

FLANDERS DISTRICT OF CREATIVITY (FLANDERS DC)

«Promoting Creativity in Flanders»

2018-02-21

BILBAO, Archivo Histórico de Euskadi.

- 10:00: **Opening session: Joxean Muñoz**, viceministry of Culture of the Basque Government
- 10:00-11:30: **Context of Flanders DC – Cross-cutting Tools and Programs:** like “Cross-Industry Innovation” (spaces or joint experimentation programs, crossing between traditional and creative industries), Canvas (Business model/ value proposition), True Colors (Strategy tool for creative industries), Co-creation methodology, and the GPS toolkit (Brainstorm Tool). During this session, we will have the opportunity of knowing closely, the way they apply them and its results.
- 11:30-12:00: **Coffee-Break**
- 12:00-13:30: **Specific Tools and Programs in Flanders DC:** Internationalization, Specific purpose programs for Design, Fashion or Games, or *Close the Loop*, tool for sustainable fashion, are some of the specific tools and programas used by Flanders DC.
- 13:30-14:15: **Discussion and Conclusion:** the attendees will have the chance to make questions, comments or set out their doubts.

From Flanders DC, we count on the participation of:

- Pascal Cools – CEO, Managing Director
- Carlo Vuijlsteke – Senior Project Manager, *Districts of Creativity Network* Coordinator

**the conference will be mainly in english. Nevertheless, simultaneous translation system will be available to basque and spanish, for the attendees that need it.*

** free entrance, through inscription, until capacity fulfilled.*