

## Conference Agenda InnoCulture

*Culture and Creativity driving innovative solutions*

**19th November 2024 (Tuesday)**

12:00 - 13:00	<b>WELCOME LUNCH</b>		
13:00 - 13:30	<i>NETWORKING ACTIVITY</i> “Speed Networking”		
<b>PLENARY SESSION 1</b> Moderator: ??			
13:00 - 14:15	<p><b>Introduction and food for thought</b></p> <ul style="list-style-type: none"> <li>• Introduction of organizers / Presenting the EUSBSR and PA Culture</li> <li>• <b>Keynote: “Driving Innovation by Culture”</b> - Inese Suija-Markova, Deputy Mayor of Cēsis Municipality</li> <li>• <b>Keynote: “Arts &amp; Innovation: Why Should We Care?”</b> - Krista Petäjäjärvi, Expert (Art-Based Innovation), Northern Dimension Partnership on Culture (NDPC)</li> </ul> <p><i>Why do we need Culture for Innovation?</i></p>		
14:15 - 14:45	<i>coffee break + NETWORKING</i>		
<b>WORKSHOP SESSION 1 - parallel sessions, 120 minutes each</b> <b>Parallel Workshops</b>			
14:45 - 16:45	<p><b><u>Group 1</u></b> <b>Culture x Health</b></p> <ul style="list-style-type: none"> <li>• Marta Ciesielska (Arts on Prescription project)</li> </ul>	<p><b><u>Group 2</u></b> <b>Culture X Sustainability</b></p> <ul style="list-style-type: none"> <li>• Lara Löser, CCI Contact Desk</li> <li>• Adele Newman, project manager of CycleUp</li> <li>• Sustainability team of the Goethe-Institut</li> </ul>	<p><b><u>Group 3</u></b> <b>Culture X Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Fabian Baßenhoff, Hamburg Music</li> </ul>
	<p><b><u>Group 4</u></b> <b>Culture X Mobility</b></p> <ul style="list-style-type: none"> <li>• Goyki3 Art Incubator</li> </ul>	<p><b><u>Group 5</u></b> <b>Culture X Community</b></p> <ul style="list-style-type: none"> <li>• Dorota Kamrowska-Zaluska (UrbCulturalPlanning project)</li> </ul>	
16:45 - 17:00	<b>Wrap-up</b>		
17:30	Networking and accompanying programme		

## 20th November 2024 (Wednesday)

9:00 - 9:30	<b>WELCOME COFFEE AND NETWORKING</b>		
9:30 10:00	<i>NETWORKING ACTIVITY "Creative Connections"</i>		
<b>WORKSHOP SESSION 2 - parallel sessions, 60 minutes each</b>			
<b>Parallel Workshops</b>			
10:00 - 11:00	<b>Group 1</b> <b>Culture x Health</b> <ul style="list-style-type: none"> <li>Marta Ciesielska (Arts on Prescription project)</li> </ul>	<b>Group 2</b> <b>Culture X Sustainability</b> <ul style="list-style-type: none"> <li>Lara Löser, CCI Contact Desk</li> <li>Adele Newman, project manager of CycleUp</li> <li>Sustainability team of the Goethe-Institut</li> </ul>	<b>Group 3</b> <b>Culture X Entrepreneurship</b> <ul style="list-style-type: none"> <li>Fabian Baßenhoff, Hamburg Music</li> </ul>
	<b>Group 4</b> <b>Culture X Mobility</b> <ul style="list-style-type: none"> <li>Goyki3 Art Incubator</li> </ul>	<b>Group 5</b> <b>Culture X Community</b> <ul style="list-style-type: none"> <li>Dorota Kamrowska-Zaluska (UrbCulturalPlanning project)</li> </ul>	
11:00 - 11:45	<b>Presentation of outcomes</b> <p>Each group presents a summary of their discussion points and key takeaways. This is followed by a brief group discussion to allow for further insights and exchange of ideas.</p>		
11:45 - 12:00	<i>coffee break</i>		
<b>PLENARY SESSION 2</b>			
Moderator: ??			
12:00 - 12:30	<b>Inspirational Take Away</b> <ul style="list-style-type: none"> <li><b>Keynote: "Cross sectoral cooperation on culture, creativity and innovation - a strategic imperative for the Baltic Sea region" - Kazimierz Musiał, Senior Adviser for Regional Identity, Council of the Baltic Sea States</b></li> </ul>		
12:30 - 13:00	<b>Closing Remarks</b> <p>Summary of key insights from the event, key take-aways.</p>		
13:00-14:00	<b>Lunch + end of the conference</b>		