

registration open until  
20/3/22 via  
[finalconference.inducci.eu](https://finalconference.inducci.eu)

# INVITATION

## INDUCCI FINAL CONFERENCE MORE THAN COLOUR INTO GREY

**The Role of Cultural and Creative Economy  
in Transforming Industrial Regions**

**MARCH 24, 2022 • 9:00 AM to 4:30 PM**  
**Corda Campus Hasselt (Belgium)**

live stream available for registered participants

## Creative economy enables change.

Digitization, circular economy, renewable energies, artificial intelligence: Industry is currently experiencing the emergence of another transformation cycle. These new production modes and mindsets not only have economic consequences but also affect society. To enable Central Europe's traditional industrial regions to take on this challenge, there is need for both: economic innovation and societal development. The cultural and creative industries (CCI) can be a core driving force on both levels of this transition.

Industrial regions and CCI have barely discovered each other yet. Cultural and creative workers often preferring urbanity above industrial settings. At the same time, non-metropolitan regions do hold specific location assets for attracting CCI, e.g. real production, vacant old-industrial sites, personal networks.

The EU-project **InduCCI** explored the potential of CCI for non-metropolitan industrial regions.

We used the past 3 years for finding answers to questions like: How can CCI support production companies in their innovation processes? How can this empower industrial societies? How can industry-relevant entrepreneurial skills of CCI be boosted, and how can pull factors for attracting CCI be promoted?

With this invitation, we – a partnership of 8 Central European regions – are announcing our final conference and the publishing of the InduCCI results. We will not only acquaint you, the expert public, with our **dedicated policy strategies** on regional and EU level, and the **tried and tested administration training** and **pilot actions**. Beyond that, we have **high-level external speakers** and panellists with us who will reflect on our findings against their experiences.

The conference will be organised in a hybrid form. Limited physical seats are available in Corda Campus Hasselt (mainly reserved for project partners and their delegations). Live interactive online participation is possible for registered participants. The video recording of the event will be published later. The live event will be organised in accordance with the official covid-19 regulations in place at the time.

The conference language is English; participation is free of charge.

Please register your live / digital participation before the 20th of March on [finalconference.inducci.eu](https://finalconference.inducci.eu)

More info about the project on [www.inducci.eu](https://www.inducci.eu)  
[www.facebook.com/inducci](https://www.facebook.com/inducci)



# SCHEDULE

## Morning Session 1 9.15 - 11.15

### Welcoming

- **Erwin De bruyn** (CEO Stebo vzw)
- **Sören Uhle** (CEO Economic Development Corporation, Chemnitz, DE, Lead Partner InduCCI)

### Keynotes

- **Tami Warshavski** (Founding Director Creative Nation Israel)
- **Bernd Fesel** (European Creative Business Network)

### Panel talk

#### [InduCCI policy brochure](#) as a contribution to European CCI policy-making

Video presentation by **Christof Schreckenber** (CREATIVE TIDE, DE)

Panel discussion by **Josephine Hage** (Deputy director Creative Saxony, DE) - **Tami Warshavski** - **Bernd Fesel** - **Fabrizio Panozzo** (Professor of Management at Ca' Foscari University, IT)

Moderation by **Ina Metalidis** (Stebo vzw, BE)

## Morning Session 2 11.30 - 12.30

### Deep-talk 1:

#### Influencing Regional Strategic Frameworks

InduCCI is not only the first European project, to create a transnational policy brochure on how to consolidate, strengthen and network Cultural and Creative Industries in traditional industrial regions. It also proposed 7 respective regional strategies and the implementation of training for the staff of regional administrations.

**Tina Duarte Monje and Katrin Weber** (Creative Saxony, DE) present the strategic and policy InduCCI outcomes in the regions: the regional strategies and competence trainings dedicated to staff public administrations. They touch upon the projects [e-toolbox](#) where main InduCCI results are easily accessible.

**Michal Hladky** (Director Creative Industry Kosice, SK) - **Jana Bělohoubková** (Head of the strategic planning section Karlovy Vary Region, CZ) and **Sören Uhle** (CEO Economic Development Corporation, Chemnitz, DE) reflect upon our findings.

Moderation by **Boris Kaiser** (Economic Development Corporation, Chemnitz, DE).

Wrap-up by **Christophe Ebermann** (Deputy Head of Monitoring and Evaluation Unit at JS CENTRAL EUROPE Programme)

## Break 12.30 - 14.30

**Lunch**  
Live and digital visit Corda Campus, Hasselt

## Afternoon Session 1

14.30 – 15.15

### Deep-talk 2:

#### Linking New and Old Economies

InduCCI addressed the economic relevance and role of CCI for industrial regions.

How can an industrial region become more attractive for CCI? What are CCI looking for?

How can the cooperation between manufacturing industries and CCI not only improve but become a development driver for industrial regions? To answer these questions InduCCI partners worked together and tested innovative measures in transnational pilot actions.

**Andrea Galeota** (*Chamber of Commerce Padua, IT*) presents the actions the InduCCI partners have realized, their results and their outputs.

**Katrin Hoffmann** (*Managing Director Industry association Saxony, DE*) and **Jan Sienkiewicz** (*Proxy of the Regional Development Agency in Bielsko-Biala, PL*) reflect upon our findings.

Moderation by **Roberto Sandrini** (*Senior consultant, IT*)

## Afternoon Session 2

15.30 – 16.15

### Deep-talk 3:

#### Transforming Industrial Communities

In traditionally industrial regions, the prevailing industries have shaped not just the economy but the whole region, its identity and the communities living and working there. The extensive industrial changes of the 21st century therefore concern not only the industries but the society in these regions. How can CCI mediate this transformation towards society and empower local communities?

**Nina Hawrylow** (*CREATIVE REGION Linz & Upper Austria, AT*) presents the actions we tested to explain the transformation, stimulate the public discourse about it, support vocational choices of the young, revive an entrepreneurial spirit, enhance creativity as a skill, address local needs and encourage the young generation.

**Mateja Korošec** (*BSC-Kranj, SI*), **Filippo Tognazzo** (*Zelda Teatro, IT*) and **Jens Vaes** (*Stebo vzw, BE*) will take a look at these actions and discuss the importance of having the society of transforming industrial regions “on board” and what CCI can offer and contribute to achieve this.

Moderation by **Gisa Schosswohl** (*into PROJECTS, AT*).

Wrap-up by **Fabrizio Panozzo** (*Professor of Management at Ca' Foscari University, IT*)

## Networking drink

16.30 - 18.00