



WORLD CONFERENCE ON
**CULTURE & ARTS
EDUCATION**
ABU DHABI 2024

Cultivating Creativity:

Empowering and Nurturing Innovators in Cultural and Creative Industries

Official side event



14 February 2024



13.30-14.30



Abu Dhabi National Exhibition Center
Conference Room B1 (ground floor)





The Cultural and Creative Industries (CCI) play a pivotal role in fostering innovation, economic growth, and societal well-being. To ensure sustainable growth within this sector, it is important to promote education and skills development with a strong emphasis on ethical values, thus investing in a cultural industry that not only thrives economically but also enriches the fabric of society.

This panel discussion seeks to address the critical role of education in CCI, in empowering the next generation of creative minds to contribute positively to the cultural sector, fostering an environment of innovation, inclusivity, and integrity. The discussion will consider interdisciplinary skills development and entrepreneurship in CCI; ethical implications related to access, innovation, community engagement and well-being; multi-stakeholder collaboration connecting youth with cultural professionals and experienced actors in the cultural industries, to bridge gaps and offer holistic learning experiences.

Alongside the discussion, a photographic exhibition will be presented, showcasing the best practices of the programme "Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity", implemented by the UNESCO Regional Office in Havana, with generous funding of the European Union. The programme aims to leverage the rich cultural diversity of the Caribbean to turn it into a driver of sustainable development, through cooperation and exchange within the region and with Europe. It also seeks to professionalize the cultural and creative sector in the Caribbean and to create opportunities for entrepreneurship, socio-economic projects and collaboration in cultural and creative sectors, heritage and tourism. The exhibition will feature the main activities and results of the Transcultura programme since its launch, with a focus on highlighting its impact on young beneficiaries.

The overall objective of both the discussion and the exhibition is to inspire educators, policymakers, and industry stakeholders to collectively invest in promoting education in the Cultural and Creative Industries to unlock the full potential of young minds, fostering a new generation of artists and innovators who not only create captivating content but also thrive as entrepreneurs with ethical values in the dynamic world of creativity.

AGENDA

Opening Remarks

Mr Ernesto Ottone Ramírez, Assistant Director-General for Culture of UNESCO

Panel discussion

Moderator: Ms Antigoni Komodiki, CEO Junior Achievement Cyprus

Part A: Building bridges to empower the next generation of creative minds

- Ms Diana Filip, Deputy CEO & Chief Development Officer of Junior Achievement Europe
- Mr Paolo Montemurro, Director of Materahub
- Ms Alessandra Borchì, Transcultura Programme Coordinator, UNESCO Regional Office in Havana

Part B: Partnerships and networks promoting Education in Cultural and Creative Industries

- Ms Elena Marinoni, Director of Education Istituto Marangoni Dubai
- Dr. Woo Yen Yen, Programme Leader, MA Arts Pedagogy and Practice, School of Creative Industries, LASALLE | University of the Arts Singapore
- Mr Stavros V. Kyriakides, Managing Director of Kyriakides Piano Gallery; Steinway & Sons representative in Cyprus, President of Avantgarde Cultural Foundation
- Ms Thekla Papantoniou, Cyprus National Commission for UNESCO

PANELISTS

Alessandra Borchì is a professional in intergovernmental cooperation in the area of culture. She holds a Bachelor's Degree in International Relations and a Master's Degree in Tourism Valorization of Cultural Heritage from Paris 1 - Panthéon Sorbonne University. She has been working for the UNESCO Culture Sector since 2005 in a variety of roles, both at Headquarters and in the UNESCO Offices in Afghanistan, Tanzania and Cuba. She has contributed to intergovernmental processes, managed culture programmes, and coordinated emergency response operations. Since 2021, she is the Coordinator of the Transcultura programme within the UNESCO Regional Office in Havana.

Antigoni Komodiki is the Chief Executive Officer of Junior Achievement Cyprus, member of JA Worldwide. She is a PhD candidate in Environmental Entrepreneurship at the Cyprus University of Technology. Her research interests include the exploration and development of environmental science agency through environmental entrepreneurship programmes. She was an educator for 17 years. During this period she took part in a large number of educational programmes, mainly promoting entrepreneurship and innovation in children. She was awarded with the Woman of the Year in Innovation award in 2023. She is a member of the Committee for the development of the National Strategy for Entrepreneurship Education.

Diana Filip is Deputy CEO and Chief Development Officer of JA Europe. Expert in multi-stakeholder partnerships in education, entrepreneurship and policy fields, she is responsible for strategic development of the organisation, policy liaison, funding and financing, advocacy and corporate communications issues. Diana started her career as an entrepreneur, running her own company in Romania, then moved to Brussels as President of the European Students Forum and consultant in Public Affairs. Diana also sits on the Board of the Women in Entrepreneurship Platform. She holds a certificate in Entrepreneurship and in Business Sustainability from Harvard University and an MBA from the Vlerick School of Management, Leuven.

Elena Marinoni is Director of Education at Istituto Marangoni Dubai. With a background in strategic design, she works at Nextatlas.com as a trend forecaster and consultant for top companies in order to help them gain a competitive advantage by leveraging emerging trends, therefore supporting innovation processes and inspiring marketing and communication strategies consistently with the evolution of consumers' needs and social and cultural change. Elena is also an experienced lecturer, since 2007 at Istituto Marangoni, or as adjunct professor at Politecnico di Milano (Italy) for Trend Forecasting and Strategic Innovation.

