

EIT Culture & Creativity's Innovation Forum

Creativity Meets Circularity Nice, France – April 22 & 23



Disclaimer: The programme is subject to change.

Welcome to the EIT Culture & Creativity Innovation Forum, an event where innovation, sustainability, and creativity come together to build a more resilient and inclusive future. Under the theme «Creativity Meets Circularity», this second edition explores the potentially transformative role of the cultural and creative sectors and industries (CCSI) in driving the shift to a circular economy.

As the European Green Deal advances European ambitions, the new Circular Economy Act and the New European Bauhaus, outlined in President Ursula von der Leyen's policy agenda, begin to embed circular principles across all sectors. The Act drives systemic change, linking environmental sustainability with economic innovation and societal well-being.

At EIT Culture & Creativity, our programmes align with this vision, prioritising circular and resilient practices in fashion, architecture, audiovisual media, gaming, and cultural heritage to drive sustainable transformation. The Creative and Cultural Sectors and Industries (CCSI) are uniquely positioned to lead this transition - not only strengthening economic resilience but also fostering social inclusion and open, diverse societies. This forum will explore whether circularity may be at the heart of innovation, shaping new value chains, markets, and business models in CCSI, and extending beyond economic metrics to create broader societal impact.

We invite you to take part in hands-on sessions with innovators showcasing groundbreaking research, products, services, and innovation proposals that address circularity challenges across our priority areas: architecture, audiovisual media, fashion, gaming, and cultural heritage.

Discover the Mediterranean region as a role model for a leading innovation ecosystem in Europe across education, research and business. MIN4CI, the Mediterranean Foundation for Creative Industries, established by the Université Côte d'Azur (host), Aix-Marseille Université, Avignon Université, and the Provence-Alpes-Côte d'Azur Region, will present innovative efforts for circularity in the realm of cultural and creative activities.

This event also marks the launch of the EIT Culture & Creativity Resilience Initiative, a bold effort to strengthen the cultural and creative ecosystem in the face of global challenges. We are excited to collaborate with the city of Nice on this initiative, forging strong ties with the EU Stakeholder Forum for Circularity and laying the foundation for impactful, long-term partnerships. It is an opportunity to shape a future where creativity and circularity drive sustainable innovation and inclusive growth. Learn more about the Circular Economy Act and the New European Bauhaus as well as their impact on culture & creativity.

Programme

22 April – Focus on sustainability

Théâtre des Franciscains, 4-6 Place Saint-François, 06300 Nice

Moderators: Jean-François Trubert, President MIN4CI, and Muriel Dal Pont Legrand, Vice-President (European Affairs), Université Côte d'Azur



14.00 - 14:30 Arrival & Networking, Coffee

14:30 - 14:45 **Welcome address by Magali Altounian**, Deputy Mayor of the city of Nice (European Affairs), Member of the South Region Regional Council, President of the Commission for Citizenship, Governance, Institutional and External Affairs (CIVEX) of the European Committee of the Regions

14.45 - 14:55 **Agenda setting for the Forum & update on EIT Culture & Creativity**
Anette Schaeffer & Bernd Fesel, CEOs, EIT Culture & Creativity

14:55 - 15:25 **Keynote: Winy Maas, Cofounder MVRDV**

15:25 - 16:15 **Panel: Sustainability, environment and local ecosystems**

Chair: Rolf Hughes, Education Director, EIT Culture & Creativity

- **Alban Corbier-Labasse**, General director la Friche la Belle de Mai
- **Edina Soldo**, Professor in Art Management and Vice-president for Culture, Aix-Marseille Université, MIN4CI Vice-president
- **Frédéric Roels**, Director Opéra Grand Avignon
- **Adriënnne Heijnen**, Project Lead CRAFT IT 4 SD
- **Marlene Johansson**, Senior Researcher at Social Transformation Unit RISE and NEB Academy

16:15 - 16:45 Break

16:45 - 17:30 **The South Region as a living lab for innovative CCSI projects and their European leverage**

Moderation: Jean François Trubert, President MIN4CI

- **Stéphane Segreto-Aguilar**, Director of Relais Culture Europe – Creative Europe Desk France
- **Audrey Biscarrat**, Programme officer for the Regional Programme Tourism and Creative Industries
- **Ariel Mendez**, Vice-president Law-Economics-Management, Aix-Marseille Université – for the national programme premat/mat ICCARE, MIN4CI Board member
- **Philippe Vendrix**, Research Director at CNRS, PEPR ICCARE - European projects responsible CCSI

17:30 - 18:00 **Dialogue about sustainability & European values** between Ambra Trotto, Transformation Director at EIT Culture & Creativity and Ruth Reichstein, Policy Coordinator at Cabinet von der Leyen

