

PROGRAMME

D12 Gallery, 12 Desyatynna Street, Kyiv, Ukraine
<http://creativeukraine.org.ua/>

DAY 1, NOVEMBER 8, 2018	
09:00-10:00	<i>Registration & tea/coffee & networking</i>
10:00-11:30	<p>MODULE 1. Opening ceremony 'CCI as the Most Dynamic Sector of the World Economy'</p> <p>Welcome remarks:</p> <ul style="list-style-type: none"> • Volodymyr Groysman, Prime Minister of Ukraine • Yevhen Nyschuk, Minister of Culture of Ukraine • Hugues Mingarelli, Head of the European Union Delegation to Ukraine • Nathalie Beras, Advisor on cooperation and cultural activity of the Embassy of France in Ukraine, Director of the Institut français d'Ukraine, President, EUNIC Ukraine <p>Keynote speakers:</p> <ul style="list-style-type: none"> • Lidia Varbanova, Consultant, educator & researcher on strategy, policy & entrepreneurship in the arts, culture & creative industries, Short Term Expert of the EU – EaP Culture Programme I and Culture & Creativity Programme, Bulgaria-Canada • Phil Wood, Urban therapist working with towns and cities around the world to help them face the challenges of change; public speaker and motivator, author of <i>The Intercultural City: Planning for Diversity Advantage</i>, Short Term Expert of the EU – EaP Culture Programme I, UK <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Svitlana Fomenko, First Deputy Minister of Culture of Ukraine
11:30-12:00	<i>Coffee break & networking</i>
12:00-13:30	<p>MODULE 2. Special high-level political panel discussion 'Baukultur: Contemporary Urban Culture'</p> <ul style="list-style-type: none"> • Hennadii Zubko, Vice Prime Minister of Ukraine, Minister of Regional Development, Building and Housing and Communal Services of Ukraine • Yevhen Nyschuk, Minister of Culture of Ukraine • Oleksandr Slobozhan, Executive Director of the Association of Ukrainian Cities • Phil Wood, Urban therapist working with towns and cities around the world to help them face the challenges of change; public speaker and motivator, author of <i>The Intercultural City: Planning for Diversity Advantage</i>, Short Term Expert of the EU – EaP Culture Programme I, UK • Janis Dripe, Adviser to the Minister of Culture of the Republic of Latvia on architecture • Oleg Drozdov, Founder of the Kharkiv School of Architecture, founder of the <i>Drozdov&Partners</i> architectural bureau • Viktor Zotov, Architect of the ZOTOV & CO Bureau, founder of <i>CANactions Educational Platform</i> and <i>CANactions School</i> with offices in Kyiv and Amsterdam <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Svitlana Fomenko, First Deputy Minister of Culture of Ukraine <p><i>Responses: comments, cases and recommendations from the EU and EaP cultural policymakers (representatives of the Ministries of Culture and embassies)</i></p>
13:30-14:30	<i>Lunch & networking</i>
14:30-16:00	<p>MODULE 3. Panel discussion 'Necessary Conditions for the Development of Creative Enterprises in Ukraine'</p> <ul style="list-style-type: none"> • Olesya Ostrovska-Lyuta, General director of the Mystetskyi Arsenal National Arts and Culture Museum Complex • Iryna Danilevska, Co-founder and head of the Ukrainian Fashion Week organizing committee • Andriy Yermak, Ukrainian film and TV producer, international law expert, owner of the production company Garnet International Media Group. Known for his work on the sports drama <i>The Fight Rules</i> and criminal thriller <i>The Line</i> • Lidia Varbanova, Consultant, educator & researcher on strategy, policy & entrepreneurship in the arts, culture & creative industries, Short Term Expert of the EU – EaP Culture Programme I and Culture & Creativity Programme, Bulgaria-Canada • Andre Tan, designer and owner of the brand <i>a.Tan</i>, Smart Couture style inventor • Daniil Menshykov, Deputy Head of Directorate of Entrepreneurship – Head of Division of Entrepreneurship Development, Department of Entrepreneurship Development and Regulatory Policy, Ministry of Economic Development and Trade of Ukraine

