



OPEN SEMINAR

Resilience of regions and European  
Capitals of Culture through community  
and business engagement

Thursday, 10<sup>th</sup> June 2021

10-14:15 CEST

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# Agenda

10:00-10:10	<b>Welcome and introduction</b> - Rytis Zemkauskas, Curator, Kaunas 2022	
10:10-11:45	<b>Opening session: The ECoC-SME interregional cooperation project – relevance and achievements</b> <ol style="list-style-type: none"> <li>1 <b>ECoC as a potential laboratory for the New Bauhaus Movement</b> - Xavier Troussard, Head of the New European Bauhaus Unit, JRC, EC</li> <li>2 <b>The value of interregional learning – the legacy of the ECoC-SME project</b></li> <li>3 <b>ECoC-SME: highlights from five local and regional Action Plans</b></li> <li>4 <b>Q&amp;A</b></li> </ol>	
11:45-12:00	Coffee break	
12:00-13:30	Parallel sessions	
	<b>ROOM 1: Good practices from Kaunas</b> Tradition for community building and creative economic growth	<b>ROOM 2: Good practices in the EU</b> Cross-sectoral cooperation in promoting both business and the cultural sphere and improving resilience in/after the pandemic
12:00-12:15	<b>Public-private cooperation preserving cultural heritage: Kaunas municipality's facade renovation programme</b> - Saulius Rimas, Head of Cultural Heritage, Kaunas Municipality  Video clip: Kaunas modernism – the Church of Resurrection	<b>12:00-12:20 'Art of hosting': potential method for generating local business and community engagement in the ECoC</b> - Aurimas Ražanauskas, Programme Designer at <a href="#">change course</a> – Social Entrepreneurship Programme in Sweden
12:20-12:35	<b>Specialists-communities cooperation for Kaunas 2022 "Modernism for the future"</b> - Žilvinas Rinkšelis, Curator, Kaunas 2022  Video clip: Kaunas modernism – Cultural tradition	<b>12:20-12:35 Cross-sector cooperation after pandemic: Open Design School from Matera and the DEUS project</b> - Rita Orlando, Open Design School – Fondazione Matera Basilicata 2019
12:40-12:55	<b>Where business meets new generation: creating the future entrepreneurs via "Creative Business and Innovation Design" programme</b> - Dr. Osvaldas Stripeikis, Head of MINDED Entrepreneurship Academy  Video clip: Kaunas modernism – Business tradition	<b>12:35-12:45 Q&amp;A</b>  <b>12:45-12:55 The European Capitals of Culture Programme – fertile soil for harvesting new business horizons</b> - Aiva Rozenberga, former member of ECoC selection panel, Riga 2014
13:00-13:15	<b>Fostering innovations and start-ups' cooperation: Kaunas Science and Technology Park</b> - Paulius Nezabitauskas, Director	<b>12:55-13:40 Engagement of local entrepreneurship in the ECoC: Roundtable with current, future and candidate Cultural Capitals</b> - Galway 2020, Novi Sad 2021, Veszprém-Balaton 2023, Chemnitz 2025
13:15-13:30	Q&A	
13:40-14:15	Closing session	
13:40-14:00	<b>OECD perspectives</b> - Ekaterina Travkina, Coordinator, Culture, creative industries and local development, the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (Paris)	
14:00-14:15	Q&A and closing	

Participation is subjected to [registration](#).