interaction between public and private actors and the civil society is essential. – How to encourage it?

The Western Balkans and the South Mediterranean are particularly rich in cultural heritage and creative talent. Reaching beyond national borders, creativity can connect and stabilise. However, there are numerous constraints – from limited mobility to limited credit access. The panel will pave the way for regional policies and actions to make creative economies flourish, including South-South. Innovating the region through creativity means recreating its narrative – based on intercultural understanding and co-creation.

14 November

12.30 Lunch

13.30 Creative Insights 2

Creative Knowledge by **Atilim Sahin** (Atölye, Turkey)

Creative Workers by **Eva Matjaž** (Poligon, Slovenia)

Creative Hubs by **Vassilis Charalampidis** (European Creative Hubs Network)

Creative Entrepreneurship by **Rania Seddik**, (GebRaa, Egypt)

14.20 **Creative EU Policies & Financing** by **Barbara Stacher, Greta Galeazzi**
(European Commission)

14.40 Best Practices 2

Creative Mediterranean by **Marlen Bakalli** (UNIDO)

Tfanen – Tunisie créative by **Robert Kieft** (EUNIC Global)

15.00 Coffee break

15.30 Way Forward

Government and international organisation representatives will respond to the presentations of the creative sector by highlighting their strategies. Which are the most relevant policies that address the needs? Are there any new support programmes in the making? What are the best channels of policy dialogue with the creatives? What are the “recipes” for reinforced regional cooperation in the near future?

Jaime Moll de Alba, Chief Inter-regional Adviser, Directorate of Programme Development and Technical Cooperation (UNIDO)

Mario Pezzini, Director of the OECD Development Centre (OECD)

Ivica Poljičak, State Secretary, Ministry of Culture (Croatia)

Eyal Sela, Ambassador (Israel)

Siniša Šešum, Head of Antenna Office in Sarajevo (UNESCO)

Moderated by **Mohammed Elrazzaz**, Project Analyst, Business Development and Employment, Union for the Mediterranean

17.00 Good News

The floor will be open to anybody eager to announce up-coming programmes and opportunities for the cultural and creative sector from the region.

17.20 Closing Remarks

Zdravko Počivalšek, Minister of Economic Development and Technology (Slovenia)

Nasser Kamel, Secretary-General (Union for the Mediterranean)

17.30 Creative Gastronomy: Early Dinner

18.30 Opening of BIO 26 | Common Knowledge (Biennial of Design) @ Ajdovščina Underpass

The evening will continue with BIO 26 | Open Knowledge Night, a guided tour of the commissioned projects at partnering institutions of the biennial around Ljubljana, from 7 to 10 pm. BIO 26| Underground Music Hall, featuring independent Slovenian music labels with alternative means of sharing content, starts at 9PM at Ajdovščina Underpass.

Creative Tourism Study Visit

- 8.30** Meeting point @ Hotel Slon (Slovenska cesta 34) and departure to Jesenice
- 9.00** **Keynote Speech:**
"Creative Tourism: A Chance for Endogenous Development and Diversity Celebrations?"
by **Milena Dragičević Šešić** (Serbia)
- 10.00** Arrival at Lushna (Cesta Franceta Prešerna 62, Jesenice)
- Panel: Mobilizing Resources, Making Stories – Creative Tourism Practices**
- Jaka Ažman**, Lushna, Chief Marketing Officer (Slovenia)
Ahmed Yehia, Eco Nubia, Founder & CEO (Egypt)
Martin Cuff, Creative Tourism Consultant (UK)
Esen Altuğ, Ambassador, Turkish Embassy in Ljubljana
- Moderated by **Milena Dragičević Šešić** (Serbia)
- The Western Balkans and the South Mediterranean region, with its diverse geography and rich heritage, have huge tourism potential. However, the risk of massive unsustainable low cost tourism looms large. Is this where creativity comes in? Coupled with innovative business ideas, this seems to be the key to developing high-added-value tourist products and services, which increase the appeal and the competitiveness of tourist destinations.
- Creative tourism is based on tourists' participation in authentic activities and their interaction with the local community. It follows different forms of contemporary creative expressions, often using heritage that "bonds and divides". Therefore, the tourist narrative created should be open for multiple local interpretations, thus offering a real experience of diverse cultural expressions.
- In this panel, creatives, entrepreneurs and policy representatives will discuss how the creative sector can help develop high-value tourism that boosts both sustainable business and intercultural dialogue. Special attention will be devoted to gastronomy. Love for the region can be invoked by appealing to all the senses. Tasting cultures might just be the key!
- 11.15** Coffee Break
- 11.30** **Lushna company visit**
- 12.00** Departure for Bled
- 13.00** **Lunch & farewell speech** by **Eva Štravs Podlogar**, State Secretary at the Ministry of Economic Development and Technology (Slovenia)
- 14.30** Departure for the airport/Ljubljana