

OECD Trento Centre - Tsm - EIT Culture & Creativity - ECBN

# Disrupting tradition

## How digital technology is changing the cultural and creative processes

6<sup>th</sup> Summer Academy on Cultural and Creative Industries and Local Development

18-20 September 2023 | ONLINE  
27-29 September 2023 | ONSITE (Trento, Italy)

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### COURSE OUTLINE AND AGENDA



# ■ Course Outline

## ■ The Summer Academy

The Summer Academy provides capacity building for policy makers and representatives of cultural and creative industries (CCIs). At the end of the course participants will:

- Acquire a deeper understanding of the sector, its needs and dynamics;
- Develop expertise in putting in place effective and integrated strategies and policy frameworks to unlock the full potential of CCIs as drivers for local economic growth, job creation and inclusion.

The Summer Academy for CCIs started as a three-year project in 2018. The success of the project, and the constant demand for capacity building activities from the sector, strongly contributed to the decision to continue the project and organise a fourth and a fifth edition. The sixth edition will take place between the 18 and 20 September 2023 in digital format, and will be followed by an onsite module running from the 27-29 September 2023 in Trento, Italy.

## ■ Objectives

The Summer Academy seeks to:

- **Stimulate sharing of knowledge** and experience between participants, experts and professionals from several fields related to the CCIs.
- **Provide common interpretation tools** that will be applied to the analysis of participants' case studies as well as projects and local practices aimed at promoting CCIs and local development.
- **Analyse** the process of culture-driven social-economic innovation and **the role of CCIs**.
- **Foster networking and debate** around relevant case studies and good practices from the Trentino and Alto Adige-Südtirol (Italy) region and across OECD.
- **Examine the CCIs entrepreneurial process** and the importance of creativity and innovation.
- **Promote online and offline social networks** among participants in order to exchange knowledge, practical experiences and work methodologies.

## ■ Background

The past decades have seen the rapid emergence of the creative economy. Cultural and creative industries (CCIs) are a dynamic and resilient sector comprising a broad range of activities, including cultural heritage, architecture, music, live performance, publishing, the art market, arts and crafts professions, television and radio, film and video, advertising, design, fashion, video games, etc..

These activities use creative skills, add value by applying knowledge and often depend on intellectual property. In many countries, CCIs have grown faster than the economy as a whole. With their extensive knowledge base, CCIs generate value far beyond the narrow economic output of the individual sectors involved. They deliver a broad range of benefits nationally and locally, including:

- ▶ Generating economic growth, exports and employment;
- ▶ Stimulating innovation;
- ▶ Regenerating urban areas;
- ▶ Promoting regions as destinations to visit, live, work and invest in;
- ▶ Strengthening cultural identity and diversity;
- ▶ Supporting social cohesion and integration of marginalised groups;
- ▶ Contributing to well-being.

Despite the considerable potential of CCIs, their contribution to local development remains too often undervalued and unrecognised. This is due to the often intangible impacts of culture-led projects, the insufficient understanding of the ways creative professionals and firms contribute to innovation across the economy, as well as difficulties in measuring the economic footprint of the sector.

To fill this gap, the Organisation for Economic Cooperation and Development (OECD) in cooperation with the Autonomous Provinces of Trento (PAT) and Bolzano-Bozen (PAB) the Trentino School of Management (tsm), and the European Creative Business Network (ECBN) are organising a capacity building Academy to create, develop and strengthen the abilities of local authorities, communities and cultural and creative professionals. This will enable them to confront challenges and achieve goals, work collectively across institutional lines and policy silos, share experiences and develop synergies.

## ■ 2023 Focus

Digital technology is advancing at an unprecedented pace, impacting almost every aspect of our lives. As governments and experts around the world raise concerns over the implications of technologies such as artificial intelligence, we ask what these advances mean for cultural production, cultural access, and ethical cultural practice.

The 21st century's advances in digital technology are changing the way we live, work and relate to one another. Dubbed by many as the "4th industrial revolution", this chapter in human history is characterised by ubiquitous digital technology, operating through the manipulation of data, in an ever more connected world. In this scenario, the lines between the creative economy and the digital economy become blurred. As new platforms for cultural consumption have emerged, together with new tools for creating and customising cultural and social experiences, everyone can be a creator, a critic, an influencer, an activist. In this new digital/creative landscape, old intermediaries are displaced and new opportunities for both the democratisation and the exploitation of culture and creativity emerge.

