

## CREACT4MED ANNUAL CONFERENCE 2022

### *Unleashing the full potential of the cultural and creative industries in the Mediterranean*

Cultural and creative industries (CCI) are increasingly being recognized as an important source of economic independence, job creation, social cohesion and wellbeing. The Mediterranean's rich cultural background and dynamic young population means there is great potential for the CCI to be real drivers of growth and prosperity, but industries and infrastructures are fragmented and poorly supported.

CREACT4MED seeks to strengthen CCI ecosystems in the region and unleash the full potential of the CCI to create empowered and flourishing societies. The second CREAT4MED Annual Conference aims to build on the progress achieved so far, strengthen links between identified stakeholders, and fortify the foundations of a solid CCI Med Hub to create a productive and sustainable enabling environment for budding cultural and creative industries.

The conference will showcase the project's achievements to date, set forth goals for the coming year, and provide a space to discuss innovative ideas for programmes, policies, and financial models to support CCI entrepreneurs and businesses in the Southern Mediterranean.

CREACT4MED is a project coordinated by the Euro-Mediterranean Economists Association (EMEA) and funded by the European Union (EU) through the EuropeAid Programme, that aims to strengthen businesses and entrepreneurship in the cultural and creative industries (CCIs) in the Southern Neighbourhood of the EU, with a particular focus on young people and women.

### AGENDA

#### Monday, 28 November 2022

10:00-10:30	Welcome coffee and registration
10:30-10:45	<b>Welcome address</b>
10:45-12:00	<b>CREACT4MED: supporting the CCI in the Southern Mediterranean</b>
12:00-14:00	Lunch break
14:00 -15:15	<b>CCI programmes: identifying and bridging the gaps</b>
15:15-15:30	Break
15:30-16:45	<b>Supporting innovative development of creative and cultural hubs</b>
16:45-17:00	Closing day 1

#### Tuesday, 29 November 2022

10:00-10:30	Welcome coffee and registration
10:30-10:45	<b>Welcome address</b>
10:45-11:15	<b>Keynote speech: Seda Röder</b>
11:15-13:15	<b>Financing schemes: perspectives for the cultural and creative industries</b>
13:15-13:30	<b>Closing</b>
13:30 – 15:00	Networking lunch

In collaboration with: