

## ESIMeC TRANSNATIONAL EVENT 5

BESANÇON, 27 and 28 SEPTEMBER 2011

### DAY 1 – TUESDAY 27 SEPTEMBER

8.30 – 9.00

#### **Welcome and introductions**

Besançon – an introduction (positioning, key challenges, key priorities)

Laurent van Herreweghe, Chief Executive

9.00 – 9.15

#### **ESIMeC – project overview**

ESIMeC event 5 – programme and objectives

Daniel Garnier, ESIMeC lead partner

9.15 – 10.00

#### **Besançon's Local Action Plan**

How the LAP will contribute to the city's development strategy – entrepreneurship and creativity as tools for local economic development

- Key projects and strategies (Besançon 2020, cultural industries, visitor economy)
- Economic strategy and valorisation of creative and cultural industries

Speakers:

Sylvain Vaivre – Forward Planning Manager

Dominique Buccellato – Economic Development and Employment Manager

Questions and answers

10.15 – 12.30

#### **Local Support Group workshop**

- **Part 1: workforce development and training in cultural and creative industries – where do businesses fit in?**

(approx. 30 mins)

Speakers:

- Olivier Wullschleger (arts teacher, Lycée Pasteur) + one student

How do students view their career prospects? What is their understanding of the world of work?

- Mathieur Degas (Regional Arts School)

What are the links between the school, business and skills needs at local level?

- Corinne LAPP (Contemporary Arts Centre)

Case study: successful collaboration between an artist and a business

- Michel Chopard (Association Culture Action)

How to support creative talent towards a more effective professionalisation

- **Part 2: Round table discussion – how to improve the balance between skills supply and demand**

Facilitators: A. Partridge/D. Garnier

Additional contributors:

- Oussama Barakat (University of Franche Comté – Art, Culture, theatre and music centre)
- Florence Thomas (Employment Centre – head of culture and performing arts)
- Pascale Schmidt (Regional Council of Franche Comté – head of lifelong learning)

**12.15 – 13.30**

**Buffet lunch**

**13.10 – 16.00**

**Site visit – Salle Rodia**

Concert hall dedicated to contemporary music, part of the Cité des Arts et de la Culture (cultural quarter)

- o 13.15 Screening of short film presenting the Cité des Arts et de la Culture
- o 14.15 Interaction with key actors of the local music scene  
Facilitators A. Partridge/D. Garnier

Key question: how to generate economic benefits from a sector that has traditionally low economic value?

Speakers:

- Manou Comby (Director of La Rodia)
  - Philippe Angelot (Cultural sector)
  - Florian Dantan (Le Bastion, rehearsal studios)
  - Fabien Goetz (Le Zèbre, rehearsal studios)
- + representatives from local bands, music school, employment centre, local college, arts organizations

**16.15 – 17.45**

**Site visit – TEMIS (technology park specialized in microtechnologies)**

Case study: showcase what has been done in terms of workforce development in a specific sector - lessons learnt and transfer of good practice to another sector

Speakers:

- Bruno Favier (Director – technology park)
- André Aurière (Director – Boutique de Gestion, an organization that supports entrepreneurs)
- Amandine Fenet (Microtechnologies cluster)

Additional contributors:

- Mathieu Degas (Regional Arts School)
- Dominique Buccellato (Economic Development Manager, Grand Besançon)

**18.30**

**Guided tour of the Citadelle Vauban + dinner**

## **DAY 2 – WEDNESDAY 28 SEPTEMBER**

**9.00 – 10.30**

**ESIMeC Masterclass**

Key questions:

Can creative and cultural industries be effective tools to foster local economic growth?  
What initiatives can be implemented?  
What are the opportunities for workforce development?  
What role should initial and continuing professional development play?

Speakers:

- The Big Picture:  
Miguel Rivas, Lead Expert for Creative Clusters (an URBACT project focusing on the economic value of creative and cultural industries)
- The education angle:  
Laurent Deveze, Regional Art School Director
- The local and economic angle:  
Coralie Grimand, external consultant who has worked on the development of the cultural quarter in Besançon
- City case study:  
Tracey Johnson, Barnsley Metropolitan Borough Council, UK (Barnsley is a city partner in Creative Clusters and has worked extensively on the economic and employment benefits of cultural industries)

**10.45 – 12.30**

**Interactive workshop – fishbowl format**

Facilitator: A. Partridge

Key questions:

- How to increase the creative capacity of medium sized cities?
- What workforce development and training tools can be developed?
- How to retain local talent when by nature creative and cultural industries imply mobility?
- What role can businesses play to support the creative sector and contribute to workforce development?
- What lessons learnt can be applied to other sectors?

**12.30 – 14.00**

**Buffet lunch**

**14.00 – 16.00**

**ESIMeC partnership meeting - Developing the Local Action Plans**

Facilitators: A. Partridge and D. Garnier

Meeting to include:

- Experience sharing – Tracey Johnson, Barnsley, UK (tbc)
- Update from partners
- Feedback on the URBACT Local Support Group Summer University
- Training session

**16.00 – 16.15**

**Financial monitoring**

**16.15 – 17.15**

**Event debrief**

- Event evaluation
- Key learning
- Next event: Sabadell, 22 and 23 November 2011

**18.30**

**To be confirmed**

Visit to an art installation in one of Besançon's neighbourhoods based on the use of public spaces.

**21.00**

**Dinner**