

CULTURE AND CREATIVE ECONOMY FORESIGHT

23-25 APRIL 2024, UN CAMPUS, TURIN - ITALY

Timetable

DAY 1 - APRIL 23RD - Innovation Lab, Pavilion Africa 10, 1st floor

08:15 – 09:00	Welcome & registration	
09:00 – 09:30	Welcome Session <i>Setting the tone: rethinking creative futures across hemispheres</i> Keynote: Charlie Edmonds (Civic Square)	
09:30 – 11:00	Technology and artificial intelligence <i>AI and emerging technologies reshaping the creative economy</i> Panel: Nicola Camurri (ETT Solutions) Laura Cyron (UNCTAD, Digital Economy Policy Research Program) Martin Alejandro Correa (WIPO)	Moderator: Kwame Safo (British Council)
11:00 – 11:30	Coffee break	
11:30 – 13:00	International trade and investment <i>Trends and opportunities in global trade and investment flows for cultural and creative industries</i> Panel: Jen Snowball (Rhodes University and South African Cultural Observatory) Alexandra Golovko (International Trade Centre) Giorgio Fazio (Creative Industries Policy and Evidence Centre) Kwame Safo (British Council, BLACKMEX)	Moderator: Katalin Bokor (UNCTAD)
13:00 – 14:00	Lunch	
14:00 – 15:30	Rethinking skills in creative work <i>The role of technical and entrepreneurial skills to shape creativity</i> Anna Zongolowicz (ITCILO) Danar Amanaliev (Ololo) Dwinita (Tita) Larasati (Indonesia Creative Cities Network) Keith Nurse (College of Science, Technology and Applied Arts of Trinidad and Tobago)	Moderator: Stefano Merante (ITCILO)
15:30 – 16:00	Coffee break	
16:00 – 16:20	Keynote: <i>Decent work in the culture and creative economy</i> Margherita Licata (ILO)	
16.20 – 17.30	Panel Discussion – Building Fair Creative Futures <i>Advancing gender equality, diversity, and inclusion in the creative economy</i> Dr Nessa Keddo (King's College London) Anna Villarroya (University of Barcelona) Lucie Schneider (Diversity of Cultural Expressions Entity, UNESCO)	Moderator: Maud Ritz (ITCILO)
17:45	Bus leaves for the study visit	
18:30 – 22:00	Study visit and dinner Guided tour on bus by Ms. Lina Brun Visit to OGR Torino Walking tour and light dinner – Historical coffees of Turin	

DAY 2 – APRIL 24TH - Innovation Lab, Pavilion Africa 10, 1st floor

09:00 – 09:20	Morning kick-off
09:20 – 09:45	Programme of the day & Introduction to the foresight methodology
09:45 – 10:45	Group Work Session 1: “Through the looking glass” (First part) <i>Participants will work in sector-based groups to explore imagined future scenarios. Each group will engage with a fictional description of the future and discuss how creative work and production might evolve in their domain. The session will set the stage for deeper reflections on trends, challenges and possibilities across the creative economy.</i>
10:45 – 11:15	Coffee break
11:15 – 12:30	Group Work Session 2: “Through the looking glass” (Second part) <i>Building on the first session, participants will examine how the imagined future affects work in their sector. Discussions will explore changes in roles, skills, working conditions, and the broader ecosystem. The goal is to reflect on how these shifts might shape creative labour and economic structures moving forward.</i>
12:30 – 13:30	Lunch
13:30 – 14:30	Group Work Session 3: “Achilles & Prometheus” <i>Participants will identify the forces that could accelerate or hinder the future scenarios developed so far. By exploring enablers, risks, and turning points, each group will begin to outline the strategic elements that could influence their sector's trajectory in the coming years.</i>
14:30 – 15:45	Group work Session 4: “Key insights” <i>Each group will consolidate the main takeaways from their exploration of the future. Discussions will focus on identifying priority challenges and opportunities related to skills, inclusion, technology, labour conditions, and trade and investment. These insights will serve as a foundation for the convergence work on the final day.</i>
15:45 – 16:15	Coffee break
16:15 – 17:15	Fishbowl: “I came back from the future and I saw ...” <i>In this interactive session, representatives from each group will share key insights from their sectoral futures. Through a rotating fishbowl format, participants will highlight surprising, inspiring or challenging elements of their discussions and identify themes that cut across sectors, setting the stage for the convergence work on Day 3.</i>
17:15 – 17:30	Wrap up of the day

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DAY 3 – APRIL 25TH - Innovation Lab, Pavilion Africa 10, 1st floor

09:00 – 09:30 **Welcome and recap**

09:30 – 11:00 **Group Work: “Back from the futures” (concepts & questions)**

Participants will regroup around five key themes emerging from the foresight:

- the impact of technology and AI
- trade and investment in creative sectors
- upskilling, reskilling and entrepreneurship
- gender equality, diversity and inclusion
- decent work and the transition to formality

Each group will co-develop draft ideas for future research or capacity-building, grounded in the scenarios explored in the previous days. Topic experts from all futures will now convene in breakout rooms on cross-cutting issues, using the building blocks gathered at the end of day 2. They will draft new capacity building and policy level questions related to their respective topics. After discussing their outlines, they will further develop them to prepare for the futures panel.

11:00 – 11:30 Coffee break

11:30 – 12:30 **Group Work: “Back from the futures” (concepts & questions)**

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12:30 – 14:00 Lunch

14:00 – 15:00 **Special envoys - The futures we propose**

Each thematic group will present its draft concept in a short pitch format, sharing proposals for research or capacity-building. The session will close with a collective reflection on emerging priorities, gaps, and opportunities for future collaboration.

Final remarks and closing