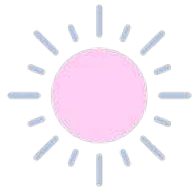


CREACT MED

CREATIVE MEDITERRANEAN



SUMMER SCHOOL 2023

SEPTEMBER 2023

Organised by the Euro-Mediterranean Economists Association (EMEA) in collaboration with StartUB!, and with the support of the European Institute of the Mediterranean (IEMED) and the Institute of Entrepreneurship Development (IED)



Co-Funded by the European Union
بتمويل مشترك من الاتحاد الأوروبي

Funded by the
European Union
(90%, 2020-2024)



Coordinated by the
Euro-Mediterranean
Economists Association

AGENDA

AGENDA

Saturday 2nd September & Sunday 3rd September

Arrival in Barcelona and transfer to Residence

Monday 4th September

- 09:00 – 12:00** Free time (buffer in case of flight delays)
- 12:00 – 13:00** Optional Lunch
- 13:00 – 13:20** **Welcome session @StartUB!**
Registration & Welcome Package
- 13:20 – 14:00** Icebreaker
- 14:00 – 15:30** **Open Discussion with Entrepreneurs on the Subgranting Scheme**
The aim of this session is to have an open feedback discussion with the CREAT4MED subgrantees to discuss any issues they are having with the general administration of the programme. This is an opportunity to tell the CREAT4MED technical assistance team your concerns and areas where we can improve.
- 15:30 – 16:00** Transfer to 22@
- 16:00 – 19:00** **Visit to 22@**
The 22@ district runs from Plaça de les Glòries, from both sides of the Diagonal and almost to the beach. It is known as the innovation district where innovation, creativity, design and technology have replaced the old factories as the economic driving force.
- 19:00 – 19:30** Transfer to Restaurant
- 19:30 – 22:00** Dinner

Tuesday 5th September

08:30 – 09:00

Transfer to StartUB!

09:00 – 09:30

Welcome and Introduction

Maria Ruiz de Cossio, CREAT4MED Project Manager

Claudio Cruz Cázares, Director at StartUB

09:30 – 11:30

(midway break
at 10:15 for 10
minutes)

Round of Pitch Sessions - Elevator Pitch

The representatives of each project will present their project and a summary of the workplan they are implementing under CREAT4MED. The presentations will last a maximum of 3 minutes.

11:30 – 13:15

EU - Southern Neighbourhood Country Regional Dialogue & Workshop: Identifying & Addressing Challenges in the CCI (organised by IEMED)

Designed for the CREAT4MED Sub-grant beneficiaries and actors from the Spanish cultural & creative industries, this workshop will foster collaboration and innovative problem-solving among participants, highlighting the power of collaboration and co-creation. Participants will be organized into four groups of 8 to 10 people, each assigned a specific challenge related to the creative and cultural sector industries. The workshop aims to create an environment where you can learn from one another, explore synergies, and develop effective strategies to address the challenges in each respective group.

13:15 – 14:00

Lunch

14:00 – 15:00

EU - Southern Neighbourhood Country Regional Dialogue & Workshop: Identifying & Addressing Challenges in the CCI (organised by IEMED)

Presentation of Workshop Results

15:00 – 15:15

Break

15:15 – 16:45

Business Model Innovation led by Claudio Cruz

This session has the aim of exploring business model innovation as a strategic reconfiguration of traditional business models by rethinking and redesigning to gain a competitive advantage.

16:45 – 17:30

Transfer to visit.

17:30 – 19:00

Visit to [Ernesto Ventos Foundation](#) for a workshop on Smells, Arts and Marketing

The Ernesto Ventós Foundation's mission is to teach how to smell through art, where the collector's social commitment becomes a reality; at the same time as disseminating contemporary art collections.

OR

Visit to [CaixaForum](#), [Av. Francesc Ferrer i Guàrdia. 6-8 Barcelona](#) Cultural Centre in Barcelona.