The sixth edition of the Summer Academy will take a close look at how advanced technologies, including artificial intelligence (AI), augmented and virtual reality (AR/VR), 3D printing and blockchain, alongside digital platform intermediaries are shaping the cultural and creative sector. It will explore the challenges and opportunities presented by these advances and deepen the debate on policy, practitioner and public engagement with these issues.

The three main themes of the 2023 Summer Academy are the following:



### DAY 1. Cultural production and individual expression in an age of algorithms

Day one will feature examples of applications of digital technology to innovative forms of production and distribution of culture and the way related industries are applying the latest digital technology to improve efficiency whilst pushing the boundaries of creativity to the limits.



### DAY 2. Cultural access and heritage preservation in the virtual world

Day two will explore how digital technologies can create new visitor experiences, while making heritage more inclusive and accessible. It will deal with applications of the latest technology by cultural institutions and heritage organisations to reach out to new audiences, and engage visitors in sharing their stories.



### DAY 3. Ethics, regulation and inclusion in the 4<sup>th</sup> industrial revolution

Day three will debate the ethical implications of technologies such as AI for cultural producers and consumers, the role of regulation in relation to intellectual property and data ownership and how technology could facilitate inclusion and new business models.





## ■ Methodology

The Academy fosters a hands-on approach, which introduces participants to the overall conceptual and theoretical framework of culture and creativity in local development, and invites them to engage proactively, and in creative ways, with local organisations, institutions and places. Substantial time during each day is reserved for discussions to generate and exchange knowledge.

The 2023 Summer Academy will include webinars, interactive digital sessions with key actors (online) and a complementary (optional) study visit to selected places in Trentino, Italy, that is also open to 2020-22 Summer Academy alumni who only participated online. The Academy will allow participants to consider real-life situations and to engage with practical challenges faced by their organisations and institutions.

- Each day, different aspects of the themes above will be explored through debate, presentations and discussions of case studies featuring speakers, professionals, and practitioners working with these topics locally, nationally or internationally.
- In addition, the study visit will offer participants information about the way cultural and creative industries are working on the ground and are promoted across this region.
- Finally, participants will have the chance to upload and share a short video (3 minutes max) showcasing their own recent work, research, or case studies relevant to the topics of the 2023 Summer Academy. The case studies and research will be discussed in a dedicated session during the onsite part of the Summer Academy.

## ■ Daily online agenda structure

|             |  Day 0.<br>17 Sept.<br>Meet the SACCI group |  DAY 1.<br>18 Sept.<br>Cultural production and individual expression in an age of algorithms |  DAY 2.<br>19 Sept.<br>Cultural access and heritage preservation in the virtual world |  DAY 3.<br>20 Sept.<br>Ethics, regulation inclusion and new business models in the 4th industrial revolution |
|-------------|--|---|--|---|
| 14.30-17.30 | Meet each other session (1-hour ice-breaker)   | Discussion with main speaker  | Discussion with main speaker   | Discussion with main speaker  |
|             |  | Introduction to good practices & discussion   | Introduction to good practices & discussion  | Introduction to good practices & discussion   |
|             |  | Break   | Break  | Break   |
|             |  | Plenary discussion & wrap-up of the day   | Plenary discussion & wrap-up of the day  | Plenary discussion & wrap-up of the day   |

## ■ Participants' profile

The programme of the Summer Academy targets national and international policy makers and practitioners active in the promotion and support of cultural and creative sectors at the local, regional, national and international level, as well as cultural and creative entrepreneurs.

Participants should be strongly committed to the development of the cultural and creative sector. They should represent public institutions (national, regional, provincial or local government, development agencies, research centres, international organisations), or be freelancers, or currently working in private companies and organisations (foundations, co-operatives, NGOs, grassroots community organisations, non-profit entities, etc.) or active in the field of CCIs development.

## ■ Applications

To apply, fill in the [online application form](#) by 2 July 2023 at 23.59 CEST.

