



FINAL CONGRESS
MAY 22-23, 2013
VALENCIA



KNOWING FINAL CONGRESS

Valencia, 22-23 of May 2013

KnowInG Final Congress is the closure of the European Project "Knowledge Intelligence and Innovation for a sustainable Growth - KnowInG". The Congress aims to boost creativity and innovation as drivers of the "Knowledge Economy".

KnowInG is funded by European MED Programme and enhances the cooperation of key institutional and economic actors and promotes the "knowledge economy" by launching a transnational dialogue platform on policies, tools and strategies for attracting and creating "innovation". In fact, the general objective of KnowInG is: to promote and support the "knowledge economy" and enhance the cooperation and the encounter among the public institutions, the innovation organizations and the economic actors for the creation of new territorial development policies.

KnowInG Final Congress involves different activities: Design's Event "System of Excellence", Final Conference and Multisectorial "Business 2 Business" Networking.



FINAL CONGRESS
MAY 22-23, 2013
VALENCIA



DESIGN EVENT – SYSTEM OF EXCELLENCE Valencia, 22-23 of May 2013

“**System of Excellence**” aims at showing, through the communication and information activities of KnowInG project, the presence at Mediterranean level of artists of craft which can join the Mediterranean traditions with the creativity and the technological innovation.

The event consists in the participation of enterprises of project partners’ region selected focused on *interior design* and *fashion gift design*, creative, innovative and artistic craft products (textile and goldsmith products, ceramic, fashion accessories, ect.).

22nd May 2013:

Morning: Design Companies prepare their stands.

Afternoon: 16:00 to 19:30

Meeting with Media and Press – individual presentation of the companies to the audience and 1 min video projection. Free visit of stands, interviews and Wine degustation.

16:00-16:30. Design Expert Presentation.

16:30-18:00. Companies Presentation. Each company has to prepare a 3 min presentation with 1 min Video projection.

18:00-19:30. Free visit Exhibition Area.

23rd May 2013:

09:00-13:30. Shooting special location ([Ciudad de las Artes y de las Ciencias](#)). Two professional photographers will be available to design companies for a photo shoot for their products.

15:30-18:30. B2B meeting and launch of a creative community (Sha.p.e.s.) (More information ask Caterina)



FINAL CONGRESS
MAY 22-23, 2013
VALENCIA



KNOWING FINAL CONFERENCE

Valencia, 23rd of May 2013

During Conference will participate a Prestigious Speaker on the field of creativity and innovation; then there will be the presence of the Spanish National Authorities and EU Representatives, which will examine the themes concerning the new EU funding period 2014-2020.

Morning session will conclude with a panel discussion in which experts from KnowInG regions explain state of the art of innovation and creativity in KnowInG focuses.

After Lunch KnowInG partners will explain activities undertaken throughout the development of the project based on innovation and creativity in the MED economy

Morning:

9:30-10:00. Attendee Registration

10:00-10:30. Inauguration (Valencian Government Representative)

10:30-11:30. Inaugural Conference

A prestigious representative of a university, business school or big enterprise will speak about knowledge economy, innovation and creativity.

11:30-11:45. Coffee Break

11:45-12:30. New perspectives and funds on innovation policy in the EU.
(Representatives of the European Commission).

12:30-14:00. Panel Discussion "Innovation around different focuses of KnowInG project".
(Each of the 7 partners will bring an expert in their specific focus of the KnowInG).

14:00-15:30. Lunch

Afternoon:

15:30-17:30. Innovation in KnowInG.

(Each partner/region explains innovation and creativity developed in its focus through activities undertaken in the project).

17:30-18:00. Presentation of global KnowInG activities.

18:00-18:15. Closure.



FINAL CONGRESS
MAY 22-23, 2013
VALENCIA



MULTISECTORIAL EVENT B2B

Parallel to the Conference will be a business to business activity, in which companies from different project's regions may carry out networking activities.

This Multisectorial Event is aimed to stimulate the mobility of individuals and enterprises operating in the knowledge economy into and towards the MED area.

