Mediterranean Forum of Creativity and Social Innovation

Fiera del Levante
Lungomare Starita, 4 - Hall 152 - Puglia Region

15-16
OCT
2019

Bari (Italy)

The TALIA project and the Social&Creative Community

Creativity and social innovation are enabling forces for prosperity and well-being in the MED space, in line with EU 2020 as well as the specific potentials of the Mediterranean itself.

The Social & Creative Community of the Interreg MED Programme, featured by TALIA project, is being built by orchestrating the progress and results of eleven modular projects, promoting creativity and social innovation in areas ranging from cultural and creative industries and co-working spaces to innovative public procurement.

The main aim is to co-develop a Mediterranean model for creativity and innovation directly with the territorial actors and stakeholders concerned. This policy learning process can then feed the regional Smart Specialisation Strategies.

Partners, policy makers, stakeholders, experts, creatives and social innovators, academia, media and general public will all be active participants of this two-day TALIA final conference aimed at celebrating the past three years of successful cooperation and positive impact and showing the innovative tools created by the Community.

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Social & Creative MED

SocialcreativeMED

Social&CreativeMED

social-and-creative.interreg-med.eu
Programme cofinanced by the European Regional Development Fund
Programme cofinancé par le Fonds Européen de Développement Régional

Mediterranean Forum of Creativity and Social Innovation

16TH OCTOBER
9:00 - 17:00

09:00   **Registration**

09:30   **Session I - Creativity and social innovation for the development of the Mediterranean**
Moderator: *Annamaria Monterisi, External relations and Communication Manager, ARTI*

Domenico Laforgia, Director, Economic Development Department, Puglia Region

Curzio Cervelli, Coordinator, Interreg MED Joint Secretariat

10:00   **Session II - How creativity and social innovation are related to the real world**
Moderator: *Marco Di Ciano, Innovation and Research Area Manager, InnovaPuglia*

Crescenzo Antonio Marino, Director, Research, Innovation and Institutional Capacity Section, Puglia Region

Jesse Marsh, TALIA Expert

Francesco Molinari, TALIA Expert

11:00   **Coffee break**

11:30   **Session III - Tools for the Community and beyond**

Pasquale Lops, Associate Professor, Department of Computer Science, University of Bari

Goran Rodic, Project Manager, Preda

Francesca Spagnoli, Project Manager, ENoLL

13:30   **Lunch buffet**

14:30   **Parallel sessions - Social&Creative Community results and impacts**
Thanos Contargyris, TALIA Expert

Parallel session #1 - Collective creativity
Moderator: *Cinzia Lagioia, Director, Puglia Creativa Cluster Association*

Scheduled speech: **Davide De Nicolò,** Project Manager, Tecnopolis PST

Parallel session #2 - Cultural territorial identity
Moderator: *Filipe Barata, Full Professor, University of Evora*

Scheduled speech: **Lino Manosperta,** Special projects management Coordinator, Teatro Pubblico Pugliese

Parallel session #3 - Inclusiveness and sharing
Moderator: *Rosario Sapienza, CEO, Impact HUB Siracusa*

Scheduled speech: **Antonio Spera,** Co-founder, Avanzi Popolo 2.0

16:30   **Wrap up of the parallel sessions**
Thanos Contargyris, TALIA Expert

15TH OCTOBER
17:30 - 21:30

17:30   **Registration & Press Point**

18:00   **Grand opening**
Michele Emiliano, President, Puglia Region

Christoph Maier, Project Officer, Interreg MED Joint Secretariat

Presenter: Annamaria Ferretti, Journalist

18:30   **Keynote speeches**

The sense of valorizing culture in Regions
Flavia Barca, President of Acume and Member of the High Council of Cinema and Audiovisual of the Italian Ministry of Cultural Heritage

Creative Community Colliders and how to organize serendipity
Koen Snoeckx, Collision Maker, Luscinus

19:30   **Award ceremony of the Social&Creative contest for young videomakers**

20:00   **The Social&Creative docu-film première**

20:30   **Happy hour with Jazz Friends Trio**