



3 C 4 I N C U B A T O R S

FINAL EVENT 3C4INCUBATORS PROJECT **Culture, Creative and Clusters for Incubators** ***Developing territories through culture and creativity***

Rome, 6 November 2014 – Via Cristoforo Colombo, 212

LAZIO REGION - SALA TIRRENO

AGENDA

9.00 Registration and welcome coffee

9.30 Welcome addresses

Lidia RAVERA, Regional Minister for Culture, Youth Policies (Lazio Region)

9.40 MED2014-2020, the pillars of the new programme

Nuno VAZ SILVA, JTS MED Programme

10.00 3C4 Incubators: a step towards development through culture – some notes

Ana Isa COELHO, Lead Partner (CIMAC - Comunidade Intermunicipal do Alentejo Central)

Video made in Marseille during the "Ideas and Project Factory"

HOW TO ENHANCE YOUR CREATIVITY?

10.30 BUSINESS MODEL REINFORCEMENT

Presentation of the results achieved by the Business Model Working Group Ilaria

CORSI/Gaetano FINOCCHIARO (BIC Lazio)

Interactive presentation of the gamification of the Canvas Business Model

Video and pitch of the winner enterprise

Next generation Business Support

David FURMAGE, Cluster 2020, European Creative Industries Alliance - Coventry University Enterprises

Developing business support models to achieve maximum effect

Anthony STORY – Director, Silicon South & Consultant, Creative England





3C4 INCUBATORS

11.30 NETWORKING SETUP

Building an EBN-Sub-Group on Creative Industries based on the 3C4Incubators Project Consortium - Presentation of the results achieved

Vittorio SIMONCELLI - Sviluppo Basilicata

The role and impact of creative projects in enterprise creation and incubation services

Laura LECCI, EBN (European network of business and innovation centres)

Video of the workshop: "Nothing is more creative than creating a business" which took place in the Sassi of Matera

12.00 INSTITUTION ATTRACTION

Political bottom-up: why today, more than ever, local authorities need a strong creative scene? 3C4Incubators as a local development policy tool

Ferdinand RICHARD, A.M.I General Manager

Developing, implementing and strengthening Culture in the sustainability of cities: Agenda 21 Culture

Jordi PASCUAL, Culture Commission of United Cities and Local Governments (UCLG)

Towards a new political agenda to promote cultural and creative industries as a driver for innovation and growth (conclusion project ECIA - European Creative Industries Alliance)

Dario PARRAVICINI, Province of Milan, partner of the European Creative Industries Alliance Platform

12.45 Conclusions

Miriam CIPRIANI, Regional Director for Culture and Youth Policies (Lazio Region)

13.00 Lunch