

Agenda

- 8.45** ● **Registration and welcome coffee**
- 9.15** ● **Welcome address** Davide De Nicolò – Tecnopolis Science and Technology Park
- 9.20** ● **Institutional greetings** Michele Emiliano – President of Apulia Region
Antonio Decaro – Mayor of Bari
Antonio F. Uricchio – Magnificent Rector of the University of Bari
Vincenzo Zara – Magnificent Rector of the University of Salento
Annamaria Annicchiarico – Sole Administrator of Tecnopolis
- 10.00** ● **Round table: “Are the cultural and creative industries a driver for a smart and inclusive growth?”** Romina Surace – Fondazione Symbola
Cinzia Lagioia – Puglia Creativa
- 10.20** ● **The TRACES Project: partners, approach and goals** Francesca Imperiale – University of Salento
- 10.45** ● **Round table: “How creating the ideal conditions for supporting CCl’s growth”** *Chairman:* Annamaria Monterisi – ARTI Puglia | Marios Karpetas – Western Greece Region
Maciej W. Hofman – EC DG for Education, Youth, Sport and Culture
Ignasi Guardans – Culture and Media Agency Europe
Dora Di Francesco – Autorità di Gestione PON “Cultura e Sviluppo” FESR 2014-2020
George Sarlis – Cultural Manager - Mosaic // Culture & Creativity
Aldo Patruno – Regione Puglia
- 12.45** ● **Notes & remarks** Serhan Ada – İstanbul Bilgi University
- 13.15** ● **Networking lunch**

Agenda

- 15.00** ● **Speech:**
**“Creative Economy
Entrepreneurs:
from Startup to
Success”** Alice Loy – Creative Startups
- 15.30** ● **Round table:**
**“Creative Incubators
at glance”**
Chairman: GiannaLia Cogliandro Beyens – ENCATC
Sophie Guenebaut – Le LABA
Gianluca Galletto – Global Futures Group
Yelena Kharitonova – Caravan Cultura
Nasos Koskinas – POS4work - Point of Synergy
Alexandra Sarma – Orange Grove Patras
Leonardo Lupelli – Jump Accelerator
- 17.00** ● **Notes & remarks** Ivan Ortenzi – BIP group
- 17.15** ● **Concluding remarks:**
TRACES follow-up Giordano Dichter – H&D Partners

Scientific Committee

Francesca Imperiale (University of Salento)
Davide De Nicolò (Tecnopolis)
Cinzia Lagioia (Puglia Creativa)
Yannis Kalyvas (EEDE)
Kostas Giotopoulos (Chamber of Achaia)

Organizational Secretariat

Francesca Ladisa (Tecnopolis)
Claudia Pesino (Tecnopolis)

Communication

Elizabeth Darley (ENCATC)
Mariangela Pollonio (Press Office Tecnopolis)

Speakers



- Davide De Nicolò** is a senior project manager with specific experience in marketing, technology transfer and start-up of innovative businesses, involved for over 10 years in international projects of cooperation and technical assistance. In recent years he has consolidated specific experience in the activity of audit and scouting of research results of research groups from the academic and from public research institutions too. He has also experience in the activity of exploiting the results of research and in facilitating innovation and enterprise as trainer for young people.



- Graduated in computer science, **Annamaria Annicchiarico** has developed a long experience in designing and conducting research projects, technology transfer and training in over thirty years of collaboration with Tecnopolis, the Science and Technology Park of Bari. In this capacity she has personally led or guided groups of collaborators in the preparation of proposals on public tenders of a regional, national and community nature, both belonging to large research programs and to opportunities for support for services and consultancy. She has been a member of the Register of 100 Community Experts on Science Parks and the Evaluation Board of the European Incubators Association, carrying out both evaluations of existing structures and design support as an independent expert. She has developed a specific experience of international cooperation between institutions, research and training organizations and companies, especially in the Mediterranean area and the Balkans and also taking care of the Human Capital aspect and the training of both ICT and public sector specialists or administrators. She also has a specific experience in the creation and development of innovative companies based on high technology, university and industrial spin offs, having created and then directed the incubator of Tecnopolis as early as 1989. From 1999 to 2010 she taught as contract professor Industrial Marketing and Internet Marketing at the Faculty of Engineering of the University of Salento. Since 2009 she manages the Tecnopolis Park and the related Business Incubator.



