

International conference on **CREATIVE TERRITORIES** for sustainable development



November 18th and 19th



VIA Estação Conhecimento



+ 20 speakers



09 countries



<https://bit.ly/encontroTCDS>

Organizers





International conference on
CREATIVE TERRITORIES
for sustainable development

I International Conference on Creative Territories for Sustainable Development

This year was declared as the International Year of Creative Economy for Sustainable Development, led by the UN in a group of 82 countries. To celebrate and encourage the creative and sustainable urban development, the group VIA Estação Conhecimento linked to the Knowledge Engineering Department of the Federal University of Santa Catarina and UrbsNova - Distrito C's manager – Creative District in Porto Alegre (RS), have the honor to announce the I International Conference on Creative Territories for Sustainable Development.

A creative territory is a place that has experienced a radical change in its image and appearance and has incorporated a particular aesthetic. As a result, the place began to operate as a foundation for a dynamic urban environment that inspires creativity and involvement of citizens who circulate and live there. In the meantime, creative territories combine and connect the creative businesses, like artists, galleries, architects, designers, antique dealers, etc, that together build a true ecosystem to value urban identity. Therefore, creative territories can be associated with aesthetic and economic aspects. In practice, however, it is expected to combine both contents in different degrees and extents. A territory is never a single and isolated "place". It can be a sector of the city, such as a set of blocks or one and more neighborhoods, conceiving a Creative District. It can be the whole city, as long as it is articulated, and then it would be a Creative City. Finally, it can also be a Creative Region, once it brings together and integrates several nearby cities.



International Year
of Creative Economy for
Sustainable Development

2021



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Organizers

PhD in Production Engineering from the Federal University of Santa Catarina. She is a professor at the Department of Knowledge Engineering (EGC) at the Federal University of Santa Catarina. In the scientific area, she has more than 190 published articles and is a reviewer for 20 national and international journals. She is Editor-in-Chief of the International Journal of Knowledge Engineering and Management. She works with projects and public-private partnerships and in the implementation of government innovation laboratories, mainly with experience in changing the culture to innovation in public institutions and in the implementation of open innovation processes. She is the leader of VIA Estação Conhecimento research group, which focuses on innovation and entrepreneurship habitats. In 2021 she was classified by the AD Scientific Index (Alper-Doger Scientific Index) as one of the most influential scientists in Latin America. (via.ufsc.br)



Clarissa Stefani



Jorge Piqué

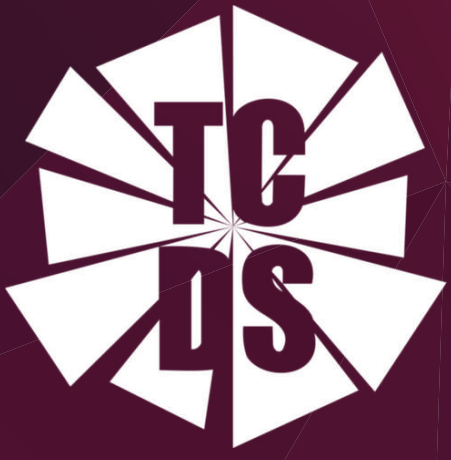
Portuguese professor at Mackenzie University (SP) and Language and Greek Literature Professor of the Linguistic Department, Classical and Vernacular Letters at UFPR UrbsNova Founder - Innovation and Social Design Agency, he developed different projects, between them: Via Eixample, in Barcelona, and since 2013, the Distrito Criativo at Porto Alegre. Tourism Innovation Award by Rio Grande do Sul state, Brazil



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Speakers





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Professor Pratt is an internationally acclaimed expert on the topic of the cultural industries. He is a Fellow of the Royal Society of Arts, a Fellow of the Royal Geographical Society, and an Academician of the Academy of Social Sciences. He joined City University as Professor of Cultural Economy in 2013. He has developed definitions of the cultural sector that are used as standard measures by UNCTAD and UNESCO and Andy has worked as a consultant or advisor for national and urban policy makers, and the EU, UNESCO, UNCTAD, World Bank and WIPO, and the British Council. He is a director of Centre for Culture and the Creative Industries.



Andy Pratt

Retired economist and UN international diplomat with a 30-year international career at the UN in Geneva. She created the UNCTAD Global Creative Economy Database, releasing the first statistics on the world trade in creative goods and services. She is Vice President of the International Federation of Multimedia Associations (Canada) and Associate Adviser to the United Nations Institute for Research and Training (UNITAR). Member of the International Council of the Creative Industries Policy and Evidence Center (PEC/NESTA) in London, UK. Visiting Advisor and Professor of the Masters in Creative Economy at the Rey Juan Carlos University of Madrid and Post-Graduation in Creative Cities and Territories at the University of Alcalá in Spain.



Edna Duisenberg

Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He has worked extensively in the field of cultural tourism, and he is the originator of the creative tourism concept. His current research interests centre on the creative use of space for placemaking and cultural, social and economic development.



Greg Richards

Reader in Creative Economy at the Department for Culture, Media and Creative Industries at King's College London (UK). She is interested in cultural policy, cultural and creative work and creative higher education. She has published extensively on the role of creative and cultural industries in local development. She is also internationally recognised for her work on creative graduates' careers and employment outcomes. She has previously led and coordinated two AHRC international research networks, one on the role of 'Higher Education in the Creative Economy' (2012-2014) and one on 'Understanding and Supporting Creative Economies in Africa' (2017-2020). She is currently involved in the H2020 EU funded project Developing Inclusive and Sustainable Creative Economies (DISCE) and the AHRC funded project Future Festivals South Africa: Possibilities for the Age of Covid-19.



Roberta Comunian



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PhD in Innovation Ecosystems from La Salle URL, Telecommunication Engineer from La Salle and UPC and MBA from ESADE. He also holds diplomas from Massachusetts Institute of Technology (MIT), University of California-Berkeley and Universitat Ramon Llull. He is President of La Salle Technova Barcelona – La Salle Innovation Park, Founding President of XPCAT (Catalan Network of Science Parks), Vice-President of APTE (Spanish Network of Science Parks and Areas of Innovation) and Past President of IASP (International Association of Science Parks). The central line of his activity is the promotion of Knowledge-based Economy and Society in order to consolidate Knowledge Cities on Smart Cities.



Josep Piqué



Susy Silva

Graduated in Social and Cultural Communication from the Catholic University of Portugal, she develops her work at the Municipality of Lisbon – Department of Economy and Innovation – in projects in the areas of Creative Economy and the Productive City Cluster – such as the Mouraria Innovation Center and the Interreg Urban Manufacturing program, developing Public Policies and Strategies to support this ecosystem.

Doctor in Social Communication (PUC-RS). Full Professor at Feevale University. Professor in Hospitality courses and in the Masters in Creative Industry, she coordinates the Creative Industry Research Group (CNPq) and the Creative Cities Laboratory at Feevale. Member of the Research Ethics Committee at the Universidade Feevale, the Tourism Observatory at USP, the Municipal Tourism Councils of Novo Hamburgo and Campo Bom. Research and publishes on Creative Cities in topics involving tourist production and consumption, as well as socioeconomic development .

