



Circular models Leveraging Investments  
in Cultural heritage adaptive reuse

# CLIC Startup Competition Programme | 25 and 27 November 2020

## PROGRAMME

Wednesday 25th Nov, 10:00-13:00 h CET | Living Lab

### 10:00 - 10:20 h Opening session

Moderator: Antonia **Gravagnuolo**, CNR IRISS, CLIC Project Co-coordinator

Massimo **Clemente**, CNR IRISS Director

Valeria **Fascione**, Campania Region, Department for Startup Innovation and Internationalization

Luigi **Fusco Girard**, CNR IRISS, CLIC Project Coordinator

Ugo **Guarnacci**, EASME/European Commission

**Keynote speaker** Hughes **Becquart**, European Commission, Creative Europe programme

### 10:20 - 12:45 h Startups presentation

Moderator: Ruba **Saleh**, ICHEC

### 10:20 - 11:05 h Session 1 | Circular Cultural Tourism

#### Startups presentation

Clio Muse Tours

SmartGuide

ArteMedica Tourism HubLab

A terraced soundscape

TouRegeneration - The School of Regenerative Tourism

#### Keynote speakers

Gianpiero **Lotito**, FacilityLive

Giuseppe **Provenzano**, Union for the Mediterranean

Voting session

Break

### 11:10 - 11:55 h Session 2 | Circular and creative cities and regions

#### Startups presentation

Taste of Terraces

G - Cement

Nice Visions

GREEN MULE

The DAW Makers

#### Keynote speakers

Servaz **van Berkum**, Pakhuis de Zwijger

Silvia **Manca**, European Investment Fund

Voting session

Break

### 12:00 - 12:45 h Session 3 | Circular creative industries and social innovation

#### Startups presentation

MARTE

ExtrArtis

Ya Amar

HISTORIES APP

ReStructure Heritage

#### Keynote speakers

Joke **Quintens**, WeTopia and Moving Marseille

Mieke **Renders**, Trans Europe Halles

Voting session

Break

### 12:50 - 13:00 h Conclusion and next steps

Enrico **Vellante**, 012Factory – Introduction to training session



This project has received funding from  
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Friday 27th Nov 10:00-12:30 CET| Pitches presentation and Award ceremony

- 10:00 - 10:05 h **Welcome and agenda of the day**  
Antonia **Gravagnuolo**, CNR IRISS, CLIC Project Co-coordinator  
Carmine **Piscopo**, City Councillor for Common Goods and Urban Planning, Municipality of Naples
- 10:05 – 11:20 h **Pitch competition**  
  
Moderator: Ugo **Guarnacci**, EASME/European Commission
- 10:05 - 10:30 h **Round 1 | Circular Cultural tourism**  
  
**Pitch Deck**  
  
SmartGuide  
A terraced soundscape  
TouRegeneration - The School of Regenerative Tourism  
  
**Panel discussion**  
Gianluca **Gaggiotti**, EVPA  
Gianpiero **Lotito**, FacilityLive  
Priscilla **Boiardi**, OECD  
Ludovica **Gerardi**, CNR EEN/ELSE  
  
Voting session
- 10:30 - 10:55 h **Round 2 | Circular and creative cities and regions**  
  
**Pitch Deck**  
  
Nice Visions  
The DAW Makers  
G-Cement  
  
**Panel discussion**  
Philippe **Drouillon**, ICHEC  
Federica **Tortora**, Intesa Sanpaolo  
Servaz **van Berkum**, Pakhuis de Zwijger  
Aliona **Lupu**, Iniziativa Cube  
  
Voting session
- 10:55 - 11:20 h **Round 3 | Circular creative industries and social innovation**  
  
**Pitch Deck**  
  
Ya Amar  
MARTE  
ReStructure Heritage  
  
**Panel discussion**  
Laoura **Ntziourou**, European Investment Fund  
Mieke **Renders**, Trans Europe Halles  
Joke **Quintens**, WeTopia and Moving Marseille  
Tracy **Pickerill**, TU Dublin  
  
Voting session
- 11:20 - 12:00 h **Entrepreneurial spirits facing the Covid19 pandemic: creative and circular business models for social and climate justice**
- 11:20 - 11:30 h *Minimum Income For The Waste Pickers in the Pandemic: A Collective Achievement*
- 11:30 - 12:00 h *In conversation with Mundano*  
  
**Panel discussion**  
Sandra **Gizdulich**, Partnership Culture and Cultural Heritage, Urban Agenda for the EU  
Giovanni **De Caro**, Startup expert  
Paola **Santilli**, CrowdFundMe
- 12:00 - 12:30 h **Award ceremony**  
  
**SEMED - Startup Europe Mediterranean**  
Gianpiero **Lotito**, FacilityLive  
  
**Additional prizes award**  
Antonia **Gravagnuolo**, CNR IRISS  
  
**5 Best Startups Award**  
  
Gennaro **Tesone**, Digital Magics  
Filippo **Ammirati**, ENEA  
Paolo **Di Bartolomei**, COTEC Foundation  
Sandra **Gizdulich**, Partnership Culture and Cultural Heritage  
Luigi **Fusco Girard**, CNR IRISS, CLIC Project Coordinator



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