

**bringing neighbours closer**

## **SEMINAR**

### **ENVIRONMENT FOR ENTREPRENEURSHIP AND CULTURE OF CREATIVE INDUSTRIES – EU EXPERIENCE**

**12 March 2012, Ventspils**

**In premises of Jaunrades nams, Maiznieku iela 11**

**Lecturer:** BA MA ATC Dr h.c. FRGS **Gerald Nicholas Lidstone**, Director Institute of Creative and Cultural Entrepreneurship, Goldsmiths, University of London.

**Participants:** representatives from creative industries sector companies, state and municipal organizations responsible for creative industries policy and support, entrepreneurs, businesses incubators, academic staff, students etc.

**Methods:** *lectures, discussions and working groups.*

## **AGENDA**

**10:00 – 10:30 Registration, morning coffee**

**10:30 – 11:00 Introductions and confirm the agenda**

**11:00 – 12:00 Rethinking Entrepreneurship**

**12:00 – 13:00 Creative Clusters**

**13:00 – 14:00 Lunch Break**

**14:00 – 15:00 Networked Strengths City SWOT, the Entrepreneurial Environment [practical]**

**15:00 – 16:00 Feedback on SWOT and implications for infrastructure investment**

**16:00 – 16:10 End of the seminar**

### **Rethinking Entrepreneurship**

There is in some current thinking that the future of developing creative industries is only in the use of digital technologies or creating the next successful app or gadget. Both maybe useful, however we will look at how creative processes and education from primary school onwards can feed into the creative and cultural industries and play an increasingly important role in economic life. Before you have creative industries you need creativity – many would argue that you can not teach creativity; however you can create the space and conditions in which creativity can flourish. We will look at different types of education that are central to developing a creative workforce. We will also look at cultural attitudes to risk and trust, key entrepreneurial attributes.

### Creative Clusters

One way that has provided good examples of creating 'entrepreneurial' space that can grow organically is through creative clusters. These can be created in a number of ways from infrastructure investment to regenerating buildings and city resources. We will look at some examples of both and the principals behind them. This is then linked to sustainability in terms of creativity and innovation, these are overlapping concepts. "In the main, creativity is about the origination of new ideas – either new ways of looking at existing problems, or of seeing new opportunities, while innovation is about the successful exploitation of new ideas. It is the process that carries them through to new products and services or even new ways of doing business." We will look at both concepts in relation to clusters.

### Strengths, Weaknesses, Opportunities and Threats

This is just one method of identifying the potential for different strategies for city growth. Often in cities different aspects of regional and city management are not coordinated around the same aims and there are tensions between public and private initiatives. Aligning different entrepreneurial strategies can create added value and more potential. A number of successful regeneration projects in Europe and internationally have started through networks built to serve common needs. We will look at how these might work.

Seminar is organized within Project „*Development of joint strategy and cooperation network for promotion of creative industries*” of Latvia Lithuania crossborder cooperation programme, LLIII-194 and in partnership with the British Council Latvia.

**Participation in the seminar:** free.

**Working language:** english, with translation to Latvian.

**APPLICATION:** till 8 **March**, please fill application form in Zemgale Planning Region homepage: <https://docs.google.com/spreadsheets/viewform?formkey=dGhCZTdWbjNRb3lOYmVxSDJOODRnU0E6MQ>.

For additional information, please contact Ms Vineta Dadeka, phone: +371 67 609 490.