

**Interreg**  
*Mediterranean*



EUROPEAN UNION



**SOCIAL & CREATIVE**

## **SOCIAL&CREATIVE COMMUNITY FINAL EVENT**

**5<sup>th</sup> October 2022 – Larissa (Greece)**

A banner with a background image of ancient stone ruins. The text 'SAVE THE DATE' is in large red letters, 'FINAL CONFERENCE' is in white, and 'OCTOBER 5, 2022' is in blue. Below this, 'Larissa, Greece' is written in white. On the left, there is a logo for 'JOIST' with 'INNOVATION PARK' above it. At the bottom left, the 'Interreg Mediterranean' logo and 'SOCIAL & CREATIVE' logo are displayed. At the bottom right, it says 'Project co-financed by the European Regional Development Fund'.

**SAVE THE DATE**  
**FINAL CONFERENCE**  
**OCTOBER 5, 2022**  
Larissa, Greece

INNOVATION PARK  
**JOIST**

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Social innovation and creativity can influence and change European policies and drive the socio-economic recovery of Europe.

This point is widely shared at all levels throughout Europe: not by chance, the European Agenda for Culture recognises the role of the CCIs in generating innovative solutions that impact positively in other sectors and help boosting the competitiveness of our economy, and the Sustainable Development Goals (SDGs) Fund considers the cultural and creative industries generate merit to people-centred value, sustainable urban development, development of creativity and culture, and contribute to the achievement of 2030 Agenda.

The cultural and creative sector is one of the fastest rebounding sector in Europe, confirming it is key in pushing development, innovation and sustainable growth.

Public policies are crucial to create the conditions so that creativity can trigger a disruptive transformation, capable of strengthening the competitiveness of the territories. In order for them to be effective, it is necessary to take advantage of the successful experiences already implemented elsewhere and to be supported in the implementation of the decision making process by innovative tools and methodologies.

The Interreg MED Social & Creative Community has in the past six years worked in this direction, creating innovative and ready-to-use tools to help policy maker and relevant stakeholders to define the local and regional policies on creativity and social innovation.

In this final conference, the Social&Creative Community, together with its modular projects, aims to show the activities carried out locally to revive the cultural and creative sector and support the uptake of methods and tool at policy level.

## DRAFT AGENDA

### **SOCIAL&CREATIVE COMMUNITY FINAL CONFERENCE** ***STIMULATING INNOVATION AND POLICY MAKING*** ***IN CULTURE & CREATIVE SECTORS***

5<sup>TH</sup> OCTOBER 2022, 09:30 - 13:00 (GREEK TIME)

**Venue: JOIST Innovation Park**

**Address: Valtetsiou and, Tripoleos, Larisa 413 36**

09:30	<b>Registration</b>
10:00	<b>Welcome speeches</b> Anastasios <b>Vasileiadis</b> , IED Christoph <b>Maier</b> , Interreg MED Programme Marianna <b>Cavone</b> , Social & Creative
10:15	<b>Session I – Stimulating innovation and policy making in the culture &amp; creative sectors</b>  <b>Culture &amp; creativity to address sustainability challenges and support positive societal transformation</b> Niki <b>Daskalou</b> , Gallery Braggart  <b>The role of policy makers in boosting CCIs</b> TBD
11:00	<b>Coffee break</b>
11:30	<b>Session II - Tools and methods to support decision makers: from theory to practice</b>  Goran <b>Rodic</b> , Agency for Economic Development of City of Prijedor (PREDA-PD) Spela <b>Zalokar</b> , European Network of Living Labs Pasquale <b>Lops</b> , University of Bari Aldo Moro Francesco <b>Molinari</b> , University of Rijeka Marianna <b>Cavone</b> , InnovaPuglia / Puglia Region Nicos <b>Ioannou</b> , Ministry of Energy, Trade and Industry of Cyprus
12:30	<b>Conclusions</b> Social & Creative
13:00	<b>Side event: visit to exhibition</b>

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