



AGENDA

13TH OCTOBER 2025 - 11.30-13.00

Delegation to the EU - Emilia-Romagna Region
Rue Montoyer, 21 - Brussels (BE)



Regional
Initiative
for Culture
and Creativity

ENGAGE, EMPOWER, EVOLVE: Cultural strategies for regional growth

11.30 - Introductory remarks

Lorenza Badiello - Director Delegation to the EU, Emilia-Romagna Region

11.40 - Round Table

Moderated by **Lodovico Folin Calabi** - Director, UNESCO Liaison Office in Brussels

● ***Creative talent attraction and retention in Emilia-Romagna - Driving the regional growth***

Gabriele Marzano - Policy Manager, Emilia-Romagna Region (*online*)

Eleonora Sette - Senior Project Manager on talent attraction and retention, ART-ER (*online*)

● ***Culture of care: rural belonging and opportunities from the periphery***

Iris Jugo Núñez-Hoyo - Culture Branding & Cáceres 2031 Coordinator, Extremadura Region

● ***Culture in Action: Empowering Iași through Literature and Living Heritage***

Alexandru Bogdan Calance - County Councilor and Personal Advisor to the President, Iași County Council

● ***ICC, creativity, innovation and regional development: Basque country case study***

Jokin GARATEA - BDCC/Basque District of Culture and Creativity, Basque Country (*online*)

12.30 - Q&A Session

12.50 - Final remarks & End of Session