

## Programme

Facilitator **Päivi Tahkokallio**

**8:15 Registration**

**9:00 Conference opening**

**Päivi Tahkokallio**, President of BEDA

**Hanna, Kaisa Alanen**, President of Ornamo

**Hanna Kosonen**, Minister of Science and Culture

**9:30 Session 1 – Policy landscaping**

**Anna Athanasopoulou**, European Commission

Head of Unit, Tourism, Emerging & Creative Industries

Directorate-General for Internal Market, Industry Entrepreneurship & SMEs

*The Policy Landscape at the EU level and the role of design and the Cultural and Creative Industries in a successful Europe.*

**Anna Whicher**, BEDA Policy Lead

PDR, Cardiff Metropolitan University, Wales

*Towards next Generation Design Policy for Europe – A positioning Paper in the making*

**10:15 Session 2 – Challenges landscaping**

*Climate change*

**Julia Lohman**, Professor of Practice in Contemporary Design, Aalto University

**11:00 – 11:30 Coffee break**

*European Values*

**Tommi Laitio**, Executive Director, Culture and Leisure, Helsinki

*Digitalisation*

**Erkki Liikanen**, Chairman IFRS

**Lutz Dietzold**, CEO German Design Council

**12:45 Lunch**

**14:15 Session 3 – Between Landscaping and Mining**

Workshop session in mixed groups with feedback presentations and discussion

**15:45 Closing Presentation**

**Antti Vasara**

President & CEO of VTT (Technical Research Centre of Finland Ltd)

Member of EU High Level 'Industry 2030 Roundtable'

President of EARTO

**16:15 Final comments and close of conference**

**Päivi Tahkokallio**, President of BEDA

Delegates are invited to walk across the Square to transfer on foot to The Lower Foyer,  
Musiikkitalo – Helsinki Music Centre, Mannerheimintie 13 A, Helsinki

