



# Contrast

Innovation in the Cultural  
and Creative Industries



# OPEN CONFERENCE – CCIs & INNOVATION CONTRAST

Bilbao, Bizkaia Aretoa

25–26 October 2023

Register  
here

# CCIs and Innovation Contrast – Open Conference

## DAY 1 (25 OCTOBER)

**9:00-9:30** **Arrival of participants and registration**

**9:30-9:45** **Institutional welcome.** **Bingen Zupiria**, Minister of Culture and Linguistic Policy. Basque Government.

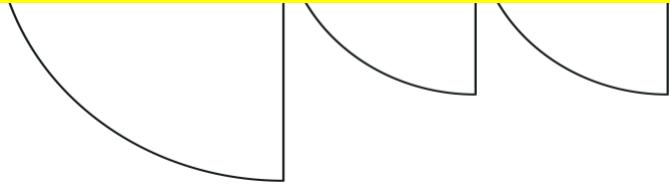
**9:45-13:30** **Presentation and discussion of the Contrast II project:** Pilot study and broadening the Contrast II analysis at a global scope

**9:45-10:00** **Presentation:** Background, objectives, and methodology

**10:00-11:00** **Roundtable 1:** The ecosystem as a catalyst for innovation

Innovation in CCIs occurs in a significant way in all the regions observed, although they have different institutional environments. Therefore, it makes sense to ask about the importance of policy tools: why they are relevant, how they relate to outcomes, what other external factors (social and economic) are relevant, or how policies fit the contexts they are intended to influence.

- **Justin Lewis:** Academic lead and cofounder – Creative Cardiff (Cardiff)
- **Susanne Ast:** Deputy head – Ministry of Economic Affairs, Labour and Tourism, Unit Information Technologies, and Creative Economy (Baden Wurtenberg)
- **Faisal Kiwewa:** Artistic Director – Bayimba Foundation (Uganda-East Africa)
- **Cinzia Lagioia:** Director – Distretto Produttivo Puglia Creativa (Puglia)
- **Daniela Trejo:** Secretary of Productivity and Competitiveness – Government of Antioquia (Antioquia)



*Chair:* **Camila de Epalza**, EU Policy Officer – Basque Government Delegation to the EU

Content support: **Xavier Fina**, Founder and director – ICC Consultores Culturales and **Elisenda Juanola**, Project manager – ICC Consultores Culturales.

**11:00-11:30 Coffee break**

**11:30-12:30 Roundtable 2:** Deepening the concept of innovation within CCIs

In order to understand innovation in the CCIs it is important to pay attention to its reasons, conditions and procedures. This round table discussion will go more deeply into the functioning of an innovation process: the human, economic and material resources needed; the process as a work plan or stages of innovation; the sense of collaborating to innovate and the obstacles that can arise.

- **Adam Fowler:** Founding Partner – CVL Economics (California)
- **Kendi Kamwamba:** Partner and Investments & Compliance Lead – Heva Fund (Kenya)
- **Nic Mercer:** CEO – Light ADL (Adelaide)
- **Anu-Katrina Perttunen:** Chief Networking Officer – Creative Finland (Finland)
- **Jamagdani Hirisave:** Creative Innovation Platform (Karnataka)

*Chair:* **Luca dal Pozzolo**, Director – Piedmont Cultural Observatory

*Content support:* **Aintzane Larrabeiti**, Partner & consultor – ICC Consultores Culturales and **Elisenda Juanola**, Project manager – ICC Consultores Culturales

**12:30-13:30 Roundtable 3:** Enhancing relevance from the difference

Innovation in CCIs in terms of results has unique aspects, but at the same time it is comparable to standard approaches. Its economic value is important, and in a singular way the issues linked to the social and intrinsic value acquire a differential value. This roundtable proposes to reflect on the meaning of this singularity and to what extent (and how) it is possible to take advantage of it.

- **Shannon Halberstadt:** Creative Economy Sector Lead – Washington State Department of Commerce (Washington)

- **Unathi Luthshaba:** Executive Director - South African Cultural Observatory (South Africa)
- **Eva Leemet:** CEO – Creative Estonia (Estonia)
- **Lukas Eedes:** Project Manager – Creative Denmark (Denmark)
- **Francesc Felipe:** Deputy Director of Audiovisuals and Cinematography – Valencian Institute of Culture (Valencia)

*Chair:* **Jabier Retegi**, Orkestra – Basque Institute of Competitiveness  
 Content support: **Xavier Guijarro**, Research Technician – ICC Consultores Culturales and **Elisenda Juanola**, Project manager – ICC Consultores Culturales

