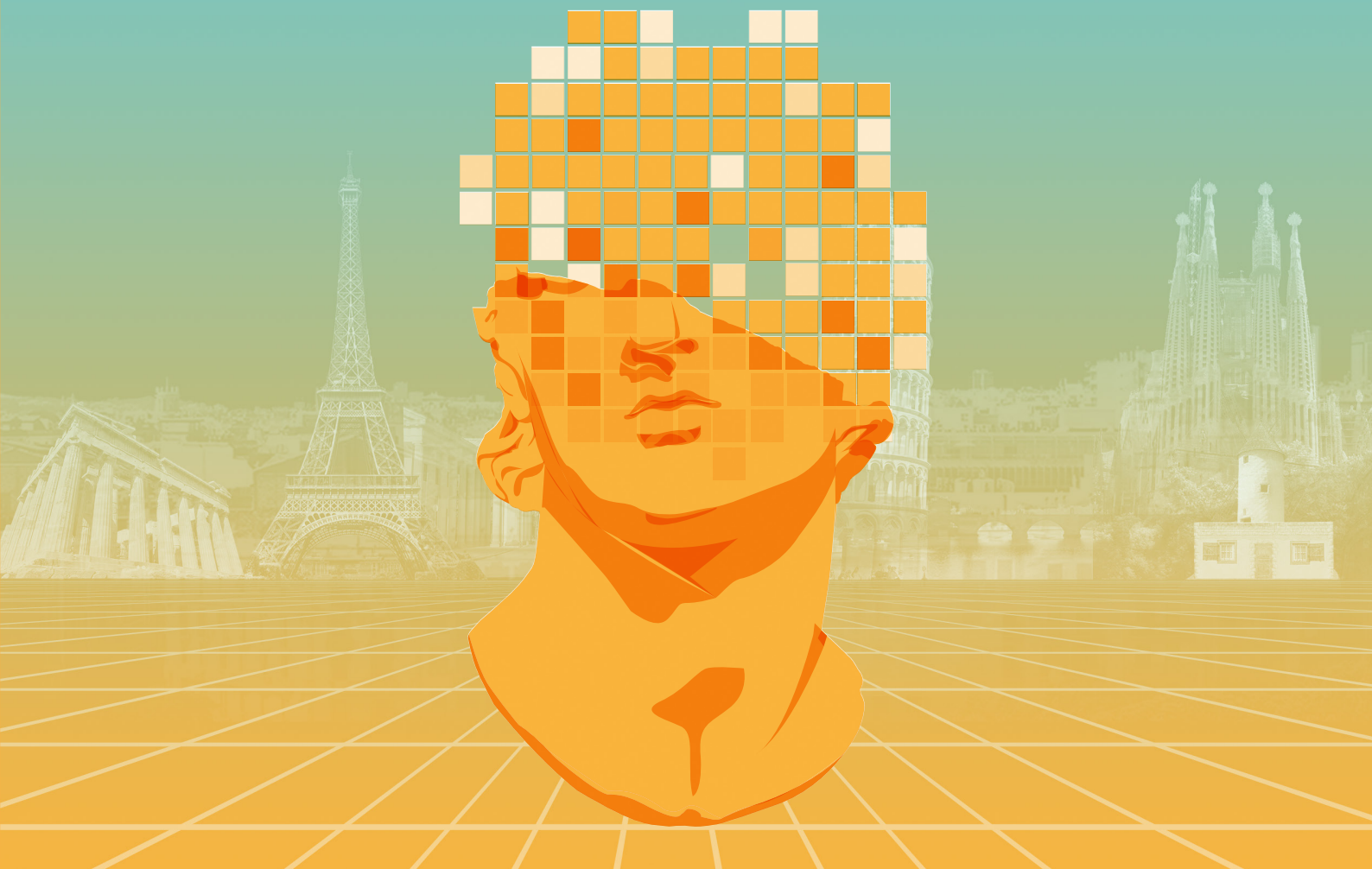




FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE

15-16 November 2018, Brussels



#HeritageAliveEU

Research
and Innovation



'FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE'

15-16 November – The Egg, Brussels

Draft agenda v. 19/09/2018

The Fair of European Innovators in Cultural Heritage is a key event of [2018 European Year of Cultural Heritage](#). The event will spot the light on innovation and innovators, with the aim to invest in people 'who will make the change' and support a cultural heritage innovation ecosystem.

Participants will have the opportunity to join the '[Community of Innovators in Cultural Heritage](#)' and its Platform, engaging with innovation providers, users and investors.

The event seeks to respond to essential questions:

- Who are the innovators and 'change-makers' in the cultural heritage domain?
- What do they need to work better?
- How to promote an open innovation ecosystem in cultural heritage?
- Where is innovation produced?

These questions will be discussed with researchers, innovation providers, policy makers, representatives from cultural institutions, start-ups and incubators, business companies, creatives, pioneers from technology and economics, European Institutions representatives, UN agencies.

The event will build on the results of the '[Heritage and Innovation](#)' conference and will contribute to the next steps for the [EU Action Plan on Cultural Heritage](#).

DEMO AREA

An exciting exhibition showcasing breakthrough innovations developed by EU funded R&I projects in the fields of tangible, intangible and digital cultural heritage. Innovations include advanced technologies, IT products, systems and services as well as novel models for business, governance and citizens' engagement. Participants are invited to interact with the innovators, test the solutions and give their feedback.

