

OECD Trento Centre for Local Development

International Conference

# CCIs support ecosystems as part of Smart Specialisation Strategy

15 June 2018  
Trento, Italy

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## AGENDA



## ■ Event rationale

Cultural and creative industries play an important role in the economic, social and urban development of cities and regions and are also a powerful engine for innovation and competitiveness. Since 2010 the European Commission has supported a new approach to local development focused on strategies for smart specialisation (RIS3). Such strategies should embrace a broad concept of innovation which goes beyond investment in research or the manufacturing sector to include also design and the broader creative industries. In practice this means that regional and local authorities can now focus on delivering place and partnership-based initiatives which capitalise on the unique cultural and creative assets of a locality. The conference will deal with the potential such approach provides to deliver new opportunities for a truly inclusive and sustainable development.

## ■ Participation

Free participation

Online registration is available at the following [link](#).

**Working language:** Italian/English (simultaneous interpretation will be provided).

## ■ Venue

**Buonconsiglio Castle, Marangonerie,**  
Via Bernardo Clesio 5 | Trento, Italy

## ■ Organisers

**OECD Trento Centre for Local Development**

**tsm - Trentino School of Management**

**European Creative Business Network (ECBN)**

**Centro Servizi Cultura e Volontariato (CSCV)**

**Department of Italian culture (Youth Policies Unit) – Autonomous Province of Bolzano**

**The Autonomous Province of Trento**

## ■ Contacts

**OECD Trento Centre for Local Development**

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TRENTO: Buonconsiglio Castle, Marangonerie, Via Bernardo Clesio 5

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- 09.00-09.30** ○ Registration and welcome coffee
- Chair: *Alessandra Proto*, Head, OECD Trento Centre for Local Development
- 09.30-10.15** ○ **Main results from the Summer Academy on CCIs and Local Development**
- *Lia Ghilardi*, Founder and Director, Noema Culture & Place Mapping, United Kingdom
  - *Participants* of the Summer Academy
- 10.15-10.45** ○ **CCIs support ecosystems as part of Smart specialisation Strategy**
- *Pier Luigi Sacco*, Special Adviser of the EU Commissioner for Education, Culture and Sport, European Commission
- 10.45-11.45** ○ **Realising the potential of CCIs – Panel discussion**
- *Cristina Farinha*, Policy expert and researcher specialised in heritage, culture and the creative industries sector, Portugal
  - *Bernd Fesel*, Director, European Creative Business Network
  - *Annick Schramme*, Academic Director, Creative Economy, Antwerp Management School, Belgium
- 11.45-12.10** ○ **CCIs development: The perspective across levels of government**
- *Ugo Rossi*, President, Autonomous Province of Trento
  - *Emanuela Rossini*, Member of the Italian Parliament
- 12.10-12.20** ○ **The way forward**
- *Paolo Grigolli*, Director, SMTC- School of Tourism and Cultural Management, tsm-Trentino School of Management, Italy
  - *Teresa Pedretti*, Manager, Centro Servizi Cultura e Volontariato, Italy
- 12.20-12.30** ○ **Closing remarks and certificates ceremony**
- *Lia Ghilardi*, Founder and Director, Noema Culture & Place Mapping, United Kingdom
- 12.30-13.30** ○ **Farewell buffet lunch**

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## INFORMATION

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