

Circular models Leveraging Investments in Cultural heritage adaptive reuse

CLIC Startup Competition Programme | 25-27 November 2020

PROGRAMME

Wednesday 25th Nov, 10:00-13:00 h CET | Living Lab

10:00 - 10:20 h Opening session

Moderator: Antonia Gravagnuolo, CNR IRISS, CLIC co-coordinator

Massimo **Clemente**, CNR IRISS Director Valeria **Fascione**, Regione Campania, Assessorato Startup Innovazione e Internazionalizzazione Luigi **Fusco Girard**, CNR IRISS, CLIC project coordinators Ugo **Guarnacci**, EASME / European Commission

Keynote speech: Hughes Becquart, European Commission, Creative Europe programme

10:20 - 12:45 h Startups presentation

Moderator: Ruba Saleh, ICHEC

10:20 - 11:05 h Session 1 Cultural tourism

5 Startups presenting their business idea

2 Keynote speeches Kathleen **Louw**, Cultural heritage expert (TBC) Giuseppe **Provenzano**, Union for the Mediterranean

Voting session

Break

11:10 - 11:55 h Session 2 Circular and creative cities and regions

5 Startups presenting their business idea

2 Keynote speeches Servaz **Van Berkum**, Pakhuis de Zwijger Silvia **Manca**, European Investment Fund

Voting session

Break

12:00 - 12:45 h Session 3 Circular creative industries and social innovation

5 Startups presenting their business idea

2 Keynote speeches Joke **Quintens**, WeTopia and Moving Marseille Mieke **Renders**, Trans Europe Halles

Voting session

Break

12:50 - 13:00 h Conclusion and next steps

Enrico Vellante, 012Factory – Introduction to training session







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Friday 27th Nov 10:00-12:30 CET Pitches presentation and Award ceremony

10:00 - 10:05 h Welcome and agenda of the day Antonia **Gravagnuolo**, CNR IRISS, CLIC co-coordinator

10:05 – 11:20 h **Pitch competition**

Moderator: Ugo Guarnacci, EASME/European Commission

10:05 - 10:30 h Round 1 - Cultural tourism

3 Startups presenting their Pitch

Panel discussion Gianluca Gagiotti, EVPA Kathleen **Louw**, Cultural heritage expert (TBC) Priscilla Boiardi, OECD Ludovica Gerardi, CNR EEN/ELSE

Voting session

10:30 - 10:55 h Round 2 – Circular and creative cities and regions

3 Startups presenting their Pitch

Panel discussion Philippe Drouillon, ICHEC Federica Tortora, Intesa Sanpaolo Servaz Van Berkum, Pakhuis de Zwijger Gianpiero Lotito, FacilityLive

Voting session

10:55 - 11:20 h Round 3 – Circular creative industries and social innovation

3 Startups presenting their Pitch

Panel discussion

Laoura Ntziourou, European Investment Fund Mieke Renders, Trans Europe Halles Joke Quintens, WeTopia and Moving Marseille Tracy **Pickerill**, TUDublin

Voting session

11:20 - 12:00 h Entrepreneurial spirits facing the Covid19 pandemic: creative and circular business models for social and climate justice

- 11:20 11:30 h Minimum Income For The Waste Pickers in the Pandemic: A Collective Achievement
- 11:30 12:00 h In conversation with Mundano

Panelists: Giovanni De Caro, Startup expert Paola Santilli, CrowdFundMe Sandra **Gizdulich**, Partnership Culture and Cultural Heritage, Urban Agenda for the EU

12:00 - 12:30 h Award ceremony

SEMED - Startup Europe Mediterranean Gianpiero Lotito, FacilityLive

Additional prizes award

Luigi Fusco Girard, CNR IRISS Enrico Vellante, 012 Factory Irene dell'Aversana, CNR EEN/ELSE Ruba Saleh, ICHEC Gianluca Gagiotti, EVPA

5 Best Startups Award

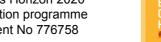
Gennaro **Tesone**, Digital Magics Filippo Ammirati, ENEA Aliona Lupu, Iniziativa Cube Paolo Di Bartolomei, COTEC Foundation





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