- Graduate in Political Science, **Romina Surace** attended the "Master of Art and Culture Management" of the Trentino School of Management, hold at the Museum of Modern and Contemporary Art of Trento and Rovereto - MART. As senior researcher in Symbola Foundation (since 2007) managed research projects focused on cultural and creative industries, green economy, made in Italy and social innovation. She coordinates the report I am Culture (since 2010), handles contact with all the cultural and creative professionals involved and is responsible for the editing. Recently, participated in the research phase of the European project Mu.SA – Museum Sector Alliance, to identify digital profiles and competencies needed to keep museums relevant in the digital age.



- Cinzia Lagioia** is senior consultant and lecturer for strategic planning of local development in a systemic perspective according to the opportunities offered by European, national and regional infrastructural policies in the sectors of culture and creativity, development, environment and legality (Development Plans, Posters for the enhancement of local culture and resources, Cooperation Programs, EASW Facilitation of participated processes, Planning and implementation of integrated plans and programs in the regional, national and community, Social Responsibility of company and Ethics Regulations, Strategic Projects, etc). Cinzia is also a community planning expert and European territorial cooperation (planning, coordination, implementation, reporting of projects financed by the ESF and ERDF Structural Funds, and by European Territorial Cooperation Programs (IPA, ENPI, Interreg It-It and Greece-Italy) and Community Initiative (Tempus, Life, Creative Europe, Erasmus +).

Speakers



● **Francesca Imperiale** is a Ph.D in Business Administration and Management at the University of Salento, Italy. Since 2008 she teaches management of cultural organizations, with a focus on heritage assets management, in the master degrees of the Department of Management and Economics and the High School of Archeology, University of Salento. She specialized her research activities in the field of cultural heritage management and cultural network performance. The main topics of investigation in these fields are: public-private governance, community engagement, co-creation processes, heritage asset accounting and network performance evaluation systems. She is also interested in catastrophic risk management related to heritage assets. She wrote about 40 publications on these topics. Furthermore, she participates as principal investigator in several research and local development projects on cultural heritage management which She designed, developed or proposed for funding in partnerships with public institutions in Italy and in the Mediterranean area (particularly Greece, Croatia, Albania). As for the institutional tasks at University of Salento, she stands in the Academic Senate. Finally, She is actually standing in the ENCATC board of directors in the position of President.



● **Annamaria Monterisi** is head of External Relations and Communication Service of ARTI Puglia (the Apulian Regional Agency of Technology and Innovation). Experienced External Relations Manager with a demonstrated history of working in the government administration industry. Skilled in Journalism, Editing, Event Management, and Media Relations. Strong communication professional with a 2nd level University Master in Institutional Communication from Università di Roma Tor Vergata and a Master in Economic Development from the Italian Union of Chambers of Commerce.



● **Marios Karpetas** is an Economist with a great interest in Regional Development and Planning. Since April 2003 he is working at the Directorate of Development Planning of the Region of Western Greece and from 2015 and on he is Head of the Department of Regional Development Incentives. Having spent more than fifteen years in evaluating and certifying private sector investment projects subsidized through the Greek Investment Law, he joined the Region of Western Greece Committee for R.I.S. 3 in 2018. He is intrigued by how increased cross-collaboration and cross-fertilization initiatives between CCI and other sectors of economy, education and research can be used to drive innovation. He has attended plenty of seminars and training days on Public Sector Management, Regional Development and Prospects within Europe, Entrepreneurship and Anti-Corruption.



● **Maciej Hofman** works as Policy Officer at the European Commission (Directorate-General for Education, Youth, Sport and Culture) where he is responsible for managing initiatives related to the role of culture in cities and regions, access to culture via digital means as well as support to cultural and creative sectors. Before coming to Brussels, he worked at the Ministry of Culture and National Heritage of Poland, British Council offices in Warsaw and Paris, a French e-learning startup and as a freelance editor and translator for cultural NGOs, film festivals and digital & urban projects. Maciej holds MA degrees in the Governance of the European Union from the College of Europe and in the Applied Linguistics from the University of Warsaw. Maciej Hofman works as Policy Officer at the European Commission (Directorate-General for Education, Youth, Sport and Culture) where he is responsible for managing initiatives related to the role of culture in cities and regions, access to culture via digital means as well as support to cultural and creative sectors. Before coming to Brussels, he worked at the Ministry of Culture and National Heritage of Poland, British Council offices in Warsaw and Paris, a French e-learning startup and as a freelance editor and translator for cultural NGOs, film festivals and digital & urban projects.

