



Circular models Leveraging Investments
in Cultural heritage adaptive reuse

CLIC Startup Competition
programme | 25-26-27 November 2020

DRAFT – please note that slight changes can be still made on the timing of sessions

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

10:00 – 10:20 h | Opening session (20 min)

Moderator: Ugo Guarnacci | EASME / European Commission, CLIC Project Officer

CLIC Startup Competition Video (2 min)

Welcome (8 min)

Massimo Clemente | CNR IRISS Director

Valeria Fascione | Regione Campania, Assessorato Startup Innovazione e Internazionalizzazione

Luigi Fusco Girard, Antonia Gravagnuolo | CNR IRISS, CLIC project coordinators – *Results of the CLIC Startup Competition* (3 min)

Hughes Becquart | European Commission, Creative Europe programme (5 min)

Startups session

10:20 – 11:05 h | Session 1 Cultural tourism (45 min)

Startup 1 (5 min)

Startup 2 (5 min)

Startup 3 (5 min)

Startup 4 (5 min)

Startup 5 (5 min)

Keynote speech (10 min) Mieke Renders, Trans Europe Halles (TBC)

Keynote speech (10 min) Giuseppe Provenzano, Union for the Mediterranean

Break 5 min (video CLIC)

11:10– 11:55 h | Session 2 Circular and creative cities and regions (45 min)

Startup 1 (5 min)

Startup 2 (5 min)

Startup 3 (5 min)

Startup 4 (5 min)

Startup 5 (5 min)

Keynote speech (10 min) Servaz Van Berkum, Pakhuis de Zwijger (TBC)



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Keynote speech (10 min) Silvia Manca, European Investment Fund

Break 5 min (video SEMED)

12:00 – 12:45 h | Session 3 Creative industries and social innovation (45 min)

Startup 1 (5 min)

Startup 2 (5 min)

Startup 3 (5 min)

Startup 4 (5 min)

Startup 5 (5 min)

Keynote speech (10 min) Joke Quintens, WeTopia and Moving Marseille

Keynote speech (10 min) Kathleen Louw, BOZAR (TBC)

Break 5 min (video or comment)

12:50 – 13:00 h | Closing (10 min)

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

Thursday 26th Nov | Training session and pre-selection (private for selected finalists)

The teams, formal or informal, will work for 36 hours assisted by the experts from 012factory to shape, structure, modify and adapt their own business idea to the project aims. The roadmap scheduled is the one adopted by 012factory for companies in the pre-acceleration phase meeting the following goals:

- Forming an idea
- Prototyping Customer discovery
- Forming team
- Founding a company

9 Startups out of 15 will be selected for the final pitch competition.

Advice and pre-selection Jury board: Luigi Fusco Girard (CNR IRISS), Antonia Gravagnuolo CNR IRISS), Ugo Guarnacci (EASME / European Commission), Ruba Saleh (ICHEC Brussels Management School), Enrico Vellante (012Factory), Irene dell'Aversana (CNR/EEN), Ludovica Gerardi (CNR/EEN), Aliona Lupu (Iniziativa Cube)

Meeting of the pre-selection Jury on 26th Nov afternoon



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Friday 27th Nov, 10:00-12:30 CET | Pitches presentation and Award ceremony

10:00 – 10:15 h | Introduction and Jury board presentation (15 min)

Moderator: Ugo Guarnacci | EASME / European Commission, CLIC Project Officer

Video Startup competition (2 min)

Welcome (8 min)

Massimo Clemente | CNR IRISS Director

Luigi De Magistris | Mayor of Napoli (TBC)

Slide-video presentation of the Jury (5 min)

10:15 – 11:45 h | Pitch competition

Moderator – Ugo Guarnacci, EASME/European Commission

10:15 – 10:45 h | Round 1 - Cultural tourism (10 min pitches + 20 min discussion)

The public can vote online during the session

Pitch 1: 3 min

Pitch 2: 3 min

Pitch 3: 3 min

Discussion and advice 20 min

Gianluca Gagiotti, EVPA

Mieke Renders, Trans Europe Halles

Priscilla Boiardi, OECD

Ludovica Gerardi, CNR/EEN

Voting session 1 min

10:45 – 11:15 h | Round 2 – Circular and creative cities and regions (10 min pitches + 20 min discussion)

The public can vote online during the session

Pitch 4: 3 min

Pitch 5: 3 min

Pitch 6: 3 min

Discussion and advice 20 min

Philippe Drouillon, ICHEC

Federica Tortora, Intesa Sanpaolo

Servaz Van Berkum, Pakhuis de Zwijger

Gianpiero Lotito, FacilityLive

Voting session 1 min



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11:15 – 11:45 h | Round 3 - Creative industries and social innovation (10 min pitches + 20 min discussion)

The public can vote online during the session

Pitch 7: 3 min

Pitch 8: 3 min

Pitch 9: 3 min

Discussion and advice 20 min

Laoura Ntziourou, European Investment Fund

Kathleen Low, Bozar

Joke Quintens, WeTopia and Moving Marseille

Tracy Pickerill, TUDublin

Voting session 1 min

11:45 – 12:15 h | Discussion (20 min)

Moderator: Enrico Vellante, 012Factory

Paolo Di Bartolomei, COTEC

Giovanni De Caro, Startup expert

Paola Santilli, CrowdFundMe

Gennaro Tesone, Digital Magics

12:15 – 12:40 h | Award ceremony (25 min)

Additional prizes award

5 best startups awarded with mentoring programme



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Instructions for Jury members

The competition will close on **6th November**.

Applicants have been invited for interviews. During the interview phase conducted by the CLIC contractor, applicants will be asked to prepare a nice presentation on what they intend to do. Such a presentation will be publicly available for everyone that is interested to vote from 16 to 23 November. These presentations together with the formal applications will be given to the members of the jury for them to have an idea of the applicants and decide their favourite.

The selection process is as follows:

- 20 startups/teams selected by a pre-selection jury led by CNR IRISS and voted online from 16 to 23 November
- 15 most voted startups/teams will be invited to present their project on 25 November
- 9 best startups/teams will be selected by the pre-selection Jury on 26 November and invited to present their final “elevator pitch”
- 5 startups/teams will be awarded with the mentoring programme and additional special prizes will be awarded on 27 November

Commitment for the international Jury members:

16th November 16:00-17:00 h – Preparatory meeting

25th November 10:00-13:00 h – Opening session

27th November 10:00-12:30 h – Pitch session and Award ceremony

The pre-selection jury will meet also on:

10th November 15:00-16:30 h – Selection of 20 finalists to be voted online

26th November 16:00-17:30 h – Selection of 9 finalists to be voted in the final pitch session



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