EUROPEAN CREATIVE CLUSTER LAB
MANAGING NETWORKED CREATIVITY TO BOOST EUROPEAN COMPETITIVENESS
CREATIVITY LAB - DRAFT AGENDA
22-24. MAY 2013
VENUE
INNOVATION FESTIVAL, FIERA DEL LEVANTE, BARI

WEDNESDAY 22ND MAY 2013 : BENCHMARKING WORKSHOP - BARI CHAMBER OF COMMERCE - GREEN ROOM, CORSO CAVOUR, 2

14.30 - 15.00 — Participants registration, networking, coffee

15.00 - 15:15 — Welcome and opening remarks
Loredana Capone , Regional Councillor for Economis Development

15.15 - 18:00 — ClusterCoaching based on ECEI Gold Label Indicators
Daniel Stürzebecher / Ines kreitlein, MFG Innovation Agency for ICT and Media Baden-Württemberg

FRIDAY 24TH MAY 2013 : CROSSOVER CREATIVITY LAB - THE HUB, C/O FIERA DEL LEVANTE, LUNGOMARE STARITA 4-BARI

I PART: PRESENTATION OF METHODOLOGIES SUPPORTING THE INTRA AND INTER CLUSTERS COLLABORATIONS.
II PART: LAB ACTIVITIES (LIVING LAB LABORATORY).

09:00 - 09:30 — Participants registration and open coffee

MODERATOR: FRANCESCO SURICO, INNOVAPUGLIA MANAGER OF TECHNICAL ADVICE AND ASSISTANCE DIVISION

09:30 - 13.00 — **I PART: STORIES OF COLLABORATION**

Welcome and opening remarks
FRANCESCO PALUMBO, PUGLIA REGION DIRECTOR AREA POLICIES FOR THE PROMOTION OF THE REGION, KNOWLEDGE AND TALENTS

Bollenti Spiriti and Principi Attivi
MARCO COSTANTINO, PUGLIA REGION YOUTH POLICY DEPARTMENT

Puglia Creativa District: cross.collaboration or cross-district?
ROBERTO RICCO, "PUGLIA CREATIVA" CLUSTER PRESIDENT

Enterprises' network in the social network era. New paradigms for learning and collaborating.
GIOVANNI SEBASTIANO, APULIAN IT CLUSTER PRESIDENT
LUIGI DI PACE, APULIAN IT CLUSTER MEMBER OF THE STEERING COMMITTEE

WIN to WIN: why collaboration is a revolutionary act
GIUSY OTTONELLI, THE HUB BARI

"Innovation as storytelling" - Learn innovation and creativity competences through multimedia storytelling **ETTORE RUGGIERO - UNIVERSUS, UNIVERSITARY CONSORTIUM FOR EDUCATION AND INNOVATION AND FRANCO LIUZZI, MOSCABIANCA**

New Inter-cluster collaboration methodologies
FRANCK MILON AND SANDRINE BECQUERIAUX, LILLE METROPOLE

Internazionalisation and cross-sectorial collaboration between creative clusters and traditional ones
MARTA YSERN, BARCELONA MEDIA

Outputs from qualitative cluster manager interviews and examples of events formats
INES KREITLEIN, MFG INNOVATION AGENCY FOR ICT AND MEDIA BADEN-WÜRTTEMBERG AND BIANCA KOLB, MANAGER NETWORK BWCON:KREATIV

How to innovate and bring ideas to live?
NATHALIE GOETHALS, IDROPS

Apulian ICT Living Labs
MARCO DI CIANO, INNOVAPUGLIA

14:30 - 18:00	**II PART: LABS**
14:30-14:45	Welcome and opening remarks **ADRIANA AGRIMI, HEAD OF INDUSTRIAL RESEARCH AND INNOVATION DEPARTMENT OF PUGLIA REGION**

LAB ACTIVITY BY INNOVAPUGLIA

	Description
Title and brief description of laboratory activities	**Living Labs** **First phase** Knowledge sharing and exchange of ideas in order to gather and catalogue themes, requirements and problems highlighted by the users that could be faced and solved with ICT solutions. Focus on creativeness, multimedia, visual arts, theatre, music, etc. **Second phase** Collection of suggestions, proposals and issues on new emerging and future model of active participation and dynamic cooperation among Final Users, Enterprises and Public Administration in order to design and develop new services and products.
Participants (who)	Final users, associations, subjects representing collective needs, group of citizens, researchers, public bodies, experts representing the demand side in the creativeness focus domain. Clusters industry representative
How many participants (nr)	Max 20 in the venue. It is planned the involvement of the local web community through the living lab social network facilities.
How many and which facilitators	3 (two for the Italian living labs focus group and one for the ECCL European cluster representatives)
Expected results	Specific expression of interest on needs, themes, and problems to be published on the Apulian ICT Living Labs platform with the aim of leveraging users changing role from passive consumers to active prosumers. Pool of proposals and specific issues to be addressed in new models of smart innovation to favour participation and cooperation among different actors
Specific requested equipment (if applicable, indicate which kind of equipment)	Three notebook with internet connection. Post-it for user participation, pens and felt tip pens

- Participants will be: managers of the Regional Cluster, ECCL partners, other interested businesses (district managers and businesses); policy makers, according to the methodology to be used, could be active part or observers/listeners of the activity, as indicated by the facilitators.

- Feedback and lessons learnt will feed the ECCL activities, specifically the Development of Training Modules, the WP3 on "New collaboration Approaches between Creative Clusters" and WP4 on "Cross-sectorial collaboration between creative and traditional industries clusters".