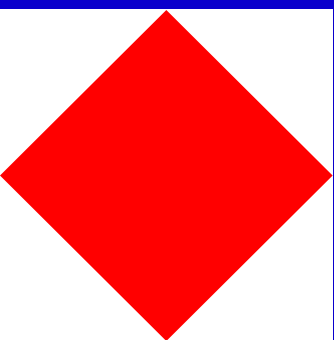


# CREATIVE FORUM



*2019*

# LJUBLJANA

***CREATIVE CAPITAL UNITED CREATIVE CAPITAL UNITED***

# OUTPUTS



I am proud that Creative Forum Ljubljana has grown into an important regional platform for a lively and cross-sectoral exchange and action planning between creatives, entrepreneurs and policymakers. This is what we call Creative Capital United.

At the 2019 edition of the forum, numerous new partnerships were established and new ideas born: between creatives and policymakers, and between creative hubs and entrepreneurs. Important policy recommendations were noted, many networks were expanded and others were imagined for the future. The inspiration was mutual and the effects multiple.

Of particular importance are the outputs and the continuity of engagement. Slovenia is pleased about the continued joint support with the Union for the Mediterranean for the cultural and creative sector in the region. It is crucial to make it the pillar of the regional development strategy.

I sincerely thank all the partners who made this forum possible and all the participants who made it successful. We hope to welcome you again to the forum's future editions.

Miro Cerar

Deputy Prime Minister and Minister of Foreign Affairs of the Republic of Slovenia



The second edition of the Ljubljana Creative Forum provided us with inspiring discussions, expressing a sincere will to coordinate our efforts and boost the creative economy in the Euro-Mediterranean Region, unlocking its full force and fulfilling its potential.

It is this gathering of stakeholders from the public and private sectors that helped us once again effectively outline the challenges and the critical success factors in the cultural and creative industries landscape: proper mapping of major actors, facilitating access to finance, developing platforms and forums for networking, exchanging best practices and lessons learned, and adopting multiple stakeholders' approach are all elements of an enabling environment that we all would like to see in our Mediterranean region. It is one that stands again at the verge of a new creative metamorphosis, gazing into a future where the economic, social and cultural potential of creativity must be harnessed through supportive policies and investment in a creative class.

I would like to thank once again the Government of Slovenia for its continuous engagement in supporting the creative and cultural industries across the Euro-Mediterranean region through its remarkable bridging role between the Balkans and the southern shore.

Nasser Kamel

Secretary-General of the Union for the Mediterranean

**2nd edition**

**3 shores of  
the Mediterranean**

**governments,  
international  
organisations,  
hubs,  
entrepreneurs,  
media, civil  
society**

**4 days**

**32 hours  
of programme**

**2 study trips, 2  
workshops, 3  
panels, 4 keynotes  
and many inspiring  
presentations**

**200+ participants  
from 25 countries**

**7 creative  
businesses visited**

**"I didn't expect to meet so many creative people, listen to their experience, transfer knowledge, look for mutual understanding . . . This is a great moment for me."  
(Azza Fahmy, Iconic Jewellery Designer, Egypt – keynote speaker at the forum)**

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# THE PROGRAMME IN A NUTSHELL

## Day 1

The Forum was launched by two inspiring keynote speakers – Jana Konstantinova, an architect and researcher from North Macedonia, presented the elements for building creative ambience in the region, and Peter Florjančič, a 100-year-old Slovenian inventor, who holds more than 400 patents, shared with the participants his recipes for nurturing innovation and creativity. The networking evening was accompanied by DJ Sami Shehade from Palestine, who set a lively tone for the following days of the Forum.

## Day 2

Creative hub managers, creative entrepreneurs and Creative Europe representatives enjoyed a tailor-made programme aimed at peer-to-peer exchange, best practice sharing and networking. Twenty creative hub managers participated in four workshops on creative workers, creative hub programmes, policies and financing. They were accompanied by Barbara Stacher from the European Commission and by Cristina Farina from Portugal, a renowned cultural and creative expert. In parallel, a group of selected creative entrepreneurs explored some of the most innovative local practices (DobraVaga, RogLab, Academy of Fine Arts and Design, Metelkova, Kucha, City of Design and Donar) and exchanged experience with their founders and managers. They were also joined by Creative Europe representatives from Kosovo, Slovenia and Tunisia, who dedicated their get-together to strengthening the links and establishing feasible cooperation models with and between the “new” members of Creative Europe, i.e. the Western Balkans and Southern Mediterranean. After an alternative evening tour of Ljubljana, the City of Ljubljana welcomed the participants at the City Museum and presented the success story of Ljubljana as a creative capital and a regional creative hub.

