



SUSTAINABILITY

Spain presidency event on Cluster 2

“Cultural and creative industries, cities and citizens fostering sustainable development and well-being”.

Barcelona – July 11th-13th 2023

Liceu Opera Barcelona (11th of July): La Rambla, 51-59. 08002 Barcelona

Disseny Hub Barcelona – Museo del Diseño de Barcelona (12th and 13th of July):
Pl. de les Glòries Catalanes, 37-38, 08018 Barcelona.

DAY 1 – TUESDAY 11 JULY 2023 – LICEU OPERA

17h00-17h30 **Welcome**

17h30-18h30 **Inaugural session**

Mr. Jaume Collboni, Mayor of Barcelona.

Mr. Joan Gomez, Research Director, Generalitat de Catalunya

Mr. Miquel Iceta, Spanish Minister of Culture and Sport

Mrs. Diana Morant, Spanish Minister of Science and Innovation.

18h30-19h30 **Social event 1**

Performance, provided by UE's H2020 funded [project TRACTION](#)

19h30-21h00 **Cocktail**

DAY 2 – WEDNESDAY 12 JULY 2023 – DISSENY HUB

08h45-09h15 **Registration**

09h15-09h45 **Welcome**

Xavier Marce, Creative and culture industries Commissioner, Ajuntament de Barcelona.

Joanna Drake, Deputy Director-General of DG RTD, European Commission (video)

Raquel Yotti, Secretary General for Reseach, Spanish Ministry of Science and Innovation



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AXIS 1 – Innovation in the Cultural and Creative Industries

09h45-10h20 **A culture and creativity driven European innovation ecosystem – launch of the collaborative platform.**

Keynote 1: Harald Hartung - Head of Unit of DG RTD – European Commission
Presentation of the collaborative platform: Charlotte Lorentz-Hjorth - coordinator EKIP
 and **Zora Jaurova** - producer, culture and creative industries expert.

10h20-10h30 **Video exhibition (CICERON, DISCE)**

10h30-10h45 **Lecture 1: The innovation of the CCIs – The EIT Culture & Creativity and complementarities with the collaborative platform.**

Bernd Fesel - CEO EIT Culture & Creativity

10h45-11h00 **Exhibition: Projects on CCIs: Vision, ambition and expected results.**
 DAFNE+, FAIR MUSE, CRESCINE y EPIC-WE.

11h00-11h20 **Coffee break**

11h20-11h50 **Performance: PREMIERE Project** (Horizon Europe) - [Instituto Stocos](#) (Muriel Romero, Pablo Palacio, Daniel Bisig) & [Athena Research Center](#) (Angelos Gkiokas)

11h50-13h10 **Creative roundtable: Arts and technology for societal value.**

ARS Electronica / STARTS Initiative (**Veronika Liebl**), + ZKM (**Alistair Hudson**) + HLRS/MSC (**Bastian Koller** + **Uwe Wössner** + **Matthias Hauser**) + Fundación Épica (**Fran Iglesias**) + Territorial Agency (**John Palmesino**) + WAAG (**Marleen Sticker**)

13h10-13h30 **Future outlook: European policy to foster and support innovative CCIs - Horizon Europe and Creative Europe.**

Horizon Europe – R&I – RTD – **Rickard Bucksch**.
 Creative Europe – capacity building – **Mariachiara Esposito** – DG EAC

13h30-15h00 **Lunch break-cocktail**

AXIS 2 – Culture, CCIs and the New European Bauhaus

15h-15h15 **Inspirational talk: Success stories and inspiring practices of CCIs in the NEB era.**
María Iglesias - Cultural Policy Unit of the European Commission.

15h15-15h35 **Lecture 2: Innovation in action: the NEB, its transformative vision and implementation challenges.**

Grazia Concilio - Coordinator of [Palimpsest](#).

15h35-16h00 **Lecture 3: Towards climate neutrality: more beautiful, inclusive, and sustainable cities through culture and creativity.**

Online

Stefano Boeri - architect and partner in the NEB.



