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## PROGRAMME

# Create. Innovate. Grow.

– Closing Conference of European Year of Creativity and Innovation

16–17 December 2009 in Stockholm, Sweden



### Practical information

**Date:** 16–17 December 2009

**Place:** Clarion Hotel Sign,  
Stockholm, Sweden

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**For further information see**  
[www.se2009.eu](http://www.se2009.eu)

The conference aims to promote continued and strengthened work on creativity and innovation in Europe within different sectors and beyond traditional sector boundaries at different levels of decision-making. The closing conference will highlight successful examples of innovative projects and activities presented at various conferences and seminars across Europe during the year, and will offer a forum for policy-makers and stakeholders to share and reflect on experiences related to enhancing creativity and innovation. We hope that the conference will provide ideas for continued work on the implementation of current policies and the facilitation of greater synergies between different policies and action programmes at European and national level.

### Wednesday 16 December

09.30–13.00

#### Registration

11.30–13.00

A light lunch will be served for those who wish

13.00–13.15

#### Opening session

Welcome speech by Katti Hoflin, moderator of  
the conference



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13.15–14.00

### **Opening Addresses**

Maud Olofsson, Minister for  
Enterprise and Energy  
Maroš Šefčovič, Commissioner for  
Education, Training, Culture and Youth  
Presentation of winners of Young  
Entrepreneurs from Brussels

14.00–14.45

### **Keynote speaker**

14.45–16.00

**Opening of the exhibition** of good practice  
examples from across Europe  
Coffee and visit to the exhibition

16.00–17.30

### **Workshop I**

#### **1. The role of education, training and research in creating an eco-efficient economy**

This workshop will focus on how education, training and research in mathematics, natural and social science and technology can contribute to more creative ideas and innovative solutions for meeting present and future climate and energy challenges and promoting sustainable development. The workshop will also showcase exemplary learning practices.

#### **2. Culture for a new creative generation**

The key question this workshop will tackle is how Europe can better integrate cultural education into general school activities as well as into everyday life. Cultural activities are very important for the European economy and research has shown that culture generates more income than previously thought and that it should be considered one of Europe's potential future growth sectors. More cultural education within formal and informal schooling will lead to greater creativity and innovative thinking among young and older Europeans. This workshop will carry forward the work done in this area during the Swedish Presidency.



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### **3. Growth of European businesses through creativity and innovation**

This workshop will focus on how to connect the different spheres of creativity and innovation – culture, business life, education, research, design and technological innovation – in order to facilitate growth and sustainable jobs and to ensure the future competitiveness of European business and industries.

### **4. Entrepreneurship – a key competence in lifelong learning for an innovative generation**

This workshop will focus on how creativity and innovation can be fostered within entrepreneurial activities and linked to knowledge and learning at different school levels and in lifelong learning activities. Greater interaction between “real life” entrepreneurs and school children as well as greater participation in “real working life” by students of all ages can promote creativity, innovation and risk taking. Conclusions from the joint Nordic conference “Innovation and Creativity in the Hands of the Young”, which took place at the beginning of December, will also be carried forward and discussed during this conference.

### **5. Creative and innovative synergies and partnerships – the example of the health sector in Europe**

Europe is getting older and ageing populations are a serious challenge for the future. The ageing of European society does not only present challenges in terms of providing healthcare services but also for education and workplace learning as people need to work longer to sustain Europe’s welfare. The workshop will discuss how facilitating greater cooperation between culture, education, research and technology, can enhance healthcare services and create new innovative service models, technologies and practices.

### **6. Building our future on culture – creative industries in Europe**

This workshop debates the potential for creative industries in Europe, both as a growth sector and a development force for our societies. Is it by innovation in sectors like design, experience tourism, creative cities, digital content, fashion and heritage that Europe will build its future wealth? Are we doing enough to unleash the potential of the creative economy? What do the numbers say? Which are the arguments? Initiated experts present cases that show us both the strengths and the challenges for the creative industries in Europe.



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19.30 Reception and dinner  
Lena Adelsohn Liljeroth, Minister for Culture  
in Sweden is the host for the evening

### Thursday 17 December

09.00–09.45 **Keynote speaker**

09.45–10.15 **Keynote speaker**

10.15–10.45 Energy break and networking

10.45–11.15 **Presentation of the European Ambassadors' Manifesto**

11.15–11.45 **Mr. Tobias Krantz, Swedish Minister for Higher Education and Research**  
Prize ceremony for European photo competition

11.45–13.00 Creative lunch and networking

13.00–14.30 **Workshop II**

14.30–15.00 Coffee

15.00–16.00 **Panel discussion and a creative closing talk**  
This closing session will offer an overview of the activities and presentations that took place during the conference and some guidance to future actions so that the work of the year, the energy created and the enthusiasm demonstrated will be sustained far into the future.

16.00 **Closing address**

16.15 Creative closing cocktail with a Lucia Christmas theme