



2021
PORTUGAL.EU

Europa Criativa Conferência de lançamento

17 e 18 de Junho



Europa
Criativa
Ultrapassar Limites

Creative Europe Launching Conference

17th and 18th June



Creative
Europe
Push Boundaries

+Info : ppue@gepac.gov.pt

Draft Programme

Registrations [here](#)

DAY 1

- 10.30¹ Official launch of Creative Europe Programme by Secretary of State for EU Affairs, Ana Paula Zacarias, MEP Sabine Verheyen, EU Commissioner, Thierry Breton, EU Commissioner Mariya Gabriel, Minister Graça Fonseca.
- 11.00 **Session 1: What is new about the new Creative Europe 2021-2027?**
This first session will give a wide presentation of the new Programme, its priorities, its innovations and its vision for the new cycle. It will explore how Creative Europe has been modernised to better equip the cultural and creative sectors to face current challenges and to continue allowing cultural and creative organisations and professionals to co-create and cooperate across borders and to reach wider audiences, tackling current societal questions and supporting emerging artists and new technologies.
Speakers: Lucia Recalde, Head of Unit at DG CNECT and Barbara Gessler, Head of Unit at DG EAC, European Commission.
- 11.30 Music concert (tbd)
- 12.00-13.30 Lunch break
- 13.30 **Panel 1: The new sectoral approach for Music**
The Music Moves Europe (MME) preparatory actions paved the way forward for the new sectoral approach for music within the 2021-2027 Creative Europe programme.
This panel shall discuss the lessons learned through the implementation of those actions and explore how they translate in practice for the new programme and for the new paradigm facing us all post-pandemic.
Moderation: Nuno Saraiva, President of AMAEI and Executive Director of WHY Portugal. Panelists: Susanne Hollmann, Team Coordinator at DG EAC - European Commission; Corinne Sadki, Head of European Affairs and Gender Equality at Centre National de la Musique and Chairwoman at the European Music Exporters Exchange; Ruud Berends, Head of Conference, ESNS & ETEP and founder and CEO of Networking Music; Helen Smith, Executive Chair of Impala; Rui Torrinha, Programmer at A Oficina CIPRL and Festival Director of Westway LAB.
- 15.00 **Panel 2: The Green Dimension in the Audiovisual Industry and in the new Creative Europe Programme**
There is an urgent need to discuss solutions, methodologies and models that best serve the greening of European works. This session shall focus on identifying the major challenges faced by the sector and

¹ Lisbon time.

exchanging experiences and best practices, with a view to giving rise to effective solutions, as well as promoting the cooperation and collaboration of those involved in this matter.

Moderation: [Luís Chaby Vaz](#), President of ICA and President of EFADs. Keynote by [Lucia Recalde](#), Head of Unit at DG CNECT - European Commission: European Audiovisual Observatory (speaker tbc). Panel: [Charlotte Appelgren](#) General Secretary of CineRegio; [Tim Wagendorp](#) Sustainability Coordinator at the Flanders Audiovisual Fund (VAF) and EFAD Sustainability Working Group; [Manuel Claro](#) Portugal Film Commissioner.

16.30-16.45 Coffee-break

16.45-18.15 **Panel 3: High impact projects**

The panel will give an insight on projects funded by Creative Europe how they inspire and lead to the new Creative Europe 21-27 - their impact on organisations, professionals and on the CCS at large.

Moderation: [Susana Costa Pereira](#), Coordinator of the Portuguese Creative Europe Desk. Panelists: [Nuno Ricou Salgado](#), Parallel – European Photo Based Platform; [João Paulo Proença](#), Read On Portugal; [Nuno Correia](#), Moving Digits; [Luisa Santos e Ana Fabíola Maurício](#), 4Cs; [CinEd 2.0](#) - European Cinema Education for Youth; and other projects (tbd).

DAY 2

9.30 **Panel 4: Mobility and sustainability: challenges ahead for the performing arts**

The pandemic has highlighted some of the pressure points that were already acutely felt in the performing arts: how to ensure that artistic mobility and touring, production and presentation modes are compatible with environmental and social sustainability goals? This panel will address the mobility of artists and cultural professionals in light of the climatic emergency and the overall need to re-evaluate international artistic collaboration. We will take stock of current initiatives and bring together a variety of voices to discuss the concrete challenges ahead.

Host: [Vânia Rodrigues](#), independent cultural manager and researcher. Speakers: [Heidi Wiley](#), Executive Director of European Theatre Convention; [Serge Rangoni](#), Artistic Director of Théâtre de Liège and ETC President; [Ása Richardsdóttir](#), Secretary General IETM, International Network for Contemporary Performing Arts and chair of Perform Europe; [Elena Polivtseva](#), Head of policy and research IETM, International Network for Contemporary Performing Arts and project manager of Perform Europe; [Cristina Farinha](#), independent expert; [Américo Rodrigues](#), Portuguese Director General for the Arts. Video contributions by [Bruno Costa](#), [Carlos Costa](#), [Dori Nigro](#), [Inês Barahona](#) e [Miguel Fragata](#), [Jesse James](#), [Vera Mantero](#).

11.00-11.15 Coffee-break

11.15-12.45 **Session 2: European funding for Culture – how to take advantage of synergies between EU programmes?**

This session shall explore synergies and complementarities between the various programmes that finance the sectors by means of a strategic discussion. The apparent fragmentation of the funding for culture shall be replaced by looking at the funding for culture as a whole.

Moderation: [Francisco Cipriano](#), Fundraiser at Calouste Gulbenkian Foundation and EU funding expert. Panelists: [Maciej Hofman](#), European Commission; and experts from Horizon Europe, Erasmus+ and Structural Funds (tbd); National Agency for Cohesion and Development (tbd).

12.45 Concluding remarks/Wrap-up discussions

13.00-13.15 Closing Session (tbd)