

Munich
16-18 October



EUROCITIES Economic Development Forum meeting 'Urban transformation & innovation stimulates creativity & entrepreneurship'

Creative Cities: How urban transformation and innovation strategies stimulate creativity and Entrepreneurship

Unleashing the creativity of a city, especially in times of rapid transformation, strong competition as well as social, economic and environmental challenges, is becoming an essential policy priority for local administrations. New solutions to foster cooperation between public and private actors to solve problems are necessary to ensure a sustainable development, and to make sure that benefits are fully and fairly shared among all citizens. This becomes even more difficult as cities have to take into account the digital changes they are currently facing. It is expected that the deployment of 5G technology across the continent will make the transition even faster.

The EDF meeting in Munich will discuss and address these challenges with a fresh eye on how the public and private sector actors can cooperate to facilitate the development of disruptive new ideas for sustainability, while considering the collateral damages and resistance that disruption can cause. With creativity being a scarce and very valuable resource, during the meeting participants will also discuss how processes in bureaucracies can be shifted towards a more disruption friendly and goal-oriented environment in administrations.

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16 October	morning	Steering committee meeting (only for members)	Newcomer session
		Registration and welcome speeches	
	afternoon	<p>WGs meetings</p> <p>WG City Branding and International Economic Relations</p> <p>WG Innovation</p> <p>WG Entrepreneurship and SMEs</p> <p>WG Public Services and Innovative Procurement</p>	
		Walk through the Werksviertel	
	evening	<i>Informal dinner</i>	
17 October	morning	<p>Welcome speech</p> <p>Keynote speech: Urban innovation strategies</p> <p>Panel debate: How urban transformation and innovation strategies stimulate creativity and entrepreneurship</p>	
		<p>Presentation of project - Munich</p> <p>Panel debate - Focusing on local stakeholders: How cities are reacting to digital transformation, the impact of new technologies and new organisational designs on local development - challenges and opportunities.</p>	
	afternoon	<p>Light lunch</p> <p>Workshop: Creative cities in times of rapid transformation</p>	

	evening	<p>Concluding session of the EU project Scale-upAlps</p> <p>Political workshop: Inter-city cooperation: what cities can learn from each other in the context of platform economy companies.</p> <p>iCapital Award workshop</p> <p>Official dinner</p>
18 October	<p>morning</p> <p>lunch time</p> <p>afternoon</p>	<p>Study visits</p> <p>EDF business meeting</p> <p>Steering committee meeting (only for members)</p>

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DAY 1: 16 October
Venue: Department of Labour and Economic Development
Werk1, Werksviertel

- 10.30-12.00** **Steering Committee meeting**
(NB: Lunch and coffee breaks will be served in the room No. 136) (for members only) - cf. Separate agenda
- 11.00-12.00** **Newcomer session**
- 12.30-14.00** Welcome, light lunch and registration
- 14.00-14.15** **Official welcome by**
EDF political Chair - Andre Sobczak
Representative of Munich Head of Department of Labour and Economic Development - Clemens Baumgärtner
- 14.15-17.30** **WG City Branding and International Economic Relations**
Co-branding with stakeholders as a tool to boost local economy
City strategies to attract 'Knowmads' as key players for successful knowledge & creativity hubs.
- 14.15-15.45** **WG Innovation (separate meeting)**
Cities as platforms of for experimentation - Impact of digitalisation on stimulation of innovation
- WG Entrepreneurship and SMEs (separate meeting)**
Different strategies of the cities to promote entrepreneurship and innovation through the provision of urban services.
- WG Public Services and Public Procurement (separate meeting)**
Business meeting of WG.
- 15.45-16.00** Coffee break
- 16.00-17.30** **Joint meeting of WGs: Innovation, Entrepreneurship and SMEs and Public Services and Public Procurement**
Innovative public procurement in the context of SMEs and public buyers and circular economy

17.30-18.00 **Results of WGs meetings session**

18.00 Walk through the Werksviertel

19.30 Informal dinner at own expenses

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DAY 2: 17 October
Venue: UnternehmerTUM, Garching

- 9.00-9.30** **Coffee and registration**
- 9.30-9.45** **Welcome by**
Helmut Schoenenberger Co-founder and CEO of UnternehmerTUM
- 9.45-10.15** **Keynote speech**
Urban innovation strategies, Philip McCann (Professor of Urban and Regional Economics in the University of Sheffield Management School).
- 10.15 -11.15** **Panel debate**
How urban transformation and innovation strategies stimulate creativity and entrepreneurship. Setting the context from a global and European perspective

Moderation: Marisa Schneider
Introduction by Philip McCann
Panellists:
- Representative of European Commission (tbc)
- Representative of Joint Research Centre
- Representative of OECD
- 11.15-11.30** *Coffee break*
- 11.30-11.50** **Experiences of FabLabNet by Marco Fellin, Museo delle Scienze, Trento**
- 11.50-13.00** **Panel debate**
Focusing on local stakeholders: How cities are reacting to digital transformation, the impact of new technologies and new organisational designs on local development - challenges and opportunities.

Moderation: Marisa Schneider
Panellists:
- Thomas Bönig, Head of Munich IT Department
- André Sobczak, Chair of EDF; Pia Pakarinen, Vice Chair of EDF
- Yvonne Rusche, start-up Hawa Dawa
- Joan Batlle Monserrat, Ambassador of the EUROCITIES Knowledge Society Forum
- 13.00-14.15** Lunch break / Family photo / Visit of the MakerSpace

14.15-15.45

Political workshop

Inter-city cooperation: what cities can learn from each other in the context of platform economy companies.

14.15-16.00

Concluding session on the EU project Scale-upAlps

Scale-upAlps (Interreg Europe project) partners will present their activities to stimulate the scaling up of start-ups.

14.15-16.00

Workshop with Joint Research Centre

City creativity in times of rapid transformation: practical work on how to bridge cities with research on Open Science Initiatives: Tech and the City.

16.00-16.15

Coffee break

16.15-18.30

ICapital workshop with DG RTD, EC

Presentation of winners of ICapital award. Working on replication on innovative urban solutions.

20.00

Formal dinner offered by host

Venue: Knödelalm, Werksviertel

DAY 3: 18 October
Department of Public Construction

Study visits (Transport to the location and back is organised):

9.00-11.00

- 1) Munich Technology Centre and Bavaria Start-up**
- 2) Social Entrepreneur**
- 3) Creative Quarter**
- 4) Impact Hub Munich**
- 5) Social Entrepreneurship Academy**

11.30-13.00

Summary of the Munich EDF meeting
EDF business meeting

13.00-14.00

Lunch and closing by EDF Chair

14.00-14.30

Steering Committee meeting (for members only)