



# TRANSCREATIVA 2014

1<sup>st</sup> European Conference

**CREATIVE INDUSTRIES AND SOCIAL INNOVATION:  
CONCEPTS, PRACTICES AND POLICIES**

**CALL FOR PAPERS**

**25-26-27 September 2014, Bordeaux, France**



## OBJECTIVES

CREATIVE INDUSTRIES AND SOCIAL INNOVATION: CONCEPTS, PRACTICES AND POLICIES will explore the interaction between four critical issues: creativity, technologies, spaces and policies to foster creative industries and social innovation at regional level.

- » Explore new concepts and methodologies that give an understanding of the relationships between creative industries and social innovation.
- » Share case studies and/or innovative experiences that show the dynamics between creativity, technology and innovation in the creative industries / social innovation
- » Explore the contexts (urban) and environments (cooperation) that facilitate the development of creative industries / social innovations
- » Disseminate different experiences of public policies (programmes, services, etc.) that promote the creative industries or social innovation or the relationship between them.

## ORGANISERS

- » Research Cluster for Creative Industries, Culture, Sport - KEDGE Business School – Bordeaux, Marseille, Toulon, France.
- » SINNERGIAK SOCIAL INNOVATION – University of the Basque Country - Spain
- » TECNALIA – Basque Country – Spain
- » SAN SEBASTIAN EUROPEAN CAPITAL OF CULTURE 2016 – Basque Country - Spain
- » ESTIA – Bidart – France
- » ANTIC – Bidart – France
- » Institute Pedro Nunes – Coimbra – Portugal
- » University of Coimbra – Portugal
- » Municipality of Coimbra - Portugal

This conference is embedded in the European project: TRANSCREATIVA

[www.transcreativa.eu](http://www.transcreativa.eu)

## TOPICS OF INTEREST

### PANEL 1: CREATIVITY, CREATIVE INDUSTRIES, SOCIAL INNOVATION

- 1.1. Creativity, creative industries and entrepreneurship
- 1.2. Creativity, creative industries and social innovation
- 1.3. Measuring creativity and skills in creative industries / social innovation
- 1.4. Collective competencies in creative industries / social innovation.

### PANEL 2: TECHNOLOGIES, CREATIVE INDUSTRIES, SOCIAL INNOVATION

- 2.1. Digital Heritage
- 2.2. Digital Industries
- 2.3. Technology transfer process in creative industries
- 2.3. Technology and socio-economic spillover in creative industries
- 2.4. Open innovation, technology and creative industries
- 2.5. Social technologies and social innovation
- 2.6. Social innovation and innovative technologies

### PANEL 3: URBAN, RURAL AND REGIONAL DEVELOPMENT

- 3.1. Regional smart specialisation: social innovation / creative Industries
- 3.2. Creative regions/cities/peripheries and social innovation
- 3.3. European Cultural Capitals and cultural, urban, economic, social impacts
- 3.4. Cross-sectorial fertilisation in creative industries
- 3.5. Scaling: local and global in creative industries and social innovation
- 3.6. Creative industries and social innovation Clusters/Hubs/Living Labs
- 3.7. Creative Industries and social innovation : comparative approaches, Europe North-South ; Asian/ African/Latin American-European perspectives

### PANEL 4: PUBLIC POLICIES, CREATIVE INDUSTRIES, SOCIAL INNOVATION

- 4.1. Creative regions/Districts policies.
- 4.2. Governance and creative industries / social innovation
- 4.3. Creative industries: European cross-border cooperation policies
- 4.4. Stimulating Social innovation through creative industries
- 4.5. Social innovation Ecosystem Policies
- 4.6. Innovation in public services linked to creative industries / social innovation

The Conference will discuss papers and presentations from researchers (including doctoral students), professionals and practitioners from the creative industries and social innovation. Specifically, the Conference aims to focus on the conceptual and methodological aspects, case studies, practical issues and policies proposals.

## SUBMISSION GUIDELINES

The official language of the conference is English. Papers and presentations of papers should be in English.

We are soliciting two types of contribution:

1. Full research papers: these present new innovative research developments and results. They will feature a full-length oral presentation and could be published in a high-quality proceedings volume.
2. Practitioner papers: these focus on descriptions of projects, experiments, practices, policies, and lessons learned. They will feature a short oral presentation and could be published in a high-quality proceedings volume.

### ABSTRACT

For both types of paper (research or practitioner), 500-word abstracts or presentation proposals should be submitted by e-mail to: [claire.grellier@kedgebs.com](mailto:claire.grellier@kedgebs.com) by **Monday 2 May 2014**.

They may be in Word, WordPerfect, or RTF formats with the following information and in this order:

- a) author(s), b) affiliation, c) e-mail address, d) type of contribution e) title of abstract, f) body of abstract. E-mails should be entitled: Transcreativa 2014 Abstract Submission Panel Topic No. XX.

Please use plain text (Calibri 12) and refrain from using footnotes and any special formatting, characters or emphasis (such as bold, italics or underlining).

## FULL PAPER

The full papers should be 3,000 – 5,000 words in length. They should be submitted by e-mail to: [claire.grellier@kedgebs.com](mailto:claire.grellier@kedgebs.com) by **Thursday 31 July 2014**.

Papers may be in Word, WordPerfect, or RTF formats and include the following information in this order:

a) Title of paper, author(s), b) affiliation, c) e-mail address, d) abstract, e) body of paper (1.introduction, 2.case study / conceptual framework / policy proposal, 3. Conclusions, References)

E-mails should be entitled: Paper Submission. Panel No. XX

Please use plain text (Calibri 12) and refrain from using footnotes and any special formatting, characters or emphasis (such as bold, italics or underlining).

## PRESENTATION

- » Presentations will be given at a panel session devoted to one of the topics
- » Each presentation will last around 20 minutes (PowerPoint or similar format)
- » Each panel will close with a discussion on the presentations

## PUBLICATION

A selection of papers will be published in the book entitled Creative industries and Social innovation: Concepts, practices and policies edited by the **TRANSCREATIVA** project.

## IMPORTANT DATES

**Deadline for abstract submission: 2 May 2014**

**Notification of acceptance: 30 May 2014**

**Deadline for final paper submission: 31 July 2014**

**Conference date: 25-26-27 September 2014**

## CONFERENCE FEES

The Conference fee is mandatory for every attendee, including presenters and panellists.

Conference fee before May

- » Regular: 250 €
- » Students, retired and unemployed: 100 €

Conference fee from May to July

- » Regular: 300 €
- » Students, retired and unemployed: 100 €

## CONFERENCE LOCATION AND PROGRAMME

The conference will take place partly at KEDGE Business School in Bordeaux, and partly at the Pôle International de la Préhistoire, in Les Eyzies-de-Tayac, Dordogne (Périgord). The programme will include many meetings with regional social innovators in the field of creative industries. Transport between locations will be organised collectively and will be covered by the conference fees.