

CREACT  **MED**
CREATIVE MEDITERRANEAN



Navigating the Waves of Cultural and Creative Entrepreneurship in the Southern Mediterranean:

CREACT4MED 3rd Annual Conference and MED CCI Hub

30th - 31st January 2024

Co-organised by



IEMed.
European Institute of the Mediterranean



Navigating the Waves of Cultural and Creative Entrepreneurship in the Southern Mediterranean

CREACT4MED Annual Conference III and Med CCI Hub Event

Online, via the Airmeeet Platform

Link to Register: <https://forms.gle/fkHZJMH2twHEpgk38>

Background

Cultural and creative industries (CCI) are increasingly being recognized as an important source of economic independence, job creation, social cohesion, and wellbeing. The Mediterranean's rich cultural background and dynamic young population means there is great potential for the CCI to be real drivers of growth and prosperity, but industries and infrastructures are often fragmented and poorly supported.

By enhancing and promoting the cultural and creative sectors as catalysts for job creation and economic development, **CREACT4MED** seeks to strengthen CCI ecosystems in the region and unleash the full potential of the CCI to create empowered and flourishing societies.

CREACT4MED's 3rd Annual Conference will showcase the project's achievements to date, set goals and expected achievements for its final year, and provide a space to discuss innovative ideas on creativity's social and economic role, cultural policies, and job creation within the sector. Additionally, the conference aims to celebrate the talents of the artists and Cultural and Creative Industries (CCI) entrepreneurs in the Southern Mediterranean. Keynote speeches, panel discussions and interactive debates will address the many challenges, opportunities and unlocked potential that lay within these multifaceted industries.

Organized by project coordinator, the Euro-Mediterranean Economists Association (**EMEA**) and project partner, the European Institute of the Mediterranean (**IEMed**), in collaboration with Culture Funding Watch (**CFW**), the conference will take place online via *Airmeeet Platform*, from Tuesday **30th** to Wednesday **31st of January 2024**. Open sessions of the event will also be live streamed from Barcelona on the [CREACT4MED Facebook page](#), guaranteeing accessibility and representation from all participating countries.

Likewise, the **MED CCI Hub Event**, taking place during the afternoons, will

offer a unique platform to exchange ideas and opportunities among the various stakeholders of the Mediterranean region. These dynamic sessions, taking the form of spin-tables, networking and B2B sessions, will highlight a series of opportunities, best practices and success stories in empowering youth and women through cultural and creative industries, fostering collaboration between creative actors and encouraging cross-border cooperation in the Southern Neighborhood of the Mediterranean.

CREACT4MED's 3rd Annual Conference & MED CCI Hub Event will be a key opportunity to foster an ongoing dialogue where experts and practitioners, along with other stakeholders and cultural and creative actors can exchange their knowledge and experiences and identify the best ways to create a productive and sustainable environment for the development of the cultural and creative industries. The engagement of new players will generate new connections and opportunities for all members involved and help expand and dynamize CREAT4MED's community.

DRAFT AGENDA

<u>DAY 1: Tuesday, 30 January 2024</u>	
10:00-10:15	Welcoming Remarks
10:15-10:45	Keynote Address: <i>Unlocking the Economic Power of Creative Industries</i>
10:45-11:15	CREACT4MED: Overall Project Progress
	Over the last year, CREAT4MED has made significant milestones in its implementation, including the award of subgrants to enterprises in the cultural and creative industries, the launch of the call for Best Practices to showcase good examples of boosting CCI in the Southern Mediterranean, and the close of the training pillar of CREAT4MED with the Summer School taking place in September and the completion of the Training Academy. This session will be led by the CREAT4MED Project partners.
11:15-11:30	Coffee Break
11:30-12:15	CREACT4MED: Funded Projects Progress
	The projects provided with financial support from CREAT4MED have successfully kicked off their workplans and are well into the implementation of their proposed activities. In this session, we will hear from the entrepreneurs themselves on their progress and the impact they have been able to make, thanks to the support of CREAT4MED.
12:15-13:30	Panel Discussion: <i>Creative Economies: Strategies for Job Creation in Arts and Culture</i>
	The panel discussion aims to delve into the landscape of the Cultural and Creative Industries (CCI) in the Southern Mediterranean and explore avenues for sustainable job creation and economic growth. Bringing together diverse perspectives, the session will feature key stakeholders, such as labour market experts, entrepreneurs, researchers, and government representatives to collectively address the challenges and opportunities within the CCI. By examining current policies, industry trends, success stories, and investment climates, the discussion seeks to identify strategies and policies conducive to job creation, promoting collaborative networks, and providing actionable insights for stakeholders.
13:30-14:30	Lunch Break

