



The Creative Europe Programme 2021-2027 takes European cooperation between the cultural and audiovisual fields to a new level by promoting stronger links between content and digital technologies. The programme equally recognises the intrinsic and artistic value of culture and its economic value including the broader contribution to growth, competitiveness, creativity and innovation. Projects can cover one or more cultural and creative sectors and can be interdisciplinary and cross-sectoral. At the same time, the programme shows a stronger alignment with the political agenda of the European Commission encouraging reflection and engagement for themes like diversity, inclusion and gender equality. New emphasis is placed on the environment and climate change through the New European Bauhaus initiative. This event informs about the new approaches of Creative Europe, presents best practices and gives the opportunity for exchange. It is organised by Ars Electronica in cooperation with the Creative Europe Desks from Germany, Luxembourg and Austria.

11:00 – 11:05 Welcome

Veronika Liebl, Ars Electronica and Kathrin Kneissel, Federal Ministry for Arts, Culture, the Civil Service and Sport

11:05 – 11:25 Creative Europe – Policy background and Updates

Talk with Barbara Gessler, Head of Creative Europe Culture Programme and Martin Dawson, Deputy Head Creative Europe MEDIA Programme, European Commission

11:25 – 11:35 Creative Europe (2021 – 2027): interdisciplinary and cross sectoral aspects

Presentation by Elisabeth Pacher and Esther Krausz, Creative Europe Desk Austria

11:40 – 12:15 Presentation of Best Practice projects in the interdisciplinary and cross sectoral field

- **CINNOVATE**, Philipp Hoffmann, Rushlake Media GmbH, www.rushlake-media.com
- **Future Museum**, Olga Tykhonova, Sofia Widmann, MUSEUM BOOSTER GmbH / www.museumbooster.com
- **Digital Cross Over**, Ruth Pfletschinger, IMZ / <https://www.imz.at/>
- **Parallel Traces - A new lens on Jewish Heritage**, Victor Sorensen, European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) / <https://jewishheritage.org/>
- **THE LINK**, Sönke Kirchhof, INVR Space / <https://invr.space/>

12:15 – 12:25 Artistic Intervention, AI Journey from the European ARTificial Intelligence Lab

12:25 – 12:35 Breakout Rooms, exchange with project managers of the presented projects

12:35 – 12:40 Goodbye!

Change to wonder.me platform

12:40 – 13:00 Networking & exchange of views

- **Rethinking artist mobility & residencies, content production and collaboration**, Kristina Maurer, Ars Electronica
- **Immersive experiences and storytelling for decentralized and hybrid cultural events**, Roland Haring, Ars Electronica
- **Gender equality in the culture and creative sectors**, Heidi Meissnitzer, Permanent Representation of Austria to the EU
- **Ecology - rethinking formats & networks and Creative Europe's link to New European Bauhaus**, Veronika Liebl, Ars Electronica

We meet

- first on Zoom <https://us06web.zoom.us/j/82158740530> and later
- on wonder.me <https://www.wonder.me/r?id=62ddec26-3cfb-4cce-b1eb-773040977aa6>