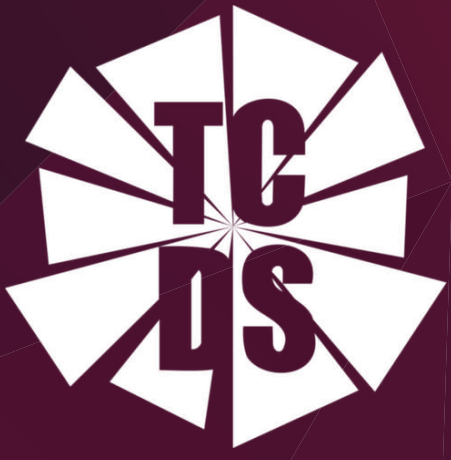


Mary Sandra Asthon

Phd Degree in Audiovisual communication from the Madrid Complutense University. Pedro coordinates the cinema graduation at Portuguese Catholic University. Researcher at CITAR (Science and Arts Technology Center) and member of the Scientific Association ICONO14 (Spain) and of AIM (Portugal), he has several publications and events participations and scientific cinema projects, audiovisual narrative, reception and pragmatic filming, cinema and education, creative writing. He was co-coordinator of the following books: “Aprender del cine: narrative and didactics” (2014); “Oficios del cine: manual from cinematographic practices” (2017) and “Fusiones en el cine: education, didactics and Technology” (2018). Since 2017 he has collaborated with UNESCO as an external consultant on projects and activities of the Creative Cities Network. He works in cinema since 2007, mainly in production and script areas.



Pedro Alves



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Founder and general director of Hub Criativo Buinho, a creative hub based in the interior of Portugal that works at the intersection of arts, technology and society. Carlos Alcobia has a PhD in Design and his research is mainly focused on the topics of creative economy and community resilience. He coordinates the digital education efforts within the organization, mostly aimed at training local schools in the Baixo Alentejo sub-region and in 6 different municipalities. Among his main responsibilities in the educational field at Buinho, Carlos is responsible for the general conception of activities in the areas of digital fabrication, STEAM education and robotics, as well as the training of teacher modules.



Carlos Alcobia



Margarita Díaz Casas

Govern and International Relationship graduation from the Externado University of Colombia. Master degree in Urban Public Politics from the Sciences-Po Paris University. At FUGA, before assuming her Director position, she served as Deputy Director at the Center management, where she was in charged of the Bronx Creative District project. She also led strategies to strengthen the cultura and creativel ecosystem in downtown Bogota. She was Director of the Bolivar Cuture and Tourism Institute, Director of the Jazz Festival of Mompox, IDB consultante, and was in charged of the cultural sector at the Colombian Embassy in South Africa, among others..

Graduated in Civil Engineering at Santa Maria Federal University. MBA in Business Management by Getulio Vargas Foundation. Former President of the Civil Construction Industry at Santa Maria - Sinduscon - SM. Former Director of the Federation of Rio Grande do Sul Industries - FIERGS. Former President of Santa Maria ´s Chamber of Commerce, Industry and Services - CACISM. Director of Fabricon Componentes for Civil Construction Ltd and Director of the company DC2 Engineering Ltd, with the function of Santa Maria vice Mayor.



Rodrigo Decimo

Graduated in Advertising and Propaganda, Master in Social Communication, and Doctor in Social Communication, with the thesis "Points for an approximation between digital games and communication". He was Coordinator of the Journalism, Public Relations and Advertising and Advertising Courses (2007-2014) and founded the Graduate Course in Digital Games at Feevale University. He was a partner and founder of the Advertising Agency Engenho de Ideias and the developer Ludema Game Studio. He is currently Coordinator of the Master's Degree in Creative Industry at FEEVALE University in Novo Hamburgo / RS, is Coordinator of the Creativity Laboratory and founder of the Interdisciplinary Ibero-American Network for Research in Creative Economy. He represents the University in the work groups of the Secretariat of Culture, and in the Secretariat of Innovation of the Government of the State of Rio Grande do Sul.



Cristiano Max



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Specialist in marketing and public opinion and scholarship holder of the acceleration program from London School of Creative startups. Adriana Padilla has more than 20 years of experience in the cultural and creative sector. She has served as director of cultural and creative Industries at Bogotá Chamber of Commerce, as well in the Gilberto Alzate Avendaño Foundation where she directed the Bronx Creative District Project. Since 2021 she serves as Deputy Minister of Creativity and Orange Economy Of Colombia.



