

CONFERENCE PROGRAMME

(Last update: 10 April 2018)

#creativeforum

TUESDAY, 10 APRIL 2018

19:00 Reception hosted by Zoran Jankovič, Mayor, City of Ljubljana
@Ljubljana City Hall

WEDNESDAY, 11 APRIL 2018

9:00 Coffee and registration
@City Museum of Ljubljana

9:30 Opening remarks by Iztok Mirošič, State Secretary, Ministry of Foreign Affairs of the Republic of Slovenia and Ayşe Asya, Ambassador in Charge of Migration and Development, Union for the Mediterranean
@City Museum of Ljubljana

9:45 Presentation by Robert Manchin, Culture Action Europe, Belgium
@City Museum of Ljubljana

10:30 **CREATIVE KNOWLEDGE AND POLICY**
@City Museum of Ljubljana

*Knowledge and policy are the two main pillars of our Regional Culture and Creative Network, which is aimed at boosting the competitiveness of cultural and creative industries for growth and jobs. **How?** By mapping all region potentials, creating a database and identifying all creative spots; by stimulating R&D and providing policy; by establishing funds for CCI in the region; by promoting CCI, innovation and network cooperation; by providing direct financing to consumers.*

- **Amr Taha**, Executive Director, Industrial Modernisation Centre (IMC), Egypt
- **Colm Croffy**, Board Member, European Festivals Association (EFA), Belgium
- **Sonja Kralj Bervar**, Attaché for Culture and Audiovisual Affairs, Permanent Representation of the Republic of Slovenia to the European Union, Slovenia
- **Suzana Žilič Fišer**, Member of ECOC selection panel, Slovenia
- **Flora Krasniqi**, Project and Research Development Coordinator, Polis University of Tirana, Albania

Moderated by **Mohammed Elrazzaz**, Business Development, Secretariat of the Union for the Mediterranean

12:00 **CREATIVE FUNDING AND ECONOMY**
@City Museum of Ljubljana

Cultural and creative industries fuel global economy and provide 29.5 million jobs worldwide. Cultural and creative industries (CCI) are massive contributors to the world economy and key drivers of the digital economy. They are strategic assets for national and regional economies, creating millions of jobs, boosting cities' attractiveness and improving the quality of life in developed as well as in emerging countries, accounting for US\$ 2.3 billion (3% of the world's GDP) and nearly 30 million jobs worldwide. Indeed, they are among the most rapidly growing sectors worldwide. They influence income generation, job creation and export earnings. They can help forge a better future for many countries around the globe. To unlock the potential of CCIs also means promoting the overall creativity of societies, affirming the distinctive identities of the places where creativity flourishes and clusters, improving the quality of life and providing resources for imagining diverse new futures. In other words, in addition to economic benefits, CCIs generate non-monetary value that contributes significantly to achieving people-centred, inclusive and sustainable development.

- **Branimir Brkljač**, Mokrin house, Serbia / Slovenia
- **Ladeja Godina Košir**, Founder and Creative director, Circular Change, Slovenia
- **Mateja Lazar**, Head of the Culture subprogramme, Motovila – Centre for the Promotion of Cooperation in the Cultural and Creative Sectors and Creative Europe Desk Slovenia
- **Edmond Hajrizi**, President, UBT - University for Business and Technology, Kosovo
- **Issam Abu Zeid**, Director General, Nablus Chamber of Commerce and Industry, Palestine

Moderated by **Robert Manchin**, President, Culture Action Europe, Belgium

13:30 **Buffet lunch**
@City Museum of Ljubljana

14:30 **CULTURE AND CREATIVITY**
@City Museum of Ljubljana

*The system of funding for creativity in the region is highly insufficient. Public institutions in the field of culture are closing, public financing of culture is below basic and it is getting worse every year. Creative industries are largely neglected in public cultural policies, with no or very little financing or public subsidies available. With economic problems and security issues growing throughout Europe, the Western Balkans shifted its focus away from the European Union. It is high time for the region to participate more actively in resolving issues, problems in the neighbourhood: from local communities to the state level. The brain drain – especially among the young – is unceasing. Great ideals are shattered. **However, creativity still has huge potential, and some successful cases have already been recognised internationally.***

