

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

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)

Rafaelle Barbato - URBACT Secretariat

10:00 –Creativity and Innovation in Europe

The European Year of Creativity and Innovation: Imagine, Create, Innovate

Amaral Lopes – Green Book on Creativity, European Commission - *to be confirmed*

Creative Urban Hubs: The Creative Economy in Europe

Jan Runge – KEA European Affairs (BE)

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

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) - *to be confirmed*

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 (I)

Óbidos Creative Town: Small Cities Great Visions

José Parreira/Miguel Silvestre – Municipality of Óbidos (PT)

National Network for Creativity: When Tradition meets Innovation

Representative – Municipality of Guimarães (PT)

Barnsley: Remaking the Northern England Midsize Town

Helen Ball – Municipality of Barnsley (UK)

13:00 – Lunch (free)

14:30 – Local Policies for Innovation and Creativity (II)

Paredes, Creative City for Furniture Design: Design Hub

Celso Ferreira – Municipality of Paredes (PT)

Reggio Emilia: Networking Creative Entrepreneurs around a New Media Cluster

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

Three Sketches: Hódmezővásárhely, Viareggio, Umea

Hódmezővásárhely: Creative Clusters in Local Transitional Economies

Representative - Municipality of Hódmezővásárhely (HU)

Viareggio: Charming Life within a Competitive Local Productive System

Representative - Municipality of Viareggio (IT)

Umea: Heritage, Art and Knowledge in the Capital of Culture

Representative - Municipality of Umea (Sweden) - *to be confirmed*

General Debate and Discussion: Q&A

Moderator: Miguel Rivas – URBACT Lead Expert

16:15 - 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*

17:30 – 1st Creative Mayors’ Summit: Small Cities for Creativity

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

Facilitator: to be defined

Signature of the Declaration of Óbidos: Covenant for Creativity

19:00 – Cocktail & Press Conference