Applicants must provide:

- Personal and professional information.
- Motivations for participating in the Summer Academy.
- A case study (project, programme or initiative, which is currently being implemented or has concluded within the last 5 years and is directly related to the candidate's professional experience).

The number of participants for the Summer Academy online is limited to 24. The selection process will be finalised by mid-July.

## ■ Working language

All sessions will be conducted in English.

## ■ Dates & online platform

The Summer Academy will take place on 18-20 September 2023 in digital format through an online platform. Connection is possible via computer, tablet or smartphone.

The Summer Academy onsite will take place on 27-29 September 2023 in Trentino, Italy, with Trento as the group's first destination and base. The onsite part of the Summer Academy will only be held if a minimum number of confirmations are reached.

## ■ Fee, logistics and costs

There is no participation fee for the Summer Academy online. Selected candidates will receive all material supporting the course in digital format, instruction on the use of the online platform and technical assistance on how to best organise their participation.

A contribution for participation of 100 EUR is foreseen for the Summer Academy onsite. The organisers will cover transport and lunches during the Summer Academy onsite, whereas travel to Trento and accommodation costs will be borne by selected participants.

## ■ Contacts

OECD Trento Centre: [cfetrento@oecd.org](mailto:cfetrento@oecd.org)

Tsm: [step@tsm.tn.it](mailto:step@tsm.tn.it)

Website: <https://oe.cd/sacci>



## ■ Organisers and Partners

**The OECD Trento Centre for Local Development** is an integral part of the OECD (Organisation for Economic Cooperation and Development) and its Centre for Entrepreneurship, SMEs, Regions and Cities (CFE). The OECD, whose mission is to promote better policies for better lives, facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The **OECD LEED work on culture and local development** aims to provide evidence and guidance to cities and regions on ways to maximize the economic and social value of cultural heritage and support the emergence of the creative economy. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building activities for improved policy implementation for people, firms and places. [www.trento.oecd.org](http://www.trento.oecd.org)

**Trentino School of Management-Tsm** is a consortium composed of the Autonomous Province of Trento, the University of Trento and the Region of Trentino Alto Adige-Südtirol. tsm is committed to both training and applied research in the public and private sectors, with a particular focus on the Trentino economy. The core activity of tsm is to provide training courses to public sector stakeholders and main actors (i.e. the Autonomous Province of Trento) and related organisations and companies. By creating a growth-friendly environment, tsm supports a development vision based on life-long learning principles. At the local level, tsm stands out as an integral part of a system improving skills in the public administration, and a reference point for training and research in the Autonomous Province of Trento. [www.tsm.tn.it](http://www.tsm.tn.it)



**EIT Culture & Creativity** is an initiative of the European Institute of Innovation and Technology (EIT). They are a Knowledge and Innovation Community designed to strengthen and transform Europe's Cultural and Creative Sectors and Industries (CCSI) by connecting creatives and organisations to Europe's largest innovation network. For the next 7 years, EIT Culture & creativity will empower and connect creatives and innovators across Europe and contribute to a more resilient, more sustainable, and transformational sector and unlock latent value from a multitude of small cultural and creative stakeholders through technology transfer, improved cross-sectoral collaboration and their effective integration in production value networks. It will strengthen artistic driven innovation as an indispensable part of the European Innovation Ecosystem, as well as reinforce the appreciation and anchoring of European values, and identities, also harnessing the unique position of the Cultural and Creative Sectors and Industries to facilitate Europe's Green, Digital and Social transitions. <https://eit-culture-creativity.eu>

**The European Creative Business Network (ECBN)** was a unique not-for-profit foundation initiated by the European Capital of Culture RUHR.2010 and established in 2011 as a Dutch Stichting in Rotterdam. Its founding members were the Creative Factory Rotterdam, Creative England, Creative Industry Košice and the European Centre for Creative Economy. In summer 2023, ECBN was succeeded by the **European Federation for Creative Economy (Creative FED)**, a non-profit advocacy organisation representing the European creative industries and its sector organisations, composed of more than 200 organisations from over 45 countries, representing members in more than 136 regions and metropolitan areas. Its members consist of policy makers, educational organisations, companies, and researchers, and sectorial network organisations. It combines the powers of sectorial networks, key decision-makers, agencies, funders and intermediaries from across Europe in promoting the role of creatives, driving debates and pushing for new ideas, networks and policy initiatives in support of the ever-growing field of creative production. [www.ecbnetwork.eu](http://www.ecbnetwork.eu) & [www.the-creative-fed.eu](http://www.the-creative-fed.eu)

