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Cultural and creative industries at the crossroad of the twin transition

Today, more than ever, the creative and cultural industries find themselves facing unprecedented challenges, at the European and even global level, at the crossroads of environmental and digital societal issues that we now know will permanently transform our societies.

The creative and cultural industries are being put to the test, so to speak, and in two ways. Firstly, in terms of what fundamentally defines the very identity of our societies, culture, and which crosses the entire field of our experiences wherever we look, and secondly, in terms of creativity, which is expected to have nothing less than a saving effect that will enable us to respond in a sustainable way to challenges that are always renewed. But this creativity, which is the specificity of these sectors such as fashion, arts and crafts, the so-called performing arts, dance, music, theater, audiovisual and cinema, comes effectively today not only to nourish an economy whose figures, all cumulated, remain impressive, even in times of crisis, but also to feed the new contents which emerge in our environment such as the immersive media.

What impacts do the cultural and creative industries generate in our direct environment? What role can they play in our institutions, in the social link, for the cultural identity? So many questions whose answers seemed to be taken for granted, but which, through a virtual reality headset, through augmented reality glasses or a connected tablet, will be totally re-questioned. Artificial intelligence, immersive media, the - too - famous metaverse, are redefining the uses of artistic experience, entertainment, culture and even the experience of reality. What models of creativity do these new media offer? What uses and what functionalities do they allow today in the field of education, training, health, culture, arts; only to name a few? What technological and cultural environment are we preparing for future generations with these technologies? Are they sustainable in terms of environment and climate impact?

In this context, the European Commission has designed and deployed a strategic approach supporting stakeholders in addressing these challenges, such as, but not limited to, the European Institution for Innovation and Technology Culture and Creativity (EIT CC), Horizon Europe, the New European Bauhaus, Creative Europe, the Virtual and Augmented Reality Industrial Coalition, the large-scale skills partnership for the Cultural and Creative Industries. These programmes and policy initiatives offer diverse mechanisms

to address the development of new technologies, the usages, the skills need, the diverse ecosystems of cultural and creative industries.

The opportunities and challenges deriving for this favorable, yet complex context will be addressed through three round tables:

- Cultural and creative industries with and for innovative territorial ecosystems: ambitions, territorial development, jobs creation, and skill shortages
- Cultural and creative industries to address societal challenges: cross-cluster and cross-disciplinary approach towards scientific achievements and tangible applications.
- eXtended Reality and Virtual Reality going mainstream in the Metaverse: confirmed opportunities and questioned limits for sustainability.

8.30 - 9.00 Registration and Welcome coffee

9.00 Welcome Words

Prof. Muriel Dal Pont Legrand, Vice-President for European strategy, and territorial challenges, Université Côte d'Azur

Prof. Jean-François Trubert, Special Advisor on cultural and creatives industries, Université Côte d'Azur, President of the Mediterranean Foundation for CCI (MIN4CI) and the Regional skills and vocational training Campus (CMQ ICC Région Sud)

9.15. Cultural and creative industries with and for innovative territorial ecosystems: ambitions, territorial development, jobs creation, and skill shortages

Moderator: Prof. Jean-François Trubert, Special Advisor on cultural and creatives industries, Université Côte d'Azur, President of the Mediterranean Foundation for CCI (MIN4CI) and the Regional skills and vocational training Campus (CMQ ICC Région Sud)

Key Notes. Dr. Anna Athanopoulou, DG Grow, Head of Unit - Proximity, Social Economy, and Creative Industries at European Commission, (DG Grow G.2)

Panel

- Prof. Edina Soldo, Organization and Territories of Arts, Culture and Creation (OTACC) Chair Director, Aix-Marseille Université, Vice-President MIN4CI Foundation and Coordinator of the EIT CC Strategic Topic New narratives for territories
- Prof. Philippe Vendrix, Director of research, Ricercar Center (CNRS), National programme for Equipment and Research ICCARE
- Maïté Debry, Manager, CREATHRIV-EU, Twist Cluster
- Lucie Durocher (tbc), Head of the European Union Office of the Region Sud Provence-Alpes-Côte d'Azur

10.15 Flash Talk: The New European Bauhaus as a catalyst of the European Green Deal and the role of CCI in the green and societal transformation, Lorenzo de Simone (tbc), JRC, Curator – New European Bauhaus (JRC.B.4)

10.45 : Break

11.00 : Cultural and creative industries to address societal challenges: cross-cluster and cross-disciplinary approach towards scientific achievements and tangible applications.

Moderator: Dr. Matteo Treleani, Information and Communication Sciences Laboratory (SIC.Lab) and co-director of the Center for Extended and Virtual Reality (XR2C2), Université Côte d'Azur

Key Notes. Mina STAREVA, Deputy Head of Unit, DG RTD – Fair Societies and Cultural Heritage, European Commission (RTD.D.3)

Panel

- Dr. Antonios Vlassis, Center for International Relations Studies (CEFIR), University of Liège and deputy coordinator of the Horizon Europe Project Reviving, Boosting, Optimising and Transforming European Film Competitiveness (REBOOT)
- Dr. Isabelle Théry-Parisot, Head of the Research Unit Cultures and Environments, Prehistory, Antiquity, Middle Ages (UMR 7264 CNRS, Université Côte d'Azur), CNRS
- Dr. Isabelle Brianso, Centre Norbert Elias (UMR 8562 CNRS, Avignon University), Avignon University and Expert Evaluator for Horizon Europe

12.00 : eXtended Reality and Virtual Reality going mainstream in the Metaverse: confirmed opportunities and questioned limits for sustainability.

Moderator: Pr. Michel Buffa, Computer Science, Signals and Systems Laboratory – I3S (Inria, CNRS, Univ. Côte d'Azur), Université Côte d'Azur

Key Notes. Dr. Anne Bajart, DG Connect, Deputy Head of Unit - Interactive Technologies, Digital for Culture and Education (DG Connect G.2)

Panel

- Elie Levasseur, International Film Festival, Head of Extended Reality
- Dr. Vincent Debonnafos, Associate Lawyer, DL Corporate and Regulatory
- Dr. Rémi Ronfard, Director of research, ANIMA Team, Inria.

13.00 : Conclusion, remarks:

- **Dr. Anna Athanasopoulou, DG Grow, Head of Unit - Proximity, Social Economy, and Creative Industries at European Commission, (DG Grow G.2)**

13.15: Buffet / Lunch (registration mandatory)