

# Programme

*For the German version please see page 11.*



## Introduction

The cultural and creative industries (CCI) have been hard hit by the coronavirus crisis - numerous reports and studies have proven the full-stop of most of the traditional economic activities. In the recent months however the power of content and streaming become paramount in living through the crisis as well as the power of new ideas and innovations became obvious: cultural and creative industries are as much centre stage in the Covid-19-recovery as in the crisis. The aim of the conference is to point up ways in which the CCI contribute to overcome the crisis and frame the wider societal futures, our creative futures.

„Framing Creative Futures - ECIS 2020 meets Forum“ is this year’s annual European Creative Industries Summit and is being co-organized by the European Creative Business Network and the German Ministry for Economic Affairs and Energy. „Framing Creative Futures“ is merging in 2020 the yearly European Creative Industries Summit and the yearly German “Forum Kultur- und Kreativwirtschaft“

Due to COVID-19 regulations, this conference will take place as a unique online event and be spread over the course of five weeks, starting September 24 and concluding with a conference broadcasted live from Berlin.

This time, however, everything is different. There will be no large, crowded gatherings or big auditorial discussions. Instead, we are planning to hold a digital event that will provide new ways to get involved. The digital format will also enable new audiences to take part, who will not need to travel in order to meet like-minded people.

It will make the best out of the digital opportunities to bring together artists, entrepreneurs, intermediaries, funders, policy makers and administrators from the CCI to promote innovations by the CCI in the current policy process of forming Europe’s recovery from Covid-19. The message: Europe can not recover without cultural creative innovations supporting new business models, new ways of sustainability, new forms of education and driving the new normal in many sectors across the whole economy - from health over mobility to construction.

„Framing Creative Futures - ECIS 2020 meets Forum“ is part of the official German Presidency of the Council of the European Union. Cooperation partners are ArtLab Milano, Bayern Innovativ, Creative Bureaucracy Festival, Hamburg Kreativ Gesellschaft, Industry Commons Foundation and MEISTERKREIS/ECCIA. Sponsoring Partner is Kreativwirtschaft Austria.

The European Creative Industries Summit (ECIS) was founded in 2010 by the European Creative Business Network (ECBN) as a conference for creative professionals and intermediaries to discuss the conditions of the European cultural and creative economy. It traditionally takes place during the autumn EU presidency of each year. Today, the ECIS is the biggest annual cultural and creative industries (CCI) summit and brings together more than 200 CCI experts from Europe for meetings in the capital of the incumbent EU presidency. The conference provides the opportunity to exchange information about current developments in the CCI sector, to collaborate on joint solutions and to discuss European policies.

## Programme overview

#ECIS2020 is held over a period of one month with a two-hour break-out session per week, starting on September 24th and ending with the concluding conference on October 28th.

**24.09.2020**                      **KickOff und BoS#1: Culture for Europe: Solidarity over charity**

**10:00 am - 12:00 pm**        **Host: Ugo Bacchella**

**01.10.2020**                      **BoS#2: Good, Better Bureaucracy**

**10:00 am - 11:30 am**        **Host: Charles Landry**

**07.10.2020**                      **BoS#3: Coping with the crisis with creativity**

**10:00 am - 11:30 am**        **Host: Michela Magas**

**14.10.2020**                      **BoS#4: Cross Innovation Leading Sustainability**

**10:00 am - 11:30 am**        **Host: Egbert Rühl**

**21.10. 2020**                      **BoS#5: Education to Ensure Smart Skills**

**10:00 am - 11:30 am**        **Host: Gerin Trautenberger**

**28.10. 2020**                      **Concluding Conference**

**10:30 am - 12:30 pm**        **Host: Chérine De Bruijn**

## **Kick-off / BoS#1: SOLIDARITY OVER CHARITY**

**Livestream, 24.09.2020**

**Host:** Ugo Bacchella, Fitzcarraldo Foundation  
**Moderator:** Alessandra Gariboldi, Adeste Plus

### **Welcome Clip**

**10:00 - 10:30 am**

#### **Welcome**

Ugo Bacchella, Fitzcarraldo Foundation  
Bernd Fesel, European Creative Business Network