**The Department for Cultural Activities of the Autonomous Province of Trento** is responsible for the museum and entertainment system, basic musical education, cultural associations and libraries. It also coordinates the initiatives and cultural events directly organised by the Autonomous Province of Trento and carries out studies and research in the field of cultural activities, acting as Provincial Observatory of cultural activities. The Department supports the initiatives proposed by young artists, individually and collectively, also through the provision of spaces and structures, the new professions and entrepreneurship in the cultural field and provides training for cultural operators. [www.provincia.tn.it](http://www.provincia.tn.it)

**Department of Italian Culture (Youth Policies Unit) – Autonomous Province of Bolzano-Bozen** is a public organisation that strongly believes in culture-based social innovation projects. Culture plays a huge role in shaping urban morphology and human relations. The Youth policies Unit implements skills of young people willing to improve the territory with new entrepreneurial projects related to culture and creativity. These sectors are considered decisive not just for youth leisure time but also for empowering young people with professional skills and creating the best job opportunities. Many of these projects have been recently implemented in the Autonomous Province of Bolzano-Bozen. Beside that the youth policies unit manages together with organizations of the territory the restoration and revitalization of an historical building in the city of Bolzano (DRIN) dedicated to CCI development and to nest new cultural and creative projects in line with the spirit of the New European Bauhaus recently launched by the European Commission. [www.provincia.bz.it](http://www.provincia.bz.it)

# ■ SACCI Online Agenda

**IN ADVANCE OF THE SACCI ONLINE, PLEASE HAVE A LOOK AT THE SETTING THE SCENE VIDEOS.**  [One video](#) features an interview by Marco Bianchini, OECD Digital for SME Co-ordinator with Luis Aranda, OECD.AI Policy Observatory Economist (available from 13 September). The  [second video](#) (available from 11 September) features interventions by Ekaterina Travkina, Co-ordinator and Martha Bloom, Policy Analyst, Culture and Creative Industries, OECD Centre for Entrepreneurship, SMEs, Regions & Cities.



## Meet the SACCI Group

**Sunday**  
17 Sept. 2023

Moderator: *Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

Live only  Preparation work required

14.30-15.30  **Introduction to the SACCI and quick icebreaking session to get to know each other**



## Cultural production and individual expression in an age of algorithms

**Monday**  
18 Sept. 2023

Moderator: *Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

THEME

Day one will feature examples of applications of digital technology to innovative forms of production and distribution of culture and the way creative industries are applying the latest digital technology to improve efficiency whilst pushing the boundaries of creativity to the limits.

Live only  Preparation work required

14.30-14.40  **Welcome**

*Alessandra Proto*, Head, OECD Trento Centre for Local Development

*Gianluca Cepollaro*, Deputy Director, tsm-Trentino School of Management

*Gerin Trautenberg*, Managing Director, European Federation for the Creative Economy (formerly ECBN)

14.40-14.50  **Overview of e-SACCI agenda and introduction to the day**

*Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

14.50-15.30 ○ **Web3 and decentralisation: A brand new perspective for cultural and creative stakeholders**

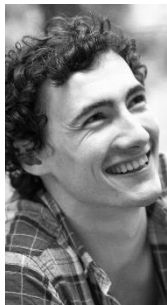


Discussion with *Claudio Calveri*, Head of Brand and Communication at Banca Patrimoni Sella & C., Italy

Claudio Calveri is an expert in digital strategies, cultural planner and mentor of innovative companies. Author of books and essays on the theme of cultural innovation and digital transformation of cultural and creative industries, he is Head of Brand and Communication at Banca Patrimoni Sella & C., as well as a member of the company's Sustainability Committee. ➔ <https://www.linkedin.com/in/claudio-calveri-53924b1>

📺 Participants are requested to watch the recorded video presentation available from 11 September.

