

Final conference of the Interreg IV A project „Creative Drive“

CREATIVE CHANGEMAKERS

In how far the creative industry contributed to the Euregio Meuse-Rhine and how it will shape its future.

PROGRAMME

Moderation: Christian Bollert, detektor.fm

- 10:30 am **Welcome & registration**
- 11:00 am **Opening**
Ambassador of the City of Aachen
Ambassador of the Euregio Meuse-Rhine
- 11:30 am **The Euregio Meuse-Rhine – Today in Aachen**
Live stream to all partner cities / realization by detektor.fm
- 12:30 am **Impuls 1: Creative changemakers - Strangers in a strange land**
Prof. Stefan Scheer (author: www.innovationstuntman.com, Düsseldorf)
- 01:30 pm **Lunch**
- 02:30 pm **Impuls 2: Launch of the report „Warum Innovation über Grenzen geht“**
Sylvia Hustedt, Michael Söndermann
- 03:00 pm **Panel I: „Across industry borders“**
New markets and business models –creative industry at the interface between economy, science and the public sector
- Moderation: Christoph Backes, u-institut, Bremen
- Guests:
- Pia Areblad, TILLT, Gothenburg
 - Peter Spinder, Knowmads, Amsterdam
 - Daniel Kerber, morethanshelters, Berlin/Hamburg

04:15 pm Coffee break & creative intervention

04:45 pm **Panel II: „Across country borders“**
Create identity – the region as creative hotspot

Moderation: Egid van Houtem, socialbeta, Heerlen

Guests:

- Manfred Bausch, Region Aachen, Aachen
- Maurice Herrmanns, betawerk, Heerlen
- Christoph Brosius, Die Hobrechts, Berlin/Aachen
- Jo Martens, nascom, Genk

06:00 pm **Final statement**

06:15 pm **Party**
Drinks / Snacks / Music



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