## Day 3

Governments and international organisations met with creative hubs, entrepreneurs and civil society representatives at a high-level conference aimed at boosting and better targeting the political support provided to the cultural and creative sectors in the Western Balkans and the Southern Mediterranean. The conference was opened by Dr Miro Cerar, Slovenia's Deputy Prime Minister and Minister of Foreign Affairs, Zoran Poznič, Slovenia's Minister of Culture, and by Nasser Kamel, Secretary-General of the Union for the Mediterranean. As keynote speaker, the iconic jewellery designer from Egypt, Azza Fahmy, one of the region's most influential creatives, inspired the participants with her success story of breaking boundaries through creativity. The leaders' panel united ministers of culture and the economy in the desire to stimulate cross-sectoral support for the cultural and creative sectors. The “way forward” panel highlighted the steps needed for stronger and more cohesive cultural and creative sectors in the region: supportive ecosystems, needs-oriented actions, a stronger regulatory framework, new economic indicators, measuring culture and creativity's impact on the GDP, and so on. The representatives of the cultural and creative sectors provided the participants with interesting insights into the state of play regarding creative knowledge, workers, hubs and entrepreneurs in the region. The representatives of the European Commission, UNIDO and EUNIC Global presented some policies and good practices that could respond to some of the challenges highlighted. The conference closed with announcements of upcoming programmes and opportunities for the cultural and creative sectors in the region. The participants ended the day at the opening of BIO26, Biennial of Design, and its Opening Knowledge Night.

## Day 4

The last day of the Forum was dedicated to the potential and challenges of creative tourism. After the keynote speech by Milena Dragičević Šešić, Professor and Head of the UNESCO Chair in Cultural Policy and Cultural Management, the participants visited the company Lushna, designers and producers of unique co-natural tourist dwelling units. There, government representatives, entrepreneurs and hubs met for the Forum's last panel on creative tourism practices, exchanging their “recipes” for successful and sustainable tourist narratives and boosting both business and intercultural understanding.

# THE MAIN MESSAGES TO TAKE HOME

1. Support for the cultural and creative sector can only be effective if it is cross-sectoral. It is vital to understand the hybrid nature of the sector to help it prosper.

*"This is what we call Creative Capital United; not only cities, regions and countries working hand in hand, but also different sectors finding common ground for breakthroughs: industry, education, foreign affairs, tourism, information technology and more." (Miro Cerar, Deputy Prime Minister and Minister of Foreign Affairs, Slovenia)*

2. Governments have the opportunity and power to connect creatives - creatives that, due to distance, mobility obstacles and intercultural barriers, would otherwise never meet. It is important that they use this leverage to unlock creativity's potential for regional integration.

*"We have many similarities and differences. We build trust on these similarities, while we learn and innovate from the differences. This is why it was super important for me to be here." (Atılım Şahin, Creative Hub Director, Atölye, Turkey)*



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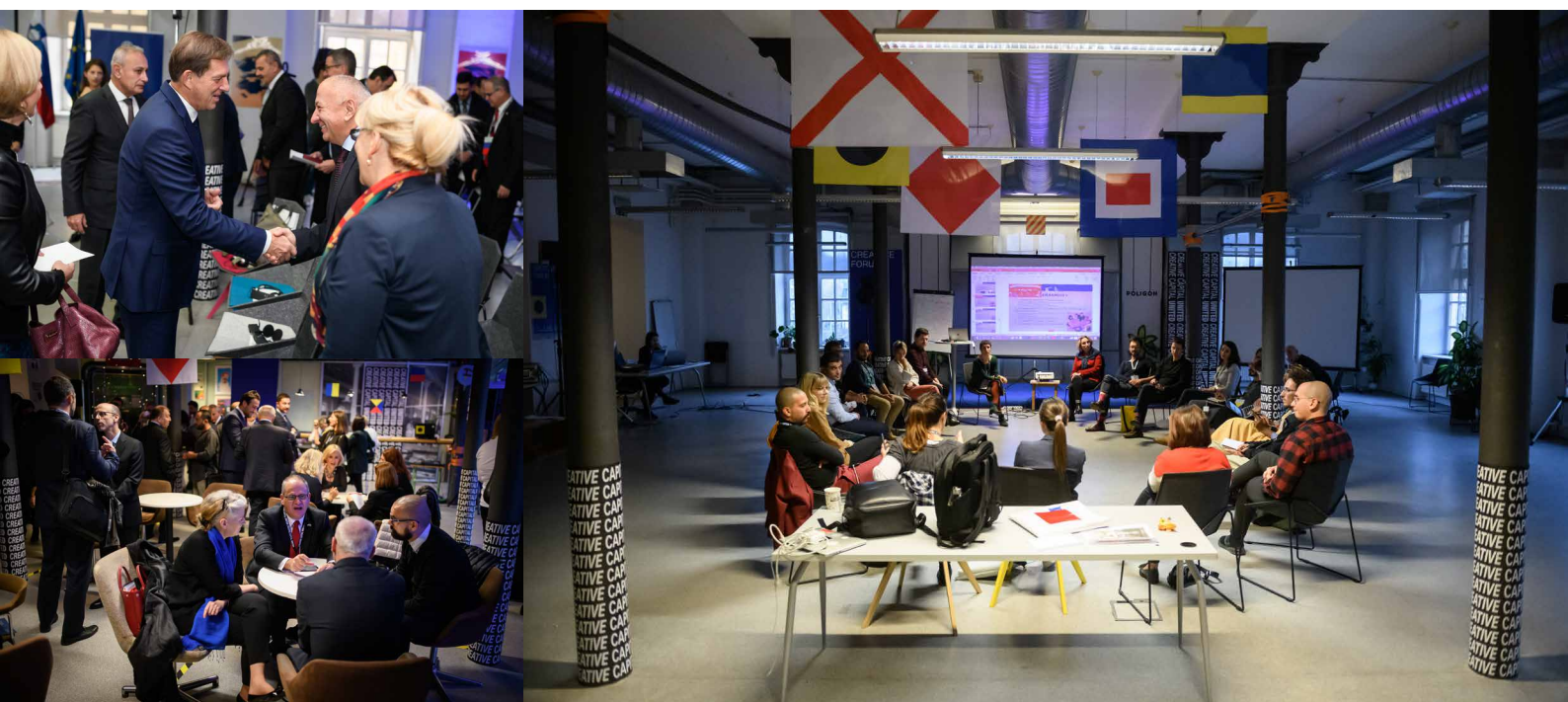
# THE MAIN MESSAGES TO TAKE HOME

3. Platforms like Creative Forum Ljubljana are crucial for raising the profile of the region's creative potential on the one hand, and of the creative sector's strategic place in the economy and society on the other.

*"Our cultural and creative industries play an increasingly important role in our economies, societies and our well-being. What used to be a niche sector for experts, is today relevant for health, education, innovation, you name it." (José Ángel Gurría, Secretary-General, OECD)*

4. It is vital to multiply such events. Creatives have to meet in person. Further support is needed for their peer-to-peer exchange and co-creation at the operational level. Only by meeting regularly can creative communities from the region gain visibility and reinforce their bonds, mutual trust and the understanding of their synergies.

*"I promise this is not our last and not even one isolated event where the Union for the Mediterranean will be investing in the creative economy. We'll take what we learn from you, young creatives, today." (Nasser Kamel, Secretary-General, Union for the Mediterranean)*



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# THE MAIN MESSAGES TO TAKE HOME

5. The EU programme Creative Europe, which supports the cultural and creative sector in the region, is one of the main platforms for improving international cooperation in culture.

*"It is important to create more solidarity between countries with bigger or smaller capacities when it comes to exchange of experience and peer-to-peer learning about cultural cooperation." (Hazar Hichri, Creative Europe Desk Tunisia)*

6. Creative entrepreneurs urgently need better infrastructure (access to tools, credit and shared working places), capacity building (especially in the management of creative industries) and political support (mapping needs, reduction of VAT and other incentives, and clear support strategies).

*"Access to finance, markets and talent remain a challenge. The solution lies in developing investment schemes for creative workers and forming partnerships for cross-border cooperation." (Rania Seddik, GebRaa, Egypt)*



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# THE MAIN MESSAGES TO TAKE HOME

## 7. Cultural and creative industries are key to preserving and promoting cultural heritage, making it more appealing and accessible, especially for younger generations.