Companies will be divided into different sectors: Design, Energy and Green Economy, Cultural and Gastronomic Tourism and Animation and VideoGames.

PROGRAM FOR BUSINESSES MULTISECTORIAL

(Except design companies involved in System of Excellence)

During the **morning** they may attend to the different conferences.

After Lunch:

15:30-16:00. Different ways for business collaboration between European enterprises.

16:00-16:15. Explanation of the COMMERCIAL SPEECH and SPEED NETWORKING

16:15-18:30. Business NETWORKING Activities: Business to Business.

Energy and Green Economy sector:

Companies in this sector will participate in a meeting and networking activity in order to form a consortium to achieve preparing a proposal to participate in the LIFE + Programme.



LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU, as well as in some candidate, acceding and neighbouring countries.

The seventh LIFE+ call for proposals was published in the Official Journal (2013/C 47/21) on 19 February 2013. The deadline for applicants to submit proposals to Member State authorities via eProposal is 25/06/2013 16:00 hours local Brussels time.

The following themes are covered by this announcement:

LIFE+ Nature & Biodiversity

The Nature & Biodiversity component continues and extends the former LIFE-Nature programme. It will co-finance best practice or demonstration projects that contribute to the implementation of the Birds and Habitats Directives. In addition it will co-finance innovative or demonstration projects that contribute to the implementation of the objectives of Commission Communication (COM (2011) 244 final) "Our life insurance, our natural capital: an EU biodiversity strategy to 2020". At least 50% of the LIFE+ budget for project co-financing must be dedicated to LIFE+ Nature and Biodiversity projects.



FINAL CONGRESS
MAY 22-23, 2013
VALENCIA



LIFE+ Environment Policy & Governance

The Environment Policy & Governance component continues and extends the former LIFE-Environment strand. It will co-finance projects that contribute to the implementation of EU environmental policy, the development of innovative policy approaches, technologies, methods and instruments, the knowledge base as regards environment policy and legislation, and the monitoring of environmental pressures (including the long-term monitoring of forests and environmental interactions).

LIFE+ Information & Communication

This component will co-finance projects that implement communication and awareness raising campaigns on environmental, nature protection or biodiversity conservation issues, as well as projects related to forest fire prevention (awareness raising, special training).

More Information about Call:

<http://ec.europa.eu/environment/life/funding/lifepius2013/call/index.htm>

Cultural and Gastronomic Tourism sector:

Companies in this sector will participate in a meeting and networking activity in order to form a network to promote the Food Med and Cultural Tourist Circuit.

The Food Med Cultural Tourism Circuit is an itinerary through the MED countries (Portugal, Spain, Italy and Greece) where the gastronomy is the important part of the activity to develop. It is about thinking the gastronomy as a tourist product, their promotion, the relation between the product and the territory, and the creation of attractive destinations at cultural and gastronomic level.

The gastronomic/cultural tourism involves, together with the tasting of products and typical dishes of each partner region, the making of itineraries on areas where agricultural and cattle activities are developed, the contact with native population, the visit to markets and shops of local products, the participation in local celebrations, the knowledge of local traditions and the promotion of rural accommodations. In short, it's about the contribution to the local development of the different MED regions, joining the landscape, historical monuments, gastronomy and culture.

For this, the resources and potentialities of each partner region of the network will be examined and success experiences will be exchanged. Likewise, the common products, typical of the Mediterranean area, that can be capable of developing a common strategy for their promotion as tourist attraction, will be examined.

The member companies of the network will work jointly to create a quality mark in the framework of the gastronomic/cultural circuits in MED area with the objective of promoting the mark in the international tourist events.



FINAL CONGRESS
MAY 22-23, 2013
VALENCIA



KNOWING PARTNERS STEERING AND COORDINATION COMMITTEE Valencia, 22nd and 24th of May 2013

22nd of May 2013:

10.00-14.00: Coordination Committee KnowInG Project

24th of May 2013:

9:30-13:30. Steering Committee.

13:30. Special Lunch

THE TIME REMINDED WE WILL ATTEND TO THE SYSTEM OF EXCELLENCE EVENT AND FINAL CONFERENCE.