



## Young Creative Generations Conference

### DATE

**26 March 2019**

### VENUE

**Permanent Representation of Romania to the EU  
Avenue de Cortenbergh 107, Brussels**

### AGENDA

**14.00 – 14.30 – Registration and welcome coffee**

**14.30 – 14.50 – Opening remarks**

**Empowering young generations through culture and education**

**Valer-Daniel Breaz, Minister of Culture and National Identity**

**Viviane Hoffmann, Deputy Director General, European Commission**

**14.50 – 15.30 – Power speeches**

**National and EU cultural policies supporting creativity, culture and arts**

**Carmen Croitoru**, General Director of the Romanian Institute of Cultural Research and Training – *Urban myths about cultural and creative sectors. What does or does not want the young creative generation?*

**Damien Helly**, Cultural adviser, founder of Culture Solutions – *Ways forward to foster a stronger sense of European belonging among young people through education and culture*

**Q&A session**



## 15.30 – 16.30 – Best practice examples

### Inspiring projects and initiatives regarding access to culture for the young generation

**Teodor Frolu**, Architect, DC Communication, Romania – *Heritage 100 and the ARK projects - follow-up to the European Year of Cultural Heritage 2018*

**Eric Garandeau**, Director of the *Pass Culture* project – *Culture Pass - access for the young generation to culture*

**Melat Gebeyaw**, Project coordinator, BOZAR, Belgium – *Next Generation, Please! Why participation matters*

**Iina Berden**, Special Government Advisor, Finnish Ministry of Education and Culture – *Finnish Pupil Survey 2019 - Cultural policy meeting the interests of the young generation*

#### Q&A session

## 16.30 – 17.20 – Panel discussion

### Educating the digital generation – exploring media literacy for the 21<sup>st</sup> century

**Paolo Celot**, General Director, EAVI – *The Art of Living with the Media*

#### Youth representative

**Audrius Perkauskas**, Deputy Head of Unit, DG CONNECT, European Commission – *Media literacy and future steps in the field, European Commission*

#### Q&A session

## 17.20 – 18.20 – Panel discussion

### Supporting skills and creativity in the digital age

**Diana Filip**, Deputy CEO, Vice President for Marketing and Development, Junior Achievement Europe – *How entrepreneurial mindsets can drive the digital revolution*

**Laurențiu Bunescu**, Chief Executive Officer, All Digital – *The importance of digital skills for Europe's future growth*

**Julie Fionda**, Deputy Head of Unit, Skills and Qualifications, DG Employment, European Commission

**Alessandro Senesi**, Deputy Head of Unit, Youth, Volunteer Solidarity and Traineeships Office, DG EAC – European Commission – *The role of youth work and youth activities*

#### Q&A session

**18.20 – 18.30 - Closing remarks - Tamas Szucs**, Director, European Commission (tbc)

#### Drinks and tapas