	<p><i>Moderator:</i></p> <ul style="list-style-type: none"> ● Anastasia Obratsova, Head of the Unit for Creative Industries Development at the Ministry of Culture of Ukraine
16:00-16:30	<i>Coffee break & networking</i>
16:30-18:00	<p>MODULE 4. Panel discussion / presentations ‘The Creative Economy’</p> <ul style="list-style-type: none"> ● Serhiy Taruta, People’s Deputy of Ukraine (member of parliament), Head of the Sub-Committee for Protection of Historic and Cultural Heritage of the Parliamentary Committee for Culture and Spiritual Affairs ● Oleksandra Humenna, Dean of the Faculty of Economics (National University ‘Kyiv-Mohyla Academy’), PhD in Economics, lecturer of the course ‘Creative Management’, author of publications on creative economy in domestic and international editions ● Philippe Kern, Founder and managing director of <i>KEA European Affairs</i>, Europe’s consultancy and research center on culture and creative industries ● Andrew Erskine, Senior Associate of <i>Tom Fleming Creative Consultancy</i>, UK ● Ivetta Delikatna, Communication consulting agency <i>Ecomm</i>, partner. Initiator and the first head of industry associations in the field of marketing communications and PR (Ad coalition, MAMI, UAPR), nominee <i>Trace in Advertising</i> award ● Mykhailo Glubokyi, <i>IZOLYATSIA. Platform for cultural initiatives</i> foundation and <i>IZONE</i> creative community development director <p><i>Moderator:</i></p> <ul style="list-style-type: none"> ● Ganna Kharlamova, Taras Shevchenko National University of Kyiv, Ukraine-Team-coordinator in the British Council’s Higher Education Leadership Development Programme I stage (project <i>Skills Plus Portal for Leadership</i>), coordinator of #KNULeaderHUB at the TSNUK; the facilitator in II and III stage of the British Council’s Higher Education Leadership Development Programme
18:00-18:30	<p>Closing remarks to the first day of the Forum</p> <ul style="list-style-type: none"> ● Anastasia Obratsova, Head of the Unit for Creative Industries Development at the Ministry of Culture of Ukraine

DAY 2, NOVEMBER 9, 2018. Panel sessions

09:00-09:30	<i>Registration & tea/coffee & networking</i>
09:30-11:00	<p>MODULE 5. Presentations 'Funding and Institutional Support of Cultural and Creative Sectors'</p> <ul style="list-style-type: none"> • Simon Williams, Director of the British Council in Ukraine • Beate Köhler, Director of the Goethe-Institut in Ukraine, Head of the Department of Cultural Programmes • Céline Metel, Executive Director of the French Institute in Ukraine • Yuliia Fediv, Executive Director of the Ukrainian Cultural Foundation and Head of Creative Europe Desk in Ukraine • Simon Drewsen Holmberg, Director of the Danish Cultural Institute in Estonia, Latvia and Lithuania • Cristina Farinha, Freelance policy expert specialised in culture and the creative industries sector, PhD and associated researcher at Sociology Institute University Porto, Portugal • Liudmyla Zubko, Organiser of the festival of contemporary culture <i>October in October</i>, Head of NGO <i>Zhytomyr, voice up!</i> <p><i>Moderator: Tetiana Biletska</i>, Freelance consultant on capacity development for cultural and creative sectors, member of ENCATC, Key Expert of the EU – Eastern Partnership Culture Programme I</p>
11:00-11:15	<i>Coffee break & networking</i>
11:15-12:15	<p>MODULE 6. Special session 'Design' Design as Engine of our Economy and Design Thinking as Instrument to Reinvent our Organisations. <i>Speaker:</i></p> <ul style="list-style-type: none"> • Alain Heureux, Creative entrepreneur, CEO at <i>Brussels Creative</i> and founder at <i>Creative Ring</i> (Belgium) <p>Presentation of the Design for Ukraine Association</p> <ul style="list-style-type: none"> • Yaroslav Belinsky, Co-founder of the <i>Design for Ukraine Association</i>
12:15-12:30	<i>Coffee break & networking</i>
12:30-13:30	<p>MODULE 7. Special session 'Fashion' <i>Speakers:</i></p> <ul style="list-style-type: none"> • Alessandro Balossini Volpe, Expert in fashion marketing, lecturer and professor in brand management and marketing communications for international business schools, professional trainer and business consultant, Italy • Anna Varava, Fashion-expert, cultural diplomat, Senior Sectoral Policy and Communication Fellow of the Association4U project at the Ministry of Foreign Affairs of Ukraine (EU department) <p><i>Moderators:</i></p> <ul style="list-style-type: none"> • Natalia Modenova, Co-founder of the showroom <i>More Dash</i> and international conference <i>Fashion Tech Summit</i>, curator of the Fashion Business course at Kiev Fashion Institute, expert at Google Woman Digital Academy
13:30-14:30	<i>Lunch & networking</i>
14:30-15:30	<p>MODULE 8. Special session 'Book Publishing'. From the Manuscript to Bestseller: How to Publish Good-Selling Books <i>Speakers:</i></p> <ul style="list-style-type: none"> • Jacks Thomas, Director of The London Book Fair, London, UK • Olga Brzezinska, President of the <i>City of Literature</i> Foundation, member of the board at the New Art Foundation <i>ZNACZY SIĘ</i> and Programme Director of two literary festivals: <i>International Miłosz Festival</i> (Kraków); <i>Tranströmer Days</i> (Katowice, UNESCO City of Music and Kraków, UNESCO City of Literature) • Oleksandra Koval, Director of Ukrainian Book Institute, president of International Publishers' Forum in Lviv; Kyiv, Ukraine • Mariana Savka, Co-founder of <i>The Old Lion Publishing House</i>. <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Polina Horodyska, Founder of the Ukrainian Literary Center, Head, curator of the annual Congress for the Professional Community – <i>Literature In Action</i>
15:30	<p>Closing remarks to the Forum</p> <ul style="list-style-type: none"> • Anastasia Obratsova, Head of the Unit for Creative Industries Development at the Ministry of Culture of Ukraine

Simultaneously with panel sessions on the second day of the Forum, workshops on fashion, design and book publishing sectors are going to be held.