#### **Performance:**

Francesco Micheli, Festival Donizetti Opera

#### **Speaker:**

Bernd-Wolfgang Weismann, Ministry of Economic Affairs and Energy,  
Berlin  
Giorgio Gori, Mayor of Bergamo  
Katrin Habenschaden, Mayor of Munich  
Giovanni Fosti, Fondazione CARIPLLO  
Christian Ehler, MEP

Summary of process & rules

**10:30 - 10:45 am**

#### **Statements**

##### **Introduction**

Moderator: Alessandra Gariboldi, Adeste Plus

##### **Experts:**

Florian Drücke, Chairman & CEO, Bundesverband Musikindustrie  
Fátima São Simão, UPTEC  
Michal Hladky, Creative Industrie Kosice - CIKE  
Andre Wilkens, European Cultural Foundation

### **Split into subgroups**

**10:45 - 11:30 am**

#### **Discussions in parallel subgroups**

Group A - Expert: Florian Drücke, Chairman & CEO, Bundesverband Musikindustrie

Group B - Expert: Fátima São Simão, UPTEC

Group C - Expert: Michal Hladky, Creative Industrie Kosice - CIKE

Group D - Expert: Andre Wilkens, European Cultural Foundation

#### **Back to the main conference livestream**

**11:35 - 12:00 am**

#### **Summary & Closing**

Experts report from the subgroups

Q&A and Closing

## **BoS#2: Good, Better Bureaucracy**

**Livestream, 01.10.2020**

**Host:**

**Charles Landry, Creative Bureaucracy Festival**

**Moderator:**

**Bernd Fesel, European Creative Business Network**

#### **Welcome Clip**

**10:00 - 10:15 am**

#### **Welcome**

Charles Landry, Creative Bureaucracy Festival

Rita De Graeve, Department of Culture, Youth and Media, Flanders - Belgium

Summary of process & rules

**10:15 - 10:30 am**

**Statements**

Introduction

Moderator: Bernd Fesel, European Creative Business Network

Experts:

Mark Schlick, City of Pirmasens

Theo Haustein, Hamburg Kreativ Gesellschaft

Sindre Wimberger, City of Vienna

**Split into subgroups**

**10:30 - 11:15 am**

**Discussions in parallel subgroups**

Group A - Expert: Mark Schlick, City of Pirmasens

Group B - Expert: Theo Haustein, Hamburg Kreativ Gesellschaft

Group C - Expert: Sindre Wimberger, City of Vienna

**Back to the main conference livestream**

**11:15 - 11:30 am**

**Summary & Closing**

Experts report from the subgroups

Closing

## **BoS#3: Coping with the crisis with creativity**

**Livestream, 07.10.2020**

**Host and Moderator: Michela Magas, Industry Commons Foundation**

### **Welcome Clip**

**10:00 - 10:15 am**

#### **Welcome**

Michela Magas, Industry Commons Foundation  
Bernd Fesel, European Creative Business Network

Summary of process & rules

**10:15 - 10:30 am**

#### **Statements**

Introduction

Moderator: Michela Magas, Industry Commons Foundation

Experts:

Anette Novak, Swedish Media Council

Prof. Pier Luigi Sacco, IULM Milano

Eberhard Schrenpf, Creative Industries Styria - CIS

Björn Bremer, Ogilvy

#### **Split into subgroups**

**10:30 - 11:15 am**

#### **Discussions in parallel subgroups**

Group A - Expert: Anette Novak, Swedish Media Council

Group B - Expert: Prof. Pier Luigi Sacco, IULM Milano

Group C - Expert: Eberhard Schrenpf, Creative Industries Styria - CIS

Group D - Expert: Björn Bremer, Ogilvy

#### **Back to the main conference livestream**

**11:15 - 11:30 am**

#### **Summary & Closing**

Experts report from the subgroups

Closing

## **BoS#4: Cross Innovation Leading Sustainability**

**Livestream, 14.10.2020**

**Host:** Egbert Rühl, Hamburg Kreativ Gesellschaft

**Moderator:** Jenny Kornmacher, Hamburg Kreativ Gesellschaft

**09:55 – 10:00 am** **Welcome Clip**

**10:00 - 10:15 am** **Welcome**

Egbert Rühl, Hamburg Kreativ Gesellschaft  
Bernd Fesel, European Creative Business Network

Summary of process & rules

**10:15 - 10:30 am**

**Statements**

Introduction

Moderator: Jenny Kornmacher, Hamburg Kreativ Gesellschaft

Experts:

Christer Windeløv-Lidzélius, KAOSPILOT

Julia Lohmann, Contemporary Design at Aalto University, Finland

Daniel Thorpe, Fraunhofer Institute for Systems and Innovation Research

**Split into subgroups**

**10:30 - 11:15 am**

**Discussions in parallel subgroups**

Group A - Expert: Christer Windeløv-Lidzélius, KAOSPILOT

Group B - Expert: Julia Lohmann, Contemporary Design at Aalto University, Finland

Group C - Expert: Daniel Thorpe, Fraunhofer Institute for Systems and Innovation Research

**Back to the main conference livestream**

**11:15 - 11:30 am**

**Summary & Closing**

Experts report from the subgroups

Closing

## **BoS#5: Education to Ensure Smart Skills**

**Livestream, 21.10.2020**

**Host and Moderator: Gerin Trautenberger, Kreativwirtschaft Austria - KAT**

**Welcome Clip**

**10:00 - 10:15 am**

**Welcome**

Gerin Trautenberger, Kreativwirtschaft Austria - KAT  
Bernd Fesel, European Creative Business Network

Summary of process & rules

**10:15 - 10:30 am**

**Statements**

Introduction

Moderator: Gerin Trautenberger, Kreativwirtschaft Austria - KAT

Experts:

Georg Russegger, The Knowledge Transfer Centre East  
Dr. Henning Berthold, Bayern Innovativ  
Rita Orlando, MateraHub, Matera

