



European Congress of Local Governments, 3rd Edition
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Creative Regions: Challenges and Opportunities

In the current competitive world, the European Union needs to ensure that all European investments create the best possible impact on the ground, especially those related to *creativity* and *innovation*. The Smart Specialization Platform on Industrial Modernization and Investment is coming up as an opportunity for the cultural and creative industries, which are eligible for support from the investment package. Smart Specialization is the collective process that more than 170 European regions and 16 countries are currently using to identify their strengths and their opportunities. Cultural and Creative Industries play an important role in the economic development of cities and regions. One of the big challenge is the cross-cutting approach to creativity to boost competitiveness and innovation and to develop cross-sectoral collaborations. The key words in this context are engagement, inclusiveness and legacy. *How could we engage with different people and levels of governance? How could we link sustainable funding with public ownership of culture?*

Presentation:

“Measuring Creativity for Local Development - UNESCO Creative Cities Network”

Martha Friel, Fellow, Researcher and consultant in tourism and culture management,
Research Centre Silvia Santagata - CSS-Ebla (Italy)

Speakers:

Alina Bârgăoanu, PhD, National University of Political Sciences and Public Administration (Romania)

Emil Boc, former Prime Minister of Romania (2008-2012), Mayor of Cluj-Napoca City (Romania)

Bernd Fesl, Chair, European Creative Business Network (Germany)

Wojciech Przybylski, President of the Board, Cracow Technology Park (Poland)

Oleg Vostrykh, President, Foundation "High School of Professional Politics" (Ukraine)

Moderator:

Gabriela Drăgan, PhD, Director General, European Institute of Romania

The panel is organised in cooperation with the



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