20:30 – 22:00

Dinner

Wednesday 6th September

- 08:30 – 09:00** Transfer to StartUB!
- 09:00 – 10:30** **Creative Industries and Urban Transformation led by Montse Pareja, Associate Professor, University of Barcelona**
This session has the aim to explore the intersection of creativity and urban development, fostering innovative ideas, and discussing how creative industries can drive positive change in cities, shaping vibrant and sustainable urban environments.
- 10:30 – 11:00** Break
- 11:00 – 12:30** **Market Fit led by Matheus Provinciali, Head of Innovation and Entrepreneurship at StartUB!**
This session has the aim to identify the journey of a success service or product that fits with the customer needs and preferences.
- 12:30 – 13:30** Lunch
- 13:30 – 15:00** **Story Telling for Technology led by Angela Bustillos, Co-founder in Phygital experiences**
This session aims to describe the importance of connecting cultural narratives to inspire and create inspired histories through digital experiences.
- 15:00 – 15:15** Break
- 15:15 – 16:45** **Sustainable Business Model Learning by Helping led by Tommy Megna, Author of Creativity to Save the World.**
This session aims to explain the methodology of Helping by Learning in order to build sustainable projects with social impact.

16:45 – 18:00

EU-Southern Neighbourhood Regional Dialogue

The EU Southern Neighbourhood Regional Dialogue on Cooperation in the Cultural and Creative Sector is a forum designed to foster collaboration and exchange of ideas between countries in the Southern Mediterranean region and Europe.

This interactive dialogue aims to create a dynamic platform for discussing cross-border projects and initiatives that foster cultural exchange and cooperation between countries in the region. By acknowledging the power of arts and cultural expression in addressing social issues and promoting dialogue among communities, this session aims to showcase the positive influence of cooperation in the sector. Through this cooperation, the potential for economic growth and social progress through arts and culture can be maximized, contributing to a more vibrant and interconnected Mediterranean region.

18:00 – 18:15

Break

18:15 – 19:45

Regional Alumni Network Event- Panel Discussion

“Shores of Innovation: Access to Finance for Mediterranean Creative Ventures”

Despite creative industries' pivotal role in the Mediterranean region's social, economic, and cultural fabric, access to finance and funding opportunities remains the main challenge for many artists, creators, and entrepreneurs in the region. This panel discussion aims to address this issue by bringing together stakeholders, experts, and practitioners. It will provide a space for them to share their insights into the financial landscape of the Mediterranean cultural and creative sector, including existing challenges and success stories, as well as discuss the main obstacles that artists and creative entrepreneurs face when seeking financial support and funding. By bringing together diverse perspectives and experiences, this discussion seeks to catalyse innovative solutions and strategies to enhance access to finance for cultural and creative projects.

19:45 – 20:15

Transfer to restaurant

20:15 – 22:00

Dinner

Thursday 7th September

- 08:30 – 09:00 Transfer to StartUB!
- 09:00 – 10:00 **Arts and Culture for Social Participation and Wellbeing, Salvador Simó**
In this session, participants will delve into the transformative influence of arts and culture in enhancing the wellbeing and social engagement of diverse communities, including those with special needs, and explore a variety of local and international projects that have effectively harnessed the potential of creative expression to empower collectives and uplift the broader population.
- 10:00 – 11:30 **Finance for Entrepreneurs led by Jaime Argerich, Finance expert, Entrepreneurship Professor at the University of Barcelona.**
This session aims to provide practical guidance and insights into financial management for entrepreneurs.
- 11:30 – 12:00 Break
- 12:00 – 13:30 **Digital Marketing led by Nicolás de Sala, Expert in Sales Marketing and Tech**
This session aims to equip participants with effective strategies and tools to leverage digital platforms, optimise online presence, and drive sales.
- 13:30 – 14:30 Lunch
- 14:30 – 16:00 **Intellectual Property Rights led by Rosa Vázquez, Innovation & Technology Transfer Manager at Fundació Bosch I Gimpera.**
This session aims to recognise the importance of protecting creative and innovative ideas through copyrights.
- 16:00 – 16:30 Break
- 16:30 – 18:00 **Wondervation Workshop™ led by Theo Edmonds, Culture Futurist**
This session will present a unique approach to product development that moves teams past “human-centred design” to find the richness within the “art and science of being human” intertwining art, science, technology, wellbeing and spirituality, centred around collective wonder, the future of work and the emerging evolution of human creativity with the advent of generative AI.