Partnership(s) for Transformation

18:00 - 19:30 Human Bingo organised by the EIT Culture and Creativity and MIN4CI

19:30 - 21:00 Partner Networking & Cocktail

23 April – Morning: Innovation in Circularity

Partner & Stakeholders Engagement in parallel working groups

Campus Trotabas, Av. Doyen Louis Trotabas, 06000 Nice

Moderator: *Rolf Hughes, Education Program Director EIT Culture and Creativity*



9:00 - 9:15

Welcome by Niccolo Caderni,
Chair of the Supervisory Board EIT Culture & Creativity

9:15 - 10:30

PARALLEL SESSIONS:
Fashion, Architecture and Culture Heritage

Fashion

- **Montse Figueras**, CEO Sita Mur and Secretary of the Catalan Fashion Cluster
- **Claire Châtaigner**, Bespoke Fashion Designer
- **Frederik Thrane**, Head of Circular Economy, Lifestyle & Design Cluster

Moderation by Mariangela Lavanga, Associate Professor, Erasmus University Rotterdam

Architecture

- **Elie Sahyoun**, Architect, sustainable transition expert & futurologist, Université Côte d'Azur
- **Valentin Tijeras**, Innovation Director, Cosentino
- **Mathilde Rubinstein**, La Citadelle – Europe Creative NEB

Moderation by Jozef Olsavsky, X-Utopia Project at Architecture Biennale

Cultural Heritage

- **Isabelle Brianso**, Associate Professor in Information and Communication Sciences, Museology, Vice-president for Culture, Avignon Université, MIN4CI Vice-president
- **Sofia Widmann**, Founder & CEO Museum Booster GmbH
- **Rémi Corbineau**, Director of the Institut d'archéologie méditerranéenne (ARKAIA) and **Francesco Federici**, Head of Cultural Mediation, Aix Marseille Université
- **Sander Muenster**, Secretary of the Time Machine Organisation

Moderation by Becky Riches, Senior Project Manager at Materahub

10.30 - 11.00

Keynote: Barbara Stacher, Policy Officer – Cultural policy European Commission, DG Education, Youth, Sport and Culture

11:00 - 11:30

Coffee Break

11:30 - 12:45

PARALLEL SESSIONS:
Audio-visual and Media, Gaming and Local Ecosystem Experiences

Audio-visual and Media

- **Maryam Rousta-Giroud**, Director of Cinema, the Cinémathèque, and Audiovisual Content Creation, La Victorine Studios, City of Nice
- **Sébastien Aubert**, CEO Adastra Films
- **Katharine Sarikakis**, Professor in Information and Communication Sciences, University of Vienna, project Lead of Horizon Europe Project REBOOT
- **Marine Plagne**, Provence Campus – Provence Studios
- **Alexandre Leforestier**, CEO Panodyyssey

Moderation by Benjamin Duboin, Head of Talent and Content Factory, Banijay Entertainment



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Gaming

- Charles Meyer, Associate Professor in Media Studies, Université Côte d'Azur
- Axelle Xerri, Invest in Côte d'Azur - Team Nice Côte d'Azur
- Emilie Clavel, Head of International Office, ISART DIGITAL
- Kati Nuora, CEO of Creative Export Innovations

Moderation by Jari-Pekka Kaleva, Managing Director European Games Developer Federation

Meet local actors: Cross Innovation Hubs

- Claire Godart, Manager of FiCCTION project, Campus des Métiers et de Qualifications Excellence Industries Culturelles et Créatives Région Sud, Université Côte d'Azur
- Dominique Cancellieri, Vice-President Innovation, Université de Corse
- Céline Berthoumieux, CHRONIQUES, Digital Art Festival
- Djelloul Arezki, Associate Professor in Art Management, Programme officer for cultural and creative industries at Aix-Marseille Université, MIN4CI member

Moderation by Anja Zorko, Centre for Creativity/MAO

- 12:45 - 13:00** Jenny Grettve, EIT CC, Presentation of the Resilience Roadmaps Programme
- 12:45 - 14:00** Lunch
In parallel: Student poster session
- 14:00 - 14.30** Wrap up of the Parallel Sessions

23 April - Afternoon: New Policy Agendas in Europe to Drive Innovation

Campus Trotabas, Av. Doyen Louis Trotabas, 06000 Nice

Moderators: Bernd Fesel & Anette Schaefer , CEOs EIT Culture & Creativity

- 14:30 - 14:45** Introduction: Bernd Fesel & Anette Schaefer
- 14:45 - 15:00** EIT Governing Board Future Vision for a Competitive Europe by Anna Linden
- 15:00 - 15:25** Discussion with Anna Linden, EIT Governing Board and Luigi Amati, Honorary President, Business Angels Europe
- 15:25 - 16:00** Coffee Break
- 16:00 - 16:30** Discussion with MEP Christian Ehler and Isabelle Brianso, EUIPO representative and Isabelle Brianso, MIN4CI
- 16:15 - 16.45** Closing Statement and discussion with Ekaterina Zaharieva, Commissioner for Startups, Research and Innovation (TBC) and Bernd Fesel & Anette Schaefer, CEOs EIT Culture & Creativity
- 17.00** End