Speakers



● **Ignasi Guardans**, PhD, is a lawyer by training and a former politician with a passion for the creative industries. After some years of legal practice he was in public service for 18 years: elected first to the Catalan Parliament (1995); later to the Spanish Parliament (1996 and 2004); and to the European Parliament (2004-2009). For all this time, apart from other responsibilities, he was always a member of those Assemblies' Cultural Affairs Committees; and he was directly involved in policy and legislation both related to culture and to human rights. In 2009-2010 he was appointed Director General for Cinema at the Spanish Ministry of Culture. In 2011 he was appointed Director of Public Affairs at the European Broadcasting Union (EBU-Eurovision). In 2012 he moved to Brussels and co-founded CUMEDIAE aisbl ("Culture & Media Agency Europe"), a non-profit consultancy specialized in project management and advice in the creative industries & media sector. Since 2014 he is also consulting on EU regulation and policy at a global law firm.



● Graduated with honors in Architecture at the University of Rome "Sapienza" **Dora Di Francesco** in 1990 was qualified as a landscape planner architect. She was awarded a scholarship at the School of Specialization for the Study and Restoration of Monuments and she specialized at the National School of Public Administration in "European public management and economic policy". Since November 2000 she has been a researcher at ISFOL where she deals with the activities related to the System Actions under the national Community Operational Program (FSE 2000-2006); since 2009 he has been working at the Ministry of Cultural Heritage and Activities and Tourism with responsibility for the PON Management Unit "Natural Cultural Attractors and Tourism (FESR 2007 2013)". In June 2015 she was appointed Director of Service II - National and Community Strategic Planning of the General Secretariat, in December of the same year she was appointed Managing Authority of the PON Culture and Development 2014-2020.



● **George Sarlis** is a Cultural Manager, EU Expert and Consultant on EU Grants and Projects. Since September 2013, he is the Founder and Director of SYNERGY EUROPEAN CONSULTING Ltd in London, a smart and flexible firm, specializing in Culture & Creative Sector, EU Funding, Project Development and Management, Strategy and Policy Making consulting. From 2015 to 2016 he was in charge of the Larissa 2021 European Capital of Culture Candidacy Office in Greece. He was also a member of the European Commission's TEAM EUROPE Network, a panel of EU experts coordinated by DG COMM. He graduated the Department of International and European Studies at Panteion University (Athens, Greece), and holds an MSc in Cultural Organizations Management and an MA in the area of European Union and Developing Countries.



● **Aldo Patruno**, Director of Tourism, Economy of culture and territory valorization Department of the Apulia Region. He cares the enhancement of the artistic, historical and architectural heritage; oversees territorial cooperation, tourism development; promotes culture and entertainment in the Apulia territory and its attractiveness; manages and implements appropriate territorial marketing policies; manages the lines of development of the tourism sector in Apulia Region in order to increase their attractiveness and competitiveness in the international context; as head of tourism department, his task is also to transform the vast tangible and intangible cultural heritage of the territory from cost center to one of the main sources of economic value for the Apulia Region.

Speakers



- Assoc. Prof. Dr. **Serhan Ada** is a faculty of Art and Cultural Management BA/MA/PhD Programmes of Istanbul Bilgi University and the director of the Cultural Policy and Management Research Center and the Head of newly founded UNESCO Chair in Cultural Policy and Management. He was a Board Member of the Turkish National Commission for UNESCO and Head of the Committee on Cultural Diversity, founder of Cultural Industries Development Platform (KEGeP) representing Turkey in the International Federation of Coalitions on Cultural Diversity (IFCCD). Ada is the editor of the book entitled Turkish Cultural Policy: A Civil Perspective (2011) focusing on the civil society's perspective on cultural policy of Turkey as an alternative to the National Report. He also edited and co-authored the first publication on the Turkish national cultural policy, entitled Introduction to Cultural Policies in Turkey (2009). Prof. Ada is currently the executive editor of the Cultural Policy Yearbook.



- Co-founder & CEO of Creative Startups, Dr. **Alice Loy** has over 20 years experience working with entrepreneurs in the creative industries. Widely considered a leading authority on entrepreneurship in the creative economy. Alice holds an M.B.A. and a PhD in Entrepreneurship and Marketing and she built the Creative Startups Accelerator with a vision for catalyzing high growth company formation in the under-served creative economy. In 2018 Alice co-authored the ground-breaking book, Creative Economy Entrepreneurs: From Startup to Success which makes the case for regional investment in creative economy entrepreneurs and provides economic catalysts and leaders practical advice on building creative economies through entrepreneurship.



