



Slovenian Business & Research Association  
Slovensko gospodarsko in raziskovalno združenje



## Matchmaking Event on Horizon Europe Cluster 2: Culture, Creativity and Inclusive Society

Date: Tuesday, 11<sup>th</sup> May 2021  
Location: Online event  
Time: 09h00 CET/10h00 EEST

09:00 - 09:10	<b>Welcome by the organisers</b>
09:10 - 09:40	<b>Keynote presentation: Culture, Creativity and Inclusive Society in Horizon Europe: main challenges and opportunities . An overview of Cluster 2</b> <ul style="list-style-type: none"> <li>Mikołaj Pyczak – Expert, National Contact Point/NCBR Poland</li> </ul>
09:40 - 10:00	<b>The future EIT Cultural &amp; Creative Industries</b> <ul style="list-style-type: none"> <li>Kleopatra Sidiropoulou, EIT Liason Officer</li> </ul>
10:00 - 10:20	<b>Key elements of a successful proposal</b> <ul style="list-style-type: none"> <li>Ewa Kocińska – Lange, Director, NCBR Office in Brussels/Business and Science Poland</li> </ul>
10:20 - 10:40	Q&A session
10:40 - 11:10	<ol style="list-style-type: none"> <li><b>Green technologies and materials for cultural heritage</b> <ol style="list-style-type: none"> <li>1.1 Pangiota Rouni - Greece, National Technical University of Athens</li> <li>1.2 Nina Pecoler - Slovenia, National Institute of Chemistry</li> <li>1.3 Jerry Daboo - UK, University of Exeter</li> </ol> </li> <li><b>New ways of participatory management and sustainable financing of museums and other cultural institutions</b> <ol style="list-style-type: none"> <li>2.1 Adam Jagiełło-Rusiłowski – Poland, INNOCAMP PL</li> <li>2.2 Nikos Farngakis – Greece, Clio Muse Tours</li> <li>2.3 Diana Zavala-Rojas, Universtitat Pompeu Fabra</li> </ol> </li> </ol>
11:10 - 11:50	<ol style="list-style-type: none"> <li><b>Cultural and creative industries as a driver of innovation and competitiveness</b> <ol style="list-style-type: none"> <li>3.1 Irina Eidsvold-Tjøien – Norway, The Norwegian Business School (BI)</li> <li>3.2 Povilas Germanavicius – Lithuania, WeCreators</li> <li>3.3 Viktória Nagy –Magyarország, Eötvös Loránd University, Faculty of Informatics</li> <li>3.4 Zbigniew Ledwoń – Poland, Orbital Knight Sp. z o. o.</li> <li>3.5 Krzysztof Gubański: Gubanski Institute of Urban and Regional Development</li> <li>3.6 Sebastien Carnac – France, AQUITAINE CULTURE</li> </ol> </li> </ol>

	3.7 Aleš Pevc – Technolosky Park Lubljana
11:50 - 12:00	<i>Break</i>
12:00 - 12:40	<p><b>4. Preserving and enhancing cultural heritage with advanced digital technologies</b></p> <p>4.1 Eleni Kyza – Cyprus, Cyprus University of Technology  4.2 Monika Paule –Lithuania, Paulai Tech  4.3 Lamberto Tronchin – Italy,University of Bologna  4.4 Róbert Péter – Magyarország, University of Szeged  4.5 Eryk Bunsch –Poland, Museum of King Jan III's Palace at Wilanów  4.6 Katarzyna Golik-Poland, Polish Academy of Science  4.7 Marcos Xosé Álvarez Cid, Norwegian, The Norwegian Colour and Visual Computing Laboratory</p>
12:40 - 13:20	<p><b>5. Coordination of European cultural heritage research and innovation among Member States and others topics</b></p> <p>5.1 Sylwester Zagólski-Poland, Elbląg University of Humanities and Economics (EUH-E)  5.2 Barbara Czechmeszyńska – Poland, Fundacja Pokolenia Pokoloenio  5.3 Mimi Urbanc – Slovenia, Research Centre of Slovenian Academy of Science and Arts  5.4 Jarosław Jura, Ph.D, Poland, Institute for Socio-Economic Enquiry  5.5 Barbara Gawrońska-Nowak, Poland, Institute of Urban and Regional Development  5.6 Veronika Böröndy – Hungary,Association of Hungarian Folk Artist</p>
13:20 - 13:30	Closing session

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**arrs**

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