

ARTLAB 24 BARI

20- 21 November 2024

20
11

12.30 - 1.30 pm

Venue: Castello Svevo

What are investors looking for?

A journey into the mind of investors to learn what they are looking for, what turns them on and what turns them off. What are the key points that investors want to know to decide whether to make an investment?

Speaker:

- Luigi Amati, Co-founder and CEO of Meta Group, Honorary President of Business Angels Europe

In collaboration with Creativity meets Clusters 2024

Language: English (with simultaneous translation)

4.30 - 6.00 pm

Venue: Castello Svevo

What is missing and what is needed?

An open and constructive dialogue between ICCs and investors to identify failings, challenges and conditions to move on.

Moderator: Donata Folesani, Financial Instruments - Intellectual Property Expertise Centre, ART-ER

- Luigi Amati, Co-founder and CEO of Meta Group, Honorary President of Business Angels Europe
- Javier Arias, Head of Business Creation, EIT Culture and Creativity
- Martijn Blom, Impact Europe & Impact Funds Development
- Janos Keresnyei, President, Cultural Creative Industry Cluster - Pecs
- Marlen Komorowski, Senior Research Fellow, Centre for Creative Economy, University of Cardiff
- Anu-Katriina Perttunen, Chief Networking Officer, Creative Finland
- Luca Tesauro, CEO Giffoni Innovation Hub

In collaboration with Creativity meets Clusters 2024

Language: English

21
11

9.30 - 9.45 am

Venue: Officine degli Esordi

Welcome

9.45 - 10.45 am

Venue: Officine degli Esordi

Strategic agenda and business plan 2024-25 of EIT Culture & Creativity

Speakers:

- Javier Arias, Head of Business Creation
- Niccolò Caderni, Chairman Supervisory Board
- Angelica Monaco, Managing Director, CoLocation Centre South Europe

Questions from the audience to follow

Language: English (with simultaneous translation)

21
11

11.00 am - 12.30 pm

Venue: Officine degli Esordi

Public-private partnerships for the development of cultural and creative sectors in European, national, and regional programmes

Moderator: Damiano Aliprandi, Consulting and Development Manager, Fondazione Fitzcarraldo

Speakers:

- Alessandro Delli Noci, Economic Development Assessor, Puglia Region
- Paolo Montemurro, Director of Matera Hub
- Aldo Patrino, Director of Cultural Economy, Puglia Region
- Andrea Rapaccini, President of Music Innovation Hub
- Rosanna Romano, Director of Culture and Tourism, Campania Region
- Francesca Sofia, Director, Fondazione CDP
- Daniela Tisi, Director of Productive Activities and Enterprises, Marche Region

Language: Italian (with simultaneous translation)

12.30 - 1.00 pm

Venue: Officine degli Esordi

Training and mentoring for CCIs: the project "Undertaking business in culture" between Africa and Italy

Curated by the Fondazione Scuola dei beni e delle attività culturali

The session will explore how international training and mentoring initiatives are reshaping the cultural and creative industries, with a focus on the Undertaking Business in Culture project as a specific example. It will explore how these programs, especially between Africa and Italy, are empowering young talent to turn their cultural ideas into sustainable projects. The discussion will highlight the transformative power of entrepreneurship in the cultural sector, driving both economic growth and the preservation of heritage. Emphasis will be placed on the value of cross-cultural exchange, innovative approaches, and peer-to-peer learning in building global networks that foster long-term collaboration, regional development, and fresh opportunities for the future of the cultural industries.

Speakers:

- Daniela Talamo, Head of Internationalisation at the Foundation School of Cultural Heritage and Activities
- Espéra Donouvossi, Programme Manager Youth. Heritage.Africa ICCROM (remote)

Language: English

1.00 - 2.00 pm

Informal meeting between the team of EIT Culture & Creativity, Italian partners, enterprises, independent actors, and institutions

By invitation

21
11

2.15 - 3.15 pm

Venue: Officine degli Esordi

Investing in CCIs: challenges and opportunities

Investors and creative enterprises in 2023: a European survey

Business Angels Europe is the Confederation that brings together national associations and the 20 most important and active groups and networks in Europe. On behalf of EIT C&C, it has conducted the first edition of a survey to analyse the reasons for low levels of private investment compared to the potential of cultural and creative sectors and possible actions to increase them.

- Luigi Amati - Founder of META Group, Honorary Chairman of Business Angels Europe
Language: English

Blended structured finance to delivering impact via the cultural and creative sector: a good deal for all

Potential and advantages of public-private investments for cultural and creative enterprises: presentation of the results and assessment of the five-year project “Arts and Culture Finance,” developed by Nesta, in partnership with Arts Council England, Esmée Fairbairn Foundation, and Bank of America.

- Martijn Blom, Impact Funds Development, Impact Europe
- Francesca Sanderson, CEO Figurative

Language: English

2.45 - 3.15 pm

Venue: Officine degli Esordi

Assessing the impact of territorial development programmes

Evaluating European Cohesion Policies is complex due to their long-term impact, the diversity of affected areas, and the intricate economic and social factors involved. The NUVAP (2023) study examined interventions from the 2014-2020 programming period across eight regions in Southern Italy. It went beyond basic monitoring to investigate the effects of investments on cultural heritage and the conditions for their effectiveness. The findings confirm the importance of culture and citizen participation in achieving the 2021-2027 programming objectives and provide useful guidance for improving the implementation of future measures.

- Alessandra Gariboldi, President of Fitzcarraldo Foundation ETS
in dialogue with:
- Anna Misiani, Expert in public policy programming and evaluation
Language: Italian

21
11

3.15 - 5.00 pm

Venue: Officine degli Esordi

Meeting of the Investment Network EIT Culture & Creativity

By invitation

Language: English

3.15 - 4.45 pm

Venue: Officine degli Esordi

The new centrality of cultural participation in cohesion policies 21-27: specific objective 4.6 and cultural welfare

The 2021-2027 European Cohesion Policy cycle emphasizes Culture and the cultural and creative sectors (CCS) in national and regional programs. In Italy, Culture is integrated as a unifying theme across policy objectives, serving as a vehicle for well-being and social cohesion. The specific objective (OS 4.6) promotes cultural participation and the reuse of cultural and public assets for social innovation within the concept of "cultural welfare." Artlab seeks to encourage dialogue on how Italian regions are addressing these new challenges, leveraging Culture for territorial development, inclusion, and collaboration, and exploring effective implementation strategies.

Moderator:

- Oriana Cuccu, Expert in Community Programming

Speakers:

- Simona Argiolas, Official at the Regional Planning Centre, Sardinia Region
- Antonella Bisceglia, Director of Youth Policies, Puglia Region
- Anna Maria Candela, Director of Protection and Enhancement of Cultural Heritage, Puglia Region
- Luca Parodi, Technical Coordinator of the Culture Commission of the Conference of Regions and Autonomous Provinces
- Elena Pianea, Director of Culture, Tuscany Region (remote)
- Rosanna Romano, Director of Culture and Tourism, Campania Region
- Vincenzo Santoro, Head of Culture, Sports, and Agriculture, ANCI (National Association of Italian Municipalities)

NOT TO CONCLUDE:

- Franco Milella, Head of Territorial Development, Fitzcarraldo Foundation

Language: Italian