



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. 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



SUSTAINABILITY

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.



SUSTAINABILITY

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 **Lecture 4: 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 **Lecture 5: A public space to live beyond design: when a space becomes a place.**

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

10h10-10h30 **Performance: SUPERBARRIO** (**Areti Markopoulou, Chiara Farinea, Daniil Koshelyuk, Andrea Conserva**), EU's project co-funded by Erasmus +.



SUSTAINABILITY

- 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** + acultur 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)



SUSTAINABILITY

[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**