- **Mateja Demšič**, Head of the Department for Culture of the City of Ljubljana,

Slovenia

- **Slaven Tolj**, Artistic Director - ECOC Rijeka 2020 and Director of the Museum of Modern and Contemporary Arts, Croatia
- **Žarko Sakan**, Managing Director, New Moment New Ideas Company, Serbia
- **Diego Marani**, Senior advisor on cultural policy, European External Action Service

Moderated by **Blaž Peršin**, Director, Museum and Galleries of the City of Ljubljana, Slovenia

16:00 **Coffee break**

16:30 **DIGITAL CREATIVITY**
@City Museum of Ljubljana

Creative works are key drivers of the digital economy. In 2013, creative content contributed US\$ 200 billion to global digital sales, powering sales of digital devices, and increasing demand for high-bandwidth telecom services. Sales of digital cultural goods generated US\$ 65 billion and US\$ 21.7 billion in advertising revenues for online media and free streaming websites. Digital transformation is evident and growing every day all around the world in the form of national policy platforms. The digital economy is 'green' and promotes the principles of sustainable development. The expected results exceed those of traditional industries. The digital economy is a stimulating environment for younger generations, which are keener on adopting technology and innovation, and it might be an efficient tool for tackling high levels of migration from the region. One of the advantages of the digital economy is that it allows people to stay where they are and at the same time do business in the international market.

- **Veronika Tasić Vušurović**, Digital Serbia, Serbia
- **Sanjin Osmanbašić**, Spark, Bosnia and Herzegovina
- **Michela Magaš**, EU Innovator of the year 2017, Sweden / United Kingdom
- **Nizzar Ben Chekroune**, Digital communication and marketing expert, United Nations Industrial Development Organization (UNIDO)

Moderated by **Jurij Krpan**, Architect and curator, Kapelica Gallery, Slovenia

THURSDAY, 12 APRIL 2018

9:00 **Gathering and morning coffee**
@City Museum of Ljubljana

9:20 **Summary of the previous day**
@City Museum of Ljubljana

9:30 Presentation of Western Balkans Culture and Creativity Network and the Declaration of Goodwill
@City Museum of Ljubljana

Our region is in a post-war, post-socialism, and post-trauma period. An actual state of “cold peace”, which means that huge potential for conflict is still simmering beneath the surface. The region lacks solidarity (the “I am losing” attitude creates certain emotions/our region should be a model for solidarity/to recall and to remember). Nationalism is on the rise (riots, hooligans, etc.), growing racism, xenophobia and fear of diversity...

Preconditions for real peace in the region: Borders: if the border issue is not resolved, no investments can be expected. Security (internal and regional). Mobility. Infrastructure. Culture and education. Regional economic area. Attempt to go further with regional cooperation, increasing coherence and deepen economic integration.

Culture and creative industries offer one of the most efficient ways for changing our social and economic picture. **What is our goal?** To use areas of CCI for job and opportunity creation in order to empower young people and prevent a brain drain from the region. To establish a model for new, direct financing with small amounts, ensuring the basic necessities for normal work and future growth. To work actively on creating a regional economic area, to solve and not to export crisis.

- **Doris Pack**, Former Chair of the European Committee on Culture and Education in the European Parliament
- **Aleksandar Peković**, Culture and Creative Network

10:00 CREATIVITY AS A TOOL FOR REGIONAL COOPERATION
High level political forum
@City Museum of Ljubljana

Today, the world is more volatile than since World War II. The strategic picture has changed dramatically. Threats are becoming increasingly complex. The dividing line between war and peace is blurred. Around the world, millions of people are fleeing for their lives in the greatest movements of people ever seen. Today, Europe is surrounded with a 'ring of fire'. Federica Mogherini: “We need more innovative, new ideas.”

