

# “The 21st Century Demand for Creative Entrepreneurship and How to Take Advantage”

## CreaInnovation

workshop in Brussels during European Week of Regions and Cities -

8<sup>th</sup> - 10<sup>th</sup> of October 2019

premises of Permanent Representation of the Republic of Slovenia to the EU in Brussels

Rue du Commerce 44, 1000 Brussels

### AGENDA

Tuesday, 8<sup>th</sup> of October

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| 9.30  | registration of participants   |
| 9.50  | presentation of CreaInnovation project by its lead partner, Chamber of Commerce of Viterbo   |
| 10.10 | “The importance of creativity in development of SMEs” – Chamber of Commerce of Viterbo   |
| 10.45 | “Digital Innovation (HUB) and Support of Digital Transformation for SMEs” – Aleš Pevc, Smart Space Project   |
| 11.00 | “Sustainable eco production and innovation on EU level” – Pierre Henry, European Commission, DG Environment  |
| 11.30 | short break  |
| 11.45 | round table – discussion on good practices, challenges and opportunities in field of creativity, innovation and sustainability for SMEs with experts and entrepreneurs |
| 13.00 | lunch  |

Participation in EU Region week programme

**Tuesday, 8<sup>th</sup> of October**

14.30–17.00 PANORAMED Participatory Lab

16.30–19.00 CESME–Circular Economy for SMEs. When Innovation meets Circular Economy

**Wednesday, 9<sup>th</sup> of October**

11.30–13.00 Interreg MED Piazza: where citizens and EU Institutions meet for the future of Europe

14.30–16.00 Empowering territories for a sustainable future for the Mediterranean

16.30–19.00 Smart Specialisation: trans-regional innovation and investment opportunities for EU Regions and SMEs

**Thursday, 10<sup>th</sup> of October**

9.15–10.45 Promotion of RES through Green Fiscal Policies in Mediterranean Municipalities

9.15–13.00 The Hacking Growth – boosting entrepreneurial ecosystems in European regions