**Split into subgroups**



**10:30 - 11:15 am**

**Discussions in parallel subgroups**

Group A - Expert: Georg Russegger, The Knowledge Transfer Centre East

Group B - Expert: Henning Berthold, Bayern Innovativ

Group C - Expert: Rita Orlando, MateraHub, Matera

**Back to the main conference livestream**

**11:15 - 11:30 am**

**Summary & Closing**

Experts report from the subgroups

Closing

## **Concluding Conference**

### **Livestream, 28.10.2020**

**Host:**

**Chérine De Bruijn**

**10:35 - 10:40 am**

**Welcome clip**

**10:40 - 10:50 am**

**Welcome**

Caroline Norbury, Chair of ECBN

Bernd Fesel, Director ECBN

**10:50 - 11:05 am**

**The European Non-Paper on the Cultural Creative Industries 2020 - 2030**

Presentations

BoS#1 - Ugo Bacchella, Fitzcarraldo Foundation

BoS#2 - Charles Landry, Creative Bureaucracy Festival

BoS#3 - Michela Magas, Industry Commons Foundation

BoS#4 - Egbert Rühl, Hamburg Kreativ Gesellschaft

BoS#5 - Gerin Trautenberger, Kreativwirtschaft Austria - KAT

**11:05 - 11:45 am**

**Policy Forum**

Moderator: Chérine De Bruijn

**Framing Policies**

Minister Peter Altmaier, Federal Minister of Economics Affairs and Energy

Mariya Gabriel, EU Commissioner

Christian Ehler, MEP

Martin Kern, Director EIT

**11:45 - 12:05 pm**

**Framing Industries**

Dr. Andreas Kaufmann, MEISTERKREIS/ECCIA, Brussel

Carmen Goby, WKO

Dr. Carsten Brosda, Senator for Culture and Media Hamburg

Ismo Silvo, YLE Areena

Johannes Ebert, General Secretary Goethe-Institut

**12:05 - 12:20 pm**

**Keynote**

Guillaume de Seynes, Executive Vice-President Hermès International

Chairman Comité Colbert

**12:20 - 12:30 pm**

**Closing**

Michal Hladky, Creative Industrie Kosice - CIKE

**Contact Information**

In case of any questions please contact us via [ForummeetsECIS2020@bmwi-registrierung.de](mailto:ForummeetsECIS2020@bmwi-registrierung.de).

## Programm

### Einleitung

Die Kultur- und Kreativwirtschaft ist von der Coronakrise besonders stark betroffen. Der jährlich stattfindende *European Creative Industries Summit* (ECIS) wird dieses Jahr in turbulenten Zeiten stattfinden und auch dazu genutzt werden, sich ein Bild über den durch die Pandemie verursachten Schaden zu machen. Gleichzeitig soll die Konferenz dazu dienen Wege aufzuzeigen, wie die Kultur- und Kreativwirtschaft die Krise bewältigen und zur Gestaltung unserer kreativen Zukunft beitragen kann. Angesichts der COVID-19-Bestimmungen wird diese Konferenz einmalig nicht an zwei ganzen Tagen in einem Konferenzraum, sondern als Online-Veranstaltung stattfinden und sich über einen Zeitraum von fünf Wochen erstrecken.

Der 10. *European Creative Industries Summit* wird unter dem Motto „Framing Creative Futures“ gemeinsam vom *European Creative Business Network* und dem Bundesministerium für Wirtschaft und Energie veranstaltet.

Er wird im Rahmen der deutschen EU-Ratspräsidentschaft live aus Berlin übertragen werden. Dieser Gipfel wird sich jedoch von allen vorherigen unterscheiden. Es werden sich nicht zahlreiche Teilnehmerinnen und Teilnehmer am Veranstaltungsort drängen, und die Diskussionen werden nicht in großen Sälen stattfinden. Stattdessen wird es eine digitale Veranstaltung mit neuen Beteiligungsmöglichkeiten geben. Das digitale Format wird zudem einem neuen Publikum die Möglichkeit eröffnen, an der Veranstaltung teilzunehmen und Gleichgesinnte zu treffen, ohne zum Veranstaltungsort reisen zu müssen.

Die Online-Konferenz steht allen Teilnehmerinnen und Teilnehmern im Rahmen von wöchentlich stattfindenden Breakout-Sessions offen. Die Live-Übertragung des #ECIS2020 beginnt am 24. September, und die Abschlussveranstaltung wird am 28. Oktober übertragen werden.

Der *European Creative Industries Summit* (ECIS) wurde 2010 vom *European Creative Business Network* (ECBN) als eine Konferenz für Kulturschaffende und die gesamte Branche zur Erörterung der Bedingungen der europäischen Kultur- und Kreativwirtschaft ins Leben gerufen. Traditionell findet der Gipfel jährlich während der EU-Ratspräsidentschaft des zweiten Halbjahres statt. Der ECIS hat sich zur größten jährlich stattfindenden Veranstaltung der Kultur- und Kreativwirtschaft entwickelt, bei der gewöhnlich mehr als 200 Teilnehmerinnen und Teilnehmer der Branche aus Europa in der Hauptstadt des Landes, das gerade die EU-Ratspräsidentschaft innehat, zusammenkommen. Die Konferenz bietet eine Gelegenheit zum Erfahrungsaustausch über aktuelle Entwicklungen in der Kultur- und Kreativwirtschaft, zur Erarbeitung von gemeinsamen Lösungen und zur Erörterung der europäischen Politik.