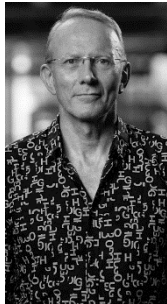
15.30-16.20 ○ **Good practice presentations & discussion**



**Immersive technologies and new audiences for classical ballet** 📄

*Tom Rogers*, Creative Digital Producer, Birmingham Royal Ballet, United Kingdom

Tom Rogers is a former dancer with the Birmingham Royal Ballet who has taken on the role of Creative Digital Producer for the company at the height of the Covid-19 Pandemic. His role is to produce content by using immersive technologies and digital platforms to grow and find new audiences within the UK and globally. ➔ <https://www.brb.org.uk/>



**Art created by digital technology – The Hertz-Lab at the ZKM Karlsruhe**

*Ludger Brümmer*, Head, Hertz-Lab at the ZKM (Centre for Art and Media) Karlsruhe, Germany

Ludger Brümmer is currently professor of composition with digital media at the University of Music Trossingen and has been head of the Hertz Lab for 20 years at the ZKM. He is a member of the prestigious Academy of the Arts Berlin and has won many awards for his compositions among which are the Golden Nica at Ars Electronica (Linz); two Pierre d'Or at the Bourges Synthese competition (France); and the Busoni Award from the Academy of the Arts, Berlin. ➔ [www.zkm.de](http://www.zkm.de)

16.20-16.30 ○ Break

16.30-17.20 ○ **Group discussion of the issues emerging from the day**

17.20-17.30 ○ **Wrap-up of the day**



# Cultural access and heritage preservation in the virtual world

Tuesday  
19 Sept. 2023

Moderator: *Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

THEME

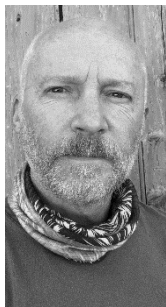
Day two will explore how digital technologies can create new visitor experiences, while making heritage more inclusive and accessible. It will deal with applications of the latest technology by cultural institutions and heritage organisations to reach out to new audiences and engage visitors in sharing their stories.

- Live only
- Preparation work required

## 14.30-14.40 Overview of e-SACCI agenda and introduction to the day

*Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

## 14.40-15.20 The Creativity Code



Discussion with *Marcus du Sautoy*, Simonyi Professor for the Public Understanding of Science and Professor of Mathematics at the University of Oxford, United Kingdom

Marcus du Sautoy is author of eight books including his most recent *The Creativity Code: how AI is learning to write, paint and think* (Fourth Estate 2019). He has presented numerous radio and TV series including a four-part landmark TV series for the BBC called *The Story of Maths*. He works extensively with a range of arts organisations – from the Royal Opera House to the Glastonbury Festival – bringing science alive for the public.

➔ <https://www.simonyi.ox.ac.uk/books/>

📺 Participants are requested to watch the recorded video presentation available from 11 September.

## 15.20-16.20 Good practice presentations & discussion



### Taking history to the future

*Harry Verwayen*, General Director, Europeana Foundation, the Netherlands

Harry Verwayen is the General Director at the Europeana Foundation. His main focus is the design and implementation of new business models and strategies that will support Europeana to fulfil its mission as distributor, facilitator and innovator in the field of digital cultural heritage. ➔ <http://europeana.eu/> & <http://pro.europeana.eu/>



### Digital technologies and cultural heritage for smart tourism and local community engagement

*Sander Münster*, Lead Strategist and Secretary, & *Ilaria Manzini*, TMO Local Time Machine Manager, Vienna, Austria

Sander Münster is junior professor for Digital Humanities (images/objects) at the Friedrich Schiller Universität Jena (DE). Ilaria Manzini holds a PhD in Classical Archaeology from the 'Sapienza' University in Rome. She has been guest lecturer at the University of Amsterdam, where she is now part of the team of the Time Machine Amsterdam. Time Machine is aiming to join Europe's rich past with up-to-date digital technologies and infrastructures, creating a collective digital information

system mapping the European economic, social, cultural and geographical evolution across time.

➔ <https://www.timemachine.eu>

16.20-16.30  Break

## 16.30-17.20 Group discussion of the issues emerging from the day

## 17.20-17.30 Wrap-up of the day





# Ethics, regulation, inclusion, funding in the 4th industrial revolution

Wednesday  
20 Sept. 2023

Moderator: *Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

THEME

Day three will debate the ethical implications of technologies such as AI for cultural producers and consumers, the role of regulation in relation to intellectual property and data ownership, and how technology could facilitate the creation of new business models.

