



**CULTURE**  
for Cities and Regions

# Culture for Cities and Regions final event

Ghent, 25 October 2017  
13.30-18.00

## Draft agenda

### About

[Culture for Cities and Regions](#) is a European Commission initiative funded by the Creative Europe programme to support cities and regions in making sound investments in culture. For three years, Culture for Cities and Regions enabled the exchange and transfer of knowledge between local and regional authorities, to better understand successful examples of investment in creative industries, cultural heritage and culture for social inclusion, and to go into the details of policy planning and implementation.

The Culture for Cities and Regions final event will take place alongside the EUROCITIES culture forum in Ghent on 25 October 2017. The event will focus on the findings of Culture for Cities and Regions and will be an opportunity for members and external cities and regions to learn from each other and from experts. Invited representatives from the European institutions, other cultural networks and EU-funded projects will provide an opportunity to connect initiatives and strategies.

### Draft agenda

Venue: De [Bijloke](#), Jozef Kluyskensstraat 2, 9000 Ghent

Master of Ceremony: Nathalie Guri, EUROCITIES Projects and Knowledge sharing director

Please note that the event will be photographed, recorded (Facebook live) and filmed by a professional film company. There will also be graphic recording of the event by a sketch artist.

*13.30 - 14.00 - Registration and coffee*

*14.00 - 14.30 - Opening*

- Welcome to Ghent! Words from Annelies Storms, Deputy Mayor for Culture, Tourism and Events in Ghent

- Opening words by Walter Zampieri, Head of Unit “Cultural policy”, Directorate General for Education and Culture at the European Commission
- Culture for Cities and Regions in ten minutes: who, what, why and how? Julie Hervé and Cécile Houpert (EUROCITIES) summarise three years of intense work

*14.30 - 15.15 - Fireside chats: lessons from a three-year journey in cities and regions*

Moderation: Nathalie Guri

- Culture for Cities and Regions major trends and surprises - Philippe Kern, KEA European Affairs
- Why is it important for cities to share their experience? A participants and experts’ dialogue, the example of the [study visit in Helsinki and Espoo](#) (March 2016)
- Coaching for better long-term cultural planning: example from [Belfast](#) (June 2017)

*15.15 - 15.45 - Coffee break and networking*

Meet the artist and have a look at the sketches made during the plenary!

*15.45 - 16.45 - Capacity-building workshops in parallel*

The workshops will take place in four different venues, all on De Bijloke site.

- Innovative local support to creative entrepreneurship: dialogue on Bologna’s IncrediBOL! with Giorgia Boldrini, Economic Development and City attractiveness department of Bologna, moderated by Arthur Le Gall, KEA European Affairs
- Bringing culture to neighbourhoods: dialogue on Birmingham’s Arts Champions with Symon Easton, Head of Cultural Development in Birmingham, moderated by Val Birchall, Brighton & Hove
- New creative uses for heritage spaces: dialogue on Barcelona’s Art Factories with Esteve Caramés, Cultural grants programme & International Relations in Barcelona, moderated by Nils Scheffler, Urban Expert
- Local innovative financing scheme for culture: discussing cities’ experiences, moderated by Tom Fleming, TF Creative Consultancy

*16.45-17.15 - Coffee break and networking*

*17.15 - 17.45 - Conclusions and closing remarks: my creative city of the future*

- Cities representatives talk about their vision for the creative city of the future

*17.45-18.00 - Final words by Ian Ward, Interim Leader of Birmingham City Council and Chair of EUROCITIES culture forum*

*18.00 - Cocktail @ [STAM](#), Ghent City Museum and free exhibition “City and university since 1817”  
Offered by the City of Ghent*