Paolo Montemurro is the founder of Materahub, an organization working on supporting the cultural and creative sector in Italy. He has been project manager of a number of pilot EU funded initiatives focusing on capacity building and policy development particularly in the area of creative entrepreneurship, networking and cross-fertilization of CCI with other economic and social sectors. Coordinator and organizer of Creative Business Cup in Italy, expert and consultant for Italian regions, he has supported the bid for Matera as European Capital of Culture and the capacity building program for local cultural operators. In 2020 he was selected as an expert of the "EU4Business" program to support the development of CCIs in Eastern Partnership countries. Today he represents Materahub in the EIT KIC Culture and Creativity as one of the founding members.

Stavros V. Kyriakides is the Managing Director of Kyriakides Piano Gallery and President of the Avantgarde Cultural Foundation. He studied "Stringed Keyboard Instrument Technology" (Edinburgh, Scotland) and holds a Master's degree (MA) in "Cultural Policy and Development". He founded SVK PIANOTECH LTD [Kyriakides Piano Gallery], the piano industry leaders in the Cypriot market, representing some of the world's finest piano manufacturers including Steinway & Sons. He is a highly active cultural manager and has served as a Board member to numerous non-profitable institutions, including the Cyprus Theatre Organization and the Cyprus Symphony Orchestra Foundation. Over his career, he has worked with many distinguished artists and has received a number of awards for his work and service in culture.

Thekla Papantoniou works for the Cyprus National Commission for UNESCO. She holds a BA in Byzantine and Modern Greek Studies from the University of Cyprus and an MPhil in European Literature and Culture from the University of Cambridge. Her expertise includes inventorying and safeguarding intangible cultural heritage, mapping of cultural policies and practices, capacity building programmes and multi-stakeholder partnerships, as well as design and coordination of educational programmes for cultural heritage, sustainable development and global citizenship.

Dr. Woo Yen Yen is Programme Leader, MA Arts Pedagogy and Practice, LASALLE | University of the Arts Singapore. She is an innovative educator and cultural designer who adeptly bridges pedagogy and entrepreneurial creativity. She is an international award-winning filmmaker, publisher, edtech founder and researcher, always striving to build a world more open to each other's stories. Dr. Woo holds a Doctor of Education from Teachers College, Columbia University and has taught in higher education in New York, Taiwan, and Singapore.



ORGANISERS

Cyprus National Commission for UNESCO is part of the global network of national bodies, which cooperate with UNESCO to implement and promote projects and activities within the five main thematic sectors of the Organisation: Education, Natural Sciences, Culture, Social and Human Sciences, Communication and Information. www.unesco.org.cy

Junior Achievement Europe is the largest and leading organisation in Europe dedicated to inspiring and preparing young people to succeed. For over 100 years, JA Worldwide has delivered hands-on, experiential learning in entrepreneurship, work readiness and financial health. In the last school year, the JA Europe network provided 6 million learning experiences for youth in online, in person and blended formats. JA envisions a world in which the next generation has the skills and mindset to build thriving communities. JA Worldwide was nominated for the Nobel Peace Prize both in 2022 and 2023. www.jaeurope.org

Junior Achievement Cyprus is a member of Junior Achievement Worldwide and was established in 2011. In 2013, it introduced the flagship Company Programme – endorsed as a best practice by the European Commission - in high schools across the island. Today, JA offers fourteen educational programmes that target approximately 6000 students per year. JA Cyprus is a partnership between the business community, educators, mentors, volunteers and alumni - working together to inspire young people to dream big and reach their potential. www.jacyprus.org

Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity is the largest UNESCO programme in Latin America and the Caribbean, with generous funding from the European Union. Targeting young cultural professionals aged between 18 and 35 from 17 countries, Transcultura aims to professionalize the cultural and creative sector in the Caribbean, and to offer to professionals in the region opportunities for entrepreneurship, access to markets and cultural exchange. The programme started in 2020 and is due to end in 2024. www.unesco.org/en/transcultura, www.unesco.org/en/fieldoffice/havana

Istituto Marangoni Dubai is a private Higher Education Institution for Fashion and Design in Dubai. The school blends an innovative learning experience with Italian expertise to enhance local talent and shape the future of the UAE fashion, design and creative industry. Partnering with local professionals and industry players has made Istituto Marangoni Dubai a powerful source of inspiration and a nerve centre for prestigious career options. A bridge between cultures, the school aims to promote local development and cultural diversity while empowering women and inspiring next-generation talent to explore new and global business opportunities.

LASALLE | University of the Arts Singapore is the highest ranked specialist arts institution in Singapore and joint top in Southeast Asia for art and design (QS World University Rankings 2023). The College offers 35 Diplomas, BA (Hons) and postgraduate programmes in arts and design. Its faculty comprises a community of award-winning artists, designers, educators and researchers, whose practice-led research sets LASALLE apart as an international centre of excellence. LASALLE is a founding member of the University of the Arts Singapore. www.lasalle.edu.sg