*"Creative projects are driven by the exceptional global preference of end customers for what is perceived as authentic and genuine as a reaction to rapid changes brought about by globalisation. Nowadays customers are willing to pay a premium for products that are true to the roots and tell a story." (Dina Kattan, National Project Coordinator, UNIDO, Jordan)*

## 8. While the risk of large-scale unsustainable low-cost tourism looms large, ethics are increasingly important in creative tourism. Tourist narratives have to be built in partnership with local communities, based on trust and respect for tangible and intangible heritage.

*"New and revitalised old narratives will become the essence of new cultural tourism products that could link various cities across national borders. This is a chance for many thematic cultural tourism networks and cultural routes to be implemented connecting peripheries." (Milena Dragičević Šešić, Professor at the University of Belgrade, Head of the UNESCO Chair in Cultural Policy and Management, Serbia)*



# THE MAIN MESSAGES TO TAKE HOME

9. Creative hubs are valued as the key infrastructure for the development of creative industries. Bottom-up approach development of creative hubs should be encouraged in order to build strong multidisciplinary communities that enable sharing of know-how, mutual collaboration and generation of social capital.

*"We are now referring to communication and collaboration as the must-have competencies to thrive in the 21st century. These two are the backbone of successful communities. If we desire to be future-proof, either as an individual or as an organization, we stand a better chance if we embrace community-oriented thinking. In this sense, creative hubs serve as a propelling force for the creative industries, pushing them forward by offering the most fertile environment for creative encounters, generating new opportunities for collaboration, and fostering innovation with their creative communities." (Atılım Şahin, Creative Hub Director - ATÖLYE, Turkey; Secretary-General, ECHN)*

10. Programmes for developing soft skills of self-employed creatives are in high demand. With proper infrastructural support and powered by system changes to make their work more secure, a solution can be found for a more sustainable future of CCI.

*"Lately a lot is being said about the enormous potential of creative industries and very little how fragile this sector actually is. Self-employment is the difficult lived reality for most creative workers in the region and therefore their business is nothing but usual. Although highly educated creatives are still not sufficiently equipped with the essential tools, skills and knowledge required to successfully navigate through unpredictable (global) labor market." (Eva Matjaž, Programme Director – Poligon Creative Centre)*



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# PARTICIPANTS

## SPEAKERS AND MODERATORS

**Khaled al-Osaily** - Minister of National Economy, State of Palestine  
**H. E. Ms Esen Altug** - Ambassador, Turkish Embassy in Ljubljana, Turkey  
**Jaka Ažman** - Chief Marketing Manager, Lushna Glamping d.o.o., Slovenia  
**Dr Marlen Bakalli** - Industrial Development Officer, United Nations Industrial Development Organization, Austria  
**Aleksandar Bogdanović** - Minister, Ministry of Culture, Montenegro  
**Dr Miro Cerar** - Minister of Foreign Affairs, Ministry of Foreign Affairs of the Republic of Slovenia, Slovenia  
**Vassilis Charalampidis** - President, ECHN European Creative Hubs Network, Greece  
**Martin Cuff** - Strategic Advisor, South Africa  
**Dr Milena Dragičević Šešić** - Professor, University of Arts Belgrade, Serbia  
**Abdelhamid ElZoheiry** - President, Euro-Mediterranean University (EMUNI)  
**Mohammed Elrazzaz** - Project Analyst, Union for the Mediterranean  
**Azza Fahmy** - Chair and Creative Director, Azza Fahmy Jewellery, Egypt  
**Cristina Farinha** - Cultural and creative sector expert, freelance, Portugal  
**Matej Fegus** - CEO, DONAR D.O.O., Slovenia  
**Mato Franjčević** - Deputy of Minister, Ministry of Foreign Trade and Economic Relations, Bosnia and Herzegovina  
**Greta Galezzi** - Policy Officer at DG DEVCO, EU Commission, Belgium  
**H. E. Nasser Ahmed Kamel** - Secretary General, Union for the Mediterranean  
**Petra Kežman** - Head of Department for Public Diplomacy and International Cooperation in Culture, Ministry of Foreign Affairs, Slovenia  
**Robert Kieft** - Project Manager, European 'Houses' of Culture', EUNIC Global, Netherlands  
**Miha Klinar** - Founder and coordinator, KCDM Competence Centre for Design Management, Slovenia  
**Ayalet Kol** - Senior Manager for Trade and Services, Ministry of Economy and Industry, Israel  
**Jana Konstantinova** - Architect, PhD Researcher, Research Fellow, Swiss Federal Institute of Technology Lausanne, Switzerland  
**Valdrin Lluka** - Minister of Economic Development, Government of Kosovo  
**Eva Matjaž** - Programme Director, Poligon Creative Centre, Slovenia  
**Dr Jaime Moll de Alba** - Chief Inter-Regional Adviser, UNIDO, Spain  
**Zmago Novak** - CEO, Zavod Big, Slovenia  
**Dr Mario Pezzini** - Director, OECD Development Centre, Italy  
**Zdravko Počivalšek** - Minister, Ministry of Economic Development and Technology, Slovenia  
**Natalija Polenec** - Acting Director, Technical Museum of Slovenia, Slovenia  
Ivica Poljičak - State secretary, Ministry of culture, Croatia  
**Zoran Poznič** - Minister, Ministry of Culture, Republic of Slovenia, Slovenia  
**Dr Barbara Predan** - Assistant Professor, Academy of Fine Arts and Design, Slovenia  
**Dr Danica Purg** - President and Dean, IEDC - Bled School of Management, Slovenia  
**Aida Ridanovic** - Director of MedForum2020, Anna Lindh Foundation, Croatia  
**Atılım Sahin** - Creative Hub Director, ATÖLYE, Turkey  
**Barbara Stacher** - Cultural policies and CCIs, EU Commission, Belgium  
**Zoran Stančič** - Head of the EU Representation  
**Valbona Shujaku** - Deputy Minister, Ministry of Culture, Albania  
**Siniša Šešum** - Head of Office, UNESCO, Bosnia and Herzegovina  
**Eva Štravs Podlogar** - State Secretary, Ministry of Economic Development and Technology, Slovenia  
**Meta Štular** - General Manager, RogLab at Museum and Galleries of Ljubljana, Slovenia  
**Ahmed Yehia** - Founder and CEO, Eco Nubia, Egypt