- Live only
- Preparation work required

## 14.30-14.40 Overview of e-SACCI agenda and introduction to the day

*Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator

## 14.40-16.20 Good practice presentations & discussion



### Data-driven art residencies to reshape the media value chain

*Manon Blot*, Project Manager, Cultural and Artistic activities and EU projects, France

Manon Blot is art-tech coordinator at IRCAM (Institute for Research and Coordination in Acoustics/Music, Paris). At Media Futures, she manages residencies supporting artistic use of the newest technologies to combat disinformation. She has been involved in the management of Creative Europe and H2020 projects. ➔ <https://mediafutures.eu/>



### NFTs and Web3: shaping a diverse and creative future

*Heike Pratsch*, Germany, & *Lara Assi*, United Kingdom, & *Natalie Lama*, Jordan

Heike Pratsch is currently advisor in a global programme on Cultural and Creative Industries at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ GmbH). Lara Assi is a versatile leader spearheading diverse web3 projects as well as an advocate for women in web3. Natalie Lama is a visual artist based in Amman, Jordan. She experiments with photography and editing. She is an active member of

the Web3 community.

➔ <https://www.giz.de/en/worldwide/121601.html> & [https://www.youtube.com/watch?v=1C\\_rPaOqLPY](https://www.youtube.com/watch?v=1C_rPaOqLPY)



### Rethinking digital copyright laws to support creativity, access to knowledge and cultural diversity

*Caterina Sganga*, Associate Professor of Comparative Private Law, Scuola Superiore Sant'Anna, Pisa, Italy

Caterina's key research area is international and comparative intellectual property law with a focus on European copyright law, IP and new technologies (esp. AI and data science). She is a member elected of the prestigious European Copyright Society (ECS), a fellow of the European Law Institute (ELI), and a member of several international IP and property law associations. Since January 2020, she is the coordinator of the H2020 project reCreating Europe which studies the impact of EU digital copyright law on creativity, cultural diversity and access to knowledge across

five groups of stakeholders (individual authors and performers, creative industries, cultural institutions such as galleries, libraries, archives and museums, intermediaries, users). ➔ <https://europeancopyrightsociety.org>

## 16.20-16.30 Break

## 16.30-17.20 Group discussion of the issues emerging from the day

## 17.20-17.30 Closure of SACCI online 2023

# ■ SACCI Onsite Draft Agenda

## Digital technologies in Trento

Wednesday  
27 Sept. 2023

Meeting point: OECD Trento Centre for Local Development, vicolo San Marco 1, Trento ([map](#))

Moderator: Lia Ghilardi

- 08.30-08.45  Meet-up at the OECD Trento Centre for Local Development
- 08.45-09.00  **Welcome by the SACCI Team**
- 09.00-11.00  **Group discussion of participants' case studies**
- 11.00-11.30  **Short walk to Buonconsiglio Castle**  
Address: Via Bernardo Clesio, 5, Trento ([map](#))
- 11.30-13.00  **Guided tour of Buonconsiglio Castle**



The castle is the largest and most important monumental complex of the Trentino Alto Adige region. Its origins are in a fortified building erected in the 13th century next to the city's walls, parts of which still stand today. From the beginning, and until the 18<sup>th</sup> century, the castle was the residence of the prince-bishops of Trento, the lords of the city. Today, its halls play host to numerous collections of art and archaeology in addition to important temporary exhibits.

- 13.00-14.30  Lunch in the canteen of Buonconsiglio Castle
- 14.30-17.30  **Mini Hackathon at the Castle**

During the workshop an AI expert facilitator will focus on specific challenges the museum is facing (such as, for example, the engagement of younger generations, the digitalisation of collections) and participants will work in groups to respond to the challenges and propose solutions/ideas.

