



INNOCRAFTS FINAL CONFERENCE

28 October 2014

Sala Brunelleschi - Palagio di Parte Guelfa
Piazzetta di Parte Guelfa, 1
Florence



Innovating entrepreneurship policies in the **Crafts** Sector

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CRAFTS CONNECTIONS AND TALKS

NEW CHALLENGES FOR THE COMPETITIVENESS AND THE GLOBALIZATION

9.15 - 9.45 REGISTRATION

9.45 - 10.30

WELCOME SPEECHES

Dario NARDELLA, Mayor of the Municipality of Florence

Cristina GIACHI, Deputy Mayor of the Municipality of Florence

Sara BIAGIOTTI, President of the Association of Tuscan Municipalities, ANCI Tuscany

Charles GERMAIN, Deputy Mayor of the City of Reims

10.30 - 11.15

EUROPEAN POLICIES SUPPORTING THE CRAFTS SECTOR

The INTERREG IVC Programme – EU Interregional Cooperation state of play and perspectives

Michel LAMBLIN, Programme Director INTERREG IVC Joint Technical Secretariat

INNOCRAFTS Project – Exchange of policy know-how in the crafts sector

Giovanni BETTARINI, Deputy Mayor of the Municipality of Florence - Economic Development, Tourism and Metropolitan Area

Lucia DE SIERVO, Director of Economic Activities and Tourism Department of the Municipality of Florence

Enrica Paoletti, Director of the Florence Foundation for the Artistic Crafts

11.15 - 11.30 COFFEE BREAK

11.30 - 13.00

PUBLIC POLICIES SUPPORTING INNOVATION AND SMES IN THE CRAFTS SECTOR

Giuseppe FURLANIS, ISIA Florence

Ann PHELAN, Minister of State at the Departments of Agriculture, Food and Marine and Transport, Tourism and Sport (IRELAND)

Stefano MICELLI, University of Venice Ca' Foscari

Annie WARBURTON, British Crafts Council

Elisa GUIDI, ARTEX

Mauro Cozzi, Michelucci Foundation

Carlo FRANCONI, Municipality of Florence UNESCO Department and **Manuel MARIN**, University of Florence

Moderator: **Xavier GREFFE**, Professor at the University of Paris 1 - Panthéon-Sorbonne

13.00 - 14.30 LUNCH

14.30 - 15.30

Workshop 1: Crafts as vehicle of economic and social development of Europe's unique heritage, tourism, local products and skills.

Pilar LEBOLE, OmA - *Tradition and innovation: social media, analytics and technologies for a new craft*

Ilaria SERAFINI, ARTEX - *The tourism as a resource for the promotion and development of Artistic and traditional handicrafts: the project ARTOUR - The Craft Itineraries*

Frederic REDURON, Public Foundation The Legacy of al-Andalus - *The experience of promoting traditional crafts in the touristic and cultural Routes of the Legacy of al-Andalus*

Chiara DAMIANI, FFAA - *The project Avant Crafts - Vocational guidance service in the art and crafts sector*

Polly MINETT, Design & Crafts Council of Ireland - *Crafted, Learning Skills for Life*

Daniela ARTINI, Training Agency Confartigianato Imprese Toscana (CEDIT), Old Skills

Moderator: **Mariella BERGAMINI**, Municipality of Florence

15.30 - 16.00 COFFEE BREAK

16.00 - 17.45

Workshop 2: Design, Innovation and new technologies

Francesca MAZZOCCHI, CNA NeXT

Pieter LIMBURG, Business Development & Sales Shapeways - *New business models*

Marketta LUUTONEN, TAITO Business Service - *TAITO experience and services*

Gerri MARTINUZZI - Chamber of Commerce Florence - *Made in Italy - Digital Excellence: the case study in Florence*

Brian MC GEE /John TYNAN, Design & Crafts Council of Ireland - *Design and innovation experimental projects*

Francesca SERRA, Vivaio per l'Intraprendenza - *Business Service Network Craft & Design*

Julia SÁIZ-PARDO, Public Foundation the Legacy of al-Andalus - *Innovation in design and materials of crafts handicrafts enterprises: Ceramics Ricardo González*

Moderator: **Stefano BETTEGA**, ISIA Florence

Q&A and discussion

18.00 CLOSURE



INNOCRAFTS – INNOvating entrepreneurship policies in the CRAFTS sector has been approved and co-financed in the framework of the Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund. The Programme helps European Regions to work together in order to share experiences and good practices in the fields of innovation, knowledge economy, environment and risk prevention.

PROJECT PARTNERSHIP

- **Municipality of Florence (IT)** – Lead Partner
www.comune.fi.it
- **National Association of Italian Municipalities Tuscany (IT)**
www.ancitoscana.it
- **National Institute of Arts and Crafts (FR)**
www.institut-metiersdart.org
- **Public Foundation The Legacy of al-Andalus (ES)**
www.legadoandalusi.es
- **Bistrita Municipality (RO)**
www.primariabistrita.ro
- **Regional Association of Municipalities “Central Stara Planina” (BG)**
www.rso-csp.org
- **Burgas Municipality (BG)**
www.burgas.bg
- **Chamber of Commerce of Barcelona (ES)**
www.cambrabcn.org
- **Riga City Council Department of Education, Culture and Sports (LV)**
www.iksd.riga.lv
- **Vilnius Old Town Renewal Agency (LT)**
www.vsaa.lt
- **Reims City Council (FR)**
www.ville-reims.fr
- **Design & Crafts Council of Ireland (IE)**
www.dcco.ie
- **Budapest Enterprise Agency (HU)**
www.bvk.hu
- **Slovak Chamber of Commerce and Industry (SK)**
www.sopk.sk
- **Vaasa University of Applied Science (FI)**
www.muova.fi