

**SEMINAR*****Consolidating the Steps Towards
the "Creative Europe" Programme:
new funding methods and uses and habits
in Cultural and Creative sector*****Time:** 10.00 am. to 1.00 pm. on 7 March**Venue:** Basque Country Delegation to the European Union
(27, Rue des Deux Eglises- 1000 Brussels)**Translation Spanish-English**

In just a short period of time, the creative and cultural industry has become one of the sectors that make the greatest contribution to economic activity: it currently accounts for 4.5% of the GDP and 8.5 million jobs in the EU. The potential of the creative and cultural industries, and the value of culture, is acknowledged and proactive decisions have been adopted by the European Union, as it is recognised as a cross-cutting factor to achieve the agenda of priorities set in the EU2020 Strategy, as well as being a priority niche to convert the regions into expertise and development platforms.

The European Union is going to deploy a specific Programme, the *Creative Europe Programme*, for its new scheduling: between 2014 and 2020. The Programme seeks to focus the endeavours on driving and consolidating the potential of creative and cultural industries and the value of culture. The EU initiatives aim to reduce the fragmentation to be found in the sector, along with strengthening access to funding by means of alternative initiatives, and fostering innovation and competitiveness, and adapting to the new habits and requests of the general public and culture consumer, to name a few.

The aim of the Seminar is to consider the new funding methods in the creative and cultural sector, and discover initiatives to consolidate the role of the creative and cultural industries in regional and local development, along with new habits and economic niches. Based on European initiatives such as the European Capital of Culture, specific actions of the Basque Country, or Lombardy, audiovisual sector (MEDIA Programme) or of Microsoft, all the issues will be addressed in order to contribute to the debate and position the role of the regions, creativity, culture, in European agendas.





PROGRAMME

■ **10.00 a.m.: Welcome and Introduction:**

- Marta MARIN, Basque Country Delegate to the EU (Chair),
- Estíbaliz HERNÁEZ, Vice Minister for Technology & Innovation, Basque Government
- Clara MONTERO, Director of Cultural Promotion, Basque Government,
- Alessandro SENESI, Deputy Head of Unit, European Commission (DGEAC).

■ **10.45 a.m.: New Funding Methods, New Uses/Habits, and ICC spillover effects: New Perspectives and pre-"Creative Europe" Status Map**

- María IGLESIAS, Head of Research and Analysis, KEA European Affairs

■ **11.00 a.m.: From Local to Regional, Strategic Initiatives Drive Creative and Cultural Industries: Basque Country, Lombardy and Flanders (tbc)**

- Vichi CANNADA-BARTOLI, Head of Unit Culture and Creative Industries, Direction Générale Education, Formation et Culture, Lombardia Regional Government,
- Juan DIEGO, BEAZ- Director – Bizkaia Provincial Council
- Flanders case

Q&A session

■ **12.00: Specific Actions and Good Practices:**

- //*Transcreativa- Sinnergiak*, Javier CASTRO, Senior Researcher
- //*Innova+ Creativity*, Aitor URZELAI, Director of Planning and Strategy, Basque Government,
- // *Antena MEDIA Euskadi*, Ainhoa GONZÁLEZ, Euskadi MEDIA Desk Coordinator
- //*Microsoft-Practice Your Music*,
- Montserrat PARDO, Government Affairs Manager, Microsoft Ibérica, - Aitor ALZIBAR, *Practice Your Music*

■ **1 p.m.: Q&A session**

End