➔ <https://www.buonconsiglio.it/index.php/en/>

# CCIs & local development in Trento and its region

Thursday  
28 Sept. 2023

Meeting point: Albere Palace, Via Roberto da Sanseverino, 43, Trento ([map](#))

Moderator: Lia Ghilardi

08.45-09.00  Meet-up at the Albere Palace

09.00-11.00  Roundtable discussion about CCIs policies for local development



OHT – Organisation for a Human Theatre – is holding a series of roundtables to discuss cultural policies for the live arts in Trentino. On this day, the Albere Palace will host parallel sessions on different topics, one of which (focusing on performing arts) will be curated by SACCI, and will involve SACCI participants as well as local associations. [➔ https://www.oht.art/en/about.html](https://www.oht.art/en/about.html)

11.00-11.30  Short walk to tsm-Trentino School of Management  
Address: Via Giuseppe Giusti, 40, Trento ([map](#))

11.30-12.30  SuperTrento, a project by Trento Municipality and the Campomarzio's Architects Collective



SuperTrento is a collaborative project which involves the local community in co-creating guidelines for the regeneration of parts of the city involved in the tunnelling of the rail network. Participants will engage in a discussion with the stakeholders involved in the project and will make a tour of the sites. [➔ https://www.supertrento.it/](https://www.supertrento.it/)

*Massimiliano A Prato*, Urban Planning Division, Trento Municipality  
*Daniele Cappelletti & Pietro V. Ambrosini*, Campomarzio

12.30-14.00  Lunch at Aroma Pizzeria  
Address: via San Pio X, 29, Trento ([map](#))

14.00-15.30  Walk with SuperTrento to visit the sites arriving to Machineria  
Address: via Diaz, 8, Trento ([map](#))

15.30-17.30 ○ **Machineria – Stories that work**

# Machineria.

## Stories that work.

Machineria assists individuals in preserving their distinctive stories by enabling these to be told through the combination of advanced digital technology and the human touch. Machineria creates inclusive content while drawing upon the expertise of professionals to elevate storytelling to a new level of experience. ➔ <https://machineria.it>

*Luca Melchionna*, Co-founder and President, Machineria, Italy

17.30-18.30 ○ **Aperitivo at AI Porteghet**

Address: *Piazzetta Niccolò Rasmo, 3, Trento* ([map](#))

## Final conference

**Friday**  
29 Sept. 2023

Venue: *Fondazione Bruno Kessler, Via S. Croce, 77 38122 Trento* ([map](#))

Moderator: *Alessandra Proto*, Head, OECD Trento Centre for Local Development

09.15-09.30 ○ **Registration**

09.30-10.00 ○ **Institutional Opening**

Regional Minister for education and culture, Autonomous Province of Trento, Italy  
Councillor for Culture, City of Trento, Italy

10.00-10.30 ○ **Setting the scene: what have we learnt from SACCI**

*Lia Ghilardi*, Founder of Noema Culture & Place Mapping and Summer Academy Facilitator  
Feedback from SACCI's participants

10.30-10.50 ○ **CCIs policies for local development: an international overview**

*Ekaterina Travkina*, Co-ordinator, and *Martha Bloom*, Policy Analyst, Culture, Creative Sectors and Local Development, OECD

10.50-11.00 ○ **Relax break**

11.00-11.20 ○ **Culture and creativity – the skills needed for a green and digital transition**

*Gerin Trautenberg*, Managing Director, European Federation for the Creative Economy (formerly ECBN)

11.20-12.00 ○ **Creative industries contributing to local development: national and local perspectives**

Main results from the *Controfrattale* open laboratories, *Anna Benazzoli*, OHT

*Luca Bizzari*, Director, Office for Lifelong Learning, Libraries and audiovisuals, Autonomous Province of Bolzano, Italy

*Massimo Ongaro*, Director, Centro Servizi Culturali Santa Chiara, Italy

*Gerin Trautenberg*, Managing Director, European Federation for the Creative Economy

*Ekaterina Travkina*, Co-ordinator, Culture, Creative Sectors and Local Development, OECD

12.00-12.15 ○ **Conclusion**

12.15-13.30 ○ **Light farewell buffet at Centro Servizi Culturali Santa Chiara Trento**

# Disrupting tradition: How digital technology is changing the cultural and creative processes

6<sup>th</sup> Summer Academy on Cultural and Creative Industries and Local Development

18-20 September 2023 | ONLINE

27-29 September 2023 | ONSITE (Trento, Italy)

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## INFORMATION

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This event is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities and supports the OECD Local Employment and Economic Development (LEED) Programme of work.

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