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Mission of Switzerland to the European Union

SwissCore

Contact Office for European Research
Innovation and Education

Swiss Innovation Briefing 2023

Creative Economies: Creation of innovation and values for a strong Europe

10 October 2023

15:00-18:00

Mission of Switzerland to the EU
Place du Luxembourg 1 – 1050 Brussels

EUSKADI
BASQUE COUNTRY

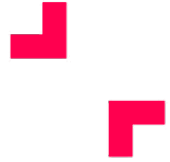


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hdk

Zürcher Hochschule der Künste
Zurich University of the Arts

Event Summary



The role of art and design as a relevant impact factor for societal and economic value creation is more and more recognised at European level. This is evident not least in two recent developments: the establishment of the new EIT Knowledge and Innovation Community for **Culture & Creativity**, as well as the **New European Bauhaus**. The Creative Economies are paradigmatic for how artistic thinking and processes can be made entrepreneurially and societally productive and lead to new forms of value creation.

But what are exactly 'creative economies' and how do they play a role on the European level? Which entrepreneurial strategies do artists and designers pursue in search of a 'concern-driven economy'? How is value-creation conceived and measured in the creative economies?

In our Innovation Briefing, we will discuss these questions based on running large scale projects with several key European policy makers in dialogue with the team of the Zurich Centre for Creative Economies at **Zurich University of the Arts** (ZHdK) and the **u-institut**, the company running Germany's Federal Government's Centre of Excellence for the Cultural and Creative Industries, as well as the **Tabakalera** Centre in San Sebastián. The **Zurich Centre for Creative Economies** (ZCCE) anchored at ZHdK provides a unique perspective on the opportunities and challenges of the sector as a holistic competence centre providing research, education, entrepreneurship knowhow and transfer support.

Event Agenda



From 15:00

Registration and coffee

15:15

Welcome

Swiss Ambassador **Rita Adam**

15:20

Creative Economies: mapping a field in reinvention

Christoph Weckerle | Teresa Koloma Beck

Zurich Centre for Creative Economies | u-institut Berlin

15:40

Building bridges between artists and industry: developing cultural regional ecosystems in the Basque Country

Clara Montero, Cultural Director, Tabakalera

15:55

Creativity & Creative industry: Pillars of European Integration

MEP Dr. Christian Ehler

16:10

Panel discussion: Creative industries and soft power – European strategies in a globalised world

- **MEP Dr. Christian Ehler**
 - **Lisa Lang**, Director Policy & EU Affairs Orchestrator for EIT Climate KIC
 - **Mariachiara Esposito**, Policy Officer for Culture, Innovation, Sustainable Development Goals, DG EAC, European Commission
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17:00

Networking Apéro