

Creative Industries Development Forum of Azerbaijan	
Culture and Creativity for Innovation and Growth	
Date:	25-26 October 2017
Place:	Stone Museum, Baku, Azerbaijan (http://thestonemuseum.com)
Organiser:	European Union-Eastern Partnership Culture & Creativity Programme
DAY 1	CREATIVE TEAMLAB AZERBAIJAN
	<i>Cross-Disciplinary Business Development Workshop for students of arts & design, business, IT, engineering and others. Up to 50 participants.</i>
09:30-10:00	<i>Registration and morning coffee</i>
10:00-10:20	Introduction to TeamLab
10:20-10:40	Inspirational speech by creative entrepreneur
10:40-12:00	Pitching of ideas and creating teams (including coffee-break)
12:00-14:00	Working in teams to develop ideas
14:00-15:00	<i>Lunch</i>
15:00-15:30	Business Model introduction
15:30-16:30	Business Model creation (including coffee-break)
16:30-17:30	Getting ready for pitching
17:30-19:00	Final pitching to jury and award ceremony
19:00-20:00	<i>Dinner</i>
DAY 2	CREATIVE INDUSTRIES DEVELOPMENT FORUM
	<i>National Cultural Forum of Azerbaijan to highlight the transformative power of culture and creativity to innovate economy, attract talents and boost local and regional development. Up to 120 participants.</i>
09:00-09:30	<i>Registration and welcome coffee</i>
09:30-10:10	OPENING SESSION
	<i>Tim Williams, Team Leader of Culture and Creativity Programme</i>
	<i>Representative of Ministry of Culture of Azerbaijan (tbc)</i>
	<i>Representative of the European Union Delegation to Azerbaijan (tbc)</i>
	<i>Simon Williams, Director British Council Ukraine and/or Elizabeth White, Director British Council Azerbaijan (tbc)</i>
	<i>Shahin Seidzade, Director of SABAH</i>
10:10-11:00	Cultural and Creative Industries for Azerbaijan - impact of culture and creativity and recommendations for development. Followed by Q&A

10:10-10:30	What do we know about the impact of culture in Azerbaijan? Results of UNESCO Culture for Development Indicators Research in Azerbaijan. Simon Ellis, International Expert of Culture&Creativity Programme's UNESCO's cultural indicators initiative (Canada)
10:30-11:00	Recommendations for developing creative industries in Azerbaijan - opportunities and challenges. Cristina Farinha, Author of the Creative Industries Study in Azerbaijan by Culture&Creativity Programme (Portugal)
11:00-11:30	<i>Coffee-break</i>
11:30-13:00	Creative Industries - trends and developments in Europe and in Azerbaijan. Followed by Q&A
11:30-12:00	Developing human capital in the field of creative economy. Samer Yamani, Founder and Director, Creative Dialogue Association (Spain)
12:00-12:30	Role of Creative Industries in innovation and economic development. Christian Rost, Creative Leipzig (Germany)
12:30-13:00	Connecting cultural heritage with creative industries: Example of Icherisheher Traditional Art Cente. Asmer Abdullayeva, General Manager, Icherisheher Traditional Art Cente (Azerbaijan)
13:00-14:00	<i>Networking lunch</i>
14:00-14:40	Azerbaijan as a regional hub for audiovisual production - recommendations for sector's development. Followed by Q&A
14:00-14:20	<i>Zora Jaurová, Author of the Film Sector Study in Azerbaijan by Culture&Creativity Programme (Slovakia)</i>
14:20-14:40	<i>Fikrin Bektashi, Author of the Policy Brief for Setting up Film Commission in Azerbaijan by Culture&Creativity Programme (Azerbaijan)</i>
14:40-15:45	Creative Economy ecosystem in Azerbaijan - local perspective. Followed by discussion. Tatyana Mikayilova, Founder of RED Communication (Azerbaijan) Murad Dadashov, Founder of M Group Production (Azerbaijan) Good Practice from Azerbaijan (tbc)
15:45-16:00	<i>Coffee-break</i>
16:00-17:00	Creative spaces and places. Followed by Q&A
16:00-16:20	Building creative clusters around creative communities - experience of Poligon. Luka Piškorič, Co-Founder and Manager of Poligon Creative Centre, Ljubljana (Slovenia)
16:20-16:40	Developing cultural and creative hubs - presentation of Design Handbook for Cultural Centres. Peter Lényi, Architect; Author and Editor of the Design Handbook for Cultural Centres (Slovakia)

16:40-17:00	Culture and creativity as a tool for developing small and medium-sized towns and regions - example of Shamkir. Jahangir Selimkhanov, Local Expert of Creative Towns and Regions Initiative of Culture&Creativity Programme.
17:00-17:15	Presentation of three first place teams of Creative TeamLab Azerbaijan
17:15-17:30	CLOSING REMARKS
18:00-20:00	<i>Networking dinner and cultural programme</i>