14:30-15:30	MED CCI HUB Success Stories & Best Practices Session
	<p>This session will showcase exemplary practices and success stories from the rich variety of cultural and creative industries around the Mediterranean. Industry leaders and entrepreneurs will share insights into strategies and collaborative efforts that have fueled innovation, economic growth, employment creation and community engagement in the region. The session provides a unique platform for networking, knowledge exchange, and celebrating the vibrant cultural contributions shaping the Mediterranean's economic, social, and artistic landscape.</p>
15:30-17:30	MED CCI HUB Spin Tables and Networking Session
	<p>The MED CCI Hub Spin Tables will provide a dynamic opportunity to engage with experts and program managers at up to 20 interactive tables. Entrepreneurs will be able to learn a diverse range of opportunities presented by these professionals, gaining valuable insights into cultural and creative industries within the Mediterranean region. This hands-on networking event is designed to facilitate meaningful connections, foster collaborations, and provide entrepreneurs with a unique platform to discover resources, guidance, and potential partnerships that can propel their ventures to new heights.</p>

DAY 2: Wednesday, 31 January 2024

10:00-11:15	<p>Panel Discussion:</p> <p><i>The Art of Progress: A Dialogue on Creativity as a Cross-Cutting Theme to Social, Economic, and Environmental Change</i></p>
	<p>The panel session on "Creativity as a Cross-Cutting Theme to Social, Economic, and Environmental Change" will explore the transformative power of creativity in addressing interconnected global challenges. Expert panelists from various fields will delve into the ways in which imaginative thinking can drive positive impacts on social dynamics, economic systems, and environmental sustainability. By examining case studies, innovative projects, and successful initiatives, the session aims to showcase the multifaceted role of creativity as a catalyst for change.</p>
11:15-11:30	Coffee Break
11:30-13:15	<p>Interactive Panel Discussion:</p> <p><i>Breaking Barriers: Addressing Disenablers in the Cultural and Creative Industries</i></p>
	<p>The interactive panel session on "Cultural and Creative Industries Disenablers" will provide a dynamic platform for a comprehensive exploration of challenges hindering the growth and sustainability of cultural and creative industries. Esteemed panelists representing diverse sectors within these industries will engage in a dialogue to identify and analyze the disenablers, such as regulation hurdles, economic barriers, and technological gaps, that often prevent the development of these sectors full potential. Through interactive discussions and audience participation, the session aims to foster a deeper understanding of the obstacles faced by cultural and creative entrepreneurs and a unique opportunity for stakeholders to collectively strategize and work towards overcoming the challenges faced by the Cultural and Creative Industries.</p>
13:15-13:30	Annual Conference Closing Remarks
13:30-14:30	Lunch Break
14:30-17:30	<p>MED CCI HUB</p> <p>Networking Sessions</p>
	<p>This session is dedicated to the Med CCI Hub where stakeholders can reflect on the discussions had over the last 2 days and make new connections to strengthen the cultural and creative industries ecosystem.</p>

Logistics and Registration:

The CREAT4MED Annual Conference and MED CCI Hub will take place on the Airmeet platform. Registration is via [the Google Form](#). Once registered, the CREAT4MED team will send you a link to the Airmeet platform. There, enter your email address and you will receive a link to the event.

Networking and the Fluid Space:

The Airmeet platform allows for many formats for networking and connecting with other stakeholders. One of these is **the fluid space**. During the event, you will be able to enter here and chat freely with any of the other participants also in that space. We invite you to go there whenever you have a coffee break or lunch break, to chat with other participants and build connections outside of the formal conference space. Enjoy!