Adriana Padilha Leal



**Magnus Luiz
Emmendoerfer**

PhD in Public Administration, Entrepreneurship and Tourism from the Universities of Minho, Évora and Algarve, Portugal and in Public Policy and Creative Economy from the Universities of Tilburg and Breda, Netherlands. PhD in Human Sciences: Sociology and Politics from the Federal University of Minas Gerais, Minas Gerais (MG), Brazil. Administrator and Master in Administration from the Federal University of Santa Catarina (UFSC). Associate Professor, Graduate Program in Public Administration, Federal University of Viçosa, Viçosa, Minas Gerais, Brazil. Leader of the Research Group on Management and Development of Creative Territories of the Administration and Public Policies Nucleus, Brazil.

PhD in Geography by Rio de Janeiro Federal University (2009). Professor and Researcher in the Professional Master in Management of Creative Economy at ESPM-Rio, where he leads the Economy Creative Lab, Development and Territory, having held the position of Master Coordinator from 2/2018 to 04/2021; he is also a Professor at the Geography Department and Environment at PUC-Rio, where he is a researcher at the Territorial Management Research Group of Rio de Janeiro state.

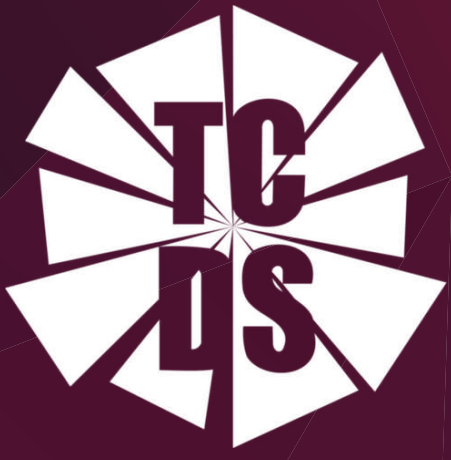


João Luiz de Figueiredo



Kate Pittman

Kate Pittman has served as the ViBe Creative District nonprofit's Executive Director since 2016. The ViBe Creative District is a 501c3 which exists to promote, support, connect, and inspire the arts and creative industries to boost the local economy and enhance the quality of life in the City of Virginia Beach. Working collaboratively with local businesses, city staff and local artists, Kate organizes and leads community building events, including public art projects. Networking with 100 businesses/individuals in support of the nonprofit, she actively promotes the District's arts-inspired events. Kate has over 16 years of nonprofit management experience and has raised over \$1 Million dollars for the ViBe District.



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25 years of experience in the technology and innovation market in national and international projects. Estreitar - Distrito Criativo Executive Coordinator, Advisor of the Florianopolis Business Association (ACIF). Former Superintendent of Science, Technology and innovation at Florianopolis City Hall (2017-2021). He was responsible for implementing the pioneering Municipal Innovation Law, the Innovation Centers Municipal Network and Florianopolis Living Lab. Besides that, he coordinated the Programme "Florianópolis Cidade Criativa Unesco". Master in Management Administration and innovation in organisations (ESAG - UDESC). MBA in Technology Innovation Management (SOCIESC). Graduated in Computer Science (UNISUL), he is also an external researcher at VIA Estação Conhecimento research group (UFSC), and professor in postgraduate courses in subjects related to Innovation management and smart cities.



Marcus Rocha



Ágatha Depiné

Urban lawyer, master and doctoral student at Santa Catarina Federal University. Doctoral internship at Sapienza Università di Roma. Research leader at Aliança Urbana Institute, vice-president of the OAB-SC Urban Law Commission and researcher at VIA Estação Conhecimento research group in urban and citizen innovation. She works in strategic innovation projects within an interface with private institutions, third and public sectors at the municipal, state and federal levels.

Angélica Arias is Executive Director of the Metropolitan Institute of Heritage of Quito and has been linked to the construction of public policies, both at the national level as Minister of Culture and Heritage and Undersecretary of Social Memory, and local in the Municipality of Quito. She is Co-president for Latin America of the Climate Heritage Network and is part of the Academic Committee of the Organization of World Heritage Cities for the implementation of the 2030 Agenda.



