

# Framing a competitive future

The creative and knowledge economy in European Cities

Barcelona 27-29 May, 2010

Accommodating Creative Knowledge – Competitiveness of European Metropolitan  
Regions within the Enlarged Union



Amsterdam · Barcelona · Birmingham · Budapest · Dublin · Helsinki · Leipzig · Munich · Milan · Poznan · Riga · Sofia · Toulouse

# The creative and knowledge economy in European cities

Policy-makers and researchers are giving growing attention to creativity and innovation as drivers of urban development. Around the world, there exists a popular belief that creativity and innovation may be seen as a trigger for a successful economic development in cities and metropolitan regions. The relatively low cost of this approach makes it even more attractive.

ACRE, as an EU-funded research project, is addressing these issues with particular emphasis on the following questions:

1. **To what extent is a 'creative knowledge region' an attractive and real prospect for regional economic development?**
2. **Which metropolitan regions in Europe may be successful in using this approach?**
3. **What factors influence the decision of business and human capital to settle in certain metropolitan regions rather than others?**
4. **What is the impact of the labour force mobility in Europe (including international skilled migration) on the growth and development of creative and knowledge regions?**
5. **How can policy-makers better understand these processes and what can they do about them?**

We are glad to invite you to our conference, presenting our findings and recommendations.

This event offers the chance for **policy-makers, researchers and practitioners from around Europe** to come together in a stimulant environment to share their experiences and knowledge around fostering creativity and innovation in cities and regions.

The conference offers:

- **A space to share experiences**
- **Debates in workshops, round tables and panel discussions**
- **A platform for networking between policy-makers from different European cities**
- **A possibility for media to receive alternative views on the creativity and knowledge**
- **Dissemination of information on competitiveness and creativity**
- **A stimulating creative environment**

For local, national and European policy-makers, research community, representatives of the business world and media.

## PROGRAM

### Thursday 27, Historic building, University of Barcelona

- 15:30-16:30 Opening
- 16:30-18:00 Plenary Session: Sako Musterd “*Making creative cities in Europe*”
- 18:00-18:30 Coffee break
- 18:30-20:00 Round Table: *On Creative and knowledge workers* (Chairing: Mari Vaattovaara)
- 20:00-21:30 Welcome Reception

### Friday 28, Historic Building, University of Barcelona

- 9:00-10:30 Plenary Session: Zoltan Kovács “*Urban competitiveness and the creative economy*”
- 10:30-11:00 Coffee break
- 11:00-12:30 Parallel Workshops
- 12:30-14:00 Round Table: *On creative and knowledge managers* (Chairing: Declan Redmond)
- 14:00-15:30 Lunch
- 15:30-17:00 Parallel Workshops
- 17:00-17:30 Coffee break
- 17:30-19:00 Round Table: *On qualified immigrants* (Chairing: Heike Pethe)
- 20:30-0:00 Gala Dinner (Museum of the History of Catalonia)

### Saturday 29, Auditorium Imagina (22@ district)

- 9:00-11:00 Synthesis of the Parallel Workshops
- 11:30-13:30 Plenary Session. Denis Eckert “*Mobility and personal trajectories in creative cities*”
- 13:30-14:00 Closing
- 14:00-15:30 Lunch

## WORKSHOPS

- **Brand-building: the creative city. A critical look at current concepts and practices**  
(Marianna d’Ovidio & Philip Lawton)
- **Governance, leadership and policy in creative and knowledge cities**  
(Caroline Chapain & Marc Pradel)
- **The governance of the creative industries in European metropolitan regions**  
(Anne von Streit & Bastian Lange)
- **Creative Industries and Social Security Systems in the European Union: Are Creative Jobs socially sustainable?**  
(Robert Nadler, Julie Brown & Michal Meczynski)
- **Emerging creative sector and knowledge-intensive industries in post-socialist cities**  
(Tadeusz Stryjakiewicz, Zoltán Kovács & Olga Gristai)
- **Size counts? Local, city and regional policies. From micro to macro policies**  
(Silvia Mugnano, H el ene Martin-Brelot, Enda Murphy)
- **Mobility and personal networks**  
(Michel Grossetti)

## Venue

- Edifici Històric de la Universitat de Barcelona - Paranimf  
Gran Via Corts Catalanes, 585  
08007 Barcelona
- Edifici Imagina  
Diagonal 177  
08018 Barcelona



## More information?

For more information, please visit our website <http://acre.socsci.uva.nl> Here you will find all you need to know about the program: accommodation, travel and conference fees. You can also contact us using this e-mail address: [acrebcn@ub.edu](mailto:acrebcn@ub.edu)

We look forward to seeing you at the ACRE conference in Barcelona! ACRE Barcelona Team



### ACRE: Accommodating Creative Knowledge

Competitiveness of European Metropolitan Regions within the Enlarge Union  
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