

 EUROPEAN  
SME WEEK  
**IL SETTORE CULTURALE  
E CREATIVO  
FERRARA  
2015** 18/19/20  
NOVEMBRE  
2015  
PROGETTO IPA - SMART INNO

## THE ADRIATIC IPA SMART INNO PROJECT AND THE EUROPEAN SME WEEK 2015

### Ferrara SME WEEK 2015

The Adriatic IPA Smart Inno project, within the framework of the European SME WEEK 2015, sees the launch of an itinerant three-days event focused on the cultural and creative sector in Ferrara: from the 18<sup>th</sup> to 20<sup>th</sup> November.

The main goal of the SMART INNO project is to develop a smart networking system for monitoring and fostering research & innovation capacity in SMEs across Adriatic Region. The territorial development goes through the Creative Economy: the Cultural and Creative Industry topic will lead the European SME week 2015 in the City of Ferrara with seminars dedicated to Public Authorities, SMEs and Financial Institutions and services. Every activities representing a cultural good/service – from performing art to cultural heritage, Made in Italy and creative and artistic handicraft – have become a strategic factor for the relaunch of the regional economy and an instrument for the urban regeneration. Therefore, Ferrara will be the stage of a three-days event dedicated to the Cultural and Creative Industry (CCI), an opportunity to: get in touch with existing tools and good practices, strategies and innovation initiatives; exchange experiences; create network within CCIs' stakeholders. A cycle of events organized in different venues, which will analyse how it is possible to support and relaunch the SMEs and the CCIs in the territory.

## AGENDA: SME WEEK 2015 - FERRARA

**18, 19, 20 November 2015**  
**Ferrara**

### Wednesday 18<sup>th</sup> November

Day dedicated to institutions and best practices

**9:30** Registration

**10.00** Creative Regeneration: territorial regeneration through the Creative Economy:  
policies, strategies and innovation practices  
*round table*

**City Theatre –  
Foyer**

Caterina Brancaleoni – SIPRO Chiarwoman  
Massimo Maisto – Deputy mayor in charge of culture  
Regional Authority\* – Regional policies for the CCI 's sector development  
Fabio Donato – professor of the University of Ferrara, MiBACT Senior Council, and Italian  
Representative of Horizon 2020's Committee  
Roberta Ziosi – Abbado City Theatre Chairwoman

**15:30** Creativity Pills: the Cultural and Creative Industries' best practices

**Carife  
Foundation  
Via Cairoli 13**

Vincenzo Bellini – Distretto Puglia Creativa Chairman  
Giovanni Petrini - Make a Cube<sup>3</sup> Incubator  
Giorgio Mangani – CultLab Project manager, publisher  
Aldo Buzio – CSS EBLA  
Giorgia Boldrini - INCREDIBOL

**\*waiting for  
confirmation**

## **Thursday 19<sup>th</sup> November**

Day dedicated to business

**9:30** Simultaneous panels:

**Carife  
Foundation  
Via Cairoli 13**

A - Open space technology: defining operative paths for artistic handicraft  
*In collaboration with the City of Ferrara*

**“Canani”  
Classroom  
Unife  
via Fossato  
di Mortara  
64**

B – New paths for businesses and innovative entrepreneurial ideas in the CCI sector  
Local incubators’ offer and SMART INNO platform  
*Panel opened to students of Unife and Technical Institutes  
In collaboration with the University of Ferrara*

(vecchi  
Istituti  
Biologici)

**14:30**

Creative bike tour @ SME week  
Discover the potential cultural industries’ location in Ferrara  
*in partnership with Città della Cultura / Cultura della Città*

**Meeting  
venue:  
cloister -  
Palazzo  
Muzzarelli  
Crema**

**17:30**

Support instruments for the cultural and creative sector: business incubators

**SIPRO  
V. Cairoli 15**

Pitch: the businesses settled in the business incubators of Ferrara territory present their activities and projects

## **Friday 20<sup>th</sup> November**

Day dedicated to finance

**9:30** Financial tools for the Cultural and Creative sector  
Invitalia – Vittorio Fresa  
**Ferrara Off Theatre**  
**Viale Alfonso I d'Este** FinancER platform - Aster, Donata Folesani  
KICK-ER- Aster, Martina Lodi  
BAN Bologna – Metropolitan City of Bologna, Giovanna Trombetti  
Culturability project – Unipolis Foundation, Roberta Franceschinelli  
Cultural marketing helpdesk – Ferrara Chamber of Commerce, Andrea Migliari

**13.00** Lunch buffet  
**Ferrara Off Theatre**

**Ferrara Off Theatre** “Cultural dialogue”  
An innovative approach to cultural creation

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