Thursday 15 November:

Building a Community of Innovators in Cultural Heritage

8.00- 9.00 *Registration and arrival of participants*

- Welcome coffee in the Riverside –

9.00 - 9.15 *Opening of the conference*

- Auditorium -

European Commission, Directorate General for Research and Innovation

9.15-10.00: *Why are we innovating in and through cultural heritage? An inspirational dialogue among unusual suspects*

- Auditorium –

Why?

A scientist, an artist and an economist meet and discuss how heritage, beauty and art modify our brain, influence our well-being and encourage us to take action in the society

10.00-11.40 *How innovation is created and supported? Who are the innovators in cultural heritage? Panel discussion with pitches from EU R&I projects*

- Auditorium –

How? Who?

A stimulating discussion on how to support innovation matching what innovators are developing, what users need and what investors are seeking for. Speakers are representatives from cultural foundations and institutions, incubators, local and national bodies and R&I projects. Innovation will be presented in its broader meaning, from social to technological innovation.

10:00 – 10: 30 Discussion first part

10:30 – 11:00 *Coffee break*

11:00 – 11:40 Discussion second part

Artist's live performance during the session (tbc)

11.40-12.00 *Keynote speech: how to innovate in cities through cultural heritage* (tbc)

12.15-12.45 *Opening of the exhibition: ribbon-cutting toast with authorities*

- Riverside open space–

European Commission high level representatives

12.45-14.30 *Walking lunch with guided visit to the exhibition*

- Riverside –

14:30- 18:00 ***'Working on what?' Building a Community of Innovators in Cultural Heritage***
- Auditorium and Riverside-

Interactive breakout sessions on the most advanced solutions for cultural heritage, recent policy reports, studies and manifestoes. Invited speakers are innovators, R&I projects coordinators, policy makers and experts. The session will include pitches from all projects exhibiting in the demo area organised by clusters and will wrap-up with synergies and future actions.

What?

14:30 – 16: 00 Discussion Focus I

16:00 – 16:30 ***Coffee break***

16:30 – 18:00 Discussion Focus II

Cluster 1: to promote <i>'Circular and creative cities'</i> - Auditorium –	14:30-16:00 <i>Focus I- High Level Session: 'Circular business and financial models for adaptive reuses of cultural heritage in historic cities'</i> - co-organised with EASME	16:30- 18:00 <i>Focus II: 'Creative solutions for urban regeneration'</i>
Cluster 2: to help <i>'Cultural Heritage at risk'</i> - Riverside –	14:30-16:00: <i>Focus I: 'Multi-risk assessment for cultural heritage, including adaptation to climate change and disasters'</i>	16:30- 18:00 <i>Focus II: 'Resilience of Cultural Landscapes in a changing environment'</i>
Cluster 3: to experience <i>'Shared management of cultural heritage'</i> - Riverside –	14:30-16:00 <i>Focus I: 'Intangible heritage and community cohesion'</i>	16:30- 18:00 <i>Focus II: 'Digital solutions for experiencing and co-creating cultural heritage'</i>
Cluster 4: to enable <i>'Advanced future technologies for heritage and arts'</i> - Riverside –	14:30-16:00 <i>Focus: 'Nanotechnologies and advanced methods for conservation'</i>	

18:00-20.00 ***Cocktail - Visit to the exhibition***
- Riverside-

Presentation of the tool to vote the best innovation in the demo area and the best booth (tbc)

Musical live performance (tbc)

Friday 16 November

The innovators go international

8.30-10.30 *Innovators at work* *B2B networking*
ROCK project breakfast workshop - Riverside open space –
(session on invitation only)
- Riverside rooms –

10.30-12.30 *Cultural Heritage supporting intercultural dialogue and cultural diplomacy*
- Auditorium –

Where?

A motivating debate to understand where actions are needed – especially where heritage is at risk – and to open-up EU actions to the World. EU international platforms, UN representatives, stakeholders and experts will bring their views on international innovative actions on cultural heritage.

12.30-14.00 *Networking Lunch*

14.00-15.30 *What's next? When in the future?*
- Auditorium –

When?

When actions will take place? Opportunities and initiatives for the future presented by the Community of Innovators in Cultural Heritage, European Commission services and the Joint Programming Initiative in Cultural Heritage

Wrap-up of the event

Award ceremony of the best innovation exhibited in the demo area (tbc)

Award ceremony of the best booth of the demo area (tbc)

15.30-17.00 *B2B networking*

Organisation

European Commission, Directorate General for Research and Innovation – DG RTD

With:

Demo area:

The exhibiting projects have been selected in collaboration with:

- DG Communications Networks, Content and Technology
- EASME (Executive Agency for Small and Medium-sized Enterprises)
- ERC (European Research Council)
- JPI CH (Joint Programming Initiative on Cultural Heritage)
- JRC (Joint Research Centre)
- REA (Research Executive Agency)

DG Education and Culture has contributed to the overall planning of the event.

The High Level session on 'Circular and creative cities' is organized with EASME

The Breakfast workshop is organized by H2020 ROCK project

The Community of Innovators in Cultural Heritage is coordinated by H2020 ROCK and H2020 MARINA project

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