

“Culture as a Drive for Regional and Local Economic Development”

19th of May 2010, 9.00-13.00

Committee of the Regions

Jacques Delors Building, rue Belliard 99-101, 1040 Brussels
Room JDE53

Culture in Europe has traditionally been defined as one of the most important elements to identify and foster the European citizenship. However, since the adoption of the European Agenda for Culture in 2007, it is the economic value of culture which is now attracting more attention, especially in the current situation of general downturn. Cultural industries are considered as a key asset for Europe's economy and competitiveness, since they stimulate growth and jobs in the EU.

In this context, this seminar is intended to open up a debate among European Institutions, local and regional authorities and stakeholders. The first part of it will focus on two main issues that are currently at the core of the European Agenda for Culture: the Green Paper on Cultural and Creative Industries and the study on the contribution of culture to regional and local economic development, to be launched soon by the European Commission.

The second part will be devoted to showcasing a significant panel of cultural projects in Europe, which may be taken as good examples of relevant cultural industries with an outstanding architectural footprint. Despite being at different stages of development, all of them have original and different approaches. They also share common objectives such as to redefine the area where they are settled, to contribute to local economic development or to promote cultural networks and international relationships.

Therefore, this seminar will provide an excellent opportunity to see first-hand what culture can do for the benefit of local and economic development, bringing together academics, practitioners and policy-makers from European institutions, regional offices, cultural operators, local and regional authorities and academic institutions.

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9:00 **Registration**

9:30 **Welcome and Presentation**

Roberto Varela, Regional Minister of Culture and Tourism. Galician Government
Spain

9:45 **The Economic Role of Culture: a Key Element of the Europea
Agenda for Culture**

- The European Study on the Contribution of Culture to Regional and Local Economic Development
Anna Athanasopoulou
Policy Officer. DG Education and Culture. European Commission
- EU Cohesion Policy (CP): Funding Opportunities for Cultural & Creative Sectors
Pierre Godin
Policy Analyst. DG Regional Policy. European Commission
- Green Paper on Cultural and Creative Industries
Silvayn Pasqua
Policy Officer. DG Education and Culture. European Commission
- Open Debate

11:00 **Coffee break**

11:30 **Round table: Examples of Cultural Projects Fostering Regional and
Local Development**

- **The Bilbao Effect (Spain)**
Mikel Toral
Director of Culture Promotion. Basque Government

<http://www.guggenheim-bilbao.es>

- **Manufaktura Lodz (Poland)**
Agnieszka Izabela Nowak
Manufaktura Marketing Manager

<http://www.manufaktura.com/>

- **Bozar (Belgium) (tbc)**

www.bozar.be

- **The City of Culture of Galicia (Spain)**
Silvia Dominguez Skegro
Director-Xerente Fundación Cidade da Cultura de Galicia

<http://www.cidadedacultura.org>

- **Open Debate**

12:45 **Conclusions and Closing**

13.00 **Lunch**

Exhibition “**Cidade da Cultura de Galicia. Preview**”

CoR Atrium, 5th Floor

⇒ *Working languages: Spanish, French, English*

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(please, specify your name, surname and organisation)

by the 12 May

Free entrance on a first-come, first-served basis