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16h00-16h20 **Coffee break**

16h20-17h20 **Roundtable 1: Three examples of cities that integrate the NEB through innovation, culture, energy and sustainability.**

Moderator: **Jose Luis de Vicente** (DHUB)

Stavanger (Norway) - [Craft Urban Movement](#). - **Annemie Wyckmans**

Valencia (Spain) - [NEB goes South](#). - **Débora Domingo-Calabuig**

Gabrovo (Bulgaria) - [Response Project](#). - **Desislava Koleva**

17h20-17h45 **Lecture4: Looking to the future: mitigating climate change through the conservation of cultural heritage in the cities.**

Johana Leissner - Scientific and network director of Cultural Heritage and Sustainability at the Fraunhofer Institute

17h45-18h00 **End of the second day**

18h-21:30h **Social event 2:**

Exhibition. [IAAC Circular Cities Challenge](#) (Creative Europe). At CosmoCaixa

20h-21h30 **Cocktail - At CosmoCaixa**

DAY 3 – THURSDAY 13 JULY 2023 -DISSENY HUB

09h00-09h30 **Registration**

AXIS 3 – Innovative art and quality of life in cities

09h30-09h50 **Opening session: High Performance Computing, a European potential to improve people's well-being.**

Josep Maria Martorell - Associate Director of the Barcelona Supercomputing Center and part of the Barcelona Music Lab

09h50-10h10 **Lecture5: A public space to live beyond design: when a space becomes a place.**

[Art4Rights](#) (CERV Program). **Annalisa Cattani** - artistic coordinator of the project

10h10-1030 **Performance: SUPERBARRIO** (**Areti Markopoulou, Chiara Farinea, Daniil Koshelyuk, Andrea Conserva**), EU's project co-funded by Erasmus +.



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Roundtable2: The power of art and culture: different perspectives coming together to transform cities and how we live in them.

10h30-11h40

Moderator: **Harald Hartung** (DG RI)
[Art and Well Being](#) (Creative Europe). **Rarita Zbranca**
[AMASS Acting on the Margins](#): Arts as Social Sculpture (H2020). **Satu Miettinen**
[ARTCAST4D](#) (Horizon Europe). **Daniel Van Lerberghe**
[MESOC project](#) **Pau Rausell Köster** + auctultur platform (app)

11h40-12h00 **Coffee break**

12h-12h30 **Performance:** Bach to the future - multidisciplinary performance that fuses music and physical theatre and the collision between human creation and artificial intelligence.

Artists: **Carles Marigó, Jaume Sangrà**. A production by the Barcelona Music Lab.

12h30-13h30 **Roundtable3: Urbanism, cultural heritage and nature: solutions from science to protect our space.**

Moderator: **Mariachiara Esposito** DG EAC
[CreaTures Project](#) (H2020). **Ann Light**
[Art Living Lab for Sustainability](#) **EU project** - Creative Europe. **Fran Quiroga**
 - Concomitentes Coordinator
[ARCHE & JPI CH](#): advancing coordination of research on cultural heritage in Europe
 - **Alexandre Caussé**

13h30-15h **Lunch break-cocktail**

AXIS 4 – Citizen engagement

15h00-15h10 **Dramatized talk with a comedian**
Dani Alés

15h10-15h30 **Lecture: The transforming capacity of art in people and society. Analysis of the contribution and value of artistic manifestations in our daily lives and in times of crisis.**

Antonia Blau - Director of the Goethe-Institute – Madrid

15h30-16h30 **Roundtable4: Presentation of real cases of success: how to involve communities, cities and citizens to innovate better. Experience and knowledge from science, policies and CCIs.**

Moderator: **Ángela Martínez-Carrasco** (CERV & Creative Europe/Culture programmes)
[TRACTION](#): Opera co-creation for a Social Transformation. **Mikel Zorrilla** (Vicomtech)
 & **Irene Calvis** (Liceu Opera)
[Project Time Lapse Migration](#) (MediaFutures). **Julian Vicens** (Eurecat)
 & **Marc Hernández** (La Tempesta)



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[NETCO - Network of Cities for Collaborative Housing - Citizens, Equality, Rights and Values Programme \(CERV\)](#). **Maite Arrondo**

16h30-16h50 **Coffee break**

16h50-17h20 **Roundtable5: Now and then: new concepts and materials to enjoy our living environment.**

GreenArt Project (Horizon Europe) - **Piero Baglioni**
UIC Barcelona School of Architecture - **Jordi Roviras**

17h20-17:50h **Award ceremony for the bests works of urban art exhibited in Barcelona.**

Resolution of the international recognition with presentation of the most popular work art (popular vote).

[IAAC Circular Cities Challenge \(Creative Europe\)](#). **Jessica Guy - Sally Bourdon.**

17h50-18h30 **Closing session: Announcement of the Declaration of Barcelona – Main conclusions of the event.**

Harald Hartung, Head of Unit of DG RTD – European Commission
Lina Gálvez, MEP, Vice-chair of the Committee on Industry, Research and Energy,
Teresa Riesgo, Secretary General for Innovation, MCIN

Followed by a [press conference](#)

18h30 **End of the event**