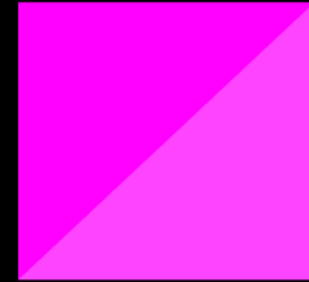




# CREATIVE ECONOMY AND BEYOND

International Conference on the Creative Economy  
September 9-10, 2009 Helsinki, Finland  
[www.ceb.fi](http://www.ceb.fi)



## Programme for Wednesday, September 9th, 2009

09:00-09:30

Registration

09:30-11:00

### Session 1: CREATIVE ECONOMY and BEYOND

#### Opening

*Conference Chair Professor Arja Ropo, University of Tampere, Finland*

#### Official Welcomes

*Minister of Labour*

*Minister of Culture and Sport*

#### Reality in Translation: Art Transforming Possibility and Reality

*Professor Nancy J. Adler, University of McGill, Canada*

11:00-11:30

Break & Refreshments

11:30-13:00

### Session 2: THIS BUSINESS of INNOVATION

User-driven innovation or creative industries as drivers for competitiveness (TBA)

#### SenseMaking for ChangeMaking

*Co-Founder, Director GK VanPatter, Humantific and NextDesign Leadership Institute, USA*

#### Evolving Nature of Innovation: Experimental Service Design (title TBC)

*Professor Chris Voss, London Business School, UK*

Panel discussion

Also to remember: Helsinki Design Week Sept. 4-13, 2009  
Read more: [ceb.fi](http://ceb.fi), [helsinkidesignweek.com](http://helsinkidesignweek.com)

13:00-14:00

Lunch

14:00-15:30

**Session 3A: DESIGNING our FUTURE**

**The role of culture in boosting creativity and innovation** (title TBC)

*Senior Administrator Sylvain Pasqua, Directorate General for Education and Culture (Cultural Unit), EU Commission*

**Quality and Innovation**

*Professor Joachim Sauter, Berlin University of the Arts, Germany*

**Approaches from Design**

*Professor Eija Nieminen, University of Art and Design Helsinki, Finland*

**Moderator:**

*Professor Marjo Mäenpää, University of Art and Design Helsinki, Finland*

**Session 3B: LOCAL and REGIONAL ACTIONS**

**Can Social Media Raise Participation in Culture?**

*Project Manager Jarmo Röksä, Turku 2011 Foundation, Finland*

**Postindustrial Facelifts - Creative Industries and their Development in Northern Cities**

*Project Manager Petri Sirviö, Oulu 15, Finland*

**Creative Metropolises - Public Policies and Instruments in Support of Creative Industries**

TBC

**Moderator:**

*Deputy Chief Executive Officer Clare O'Neill, Manchester Knowledge Capital, UK (courtesy of British Council)*

**Track 1: Creative Regimes: Immaterial Business, Future Law, and the User of Tomorrow**

Presentations TBA

**Moderator:**

*Professor Saara L. Taalas, Turku School of Economics, Finland*

15:30-16:00

Refreshments & Networking

16:00-17:30

**Special Appearance from St. Petersburg** (Guest TBC)

**Session 4A: Creating STRATEGY and LEADERSHIP** (TBC)

**Session 4B: NORDIC and CROSS-BORDER dimensions**

**St. Petersburg** (TBC)

**Track 3: Designing Our Future: Education, Research and Innovation Policy**

Presentations TBA

**Moderator:**

*Professor Marjo Mäenpää*

19:00-23:00

Exhibition & Conference Dinner

Museum of Contemporary Art Kiasma

Read more: [ceb.fi](http://ceb.fi), [kiasma.fi](http://kiasma.fi)

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Programme for Thursday, September 10th, 2009

08:30-09:00	Morning Coffee			<b>Extra Programme</b> <b>Future City Game:</b> Environmental creativity workshop Max. 25 participants. For further details & registration please see <a href="http://ceb.fi">ceb.fi</a>  Moderator: <i>Project and Partnership Manager Kata Kreft-Burman, British Council, Finland</i>
09:00-10:15	<b>Session 5</b> <b>Creative Leadership: Lessons from the Arts</b> <i>Professor Steven S. Taylor, Worcester Polytechnic Institute, USA</i>			
10:15-10:30	Break & Moving to Theme Workshops			
10:30-12:00	<b>Track 1: Creative Regimes</b>  Presentations TBA  Moderator: <i>Professor Saara L. Taalas</i>	<b>Track 2: Creativity in Business and Leadership</b>  Presentations TBA  Moderator: <i>Professor Arja Ropo</i>	<b>Track 3: Designing Our Future: Education, Research and Innovation Policy</b>  Presentations TBA  Moderator: <i>Professor Marjo Mäenpää</i>	
12:00-13:00	Lunch & Networking			
13:00-14:15	<b>Session 6</b> <b>The challenge: Beyond the Creative Economy - A Heretical Look At A Beloved Concept</b> <i>Professor Alf Rehn, Åbo Akademi University, Finland</i>  <b>Panel discussion</b>			
14:15-14:30	Break Participants to track 3 will move for transportation to Aalto University/Design Factory in Otaniemi Read more: <a href="http://aaltouniversity.info">aaltouniversity.info</a> (-> Factories > Design Factory)			
14:30-17:00	<b>Session 7</b>  TBA	<b>Track 1: Creative regimes</b>  Presentations TBA  Moderator: <i>Professor Saara L. Taalas</i>	<b>Track 2: Creativity in business and leadership</b>  Presentations TBA  Moderator: <i>Professor Arja Ropo</i>	<b>Track 3 continues at Aalto University/Design Factory Introduction</b> <i>Kalevi Ekman, Director, Vice Rector, Helsinki University of Technology</i>  Moderator: <i>Professor Marjo Mäenpää</i>

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