

# International Conference

Culture and Creativity:  
paving the way to the future EU policies

**ChIMERA**  
| Final event

**26 SEPTEMBER 2019**

Trieste Terminal Passeggeri  
Centro Congressi Molo IV

**27 SEPTEMBER 2019**

STARHOTELS  
Savoia Excelsior Palace



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA

# CHIMERA PROJECT

## Innovative Cultural & Creative Clusters in the Mediterranean Area

### FIRST DAY - 26 SEPT 2019

Trieste Terminal Passeggeri - Centro Congressi Molo IV - Sala 3  
Punto Franco Vecchio 34135 Trieste (TS)

9.00 - 9.15

Participants registration

9.15 - 9.30

Welcome address

**Massimiliano Fedriga**

President of Friuli Venezia Giulia Autonomous Region

9.30 - 11.30

ChIMERA project results - Experiences from Partners

**Tiziana Gibelli**

Regional Minister for sports and culture - Friuli Venezia Giulia Autonomous  
Region (Lead Partner of the ChIMERA project)

**Bernardo Antonio**

Basilicata Region

**Cinzia Lagioia**

Creative Apulia Cluster Association

**Ales Pevč**

Technology Park Ljubljana Ltd.

**Isabel Pascual Villamor**

Local Company of Initiatives and Activities of Malaga S.A.

**Anna Pajaron**

Chamber of Commerce and Industry of Terrassa

**Ana Lúcia Cruz**

University of Algarve - CRIA - Division of Entrepreneurship and Technology  
Transfer

**Grigorios Zacharis**

Region of Sterea Ellada

**Julie Giordano**

Chamber of Commerce and Industry Nice Côte d'Azur

**Valentina Tirloni**

University Nice Sophia Antipolis

**Antonella Manca**

Central Director for sport and culture - Friuli Venezia Giulia Autonomous  
Region - Presentation of the ChIMERA final Video - Presentation of the  
ChIMERA final publication

**Crescenzo Marino**

Manager of section Research, Innovation and Institutional Capacity - Puglia  
Region - Presentation of the TALIA Project - Horizontal project for Creativity  
and Social Innovation in support of the ChIMERA project

# CHIMERA PROJECT

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11.30 - 12.30

From ChIMERA project to EU's policies for culture

Letter from Franco Bernabè - President of the Italian National Commission for UNESCO

First panel: Cultural and creative industries and cultural heritage

Speakers:

*To be confirmed*

General Secretariat, Head of department of the UNESCO Coordination Office - Italian Ministry of Culture

**Emanuele Zorino**

Mayor of the Municipality of Aquileia (UNESCO site)

*To be confirmed*

Organization for Economic Co-operation and Development

*To be confirmed*

Member of Italian Parliament

**Diego Bernardis**

Member of the Regional Parliament of the Friuli Venezia Giulia Autonomous Region, President of the V Committee for Cultural Heritage

12.30 - 13.30

Second panel: Cultural and creative industries and urban development

Speakers:

**Antonio Taormina**

Member of the Scientific Committee - Symbola Foundation

**Mariacristina Cedrini**

Senior Advisor and member of the Management Committee - Bracco Foundation

**Alessandro Ciriani**

Mayor of the Municipality of Pordenone

**Simonetta Bonomi**

Superintendent for archaeology, fine arts and landscapes of Friuli Venezia Giulia Autonomous Region - Italian Ministry of Culture

**Barbara Zilli**

Regional Minister for finance - Friuli Venezia Giulia Autonomous Region

Light lunch

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15.00 - 16.00

Third panel: Cultural and creative industries and social cohesion

Speakers:

**Maja De Simoni**

Project Manager of Euroscience Open Forum 2020 - Trieste International  
Foundation for the Progress and Freedom of Science

**Ketty Segatti**

Managing Authority ROP ESF 2014 - 2020 - Friuli Venezia Giulia Autonomous  
Region

**Francesco Panella**

Policy Assistant - Joint Research Center, European Commission

**Guido Guerzoni**

Professor at the Bocconi University, Milan

16.00 - 17.00

Fourth panel: Cultural and creative industries and access to finance

Speakers:

**Barbara Stacher**

Policy Officer - Directorate General for education and culture, European  
Commission

**Alessandro Villatora**

Senior investment Officer - Friulia s.p.a.

**Carolina Botti**

Director of ALES Arte Lavoro e Servizi s.p.a.

**Alessandro Zacchigna**

Managing Authority ROP ERDF 2014 - 2020 - Friuli Venezia Giulia  
Autonomous Region

17.00

Final conclusions

Video from MED Programme Joint Secretariat

# CHIMERA PROJECT

## Innovative Cultural & Creative Clusters in the Mediterranean Area

### SECOND DAY - 27 SEPT 2019

STARHOTELS Savoia Excelsior Palace - Sala "Tergeste"  
Riva del Mandracchio 4, 34124 Trieste (TS)

#### FROM CHIMERA PROJECT TO EU'S POLICIES FOR CULTURE

9.15 - 9.30

Participants registration

9.30 - 10.30

Culture & Creativity in EU: The role of the EU Strategy for the Adriatic and Ionian Region (EUSAIR)

#### Speakers:

**Alessandra Priante**

Referent of Italian FOCAL POINT for the EUSAIR Pillar 4 "Sustainable Tourism" - Italian Ministry of agriculture

**Donatella Romozzi**

EUSAIR Facility Point project Partner - Marche Region

**Vlasta Klarić**

Thematic Expert of the EUSAIR Pillar 4 "Sustainable Tourism" Coordinator - Ministry of tourism of Croatia

10.30 - 13.00

The Future for culture: Next EU Programming period 2021 - 2027

*Introduced and moderated by Paolo Petziol*

*President of the Cultural Association "MittelEuropa"*

#### Speakers:

**Barbara Stacher**

Policy Officer - Directorate General for education and culture, European Commission

*To be confirmed*

Director of the European Institute of Cultural Routes (EICR)

**Nicola Favia**

Coordinator for "Studies, analysis and information disclosure" of the "Analysis, policies and programming" Office - Department for Cohesion Policies, Italian Government

**Marco Dreosto**

Member of European Parliament

SECOND DAY - 27 SEPT 2019

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