DAY 2, NOVEMBER 9, 2018. Business consultations & practical workshops

MODULE 10. Design for Ukraine	MODULE 11. Fashion Workshop 'Fashion Start Up and Fashion Business Model'	MODULE 12. Publisher Guide: How to Conquer Europe
<p>Organising committee of the panel:</p> <ul style="list-style-type: none"> ● Yaroslav Belinsky, Co-founder of the <i>Design for Ukraine</i> Association ● Tefiana Stakhivska, Initiator and co-founder of <i>Creapro</i> Agency and <i>Creascope</i> creative business conference ● Olga Yatsenko, Co-founder of <i>Creascope</i> creative business conference ● Natalia Kompaniets, Head of Communications of <i>Creascope</i> creative business conference <p>9:30-10:00 Registration 10:00-10:10 Opening</p> <ul style="list-style-type: none"> ● Yaroslav Belinsky, Co-founder of the <i>Design for Ukraine</i> Association <p>10:10-11:00 Company of the Future. Strategic Business Transformation by Design</p> <ul style="list-style-type: none"> ● Joanna Sosnowska-Cecula, Business support expert in creating and implementing innovations using design thinking / futures thinking methodologies. Works in Greenhat Innovation company (Poland) <p>12:30-14:00 Panel discussion 'ReForm: Design as a Driver of Social, Economic and Political Changes in Society' Moderator: Yaroslav Belinsky</p> <p>14:30-17:30 Using Systemic Design Thinking to understand the Kiev Creative Ecosystem and to connect the stakeholders of the Multiple Helix in the Region:</p> <ul style="list-style-type: none"> ● Alain Heureux, Creative entrepreneur, CEO at <i>Brussels Creative</i> and founder at <i>Creative Ring</i> (Belgium) <p>17:30-18:00 Conclusion of the Forum, networking</p>	<p>9:30-10:00 Registration 10:00-10:15 Opening and Foreword with Overview of the Fashion Industry Development in Ukraine and Achievements at the International Fashion Scene, Relevance of Ukrainian Fashion Product at the Global Scene (UA)</p> <ul style="list-style-type: none"> ● Natalia Modenova, Co-founder of the showroom <i>More Dash</i> and international conference <i>Fashion Tech Summit</i>, curator of the Fashion Business course at Kiev Fashion Institute, expert at Google Woman Digital Academy <p>10:15-12:00 Fashion Business Models 12:00-12:15 Q&As Lunch Break 14:30-15:15 How To Prepare A Fashion Business Plan 15:15-15:30 Q&As 15:30-16:15 How To Capitalise Creativity 16:15-16:30 Q&As</p> <ul style="list-style-type: none"> ● Alessandro Balossini Volpe, Expert in fashion marketing, lecturer and professor in brand management and marketing communications for international business schools, professional trainer and business consultant, Italy <p>16:30-17:00 A Cross-country Fashion Industry Study And its Application to Eastern European Countries on Example of Ukraine: potential, role in GDP (UA)</p> <ul style="list-style-type: none"> ● Anna Varava, Fashion-expert, cultural diplomat, Senior Sectoral Policy and Communication Fellow of the Association4U project at the Ministry of Foreign Affairs of Ukraine (EU department) <p>17:00-17:30 Q&As, networking</p>	<p>10:00-11:00 Grand European Strategy: First Steps</p> <ul style="list-style-type: none"> ● Olga Brzezinska, President of the <i>City of Literature</i> Foundation, member of the board at the New Art Foundation ZNACZY SIĘ and Programme Director of two literary festivals: <i>International Miłosz Festival</i> (Kraków); <i>Tranströmer Days</i> (Katowice, UNESCO City of Music and Kraków, UNESCO City of Literature) <p>11:15-12:15 European Reader from Ukrainian Perspective: How to Grab His Attention</p> <ul style="list-style-type: none"> ● Yevheniy Stasinevych, Literary critic <p>12:45-13:15 The Role of Brand and Self-Promotion in Publishing Business. Book Fairs as a Publisher's Tool</p> <ul style="list-style-type: none"> ● Jacks Thomas, Director of London Book Fair <p>16:00-17:00 How to Conquer Europe and Catch It Up Speaker:</p> <ul style="list-style-type: none"> ● Olga Brzezinska, President of the <i>City of Literature</i> Foundation <p>Moderator:</p> <ul style="list-style-type: none"> ● tbc Hennady Kurochka, Managing partner of <i>CFC Consulting</i>