- GiannaLia Cogliandro Beyens** is the General Secretary of ENCATC, the European Network on Cultural Management and Policy. She is also administrator of the Thomassen mobility programme and Board member of the European Network Future Religious Heritage. In 2010 she was elected member of the Advisory group of the European Platform "Access to Culture". Former Policy Officer of the Cultural Forum of EUROCITIES, the network of major European cities, she successfully designed and coordinated within this prestigious organization several transnational projects in the field of culture. Journalist since 1993 she wrote several articles in Italian and foreign magazines and she was Press & PR Officer for the N.A.T.O organization in Rome. She also wrote for the European Commission on social European policy and a major study on the European Cities of Culture for the year 2000.



- Graduated in Management, Human Resources and Political Science, **Sophie Guénebaut** was the Administrator of the National Dramatic Center of Béthune, the National Office of Artistic Diffusion and the Rocher de Palmer. She was Director of Zone Franche, a World Music Network. Since 2004, she has been working on the writing and management of European projects for many cultural actors and has obtained European funding under the FSE, ACP Culture, Creative Europe, Feder, Interreg, Erasmus + She is Associate Professor in the Master of Engineering of Cultural and Intercultural Projects at the University Bordeaux Montaigne.

Speakers

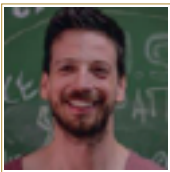


Gianluca Galletto is a business and government leader, with more than 25 years of experience in the private and public sector. He is Principal and Managing Director at Global Futures Group (GFG), which provides strategic advisory to nonprofits and governments on Smart Cities, public-private partnerships, innovation-ecosystem building, and to businesses on international market expansion in the US and around the world.

Through GFG he is a co-founder of Smart Cities New York, the leading conference and expo in North America on Smart and Sustainable Cities. Most recently, he has worked as an advisor to the New York City's Mayor's Office on foreign direct investments (FDI) in tech and inclusive innovation, Croatia's Minister of Regional development and EU Funds, the World Bank, the Partnership for New York City, and the Metropolitan City of Barcelona. He is also an angel investor and a mentor of startups and immigrant founders.



Yelena Kharitonova is member and special projects representative in Maastricht. She is founder and CEO of Caravan Cultura CreArt Agency and Consultancy and she has been creating educational opportunities for young international creatives and professionals in the Netherlands and Belgium. Her latest projects include organising annual educational programs for young designers during Annual Dutch Design Week, as well as management of the "Culture Beyond the Paragraphs" project at the 19th Annual seminar of ORACLE's alumns in Maastricht (April 2017). She holds MA in Arts, Heritage and Cultural Management and MA in European Public Affairs from Maastricht University, as well as BA in International Studies and Diplomacy from Washington International University.



Nasos Koskinas holds a diploma in electrical and computer engineering with MSc in Energy and Environment and current studying for MBA on international Entrepreneurship.

Nasos is the CEO and founder of "POS4work - Point of Synergy", the innovation hub that introduced the co-working model in the city of Patras. He is considered to be a key player at the local startup ecosystem with numerous speeches, startup consulting and training programs. In 2018 he founded the first university incubator with the collaboration of the University of Patras where 5 new startups were born. He is also member of the board of intermediaKT, a nonprofit organization that also promotes technology, knowledge transfer and social innovation.



Alexandra Sarma is the General Manager of Orange Grove, in Athens and Patras, an incubator promoting entrepreneurship and innovation in Greece. After co-founding Orange Grove Patras under the auspices of the Netherlands Embassy in Greece, she subsequently undertook the role of General Manager for both Orange Grove Athens (an initiative of the Netherlands Embassy, established in 2013) & Patras in 2017. Alexandra has extensive experience in entrepreneurship, both professionally as an owner of a business and part of a startup, but also as a volunteer, through her participation in several initiatives aiming to grow the local start-up ecosystem, generate synergies and build entrepreneurial communities.

Speakers



! **Leonardo Lupelli** is Director of Music Innovation Hub, the first social joint-stock company active in the music sector and born with the aim of developing programs and projects of innovation of the Italian factory music industry. In Milan headquarter, he coordinates internationalization and professional training projects such as Linecheck on national and international scale, thanks to the inclusion in the INES and ETEP networks and to the project of Jump Acceleration of the network European Music Market Accelerator. Formerly promoter of formats of national importance, he developed the Design Week Festival and Awards and other projects for companies such as Nike, Red Bull, Luxottica, combining entrepreneurial attitude with a network approach serving the entire supply chain. Since 2015 he is a founding member of Italian Music Festivals.



