



Seminar: "Creativity and Innovation in Europe: Towards Synergies and Partnerships"

Hamburg, Germany, Friday, 27th May 2011

Background

Creativity and innovation are central to the social and economic development of Europe. The creative sector, which encompasses the music branch, films, the arts, television/radio, software and games among others, is responsible for over 1 million jobs across the EU and is vital to the cultural life of European cities. The innovation sector, another pillar of the European economy, has greatly supported the economic growth of European countries by creating new products, developing new approaches or methods, which were dreams yesterday (e.g. mobile phones, wireless connections or wind energy) but which are reality today.

The Lisbon Strategy agreed in the year 2000, the EU's overarching programme focusing on growth and jobs, recognised that knowledge, and the innovation it sparks, are the EU's most valuable assets, particularly in light of increasing global competition. Together, the creativity and innovation sectors are among the main determinants of European competitiveness and economic growth.

There are various creativity and innovation projects being undertaken in Europe today and it is believed that much could be gained by providing a Platform via which information about approaches, methods and project activities could be exchanged and more synergies and inter-project partnerships between Interreg-funded projects could be achieved. It is for this reason that the specialist Seminar "**Creativity and Innovation in Europe: towards synergies and partnerships**" is being organized.

The event is organized as an activity of the "**European Creativity and Innovation Day**", initiative of the Interreg IVB (North Sea) Project "Creative City Challenge" and is meant to foster more transnational cooperation across Europe.

Aims

The Seminar "**Creativity and Innovation in Europe: towards synergies and partnerships**" aims to:

- i. offer a platform via which a set of Interreg-funded projects may present themselves, showcasing their various activities and how they support creativity and innovation in Europe;
- ii. promote the initiatives in creativity and innovation undertaken as part of the project as tools towards territorial integration in a transnational way, increasing the sustainability and competitiveness of European regions;
- iii. foster a dialogue between Interreg projects and explore the opportunities for synergies and ways to prevent duplications.

A further objective of the Seminar "**Creativity and Innovation in Europe: towards synergies and partnerships**" is to provide a sound basis for further communication, interaction between projects and encourage joint future initiatives.



Who can take part

The Seminar “**Creativity and Innovation in Europe: towards synergies and partnerships**” will be primarily targeted to Lead Beneficiaries of Interreg-funded projects focusing on creativity and innovation, or their nominated representatives. The scope of the event means that attendance is by invitation only. A summary of the Seminar and its deliberations will be widely disseminated afterwards.

Further information

Further details on the Seminar “**Creativity and Innovation in Europe: towards synergies and partnerships**” may be obtained from the Secretariat of the project “Creative City Challenge” (CCC).
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Seminar:

"Creativity and Innovation in Europe: Towards Synergies and Partnerships"

Hamburg, Germany, Friday, 27th May 2011

Art and Media Campus Hamburg

Finkenau 35, 22081 Hamburg

Room: 163

Program

- 08.30-09.00** Arrival and Coffee
- 09.00-09.10** Welcome and Aims of the Seminar
Prof. Walter Leal, HAW Hamburg, Germany
- 09.10-09.40** Creativity and Innovation in Europe: an overview
N.N.
- 09.40-10.00** Building on the capacity for innovation in the North Sea Region
Carsten Westerholt, The North Sea Region Programme Secretariat, Denmark
- 10.00-10.20** The project "Creative regions" - CREA.RE
Renate Ortmanns-Möller, Rural District Lüchow-Dannenberg, Germany
- 10.20-10.40** European Collaborative Innovation Centres for Broadband Media Services - E-CLIC
Katarina Nordmark, Länsstyrelsen, Sweden
- 10.40-11.00** Baltic Sea Innovation Network Centres – BasIC
Helge Neumann, Wista-Management Germany
- 11.00-11.20** Coffee break
- 11.20-11.40** A Network of E-government Leaders – the project SmartCities
Filip Meuris, Intercommunale Leiedal, Belgium
- 11.40-12.00** Creative Industries in Traditional Intercultural Spaces – CITIES
Raimonda Lauzikiene, Klaipeda economic development agency (KEDA), Lithuania
- 12.00-12.20** Innovation Hubs for Edge Cities" – INNOHUBS
Nina Bozic, Municipality of Nacka, Sweden
- 12.20-12.40** Partnership on European Regional Innovation Agencies – PERIA
Bernard Stree, Champagne Ardenne Research and Innovation Agency, France
- 12.40-13.00** Final discussion
- 13.00-14.00** Lunch
- 14.00-15.00** Visit of the Art and Media Campus Hamburg





Hochschule für Angewandte
Wissenschaften Hamburg
Hamburg University of Applied Sciences





Registration Form

Surname of participant: _____

First name: _____

Organisation: _____

Fully postal address: _____

Postcode: _____

Country: _____

Tel: _____

Fax: _____

E-Mail: _____

I understand my participation at the Seminar is free of any charges, but that I need to cover my own travel and accommodation costs.

Date: _____

Signed: _____

**THANK YOU FOR YOUR REGISTRATION! PLEASE FAX THIS FORM
TO: +49-40-42875-6079 OR SEND IT VIA E-MAIL TO: ccc@ls.haw-hamburg.de
A CONFIRMATION WILL BE SENT TO YOU SOON.**