

# CUPIDO Final Conference

8 – 10 June 2022

**Interreg**  
North Sea Region  
CUPIDO

European Regional Development Fund



EUROPEAN UNION

## CUPIDO Conference Event

CUPIDO's final conference event will focus on showcasing examples of best transnational practices relating to work package 4 – visualisation and testing of cultural potentials (*deliverables: sound installations, IT culture centres or cultural heritage initiatives are meant to become inspirational centres for cultural development often realised in an existing context (festivals, sculpture, parks, monuments etc) they are a new expression, next additional step to turn mostly temporary events into year-round activities.*); and work package 5 – empowerment and job creation (*deliverables: focus is to provide cultural sector with new skills through business platforms and business support; test innovative approaches and new management models, encourage adaption to digital technologies; and explore layers of knowledge on culture / places / monuments / events.*)

The CUPIDO conference agenda has been developed to reflect the above topic areas:

- Enable transnational learning exchange by showcasing transnational practices in cultural development enabled through CUPIDO – presentations from project partners on their CUPIDO pilot project;
- Explore contemporary technologies to create and strengthen new business start-ups and existing SMEs – showcase some of the digital heritage projects and explore use of VR and other technologies relevant to the cultural sector;
- Sharing experiences in social enterprise and community models within the cultural sector – hear first-hand from Fèisean nan Gaidheal, one of Scotland's leading cultural social enterprises, and the creative work they do that contributes to regional attractiveness;
- Hear from a range of external partners namely Creative Inverness Academy / WASPs about its work and support to the creative sector; XpoNorth Trade Network Manager and HIE's Creative Industries Team about HIE's business programme of support to the region's creative industries sector; Skuli Björn / Iceland and the EU NPA PHIVE Cultural Technology Project; and Sweden's Dream Team and its work in digital storytelling and game development with young people.

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Inverness, Scotland

**Day 1 – Wednesday 8 June 2022** CUPIDO Conference Event, WASPs Studio

<b>Time</b>	<b>Session</b>
12:00	Buffet Lunch / Registration
12:30	Welcome
12:40	Inverness Creative Academy/WASPS presentation
	<b>Transnational Learning Exchange</b>
13:00	CUPIDO Pilot Presentation - St Andrews University and HIE / Scotland
13:20	CUPIDO Pilot Presentation – Creative Folkstone / Folkstone, UK
13:40	CUPIDO Pilot Presentation – Region Värmland / Länsstyrelsen Värmland / Sunne Kommun / Rotternos Park – Sweden
14:10	CUPIDO Pilot Presentation – Morso Kommune / Kulturmodet - Denmark
14:30	<b>COFFEE BREAK / Networking</b>
14:45	CUPIDO Pilot Presentation –Gemeente Middelburg / Netherlands
15:05	CUPIDO Pilot Presentation – South Norway University / Norway
15:25	CUPIDO Pilot Presentation – Nome Kommune / Norway
15:45	CUPIDO Pilot Presentation – Gemeente Heuvelland / Belgium
16:05	<b>COFFEE BREAK / Networking</b>
16:30	CUPIDO Pilot Presentation – Dranouter Festival / Belgium
16:50	CUPIDO Pilot Presentation – Landkreis Wesermarsch/Northern Instit. Of Thinking - Germany
17:10	CUPIDO Pilot Presentation - KulturNetz Jadebusen / Germany
17:30	Closing Remarks
17:45	END
19:00	Partners Dinner – Venue to be Confirmed

**Day 2 – Thursday 9 June** CUPIDO Conference Event, WASPs Studio

<b>Time</b>	<b>Session</b>
10:00	Coffee / Registration
10:15	Welcome
	<b>Empowerment and Job Creation (WP5) – Through Targeted Business Support</b>
10:30	Creative Industries Trade Networks Model and XpoNorth Creative Industries Festival, Hear from <b>Iain Hamilton</b> (HIE’s Creative Industries Sector Manager) and <b>Alex Smith</b> (XpoNorth Trade Network Manager)
11:00	Skuli Björn / Iceland – Presentation of the EU NPA PHIVE Cultural Technology Project
11:30	Coffee Break/Networking
11:50	CUPIDO Pilot Presentation – HOWEST University (Belgium) MOOC Business support
12:10	St Andrews University – VR Culture Toolkit
	<b>Engaging Young People in Digital Heritage Story Telling and Game Development</b>


  
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12:30	Samuel Nilsson (Skilda) Sweden Dreams Team – Local cultural heritage game development and story telling
	<b>Example of one of Scotland’s Leading Cultural Social Enterprises and its work in engaging young people in the traditional arts.</b>
13:00	Fèisean nan Gaidheal – Hear from <b>Arthur Cormack (CEO)</b> about the work of FnG to engage young people in traditional Gaelic arts, and support them to take up careers in the creative industries sector.
13:30	<b>Buffet / Networking Lunch</b>
14:30	Bus departs from WASPs Studio to Highlanders Museum, Fort George
15:15	Guided Tour of Museum
16:30	Closing Remarks
16:45	Scottish Themed Drink Reception / Canopies at the Museum, Fort George
17:30	Partners Dinner at the Museum, Fort George (TBC)
19:00	Bus departs from Fort George to Inverness

### Day 3: Friday 10 June – Site Visit to St Andrews University

Example of a Cultural Social Enterprise	
10:00	Bus departs from hotel to St Andrews University (Arriving 13:00)
13:30	Lunch at St Andrews University
14:30	Presentation by, and guided Tour of, St Andrews University (Digital lab)
15:30	St Andrews’ Guide Tour of local heritage sites / attractions.
17:30	Partners Dinner: Venue in St Andrews (TBC)
19:30	Bus departs St Andrews University to Inverness (arrival 22:30)

CUPIDO website: [northsearegion.eu/cupido](http://northsearegion.eu/cupido)  
 CUPIDO in social media: #cupidoNSR

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