## CREATIVE HUBS

**Houssein Aoudi** - CEO and founder, Wasabi/Afkar, Tunisia  
**Kamal Abuzayan** - Co-founder and General Manager, Deraz Corner, Libya  
**Marina Batinić** - Co-founder and Project Manager, Culture Hub Croatia, Croatia  
**Relja Bobić** - Co-founder and International Cooperation Manager, Nova Iskra, Serbia  
**Amra Comor** - Project Leader, Networks INT, Bosnia and Herzegovina  
**Shadda Elmagri** - CEO, Deraz Corner, Libya  
**Riane Guefaifia** - Digital Content Officer, Sylabs, Algeria  
**Raed Hamouri** - Executive Director, Disarming Design from Palestine, Palestine  
**Elvis Hoxha** - Co-founder, Destil Creative Space, Albania  
**Matan Israeli** - Co-founder and Director, Muslala, Israel  
**Mariem Kane** - Co-founder and Partnership Manager, Hadina RIMTIC, Mauritania  
**Nevena Korać** - Web Content Creator, Propeler, Montenegro  
**Arijana Koskarova** - Founder, Creative Hub, North Macedonia  
**Malek Maazoun** - Founder and CEO, Coart – Creative coworking space, Tunisia  
**Muhammad Nagi** - Managing Director, AlMaqarr Co., Egypt  
**Luka Piškorič** - Co-founder and managing director - Poligon Creative Centre, Slovenia  
**Atılım Sahin** - Creative Hub Director, ATÖLYE, Turkey  
**Talel Sahnim** - National Coordinator, Unido, Tunisia  
**Blerta Thaci** - Executive Director, Open Data Kosovo, Kosovo