Angélica Arias



Hiparcio Stoffel

PhD student in Design at Unisinos, Master in Creative Industry and graduated in Business Administration from Universidade Feevale, he acts as General Director at the Office of Project Development - EDP in the Government of Rio Grande do Sul - Brazil.



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18th November

8:30 - 9:00 - Reception

9:00- 9:15 - Official opening

9:15 - Opening conference - Creative Economy: 20 years later (in Portuguese)

Edna Dos Santos-Duisenberg - International Policy Advisor, Creative Economy & Development. Former Chief of UNCTAD's Creative Economy Program (2004-2012) (Geneva, Switzerland)

10:00 - 11:00 - Porto Alegre Creative District | Porto Alegre, Brazil (in Portuguese)

Jorge Piqué - Founder of UrbsNova Social Innovation Agency. Creator and manager of the Distrito Criativo de Porto Alegre

11:00 - 12:00 - ViBe Creative District | Virginia Beach, USA (in English)

Kate Pittmann - Executive Director - ViBe Creative District

12:00 - 14:00 - Break



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14:00 - 15:00 - Scientific articles presentation (in Portuguese)

Debater and audience interaction - Fabiane Frois B Weiler - PhD in Regional Development and a postdoc researcher at the Graduate Program in Engineering and Knowledge Management - UFSC - VIA Estação Conhecimento - Brazil

Mariella Pitombo - Federal University of Recôncavo of Bahia - Brazil

Cristiano Fugueiró - Federal University of Bahia - Brazil

Francisco José Peixoto Rosário - Professor at the Federal University of Alagoas - Brazil

Danisson Luiz dos Santos Reis - SEBRAE - Alagoas - Brazil

15:00 - 16:00 - The importance of the cultural and artistic production in the territorial development (in Portuguese)

Pedro Alves - Cinema graduation coordinator at Portuguese Catholic University (Lisboa - Portugal)

Ágatha Depiné - VIA Estação Conhecimento - UFSC and Aliança Urbana (Florianópolis - Brazil)

16:00 - 17:00 - Bronx Creative District | Bogotá, Colombia (in Spanish)

Margarita Díaz Casas - General Director of Gilberto Alzate Avendaño Foundation - Bronx Distrito Creativo

17:00 - 18:00 - Citizen Participation for Planning and Action in Historic Centers (in Spanish)

Angélica Arias - Executive Director of the Metropolitan Institute of Heritage of Quito. Former Minister of Culture and Heritage of Ecuador

18:00 - 19:00 - Creative Districts and Creative Tourism (in English)

Greg Richards - Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg. Creator of the Creative Tourism concept (Tilburg, Netherlands)



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19th November

8:30 - 9:00 - Reception

9:00 - 10:00 - Developing sustainable creative economies in Africa: the role of creative intermediaries (in English)

Roberta Comunian - Reader in Creative Economy at King's College London (London, United Kingdom)

10:00 - 11:30 - Creative Economy International experiences and interactions with universities (in Portuguese)

Coordination and initial lecture: Magnus Emmendoerfer - GDTeC-UFV - Viçosa - MG - Brazil

Panelist 1 - Experiences in metropolitan regions - Lisbon case

Susy Silva - Lisboa Town Hall - Innovation and Economy Department tratégias Públicas de apoio a este ecossistema

Panelist 2 - Experiences in promising regions - Buinho case in Baixo Alentejo

Carlos Alcobia - Buinho Creative Hub, Founder and General Director (Portugal)

Debater and audience interaction - Mary Asthon - Professor at FEEVALE University - Novo Hamburgo - RS - Brazil

11:30 - 12:30 - Orange Development Areas: tool for the transformation of the territory in Colombia (in Spanish)

Adriana Padilla Leal - Deputy Minister of Creativity and Orange Economy Of Colombia

12:30 - 14:00 - Break



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14:00 - 15:00 - Potential elements for territorial development (in Spanish)

Josep Miquel Piqué - President of La Salle Technova Barcelona – La Salle Innovation Park, founding president of XPCAT (Catalan Network of Science Parks), vice president of APTE (Spanish Network of Science Parks and Innovation Areas) and former president of IASP (International Association of Science Parks) (Barcelona - Espanha)

