Framing a competitive future
The creative and knowledge economy in European Cities
Barcelona 27-29 May, 2010

Accommodating Creative Knowledge – Competitiveness of European Metropolitan Regions within the Enlarged Union
The creative and knowledge economy in European cities

Policy-makers and researchers are giving growing attention to creativity and innovation as drivers of urban development. Around the world, there exists a popular belief that creativity and innovation may be seen as a trigger for a successful economic development in cities and metropolitan regions. The relatively low cost of this approach makes it even more attractive.

ACRE, as an EU-funded research project, is addressing these issues with particular emphasis on the following questions:

1. To what extent is a ‘creative knowledge region’ an attractive and real prospect for regional economic development?
2. Which metropolitan regions in Europe may be successful in using this approach?
3. What factors influence the decision of business and human capital to settle in certain metropolitan regions rather than others?
4. What is the impact of the labour force mobility in Europe (including international skilled migration) on the growth and development of creative and knowledge regions?
5. How can policy-makers better understand these processes and what can they do about them?

We are glad to invite you to our conference, presenting our findings and recommendations. This event offers the chance for policy-makers, researchers and practitioners from around Europe to come together in a stimulant environment to share their experiences and knowledge around fostering creativity and innovation in cities and regions.

The conference offers:

- A space to share experiences
- Debates in workshops, round tables and panel discussions
- A platform for networking between policy-makers from different European cities
- A possibility for media to receive alternative views on the creativity and knowledge
- Dissemination of information on competitiveness and creativity
- A stimulating creative environment

For local, national and European policy-makers, research community, representatives of the business world and media.
WORKSHOPS

- **Brand-building: the creative city. A critical look at current concepts and practices**
  (Marianna d’Ovidio & Philip Lawton)
- **Governance, leadership and policy in creative and knowledge cities**
  (Caroline Chapain & Marc Pradel)
- **The governance of the creative industries in European metropolitan regions**
  (Anne von Streit & Bastian Lange)
- **Creative Industries and Social Security Systems in the European Union: Are Creative Jobs socially sustainable?**
  (Robert Nadler, Julie Brown & Michał Meczynski)
- **Emerging creative sector and knowledge-intensive industries in post-socialist cities**
  (Tadeusz Stryjakiewicz, Zoltán Kovács & Olga Gristai)
- **Size counts? Local, city and regional policies. From micro to macro policies**
  (Silvia Mugnano, Hélène Martin-Brelot, Enda Murphy)
- **Mobility and personal networks**
  (Michel Grossetti)
Venue
- Edifici Històric de la Universitat de Barcelona - Paranimf
  Gran Via Corts Catalanes, 585
  08007 Barcelona
- Edifici Imagina
  Diagonal 177
  08018 Barcelona

More information?
For more information, please visit our website http://acre.socsci.uva.nl! Here you will find all you need to know about the program: accommodation, travel and conference fees. You can also contact us using this e-mail address: acrebcn@ub.edu

We look forward to seeing you at the ACRE conference in Barcelona! ACRE Barcelona Team

ACRE: Accommodating Creative Knowledge
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