! **Ivan Ortenzi** is inside Corporate Innovation & Corporate Creativity supporting companies and people in "mind and fill the gap" between "Strategy Inertia" and "Innovation Strategy" using models, tools and his experiences. He defines himself as "Doctor for the companies". In his business network his tasks are to spread the value of ideas and to support the innovation effort transforming value into ideas and ideas into value. Ivan is also scientific coordinator and Professor of the "Change and Innovation" learning module at the Executive MBA ALTIS-Sole 24 Ore. Lecturer in Strategy, Marketing and Innovation at the main Italian Business Schools. Speaker at national and international events (including TEDx) on innovation and future scenarios.



! **Giordano Dichter** is an incubation and acceleration expert with 20 years of hands-on experience in assisting the creation and modelling of innovation-based business-support intermediaries in geographical Europe, the MENA Region, South-East Asia, and Africa. An expert in supporting regions and innovation ecosystems to set up holistic services for entrepreneurs. A seasoned expert in setting up and managing monitoring and evaluation systems for entrepreneurship and local economic development programs. An effective business developer, experienced in crafting efficient solutions and proposals that will meet the needs of clients and communities. A skilled trainer, publication writer and speaker.

Partners

TRACES partners are different actors of the quadruple helix and have complementary expertise in the addressed field.

The lead beneficiary (LB) is the **University of Salento – Department of Management and Economics**. Since 1955 it has had the aim of promoting knowledge, skill and merit. Six Faculties, thirty-three Research Centres, a Phd School and Post-graduate schools for Cultural Studies and Cultural Organization Management and a prestigious ISUFI Grandes écoles school. Since 2014, Board member of ENCATC, the Department has implemented different initiatives such as the Incubator of Ideas and Enterprises and the related Research Centre – ReCODE.

TECNOPOLIS (PB2) is the **Science and Technology Park** of the Bari University since 1984; in 2009, it took the today configuration controlled by the University as unique shareholder. Starting its past experience on ICT, the Park is evolving to new specialization covering the full area of intervention in favor of SMEs.

The **Creative Apulia Cluster Association** (regional deliberation n.2476/12) (PB3) has more than 100 members and operates for the development of Creative and Cultural Industries (CCIs) of Apulia Region, pursuing systematic interaction between policy level and CCIs, inclusion of the CCI into national and regional strategies developing cross-collaboration with traditional industries to activate innovation processes and new management models.

The **Hellenic Management Association** (PB4) established in 1962 is a not-for-profit organisation with the mission to promote, disseminate and promulgate modern management principles, methods and practices. With its strong network and benefiting from the strong image among the Greek entrepreneurship community, HMA organises programs and offers educational services to over 1000 enterprises on a yearly basis.

The **Chamber of Achaia** (PB5) is the official union of all enterprises of regional unit of Achaia. As public law entity and state's public consultant influences directly the local, regional and national strategies and policies. Its closed collaboration with the Western Greece Region ensures the coherence with the WG "Strategic Objective 4:Promotion of tourism product of Western Greece in connection with cultural and natural resources", and related special attention given in creative incubators.

The European Network on Cultural Management and Policy (ENCATC) and the Cultural Foundation for Ethical Finance are the project Associated Partners.

**Interreg
Greece-Italy**

European Regional Development Fund



EUROPEAN UNION



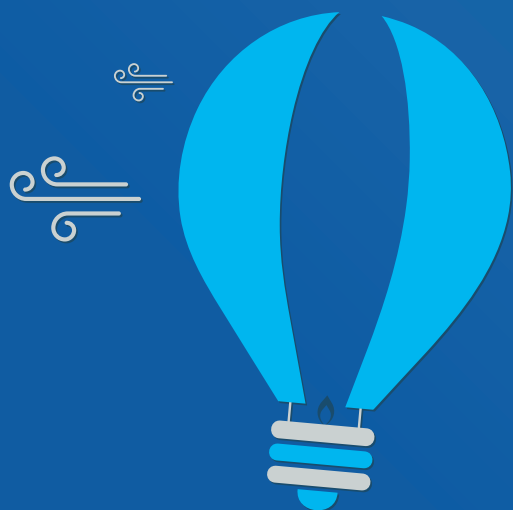
Programma di cooperazione Interreg V / A Grecia-Italia (EL-IT) 2014-2020 co-finanziato dal FESR

GREECE ITALY V/A 2014-2020 – TRACES

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1st International Conference (D.4.1)

Towards a **TR**ansnational
Accelerator for a
Cultural and **C**reative
Eco**S**ystem



Cineporto di Bari, 28/02/2019