15:00 - 16:00 - Development of Brazilian creative territories (in Portuguese)

Clarissa Stefani Teixeira - Knowledge Engineering Department Professor (EGC) at Santa Catarina Federal University. VIA Estação Conhecimento Group Leader (Innovation habitats focus (Florianópolis - Brazil)

Marcus Rocha - Estreitar Executive Coordinator - Creative District, Adviser at Florianopolis Business Association (ACIF) (Florianópolis - Brazil)

Rodrigo Décimo - Santa Maria Vice Mayor - RS (Santa Maria - Brazil)

16:00 - 17:00 - Public policy in Brazil (in Portuguese)

Hiparcio Stoffel - Iconecidades: a socioeconomic movement for the resignification of iconic spaces - Director General of EDP - Government Project Development Office RS (Rio Grande do Sul - Brazil)

17:00 - 18:00 - Ibero-American Network for Research in Creative Economy (in Portuguese)

Cristiano Max - Coordinator of the Creativity Lab FEEVALE and founder of the Ibero-American Network for Research in Creative Economy (Rio Grande do Sul, Brazil)

João Luiz de Figueiredo - Professor and Researcher in the Professional Master in Management of Creative Economy at ESPM-Rio, where he leads the Economy Creative Lab, Development and Territory (Rio de Janeiro - Brazil)

18:00 - 19:00 - Closing conference - The Creative Economy: the local-global nexus (in English)

Andy Pratt - Professor of Cultural Economy and Director of the Centre for Culture and the Creative Industries - City, University of London. Fellow of the Royal Society of Arts, a Fellow of the Royal Geographical Society, and an Academician of the Academy of Social Sciences Industries

Debater and audience interaction - Edna Dos Santos-Duisenberg - - International Policy Advisor, Creative Economy & Development. Former Chief of UNCTAD's Creative Economy Program (2004-2012) (Geneva, Switzerland)

19:30 - 21:30 - Florianópolis Creative Economy Network (indoor workshop)

VIA

Estação Conhecimento

EGC



VIA Estação Conhecimento

Research Group at Santa Catarina Federal University. The group's aim is to transform knowledge into a tangible and useful way for society and connect people. It also aims to promote the transfer of knowledge between university, entrepreneurs, government and society, through education, research and extension actions, seeking synergies of cooperative network. The group has a creative districts development methodology and is working nationally and internationally in the development of different territories.

The group is part of Florianopolis Creative Economy network and the Iberoamerican Creative Economy Network.



www.via.ufsc.br



<https://www.instagram.com/estacaovia/>



<https://www.facebook.com/estacaovia>



<https://www.youtube.com/channel/UCVKt7mBZ56-0FkO2TCkiiig>



<https://www.linkedin.com/company/estacaovia/>

urbsNOVA



UrbsNova Social Innovation

UrbsNova is a social startup, in a social and innovation design agency format, created in 2012 in Porto Alegre, with national and international operations. We act in key XXI society areas: Creative Economy, Knowledge and Experience Economy, environment, mobility, education (online and face-to-face), technology, internet, social network, historical heritage, creative tourism, urbanism, countryside- city relations, international relations, politics innovation, art and culture. As an agency, our actions are oriented in the sense of create, plan, produce, implement, spread and go along, specially, long term and short term projects, as well as consultancy. Our potential clients are individuals, collective, enterprises, governments and non governmental organizations. Biggest Projects: BisciEscola – Escola de Bicicleta (2013 – 2017). Distrito C – Distrito Criativo de Porto Alegre (2013 – 2021). Proyecto Via Eixample (2016 – 2017) – Barcelona.



<https://urbsnova.wordpress.com>



<https://www.facebook.com/agenciaurbsnova>



<https://www.youtube.com/user/AgenciaUrbsNova>



<https://www.linkedin.com/company/urbsnova-ag%C3%A0ncia-de-design-social/>



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