

# Workshop: Business models for creative cooperation

**Business models for creative cooperation**, the fifth CreativeCH's workshop, will take place the next 17th of September in Pilsen, Czech Republic, within the framework of The *Pilsen week of culture factories*.

The workshop will focus on the opportunities and challenges in the revitalization and communication of industrial heritage sites. Revitalization involves adapted new uses of such sites often in the form of facilities for cultural organizations (museums, galleries, etc.) or work spaces for creative industry businesses. Experts and participants will tackle relevant topics in the field, such as how to foster public-private partnerships and involvement of civic, cultural and artistic associations in the revitalization and communication of industrial heritage sites. A special focus will be made on business models and how to transfer and stimulate the uptake of best practices and new creative ideas in the revitalization and communication of industrial heritage sites.

The workshop will present and discuss approaches for creative cooperation of site developers, creative businesses, S&T and cultural heritage organizations for communicating industrial heritage to new and young audiences.

## About CreativeCH

**CreativeCH** offers regions, municipalities and other agencies the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation. The focus is on innovative cooperation among Cultural Heritage, Cultural & Creative Industries, and Science & Technology.

### Main goals

- **Demonstrate** the benefits of combining cultural content, knowledge, creativity and technology
- **Develop and promote** local showcases of creative cooperation in four partner regions
- **Involve and train** students in the understanding and communication of cultural diversity and heritage
- **Provide** a virtual forum for young researchers, artists and practitioners from around Europe for discussing topics of interest and presenting own projects
- **Set up** an open peer-learning network of organizations and experts to share knowledge and experiences from initiatives across Europe

## Workshop on “Business model on creative cooperation”

17 September 2013, 09:00 – 13:00

The Pilsen week of culture factories, Pilsen (CZ)

09:00 – 09:15	<b>Welcome</b> by Carme Prats, mNACTEC, Spain
09:15 – 09:30	<b>Opportunity and dynamism in Europe’s heritage sector – Private-public partnership models for financing industrial heritage regeneration</b> <i>Laurie Neale, Europa Nostra, Netherlands</i>
09:30– 09:45	<b>Places that matter: Cities and their industrial heritage</b> <i>Heike Oevermann, Georg-Simmel-Zentrum für Metropolenforschung Humboldt-Universität Berlin, Germany</i>
09:45– 10:00	<b>Industrial buildings as a resource</b> <i>Lars Scharnholtz, Institut für Neue Industriekultur (INIK), Germany</i>
10:00 – 10:45	<b>Moderated discussion</b>  <i>How to foster public-private partnerships and involvement of civic, cultural and artistic associations in the revitalization and communication of industrial heritage sites?</i>  <i>What business models work in the revitalization, promotion and valorization of industrial heritage sites?</i>  <i>Moderator: Alexandra Brabcová, Pilsen 2015, Czech Republic</i>
10:45 – 11:15	<i>Break</i>
11:15 – 11:30	<b>The preservation of industrial heritage through cultural reuse in a dynamic city and in a deindustrialized region: the cases of Barcelona and the Llobregat Valley</b> <i>Eusebi Casanelles, International Committee for the Conservation of the Industrial Heritage (TICCIH), Spain</i>
11:30 – 11:45	<b>Creative valorisation of industrial heritage sites? Experiences from European projects</b> <i>Jörn Harfst, Karl-Franzens-University Graz, Institute of Geography and Regional Science, Austria</i>
11:45 – 12:00	<b>The Big Factory: Heritage, time and people</b> <i>Joana Branco Gomes, Lisbon LX Factory, Portugal</i>
12:00 – 12:45	<b>Moderated discussion</b>  <i>How to transfer and stimulate the uptake of best practices, business models and new creative ideas in the revitalization and communication of industrial heritage sites?</i>  <i>Moderator: Guntram Gesser, Salzburg Research, Austria</i>
12:45 – 13:00	<b>Summary of discussion results</b>  <i>What did we learn today? Key workshop takeaway points and future directions</i>  <i>Guntram Gesser, Salzburg Research, Austria</i>