



Circular models Leveraging Investments
in Cultural heritage adaptive reuse

CLIC Startup Competition Programme | 25-27 November 2020

PROGRAMME

Wednesday 25th Nov, 10:00-13:00 h CET | Living Lab

10:00 - 10:20 h **Opening session**

Moderator: Antonia **Gravagnuolo**, CNR IRISS, CLIC co-coordinator

Massimo **Clemente**, CNR IRISS Director

Valeria **Fascione**, Regione Campania, Assessorato Startup Innovazione e Internazionalizzazione

Luigi **Fusco Girard**, CNR IRISS, CLIC project coordinators

Ugo **Guarnacci**, EASME / European Commission

Keynote speech: Hughes **Becquart**, European Commission, Creative Europe programme

10:20 - 12:45 h **Startups presentation**

Moderator: Ruba **Saleh**, ICHEC

10:20 - 11:05 h **Session 1 Cultural tourism**

5 Startups presenting their business idea

2 Keynote speeches

Kathleen **Louw**, Cultural heritage expert (TBC)

Giuseppe **Provenzano**, Union for the Mediterranean

Voting session

Break

11:10 - 11:55 h **Session 2 Circular and creative cities and regions**

5 Startups presenting their business idea

2 Keynote speeches

Servaz **Van Berkum**, Pakhuis de Zwijger

Silvia **Manca**, European Investment Fund

Voting session

Break

12:00 - 12:45 h **Session 3 Circular creative industries and social innovation**

5 Startups presenting their business idea

2 Keynote speeches

Joke **Quintens**, WeTopia and Moving Marseille

Mieke **Renders**, Trans Europe Halles

Voting session

Break

12:50 - 13:00 h **Conclusion and next steps**

Enrico **Vellante**, 012Factory – Introduction to training session



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Friday 27th Nov 10:00-12:30 CET | Pitches presentation and Award ceremony

- 10:00 - 10:05 h Welcome and agenda of the day**
Antonia **Gravagnuolo**, CNR IRISS, CLIC co-coordinator
- 10:05 – 11:20 h Pitch competition**
Moderator: Ugo **Guarnacci**, EASME/European Commission
- 10:05 - 10:30 h Round 1 - Cultural tourism**
3 Startups presenting their Pitch

Panel discussion
Gianluca **Gagiotti**, EVPA
Kathleen **Louw**, Cultural heritage expert (TBC)
Priscilla **Boiardi**, OECD
Ludovica **Gerardi**, CNR EEN/ELSE

Voting session
- 10:30 - 10:55 h Round 2 – Circular and creative cities and regions**
3 Startups presenting their Pitch

Panel discussion
Philippe **Drouillon**, ICHEC
Federica **Tortora**, Intesa Sanpaolo
Servaz **Van Berkum**, Pakhuis de Zwijger
Gianpiero **Lotito**, FacilityLive

Voting session
- 10:55 - 11:20 h Round 3 – Circular creative industries and social innovation**
3 Startups presenting their Pitch

Panel discussion
Laoura **Ntziourou**, European Investment Fund
Mieke **Renders**, Trans Europe Halles
Joke **Quintens**, WeTopia and Moving Marseille
Tracy **Pickerill**, TUDublin

Voting session
- 11:20 - 12:00 h Entrepreneurial spirits facing the Covid19 pandemic: creative and circular business models for social and climate justice**
- 11:20 - 11:30 h Minimum Income For The Waste Pickers in the Pandemic: A Collective Achievement**
- 11:30 - 12:00 h In conversation with Mundano**

Panelists:
Giovanni **De Caro**, Startup expert
Paola **Santilli**, CrowdFundMe
Sandra **Gizdulich**, Partnership Culture and Cultural Heritage, Urban Agenda for the EU
- 12:00 - 12:30 h Award ceremony**

SEMED - Startup Europe Mediterranean
Gianpiero **Lotito**, FacilityLive

Additional prizes award

Luigi **Fusco Girard**, CNR IRISS
Enrico **Vellante**, 012 Factory
Irene **dell'Aversana**, CNR EEN/ELSE
Ruba **Saleh**, ICHEC
Gianluca **Gagiotti**, EVPA

5 Best Startups Award

Gennaro **Tesone**, Digital Magics
Filippo **Ammirati**, ENEA
Aliona **Lupu**, Iniziativa Cube
Paolo **Di Bartolomei**, COTEC Foundation

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