

“CREATIVE INDUSTRIES: AN INCLUSIVE APPROACH”

CUOA Business School - Friday, 23rd of March 2018 - 9.30 / 13.30

Via G. Marconi 103, Altavilla Vicentina (VI) – 36077, Italy

PROGRAMME

Target of participants:



Female/young entrepreneurs and SMEs from creative industries and manufacturing sectors; Start-uppers; VET providers' professionals, academia, public institutions and civil society.



09.00 | Registration of participants



**PUBLIC
INSTITUTIONS
& AUTHORITIES**

09.30 | Welcome and introduction

Giuseppe Caldiera - *Managing Director of CUOA Business School*

Santo Romano - *Director of the Area for Human Capital, Culture and Programming of European Funds, Veneto Region*

Gabriella Chiellino - *Representative of the Bellisario Foundation, Venice - Delegate to the environment and to safety at work, Confindustria Veneto - eAmbiente CEO*

10.00 | Innovative training & Inclusive practices for Creative Industries: the Erasmus+ Smart Jump project

CUOA Business School & Confindustria Veneto SIAV



ACADEMIA

10.15 | Keynote 'Creativity and business: a possible matching?'

Alessandro Garofalo, *Expert in Innovation*



11.15 | *Coffee break*



11.30 | ACTIVE PARALLEL SESSIONS

Smart Jump partners will actively interact with participants, representing the 4H approach on 4 topics in 4 corners



Creative SMEs

1) Training for Creative Industries

Daniela Bassetto - *Trainer CUOA Business School, Italy*



**Women Associations
CIVIL SOCIETY**

2) Gender and Innovation

Britt-Marie S Torstensson, Siv Lindén - *WINNET SVERIGE, Sweden*



Youth, start-uppers

3) Youth & Creative Industries

Maria Martin - *INDICO* and **Francisco Martín Martínez** - *IAF, Spain*



**VET providers
Professionals**

4) Communication & networking within the Creative Industries

Barbara Ács - *ITL Group, Hungary* and **Celina Solomon** - *Confindustria Veneto SIAV, Italy*

13.00 | Summing-up of the experiences

Alessandro Garofalo - *Expert in Innovation*

Gabriella Bettiol - *Head of Knowledge & Innovation Unit, Confindustria Veneto SIAV*

13.15 | Perspectives and conclusions

INAPP - Erasmus+ National Agency in Italy (to be confirmed)



13.30 | *Light buffet & networking*



PRACTICAL INFORMATION

Hosting partner: CUOA, first Italian Business School founded in 1957. Current headquarter in Villa Valmarana Morosini (1724 - Venetian Villa)

Location: Altavilla Vicentina, just outside Vicenza, "the Palladium city" UNESCO World Heritage Site

Available facilities: Boarding house (B&B) + Cafeteria/Food service (lunch only)

Airport distances: 53 km VRN, 85km VCE, 102 km TSF

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Please register [here](#)



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PARTNERSHIP



CONFINDUSTRIA
Veneto SIAV S.P.A.



WINNET
SVERIGE



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DE LA INNOVACIÓN, EL
CONOCIMIENTO Y LAS
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FOMENTO

Website: www.smartjump.eu

Community: www.factoryofknowledge.net/smartjump

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