



XVIII International Meeting on Management of Heritage Cities

The economy creative: an opportunity for development

Historic Center of Havana
From November 16th to 20th, 2020

In recent times, a new, essentially urban, productive sector has been booming, which links tradition, contemporaneity and ingenuity: the creative economy, more recently known, as Orange economy. The concept encompasses the notions of cultural and creative industries but, without place to doubts, still under construction. Some authors consider this economy as a new sector (Quaternary), because its activities are not associated with any of the established sectors. Plus, they are well linked to the new forms of relationship, production and consumption, fundamentally of the culture, in close connection with the new technologies that promote their socialization.

This sector has shown a worldwide growth, registering a positive impact on the incidence of the Gross Domestic Product (GDP) of the nations, as well as in the generation of jobs. According to the British government Department for culture, media and sports (pioneer in developing the creative economy), already in 2008 this sector contributed 7.3% to the British economy, employing two million people; a couple of years ago, estimates made in Latin America and the Caribbean, they reflected that, in the region, creative industries represented 2.2% of GDP, the generation of 1.9 million jobs and the mobilization of almost a quarter of a million dollars.

The creative or orange economy has an important role in promoting economic growth, inclusive development and innovation. First, the creative sectors seem to be characterized by high productivity growth; secondly, they are an important source of job creation for young people, not only in the purely sectors creative, but also in traditional industries; Finally, creativity is one of the main drivers of the innovation process in a society.

Without a doubt, the traditional areas of cities become creative ecosystems ideal for the cultural diversity that characterize them. In them you can give, as anywhere else, complex synergies that facilitate the interrelation of the components of the orange economy. On the other hand, this economy is absolutely friendly with small and medium-sized businesses, with which you can guarantee, at the local level, an adequate diversification of legal persons as well as high knowledge density, all of which ensures an extremely resilient environment, as opposed to "monoculture" economies, so harmful when facing serious structural economic crises, which have become cyclical.

The determining incidence, on which the creative economy can impact the dynamic economy of cities, shows the need of its promotion to be preceded by public policies that fertilize and guide strategic processes of endogenous development and social inclusion.

These reflections lead us to address the issue at the next XVIII Meeting on City Heritage Management, which will serve as a platform for knowledge, dialogue and dissemination of experiences among academics, public officials, cultural managers, artists, entrepreneurs, students and every one interested in exchanging on issues such as: the opportunities and challenges of fostering an economic look of culture; the rules to promote development from culture; the concepts of creative economy and the sectors that integrate it; its contribution to development and how to measure its impact; the actors of the creative ecosystem, the role of the public sector and the importance of the copyright, among other topics. The Meeting will have duration of four days, during which some conferences of renowned national and foreign experts will take place, forums, panels for the socialization of experiences and the exhibition of products and services.

The registration form, the requirements for the presentation of papers in the panels and others information of interest, will be published on our website <http://www.planmaestro.ohc.cu/index.php/cursos-y-eventos/gestion-ciudades-patrimoniales>. The Organizing Committee may issue an invitation letter, in the name of the participant that requires it for the realization of the pertinent procedures in its own institution, with the purpose of managing authorizations and own resources for participation.



Dra. Arq. Patricia Rodríguez Alomá
Director Master Plan. Office of the Historian of Havana City.
President of the Organizing Committee

Scientific Program

As a platform for knowledge, reflection and dissemination of experiences in urban areas diverse, the XVIII International Meeting on Management of Heritage Cities is oriented towards opportunities and challenges of the creative economy for the development of cities.

It will be a space for dialogue between academics, cultural managers, authorities, artists, entrepreneurs, students, and interested in exchanging about the role of culture in development and its relevance to promote integral, inclusive and sustainable processes; the opportunities and challenges of culture from an economic perspective; the rules to promote development from culture; the sectors that they integrate the creative economy and the measurement of their contribution to development; the characteristics and creative ecosystem actors, and the role of the public sector; and the importance of intellectual property, among other topics.

The Meeting will last four days, during which conference days will take place lectures, round tables and sessions organized in four thematic axes, panels for the socialization of experiences, and a forum of opportunities.

Thematic 1: Creative Economy, education, research and innovation.

Subtopics:

- The scope of the creative economy, definitions and activities that compose it.
- Importance of information, measurement and monitoring of impacts for promotion and Creative economy management.
- Role of education and research in urban innovation. Study programs (universities, workshop school, trade schools).
- Symbiosis creativity and urbanism as a force for renewal and promotion of creative environments and productive. Creative urban ecosystems and sustainable architecture.

Thematic 2: Creative Economy and sustainable development.

Subtopics:

- Benefits and challenges of the creative economy: Culture and innovation, articulators and catalysts of integral development.
- The creative economy as a driver of development and source of growth and diversification of the economy.
- Importance of comprehensive planning and public policies for the emergence and development of creative environments The creative economy in development plans. Policy articulation Cultural and economic.
- The internationalization of the creative economy: from the local to the global, and vice versa. Impacts of the Creative economy in facts and figures.
- Meeting points of the creative economy, the circular economy and the social and solidarity economy. The creative economy and the associative and solidarity processes.

Thematic 3: Creative Economy, the creative ecosystem and the value chain.

- Mapping of the creative ecosystem: Characteristics, actors and functioning (creators, entrepreneurs, academics, unions, universities, cultural centers, companies, State, ministries, consumers).
- Business models and value chains.
- Peculiarities of the marketing of cultural and creative goods and services.
- Smart cities and creative economy: Role of information technologies and communications in the creative ecosystem.

Thematic 4: Creative Economy, legality and intellectual property.