# PARTICIPANTS

## CREATIVE ENTREPRENEURS

**Sonila Abdalli** - Co-founder, Destil Creative Hub, Albania  
**Nassar Abujabal** - Director of the Development Department GIS and Photogrammetry, Palestine  
**Tuğçe Akbulut** - Founder/Director/Collaboration Designer, Cross Change, Turkey  
**Keren Allon** - Video Editor, Gerard Allon Productions, Israel  
**Elona Bejo** - Manager, Ferma Grand Albanik, Albania  
**Nizzar Ben Chekroune** - Digital communication and marketing expert, Gürü Marketing, Morocco  
**Eyal Bloch** - TOP Global; Muslala; ESD Institute; David Yellin Academic College of Education, Israel  
**Matija Brajović** - Art Director, Daa Montenegro  
**Rania Chaabouni** - Student, EMUNI, Tunisia  
**Habib Chabbouh** - Général Manager, MAISON DE L'ARTISAN "MDA", Tunisia  
**Bojana Cipot** - Head of International Cooperation and Project Management, Primorski tehnološki park, Slovenia  
**Moustapha Djimera** - CEO, i-Wanga inc., Mauritania  
**Habiba El-Zeiny** - Business Innovation Advisor, GIZ Egypt, Egypt  
**Dalal Rahma Elkadi** - Fashion Designer / Entrepreneur, Imagineer clothing line, Algeria  
**Risto Hajduković** - CEO, Circle, Montenegro  
**Dina Kattan** - National Project Coordinator, UNIDO, Jordan  
**Abdessalam Khedrougui** - Student, EMUNI, Algeria  
**Wafa Kiran** - Designer, ZINE & ZWINE, Morocco  
**Maruša Kovačič** - Junior designer, Speakap, Slovenia  
**Getoar Krasniqi** - Startups Consultant, GK Consulting, Kosovo  
**Ivo Krug** - Co-founder, Tek Bunker, Germany  
**Sanja Kulenović** - Designer – Senior Associate, International Theatre Festival MESS – Scene MESS, Bosnia and Herzegovina  
**Ghada Kunash** - Managing Director and founder, The Workshop Amman, Jordania  
**Tina Kuzman** - Creative Director, Open Box Studio, Montenegro  
**Rima Malallah** - Owner & Designer, Love on a Bike, Jordan  
**Dina Maqdash** - Fashion Designer, Garment Design & Training Services Centre, Jordan  
**Milan Mijajlović** - CEO, NGO "Rural Urban", Montenegro  
**Ahmad Mousa** - Founding director, The Fiction Council, Palestine  
**Abdelrahman Muhammed** - Sports Digital Marketing, MMC SPORT GmbH & Co. KG, Germany  
**Ines Novak** - President, Children's Creative Center – DOKKICA, Croatia  
**Nour Nsheiwat** - Founder and designer, Hunaya and Showerma Zarb, Jordania  
**Nikola Radojčić** - Creative Director/Founder, Braća Burazeri Design Studio/Dechkotzar Clothing Company, Serbia  
**Sirine Rebai** - Responsible for External Relations, Coart Creative Coworking Space & Artist Without Border, Tunisia  
**Pezana Rexha** - CEO and Founder, Pana Storytelling Furniture, Albania  
**Rania Seddik** - Founder and Director, GebRaa, Egypt  
**Haythem Sendi** - Student, EMUNI, Tunisia  
**Tina Šepetavc** - Designer, Visis, Slovenia  
**Nada Shahin** - Student, EMUNI, Egypt  
**Sami Shehade** - Filmmaker/Event Producer/Audiovisual Artist, Projekt Sonik, Palestine  
**Arnen Sula** - Co-founder, Tek Bunker, Albania  
**Helena Tošić** - Art Director, Daa Montenegro  
**Ivona Zabaznovska** - Marketing Specialist, Solveo, North Macedonia  
**Dunja Zorman** - Consultant, DADA HUA Ltd, Slovenia

## CREATIVE EUROPE

**Sabina Briški Karlič** - Head of AV sector, Motovila, Centre for the Promotion of Cooperation in the Cultural and Creative Sectors, Slovenia  
**Ksenija Đurović** - Producer, BITEF Festival, Serbia  
**Rina Gurgule** - Head of Creative Europe Desk Kosovo, Ministry of Culture, Youth and Sports Kosovo, Kosovo  
**Hazar Hichri** - Culture Sub-programme Manager, Creative Europe Desk, Tunisia

***TO BE CONTINUED ...***

In 2020, Slovenia's Ministry of Foreign Affairs and the Union for the Mediterranean, together with partners, will respond to two major needs emphasised throughout the forum: further peer-to-peer exchange for creative hubs and training in management for creative entrepreneurs. Stay tuned.

The next Creative Forum Ljubljana will take place in 2021 with the focus on creativity and education.

In the meantime, Slovenia will host Creative Forum 17+1 from 15 to 17 September 2020.



REPUBLIC OF SLOVENIA  
MINISTRY OF FOREIGN AFFAIRS



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