



SUSTAINABILITY

## Spain presidency event on Cluster 2

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

### Barcelona – July 11<sup>th</sup>-13<sup>th</sup> 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 Research, 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 Jourova** - producer, culture and creative industries expert.

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

10h30-10h45 **Lecture1: 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 **Lecture2: Innovation in action: the NEB, its transformative vision and implementation challenges.**

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

15h35-16h00 **Lecture3: 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 **Roundtable1: 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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10h30-11h40 **Roundtable2: The power of art and culture: different perspectives coming together to transform cities and how we live in them.**

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**

12h00-12h30 **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 & JPLCH](#): advancing coordination of research on cultural heritage in Europe

**Miruna Gaman**

13h30-15h00 **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)

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



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- 16h30-16h50 **Coffee break**
- 16h50-17h20 **Roundtable5: Now and then: new concepts and materials to enjoy our living environment.**  
GreenArt Project (Horizon Europe) - **Piero Bagglioni**  
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, (video)  
**Teresa Riesgo**, Secretary General for Innovation, MCIN
- 18h30 **End of the event**