

CREATIVE CLUSTERS – Creative Clusters in Low Density Urban Areas

Launching Conference: “Creative Clusters in Small Urban Centers: Challenges and Opportunities”

Óbidos (Portugal), 22 January 2009 – Auditório Municipal da Casa da Música

Programme

9:30 - Opening Session

Telmo Faria - Mayor of Óbidos (PT)

Alfredo Marques – President of CCDR-C – Regional Coordination Commission of the Centre Region (Managing Authority) (PT) - - *to be confirmed*

Rafaelle Barbato - URBACT Secretariat (FR)

10:00 –Creativity and Innovation in Europe

Moderator: Patricia Valinho – Ydreams (PT)

European Policy for Creativity: Imagine, Create, Innovate

José Amaral Lopes – European policy for Creativity, European Commission

Creative Urban Hubs: The Creative Economy in Europe

Jan Runge – KEA European Affairs (BE)

10:45 – Creativity in Small and Medium-Sized Urban Centers

Moderator: Patricia Valinho – Ydreams (PT)

Are Creative Clusters only Viable in Big Cities?

Catarina Selada – INTELI – Intelligence in Innovation Centre (PT)

Creative Industries in Rural Areas: The Experience of East Midlands

Josephine Burns – BOP Consulting (UK)

Creative Network: Creative Clusters in Low Density Areas

Miguel Rivas – URBACT Lead Expert (SP)

11:45 - (Portuguese) coffee break

12:00 – Local Policies for Innovation and Creativity in Portugal

Moderator: José Parreira – Creative Clusters Lead Partner – Municipality of Óbidos (PT)

Creative Economy: National Network for Creativity

Representatives of Óbidos, Guimarães, Portalegre, Montemor-o-Novo, Montemor-o-Velho (PT)



Creative Strategy for the Northern Region

Carlos Martins – Opium, Lda (PT)

Paredes, Creative City for Furniture Design: Design Hub

Celso Ferreira – Municipality of Paredes (PT)

13:30 –Lunch (free)

15:00 – Local Policies for Innovation and Creativity in Europe

Moderator: Miguel Rivas – URBACT Lead Expert (SP)

Barnsley: Remaking the Northern England Midsize Town

Helen Ball – Municipality of Barnsley (UK)

Reggio Emilia: Networking Creative Entrepreneurs around a New Media Cluster

Fabrizio Montanari –Creative Research Group - University of Modena and Reggio Emilia (IT)

Two Sketches: Hódmezővásárhely and Viareggio

Hódmezővásárhely: Creative Clusters in Local Transitional Economies

Zsolt Fejes - Municipality of Hódmezővásárhely (HU)

Viareggio: Charming Life within a Competitive Local Productive System

Franco Allegretti - Town Planning Manager -Municipality of Viareggio (IT)

General Debate and Discussion: Q&A

16:45 - Closing Session

Carlos Zorrinho – National Coordinator of the Lisbon Strategy and the Technology Plan and National Coordinator of the European Year of Creativity and Innovation 2009 (PT) – *to be confirmed*

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17:45 – 1st Creative Mayors’ Summit: Small Cities for Creativity

Museu Municipal de Óbidos

Round table with Mayors: “Small Urban Economies in the Globalisation: the Role of Creativity-based Models”

Facilitator: Dan Sequerra – CIQA – Cultural Industries Quarter Agency (UK)

Signature of the Declaration of Óbidos: Covenant for Creativity

19:30 – Cocktail & Press Conference