- Intellectual property as an incentive to creation: Relevance and challenges of protecting the creation.
- Legal framework of copyright: Practical uses and economic, social and cultural impacts of copyright and other related rights protection systems.
- Intellectual property and public rights: Balance between the rights of the creator and access to knowledge, ideas and work.
- Copyright and digital environment: Intellectual Property and Media.

Modalities of participation

Master lectures

Modality programmed by invitation to prominent national and foreign personalities. The keynote lectures will be offered in plenary session, the first day of the Meeting.

Thematic tables

Space in which groups of experts will address trends and update knowledge about Four thematic axes. The exhibitors address different aspects of the topic, discuss their points of view and the audience will have only an observer role. The experts will be nominated by the Committee Scientist of the Meeting, after consultation.

Thematic sessions

Sessions in which the speakers make oral presentations on theoretical, methodological or Research results around one of the four thematic axes.

Those interested in submitting papers in the sessions should send, to the email olivian@planmaestro.ohc.cu, the registration form, summary of the paper, curriculum summary of the main author and a Letter signed by the authors acknowledging their authorship and responsibility in the content of the proposal, and grant the guarantee for the publication of the work in the Meeting. The maximum term for abstracts will be sent on **September 1st, 2020**. Proposals will be evaluated by the Committee Meeting Scientist. As of **September 20th**, the result of the evaluation. The authors of the accepted works will have until

October 1st for the delivery of the Full document in digital format. The file name must specify the thematic axis and the Surname and name of the main author, separated by space, example: E1 Pérez Mariana. It should meet the following standards:

Presentation Summary

- Arial font, size 12 points
- Between 800 and 1,000 words
- Word format, letter size configuration, simple line spacing
- Spanish Language
- Content
 - Title of the paper
 - Thematic axis for which it is proposed
 - General objective
 - Main results
 - Conclusions
 - Recommendations

Main author's curriculum summary

- Arial font, size 12 points
- One page
- Word format, letter size configuration, simple line spacing
- Spanish Language
- Content
 - Photo (3 x 3 cm)
 - Surname and full names
 - Place and year of birth
 - Name and postal address of the institution that represents
 - Professional degree (choose higher degree)
 - Institutional email address
 - Telephone, fax, email
 - Brief review of your professional career

Full document

- Arial font, size 12 points.
- Between 6,000 and 8,000 words
- Spanish Language
- Content
 - Title of the paper.
 - Keywords: minimum three and maximum five.
 - Surname and full names of the authors, specifying institution where they study or work, Professional degree (choose higher degree) and institutional email address. Introduction.

- Methodology
- Results: They can include up to five tables, graphs and images.
- Conclusions.
- Bibliographic references. Numbered, organized alphabetically and adjusted to the A.P.A.

Experience Panels

Space in which case protagonists will relate their experiences. The exhibitors will have a script common in which they will address the background of the experience, a brief description, main Results and challenges. The panels will be coordinated by a member of the Scientific Committee. The public Assistant can ask questions, orally or in writing, at the end of the panel. Two panels will be developed of experiences: Cuban Heritage Cities and Creative Entrepreneurships.

Experience panel: Cuban heritage cities

Experiences of Cuban cities that have carried out development programs and projects based in culture, creativity and innovation. While the success of these policies may not necessarily replicate, will identify elements of success or critical factors that can serve as references for the promotion of the creative economy in urban environments. The panel will be composed of representatives of the cities that make up the Network of Heritage Cities of Cuba.

Experiences panel: Creative enterprises

Experiences of enterprises that generate value through goods and services based on the Culture, creativity and innovation. It will allow to know the contribution and the impact of the small ones entrepreneurs, their growth potential, results and challenges. The panel will consist of Project representatives from different Cuban cities.

Opportunities Forum

Space for the presentation of products and services, connect interests of creators, organizations public, academy, create opportunities for articulation, networking and project development sets. A representation of creative entrepreneurs from cities in Cuba will participate in the forum.

Schedule

The Meeting program will be informed by the Organizing Committee in future updates.

Registration, Accommodation and Payment

Meeting Place

The XVIII Meeting will be held from **November 16th to 20th, 2020**, in the Old Convent of San Francisco from Assisi, in the Historic Center of Havana, 40 minutes from the José Martí International Airport.

Language

The language of the Meeting will be Spanish, there will be simultaneous translation for the English language.

Inscription

All those interested in participating in the Meeting must complete the registration form and send it to ariam@planmaestro.ohc.cu, with the subject **"GCP Registration"**, before **October 1st, 2020**.

Letter of Invitation

The Organizing Committee may issue an invitation letter in the name of the specialist that so requires (which does not represent the coverage of participation expenses), to carry out the procedures relevant in your institution, with the purpose of managing resources and / or authorizations for your participation.

Participation fee

- Participants with a presentation: 200 CUC
- Participants without presentation: 250 CUC

Derechos por el pago de la cuota de participación al Encuentro

- Rights for the payment of the participation fee to the Meeting
- Credential that allows access to all conferences and activities.
- Printed program.
- Welcome and closing cocktails.
- Coffee and lunch.
- Specialized visits.
- Participation certificate.
- Printed and digital technical documentation.

Accommodation and payment method

Accommodation requests will be made directly to the San Cristóbal Travel Agency, Official Receptive Meeting, via email to esp_eu7@viajessancristobal.cu. The payments of the registration fees to the XVIII International Meeting on Heritage Cities are may be made in cash or by credit card on the first day of the Meeting (November 16th) in the accreditation schedule.

For more information contact: Margarita Cunill Alonso through the email address referred to above, or call the phone: 53-7 807-7454, from 9:00 a.m. at 4:30 p.m.

Contact information

Inscriptions

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Organizing Committee

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Accommodation and payments

Margarita Saroza Falcón



Gestión de Ciudades Patrimoniales

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