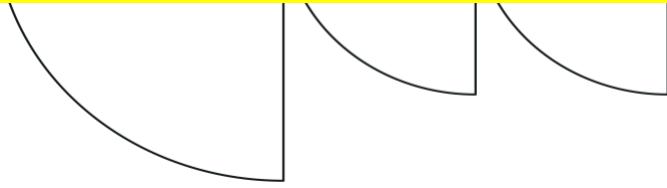
**13:30-14:30** *Lunch break*

**14:30-16:30** Workshop sessions (in parallel)

**Workshop 1: Technology and Skills**

*Chairs:* **Raúl Tabares**, Senior Researcher / Industry & Mobility – Tecnalia and **Itziar Vidorreta**, Project manager – Basque District of Culture and Creativity (BDCC)

- **Liliana Rodrigues**, CEO and Head of innovation at 4Humanz (Porto), start-up focused on interactive design for the elderly. They consult in technology and adapt interfaces for the inclusion of elderly people.
- **Mr. B.S. Srinivasan**, vice-president of the Toy Cluster (Karnataka), helping to organize the centuries old classical toy makers (from local wood) to be impactful and expand integrating new technologies in toys.
- **Nic Mercer**, CEO of the Light ADL (Adelaide), a revolutionary social enterprise with a vision to provide a home for accessible excellence and innovation in creative expression, the arts, entertainment, hospitality and related technologies.
- **Erika Elk**, CEO of the Craft Design Institute (South Africa), a craft and design sector development agency with a mission to develop capable people and build responsible creative enterprises trading within local and international markets.
- **Eija Tanninen-Komulainen**, Executive Director at Design Union (Finland), Strengthens the role of design in society and helps companies create added value to their business through design. At the same time, we create opportunities for creative professionals to utilize their expertise in the business world.



### **Workshop 2: Sustainability and Social inclusion**

*Chairs:* **Ruth Mayoral**, Head of Higher Education Programmes – Euskampus Fundazioa and **Gotzon Bernaola**, General Coordinator of Business Innovation – Innobasque.

- **Reet Aus**, Founder of Aus Design (Estonia), have developed cycle economy-based business model for textile industries. This means producing clothing from pre-production leftover fabrics.
- **Sarah Horner**, Chief executive at Hijinx (Cardiff), a professional theatre company working to pioneer, produce and promote opportunities for actors with learning disabilities and/or autism to create outstanding productions.
- **Matthew Richter**, Senior Advisor at Cultural Space Agency (Washington), This mission-driven real estate development agency acquires cultural space in the competitive Seattle real estate market, with a particular focus on the needs of Black and Indigenous
- **Sarah Brown**, Executive Director at Twispworks (Washington), increases the economic and cultural vitality of the Methow Valley. We envision a collaborative community where opportunities thrive. TwispWorks welcomes businesses, non-profit organizations, artists, craftspeople and the community at-large to our 6.4-acre campus to share, collaborate and celebrate the vibrant culture that makes the Methow Valley a special place to live, work and visit.
- **Maria del Rosario Escobar**, Director at Museo Antioquia, a contemporary art museum that constantly, critically and ethically engages and communicates, in different ways, content and art objects to all the communities in its context, in order to have an impact on them.

## DAY 2 (26 OCTOBER)

9:00-9:30	<b>Arrival of participants and registration</b>
9:30-10:30	<b>Roundtable on presentation of workshops' conclusions</b>
10:30-13:00	<b>Keynote's final conclusions:</b>
10:30-11:10	<b><u>INNOVATIVE ECOSYSTEMS AND TYPES OF INNOVATION + Q&amp;A</u></b> <b>Cinzia Lagioia</b> , Director – Distretto Produttivo Puglia Creativa <b>Jenny Kornmacher</b> , Interim Innovation Director – EIT Culture & Creativity
11:10-11:40	<b>Coffee break</b>
11:40-12:20	<b><u>MEASUREMENT OF INNOVATION + Q&amp;A</u></b> <b>Valentina Montalto</b> , Independent consultant & UNESCO expert <b>Nico Degenkolb</b> , Interim Action Programme Director – EIT Culture & Creativity
12:20-13:00	<b><u>INNOVATION RELATED TO POLICIES AND STRATEGIES + Q&amp;A</u></b> <b>Pier Luigi Sacco</b> , Interim Director AP 10 – EIT Culture & Creativity and Senior advisor- OECD Centre for Entrepreneurship, SMEs, Regions & Cities <b>Luca dal Pozzolo</b> , Director – Piedmont Cultural Observatory
13:00-13:30	<b>Final remarks.</b> <b>Andoni Iturbe</b> , Deputy Minister of Culture. Basque Government. Basque Country as a collaborative territory in/from the CCIs. Invitation to CWF2024.