18:00 – 18:30

Transfer to el Born Neighbourhood

18:30 – 20:00

Visit to el Born Neighbourhood.

This historic district blends artistic vibrancy with historical charm, offering a fertile ground for innovative minds. El Born's colorful streets, galleries, and boutiques stimulate fresh ideas, while its architectural wonders like Santa Maria del Mar church and Picasso Museum provide cultural context. Artisanal workshops and boutiques showcase traditional craftsmanship, sparking innovative design concepts. Moreover, the neighborhood's dynamic atmosphere attracts fellow creatives, fostering potential collaborations and networking.

Suggestions for activities in el Born:

- [Moco Museum](#) 14,95 EUR (buy online)
- [Picasso Museum](#) 12,00 EUR (buy online)
- [Born Cultural](#) (free, with paid exhibitions)

20:00 – 20:30

Transfer to Dinner

20:30 – 22:30

Dinner

Friday 8th September

08:30 – 09:00

Transfer to StartUB!

09:00 – 09:45

B2B Meetings

This is a time when you can arrange any meetings with potential partners in Barcelona.

CREACT4MED can provide support for these meetings but entrepreneurs should try to organize their own meetings. These **MUST** take place in StartUB. By the end of the week, you must aim to meet with at least 1 organisation and you must let us know who you met with.

Please also make sure to invite them to the networking session in the afternoon!

10:00 – 12:00

Speed Mentoring Sessions.

Mentoring Sessions have been designed to support your journey to success! Expert mentors from various business fields, hosted by UB Business School and StartUB!, will offer personalised 50-minute sessions. We kindly recommend that you come prepared with key questions to ask them. The breakdown is as follows:

10:00 – 10:10 Introduction

10:10 – 11:00 Speed Mentoring Session 1

11:00 – 11:10 Break

11:10 – 12:00 Speed Mentoring Session 2

12:00 – 12:15 Closing Activity

12:00 – 13:00

Lunch

13:00 – 15:30

B2B Meetings continued (either at StartUB or outside)

15:30 – 17:00

Networking Session at StartUB!

This networking session is the opportunity for you to connect with other entrepreneurs in the CREAT4MED programme and to look for potential cross-border collaborations. Entrepreneurs based in Spain will also take part in this networking and anyone you may wish to invite from your B2B meetings.

17:00 – 17:30	Closing of the Summer School by Prof. Rym Ayadi, President and Founder of EMEA
17:30 – 19:00	Free Time
19:00 – 19:30	Transfer to restaurant
19:30 – 21:30	Farewell Dinner

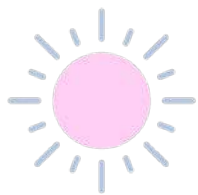
Saturday 9th September & Sunday 10th September
Travel back to home countries

Important notes:

- Attendance to all the Summer School sessions, including the visits on Monday and Tuesday, is mandatory! If you do not attend one of the sessions, you must give a good justification. You may choose not to participate in the visit on Thursday to El Born neighbourhood.
- Attendance to the welcome dinner on Monday 4th and the official dinner on Wednesday 6th is mandatory. You may choose not to attend the other dinners through the form shared with you. Please note that, in that case, your meal won't be covered.
- You will find a list of suggested activities for your free time in the Logistics Guide.

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EURO-MEDITERRANEAN
ECONOMISTS ASSOCIATION

StartUB!
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