



European Committee  
of the Regions

Commission for  
Social Policy, Education,  
Employment, Research and Culture

SEDEC

Seminar on

# Culture for Social Inclusion, Social Innovation and Intercultural Dialogue

Sofia  
19.05.2017

Agenda

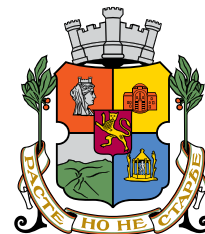
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## 19 May 2017 | Sofia, Bulgaria

Culture is both a driver and an enabler of sustainable development of cities and regions. The seminar aims at providing a forum where diverse achievements and viewpoints could be presented and debated.

Various frameworks have been developed to describe and understand the role of culture for social inclusion and innovation. These highlight the importance of the formation of a group identity, the reframing of the problem to provide a new approach, the engagement of stakeholders and the establishment of consistent and motivated leadership by either an individual or core group.

Although frameworks and models are useful they need to be accompanied by case studies to portray the real-life processes, challenges and impacts of social innovation in the cultural sector and society at large.

We therefore propose a one-day seminar in two parts: ½ day panel sessions, ½ day on-site visits to provide first-hand experience to the European Committee of the Regions' (CoR) SEDEC commission members and other participants of Sofia cultural and social innovation practices.

### 18 May 2017

**14:00 – 18:00** Arrival and accommodation

**16:00 – 18:00** (For participants who arrive earlier, a tour of Sofia will be arranged)

**19:00** *Multicultural dinner* with representatives of the local creative community (presentation of Sofia case and good practice: social inclusion of migrants and community development - *MultiKulti Collective*)

Address: *Rooftop Bar, Sense Hotel, 16 Tsar Osvoboditel Blvd., Sofia 1000, Bulgaria*

### 19 May 2017

Seminar venue: *Serdika hall, Sofia hotel Balkan, 5, Sveta Nedelia Square, Sofia 1000*

**09:00 – 09:20** Registration and welcome coffee

**09:20 – 09:50** Opening addresses:

**Yordanka Fandakova**, Mayor of Sofia

**Markku Markkula**, President of the European Committee of the Regions

**Malina Edreva**, CoR member, Sofia Municipal Council, Chair of the Committee on Education and Culture

**09:50 – 10:40** **From challenge to opportunity: reframing perspectives on cultural and social innovation**

*Moderator: Prof. Nikolay Yordanov, Creative Council of Sofia Municipality Culture Programme*

Speakers will present and discuss: Shifting roles and responsibilities between the three sectors: integrating private

capital with public support. New patterns and possibilities for social innovation and inclusion through regenerating spaces for cultural production.

*Keynote speech:*

**Yoomi Renström**, SEDEC Chair, European Committee of the Regions – “*Fostering Culture for Social Inclusion, Social Innovation and Urban Regeneration*”

*Speakers:*

**Zdravko Zdravkov**, Sofia Chief Architect

**Dorota Nigge**, Senior Policy Officer, Cultural and Creative Sectors, DG EAC, European Commission

**Prof. Alexander Kyossev**, Director of Culture Centre, Sofia University

**Irina Yordanova**, Confederation of Employers and Industrialists in Bulgaria - KRIB, Director Programs and Public Policies

Discussion

**10:40 – 11:00** *Coffee break*

**11:00 – 11:50** **The Potential of Culture in Digital Society**

*Moderator:* **Alin-Adrian Nica**, CoR member, Mayor of Dudeștii Noi, Timiș County, Romania

Speakers will present and discuss: The role of technologies for cultural and social inclusion; creating employment opportunities in creative and cultural industries; community cohesion and empowerment; active citizenship.

*Speakers:*

**Eva (Paunova) Maydell**, Member of the European Parliament

**Mikel Irujo Amezaga**, Member of SEDEC, rapporteur on RIS3 Strategy of the European Union

**Alexander Ivanov**, Creative Director of *Listen Up* Foundation

**Yuriy Valkovski**, Director of *Reach for Change* Foundation

Discussion

**11:50 – 12:20** **The Road Ahead: Future Scenarios**

*Moderator:* **Patrizia Saroglia**, director of Open Incet – Torino and the Giacomo Brodolini Foundation, Italy

A roundtable discussion with brief contributions from seminar participants

**12:20 – 12:30** Closing remarks:

**Malina Edreva**, CoR member, Sofia Municipal Council, Chair of the Committee on Education and Culture

**Prof. Nikolay Yordanov**, Chairperson of the Creative Council, Culture Programme of Sofia Municipality

**12:50** Gathering in the hotel Sofia Balkan lobby to go to the lunch venue

**12:50 – 13:10** Brief *guided walk* along currently prepared for public access Roman cultural heritage site with **Assoc.**

**Prof. Todor Chobanov**, Sofia Deputy Mayor for Culture and Education

**13:15 – 14:30** *Lunch* in the LARGO (presentation of Sofia case and good practice: social inclusion & innovation of people with mental disabilities - *Maria's World Foundation*)

Address: *Dondukov 2 Blvd, underground passage*

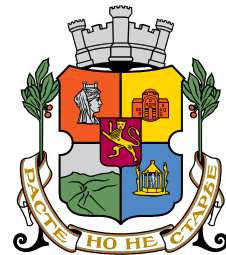
**14:45 – 16:00** On-site visit to present Sofia case and good practice: successful Model for integrated development (MIR) in Roma communities, a new type of social infrastructure based inside isolated communities - Health and Social Development Foundation

Address: *70 "Tsaribrodskia" Str., office 4, 1309 Sofia*



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