

## JOINT DIHK - CEFTA AND CREATIVEMED FORUM

### LEVERAGING CREATIVITY AND INNOVATION

### IN MEDITERRANEAN, CEFTA & BALKAN

### COUNTRIES:

### THE CREATIVEMED APPROACH

### VENUE:



**ROOM SYNEDRIAKO I,  
VASSILISSIS SOFIAS & KOKKALI  
ATHENS - GREECE**

**WORKING LANGUAGE: ENGLISH**

**7<sup>TH</sup> NOVEMBER 2014, 09:00 – 17:30**

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**Brief.** The CreativeMED project, capitalising five successful projects of the MED programme 2007-2013, has delivered a bottom-up smart specialisation framework that leverages the creativity and innovation potential of the Mediterranean “spirit” (such as cultural traditions and identities, openness and willingness of people to network and share, capacity to integrate technical with social innovation etc.). This joint workshop with DIHK-CEFTA Project aims to briefly overview the key aspects of the framework and to validate them against a number of projects and programmes currently ongoing or being prepared in a number of SEE and IPA countries. The ultimate goal is to verify the potential of alternative innovation models, for the creation of economic value by using culture-based dynamics.

The forum is co-organised by the Union of Hellenic Chambers, on behalf of CreativeMED, the DIHK-CEFTA project and the Development Agency of Rethymno (CreativeMED partner).

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## AGENDA

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### 09.00 Registration of participants

### 09:30 Opening session

*Moderated by George Assonitis, Union of Hellenic Chambers*

- **Constantine Michalos (tbc)**, President, Union of Hellenic Chambers
- **Eduard Schwartz**, Project Manager, DIHK-CEFTA Project
- **Lorena Vidas**, Comune di Prato (Lead Partner, CreativeMED)

### 10.00 Setting the stage

*Moderated by Besnik Mehmeti, Comune di Prato, Italy*

- **Francesco Molinari**, Comune di Prato, CreativeMED Framework
- **Prof. Filipe Barata**, Evora University, Living Labs and Open Innovation
- **Jean Claude Turret**, AVITEM, Leveraging Creativity and Innovation through Open Data
- **Lorena Vidas, Comune di Prato**, The CreativeMED Toolkit
- **Thanos Contargyris**, Development Agency of Rethymno, Trans-regional cooperation proposals included in CreativeMED White paper
- **Michalis Zanos**, Larnaca Development Agency (ANETEL), Proposal of a Trans-regional Cooperation on Dairy Products

*Discussion with the audience*

11.30 Coffee break

12.00 – 13.00 Macro-Regions and CEFTA countries

*Moderated by Thanos Contargyris, Development Agency of Rethymno, Crete*

- **Zoran Bojovic**, Advisor to the President of the Chamber of Commerce and Industry of Serbia
- **Vassilios Tselios**, Expert Minister Counsellor, National Coordinator for the EUSAIR, Greek Ministry of Foreign Affairs: “EUSAIR: Towards the implementation of the Strategy”
- **Agnes Dobrotka**, Project coordinator, Danube Chamber of Commerce Association

*Discussion with the audience*

13.00 Lunch

14.00 Interactive/brainstorming plenary session: How can the CreativeMED approach be relevant/useful for CEFTA Countries and Macro Regions?

*Moderated by George Assonitis, Thanos Contargyris and Francesco Molinari*

*Questions to be answered:*

- 1) In which of the **project ideas/proposals presented in the morning** are the participants interested to participate?
- 2) Which additional **project ideas/proposals**, that follow the same logic, have the participants to propose?

3) *What are the services that the **CEFTA Chambers of Commerce** can provide in support of SMEs willing to access existing and forthcoming opportunities for funding cross-border and cross-sectorial cooperation projects?*

*This discussion will involve the whole audience and have the following structure:*

- *3 minute pitch of each participant for self-presentation and a tentative answer to the above questions*
- *Collection of proposals from the floor*
- *Approval of the proposals having the strongest support*
- *Creation of a summary document*

17.00 End of the workshop