- **H.E. Karl Erjavec**, Minister of Foreign Affairs of the Republic of Slovenia
- **H.E. Igor Crnadak**, Minister of Foreign Affairs of Bosnia and Herzegovina
- **Jorge Borrego**, Secretary General ad interim of the Union for the Mediterranean
- **Tibor Navracsics**, EU Commissioner for Education, Culture, Youth and Sport
- **Etjen Xhafaj**, Deputy Minister for Europe and Foreign Affairs of the Republic of Albania
- **Ivan Ivanišević**, Director-General of the Directorate for Multilateral Relations, Ministry of Foreign Affairs of Montenegro
- **Gazmend Turdiu**, Deputy Secretary General and Head of Programme



REPUBLIC OF SLOVENIA
MINISTRY OF FOREIGN AFFAIRS



City of
Ljubljana



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط



Department, Regional Cooperation Council

Moderated by **Matej Marn**, Political Director/Director-General for Common Foreign and Security Policy, Ministry of Foreign Affairs of the Republic of Slovenia

12:00 **Bus to Museum of architecture and design**

12:30 **Creative lunch**

@Museum of architecture and design

- **Chef Igor Jagodic**, Strelec Restaurant - Kaval Group, Slovenia

13:30 **UNLOCKING THE INTERCULTURAL CREATIVITY - Opening of the Exhibition**

@Museum of architecture and design

Fužine [Framed] is a photo essay highlighting the potential of a multicultural society and how an intercultural neighbourhood gradually rise up from many prejudices and overcome a number of injustices casted upon them. Fužine is a true example that we are living in an era that requires not only dreamers with disruptive ideas, but also people who turn words into action.

Krix Berberian is an award winning street photographer and Regional Creative Director at TBWA\RAAD from Beirut, Lebanon.

*Exhibition Fužine [Framed] is a collaborative project between **APIS Institute** from Slovenia and **FRAME Beirut**, supported by Erasmus+, NA MOVIT, Digitalna kamera Magazine, MFA Slovenia and MAO.*

14:00 **Presentation of Museum of Architecture and Design and Center for Creativity**

@Museum of architecture and design

- **Matevž Čelik Vidmar**, Director, Museum of Architecture and Design, Slovenia
- **Anja Zorko**, Head, Center for Creativity, Slovenia

14:30 **REGIONAL PLATFORMS OF COOPERATION FOR THE CULTURAL AND CREATIVE SECTORS**

@Museum of architecture and design

Cultural and Creative Industries (CCI) are vehicles of economic growth and social development with a tangible impact on job creation, social inclusion and income generation. Innovation, skill and collaboration are among the tenants of CCI Sectors, which currently account for an estimated 3% of the world's GDP. This session will highlight best practices from the Southern Mediterranean with a focus on UfM-labelled project 'Establishment of a regional platform for the Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean', promoted by United

Nations Industrial Development Organization (UNIDO).

- **Marlen Bakalli**, Project Manager, United Nations Industrial Development Organization (UNIDO)
- **Pierre Omran**, Ministry of Industry, Lebanon
- **Habib Chabouh**, President, Nabeul Tableware Cluster, Tunisia
- **Ghaader Dajani**, Product designer and trainer, Creative Hub Palestine
- **Adel Tawileh**, Chairman, Garment Design & Training Services Center - GSC, Jordan

Moderated by **Mohammed Elrazzaz**, Business Development, Secretariat of the Union for the Mediterranean

16:00 **Coffee break**

16:30 **REGIONAL CREATIVE FORCES**
Presentations of good practices
@Museum of architecture and design

- **Maja Lalić**, Mikser Belgrade, Serbia
- **Login Kočiški**, Password production, Macedonia
- **Dijana Vučinić**, Kotor APS, Montenegro
- **Luka Piškorič**, Poligon Creative Centre, Slovenia
- **Maja Vardjan**, Biennial of Design, Museum of Architecture and Design, Slovenia
- **Dina Seisah**, Head of programs and promotion, Garment Design & Training Services Center - GSC, Jordan

Moderated by **Marko Maršičević**, Founder, Marsh Creative Production, Serbia

18:00 **Concluding remarks by MFA Slovenia and UfM**
@Museum of architecture and design

18:15 **Bus to City Museum of Ljubljana**