

CREATIVE CLUSTERS – Creative Clusters in Low Density Urban Areas

**Launching Conference: “Creative Clusters in Small Urban Centers: Challenges and Opportunities”**

**Óbidos (Portugal), 22 January 2009**

PROGRAMME

**9:30 - Opening Session**

Telmo Faria - Mayor of Óbidos (PT)

Alfredo Marques – President of CCDR-C – Regional Coordination Commission of the Centre Region (Managing Authority) (PT)

Rafaelle Barbato - URBACT Secretariat

**10:00 –Creativity and Innovation in Europe**

The European Year of Creativity and Innovation: Imagine, Create, Innovate

Amaral Lopes – Green Book on Creativity, European Commission - *to be confirmed*

Creative Urban Hubs: The Creative Economy in Europe

Jan Runge – KEA European Affairs (BE)

**10:45 – Creativity in Small and Medium-Sized Urban Centers**

Are Creative Clusters only Viable in Big Cities?

Catarina Selada – INTELI – Intelligence in Innovation Centre (PT)

Creative Industries in Rural Areas: The Experience of East Midlands

Josephine Burns – BOP Consulting (UK) - *to be confirmed*

Creative Network: Creative Clusters in Low Density Areas

Miguel Rivas – URBACT Lead Expert (SP)

**11:45 - (Portuguese) coffee break**

**12:00 – Local Policies for Innovation and Creativity (I)**

**Óbidos Creative Town: Small Cities Great Visions**

José Parreira/Miguel Silvestre – Municipality of Óbidos (PT)

**National Network for Creativity: When Tradition meets Innovation**

Representative – Municipality of Guimarães (PT)

**Barnsley: Remaking the Northern England Midsize Town**

Helen Ball – Municipality of Barnsley (UK)

**13:00 – Lunch (free)**

**14:30 – Local Policies for Innovation and Creativity (II)**

**Paredes, Creative City for Furniture Design: Design Hub**

Celso Ferreira – Municipality of Paredes (PT)

**Reggio Emilia: Networking Creative Entrepreneurs around a New Media Cluster**

Fabrizio Montanari – Creative Research Group - University of Modena and Reggio Emilia (IT)

**Three Sketches: Hódmezővásárhely, Viareggio, Umea**

Hódmezővásárhely: Creative Clusters in Local Transitional Economies

Representative - Municipality of Hódmezővásárhely (HU)

Viareggio: Charming Life within a Competitive Local Productive System

Representative - Municipality of Viareggio (IT)

Umea: Heritage, Art and Knowledge in the Capital of Culture

Representative - Municipality of Umea (Sweden) - *to be confirmed*

**General Debate and Discussion: Q&A**

Moderator: Miguel Rivas – URBACT Lead Expert

**16:15 - Closing Session**

Carlos Zorrinho – National Coordinator of the Lisbon Strategy and the Technology Plan and National Coordinator of the European Year of Creativity and Innovation 2009 (PT) - *to be confirmed*

**17:30 – 1st Creative Mayors’ Summit: Small Cities for Creativity**

*Round table with Mayors: “Small Urban Economies in the Globalisation: the Role of Creativity-based Models”*

*Facilitator: to be defined*

*Signature of the Declaration of Óbidos: Covenant for Creativity*

**19:00 – Cocktail & Press Conference**