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## AGENDA

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# AI-NURECC PLUS Conference

## “CREATIVE AND CULTURAL INDUSTRIES IN THE ADRIATIC-IONIAN REGION”

1 December, 2021

[Online Event]

**Working languages: English, Montenegrin, Greek, Italian**

The aim of this conference is to contextualise and start mapping the variety of Creative and Cultural Industries (CCIs) existing in the Adriatic and Ionian region. We will consider the different kinds of social and economic benefits they can produce, distinguishing between three functional configurations. The first concerns the educational value of the cultural sector, mainly linked to the realm of public spending for conservation and fruition. The second refers to the economic function of cultural and creative industries, where CCIs are considered for their capacity to generate wealth and income. The third one looks at the economic and physical regeneration that CCIs can play in the process of economic de-industrialization that is affecting urban systems. Ultimately, we will discuss the centrality of culture in generating positive change, transformation and creative impulses in individual behaviour. Its capacity to unlock frozen behaviours and generate new ideas for facing the complex challenges of our time. By inviting scholars and practitioners in the field, we aim to systematize and understand the potential of CCIs for the Adriatic and Ionian region.





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9:30-10:15

## OPENING SESSION: "AI-NURECC PLUS AS A PLATFORM FOR THE CREATIVE AND CULTURAL INDUSTRIES OF THE ADRIATIC AND IONIAN REGION"

**Moderator:** **Silvia Mangialardo**, Head of International Relations Office at Marche Polytechnic University and Representative of UniAdrion

- **Fatbardh Sallaku**, President of the Association of Universities of the Adriatic-Ionian (UniAdrion) - AI-NURECC PLUS Partner
- **Joze Tomaš**, President of the Forum of the Adriatic and Ionian Chambers of Commerce (Forum AIC) - AI-NURECC PLUS Partner
- **Ioannis Lolos**, President of the Forum of Adriatic and Ionian Cities (FAIC) - AI-NURECC PLUS Partner
- **Stavros Kalognomos**, Executive Secretary of the Balkan and Black Sea Commission (BBSC), Conference of Peripheral Maritime Regions (CPMR) - AI-NURECC PLUS Coordinator
- **Eleni Hatziyanni**, Policy Officer - DG Mare Unit A3 | Sea-basin Strategies, Maritime Regional Cooperation & Maritime Security, EU Commission
- **Stefano Dominioni**, Executive Secretary of Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes

10:15-11:15

## PANEL 1: "THE ADDED VALUE OF CULTURAL AND CREATIVE INDUSTRIES FOR THE ADRIATIC AND IONIAN AREA"

**Chair:** **Paolo Seri**, Adjunct Professor of Territorial and Environmental Economics, Marche Polytechnic University (Italy)

- **Aleksandra Djukic**, Associate Professor at the Faculty of Architecture, University of Belgrade (Serbia)
- **Sara Fiorentino**, Adjunct Professor of Applied Physics to Cultural Heritage and Post-doc Research Fellow, Department of Cultural Heritage, University of Bologna (Italy)
- **Konstantinos Tzamaloukas**, Development Directorate of the Regional Unit of Ilia, Region of Western Greece, CPMR Member Region, Cultural and Creative Regional Ecosystems (CCRE-S3) Leading Region responsible for the coordination of the Adriatic-Ionian partners (Greece)





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11:15-12:15

## PANEL 2: “CITIES AND REGIONS AS CATALYSTS FOR THE DEVELOPMENT OF THE CULTURAL AND CREATIVE SECTOR IN THE ADRIATIC-IONIAN REGION”

**Chair:** Igor Jurincic, Associate Professor of Geography, Faculty of Tourism Studies, University of Primorska (Slovenia)

- **Giovanni Oliva**, General Director of Fondazione Matera-Basilicata 2019 (Italy)
- **Natasa Kucera**, Sarajevo UNESCO City of Film Project Manager (Bosnia and Herzegovina)
- **Sveva Ruggiero**, Project Manager at Attractiveness Research Territory of Emilia-Romagna Region (ART-ER) (Italy)
- **Takis Lybereas**, Project Manager of the Interreg project CREATIVE@HUBS (Greece)

12:15-13:15

## PANEL 3: “INSIGHTS INTO THE CREATIVE AND CULTURAL SECTOR IN THE ADRIATIC AND IONIAN REGION”

**Chair:** Lorenzo Cello, Project Officer, Forum of the Adriatic and Ionian Chambers of Commerce - Forum AIC (AI-NURECC Plus partner)

- **Tanja Radusinovic**, Director of Projects Department, Chamber of Economy of Montenegro
- **Edin Jašarović**, Dean of the Faculty of Dramatic Arts – Cetinje, University of Montenegro
- **Endrit Kullaj**, Professor at the Agricultural University of Tirana and Technical Coordinator of the Interreg project CROSS BORDER OL (Albania)
- **Cristiana Colli**, Independent Consultant on behalf of Central Adriatic Ports Authority, lead partner of the Interreg project REMEMBER (Italy)
- **Iztok Škerlič**, Director of the Public agency for promotion of entrepreneurship and developing projects of Municipality of Izola (Slovenia)

13:15-13:30

## CONCLUDING REMARKS

