



International Conference

*Innovation, creativity and culture:
outline of a new socio-economic post-crisis model for
cities and regions*

Barcelona, 10th – 11th December 2015

INNOVA
Innovación, creatividad y cultura



The Conference offers

- A platform for **debate**
- An opportunity to **learn**
- An occasion for **understanding**
- A space for **exchange**

Three sub-projects constitute the INNOVA project:

(INNRED) Innovation in governance and networks in creative and knowledge activities in four city-regions in Spain (Madrid, Barcelona, Valencia and Bilbao) (University of Barcelona)

(INNOCULT) Culture in the transmission mechanisms of innovation to the territory into three cultural and creative sectors (audiovisual sector, musical societies sector and heritage sector) (University of Valencia)

(INNTER) The analysis of innovation and the creative economy in cities (Catalan cities and municipalities in the area of Lleida) (University of Lleida)

The INNOVA project combines different disciplinary and territorial sensitivities addressing the complex problem of the socio-economic model for the Spain in the aftermath of the economic crisis, through the perspective of innovation, creativity and culture.

The objectives set up by this coordinated project are:

- ✓ To develop a common theoretical framework
- ✓ To identify the capacity to generate wealth by creative and cultural sectors in the Spanish economy from a European perspective (pre and post crisis) using the definition of models and indicators in the sector analysis.
- ✓ To identify new models of governance based on social innovation in both creative and traditional sectors.
- ✓ To qualitative estimate the added value that networks between creative workers and cultural organizations produce.
- ✓ To provide alternatives to the existing organizational measures at the institutional and business dimensions in order to create the dynamics which promote social innovation.
- ✓ To develop recommendations for regional and urban policies related to creativity, culture, and innovation.
- ✓ To disseminate the knowledge gained in this project in international and national spheres with acknowledged academic credentials.

Track 1. Creativity and culture in urban regeneration.

Contact person: Daniel Paul (dpaul@geosoc.udl.cat)

In recent years, a significant number of studies have analysed the creative policies from several points of view. However, these studies have typically focused more on quantitative data regarding the effects that these policies might have on economic, social and labour market rather than a comprehensive study of the impact generated on the territory.

The reality, however, is that these processes have generated significant changes in Western cities both in places where they have been implemented (gentrification, renovation, creation of new tourist attractions, etc.) and in the overall city (capture or removal of businesses, residents and social activities, etc.). We suggest reflecting on these issues, considering a broader creative policies perspective and their impact in terms of urban transformation.

Track 2. Spaces, participation and big data: new approaches to innovation in today's cities.

Contact person: Ramon Marrades (ramon.marrades@uv.es)

New generations -specifically the millennials- and new actors are starring process of urban transformation all around the world. This track, organized in collaboration with Urbego (International Young Planning Professionals Platform), will put together researchers and practitioners to discuss new trends on urban innovation focusing, mainly, in three interrelated topics: spaces (research and practices on bottom-up projects, place-making, do-it-yourself urbanism and third places), participation (projects and papers that provide insights about community engagement, economic, social and institutional participation, and youth engagement) and big data (projects and papers that assess critically the concept of smart city or propose solutions to use big data at human scale for social and urban innovation).

Track 3. Policies for new forms of production: can the makers save the city?

Contact person: Marc Pradel (marcpradel@ub.edu)

This track seeks to analyse how cities are developing policies to foster new forms of production and innovation through the creation of equipment and facilities such as Fab Labs, Co-Working spaces and the development of policy initiatives oriented towards 'makers' such as workshops, festivals, markets and other activities for promotion. The objective is to analyse the framework in which these policies are taking place and to understand to what extent they are generating new forms of production and innovation in the city.

Track 4. The Role of Culture in the Smart Specialization Strategies: an overview from the MED area.

Contact person: Raúl Abeledo (raul.abeledo@uv.es)

In a global economy, it makes sense to speak about a Mediterranean Way to Innovation. Which ones are the relevant specificities of the Euro Mediterranean region in terms of cultural and creative values and resources? How can these specificities support local and regional development processes through smart specialization strategies? Which are the main strengths, weaknesses, opportunities and threats that we can identify?



Venue

Faculty of Economics and Business. University of Barcelona.
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For abstract submissions: Please contact Ramon Marrades at ramon.marrades@uv.es

Organising Team

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INNOVA - Innovation, creativity and culture:
defining the basis for a new socio-economic
model for Spain in the aftermath of the
economic crisis

*Proyecto de Investigación Fundamental no Orientada
2013-2015*

	THURSDAY		FRIDAY
10h-10.45	OPENING KEYNOTE	9.30-11.	Track 3
	Coffee break		Track 4
11.15-11.45	INNRED	11.30-12.30	Coffee break
11.45-12.15	INNOCULT		Summary of results
		12.30-13.15	T3 and T4
12.15-12.45	ININTER		FAREWELL KEYNOTE
15-17	Track 1		
	Track 2		
	Coffee break		
	Summary of results		
17.17.30	T1 and T2		
18-19.30	Stakeholders round table		

