

Programme

Facilitator **Päivi Tahkokallio**

8:15 Registration

9:00 Conference opening

Päivi Tahkokallio, President of BEDA

Hanna, Kaisa Alanen, President of Ornamo

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 – Speakers invited

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