



Northern
Periphery
Programme

2007–2013

Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



LAVA09

NPP Annual Conference 2009

10th -11th November 2009 - Reykjavik, Iceland

www.northernperiphery.eu



European Union
European Regional Development Fund



Creativity
and Innovation
European Year 2009



ÍDNADARRÁÐUNEYTIÐ
Ministry of Industry, Energy and Tourism



Byggðastofnun



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Welcome to a new conference experience!

The Northern Periphery Programme 2007-2013 presents LAVA09, the NPP Annual Conference 2009.

What is the conference about?

LAVA09 will initiate a new generation of industry development, in which industry development takes place in collaboration between traditional and creative sectors.

The conference will showcase innovative hands-on collaboration between traditional sector and creative sector industries. In addition, the conference will demonstrate how creative sectors can add value to business and organisational development in both private and public sector.

At LAVA09 you will experience:

- High profile key note speakers that will introduce their collaborations between traditional and creative industries
- Creative entrepreneurs that will add value to traditional sector NPP projects at the venue
- Excursions to innovative creative industries in Reykjavik, which are collaborating with traditional sector industries.
- A facilitated discussion about the necessary changes that need to be implemented in order to realise this new generation of industry development
- An exhibition of NPP projects at Reykjavik City Hall

This is a one-time opportunity to experience innovative collaborations, which have the potential to create a viable and sustainable future for industry development in rural areas.

Who is the conference for?

The main target groups for this conference are:

- Local and regional development agencies
- Representatives of associations for traditional industries
- Representatives of public authorities
- Representatives of creative industries and representatives from public sector organizations facilitating creative entrepreneurship and culture as an integrated part of the regional development.
- Creative entrepreneurs and creative workers/representatives are welcome to attend, especially from Iceland.
- Politicians and decision makers are most welcome to participate.



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About the NPP 2007-2013

The Northern Periphery Programme 2007-2013 offers a unique opportunity for regions in the programme area to work together and address specific challenges. Between 2007 and 2013, the Programme will allocate over €45 million to selected project cooperations.

We especially welcome participants from Finland, Ireland, Northern Ireland, Scotland, Sweden and the Faroe Islands, Greenland, Iceland and Norway and interested organisations from other regions.

For more information, please visit www.northernperiphery.eu.

After the Conference

This conference is a starting point for a series of actions taken by the Northern Periphery Programme to foster new innovative product and service development, in order to reduce the gap between traditional industries and creative industries for the benefit of Europe's Northern Periphery.

To keep yourself updated about these actions, please register on the Northern Periphery Programme website, www.northernperiphery.eu.

On behalf of the Programme Monitoring Committee,
Niclas Forsling
Head of Secretariat
Northern Periphery Programme 2007-2013



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Agenda

Tuesday 10th November 2009

15:00 - 17:00 NPP Project Exhibition at Reykjavik City Hall
The project exhibition will be open to the citizens of Iceland

18:00 - 19:30 Welcome drink at Reykjavik City Hall
The participants will be welcomed by the Icelandic Minister of Industry Energy and Tourism, Mrs Katrín Júlíusdóttir.
In addition, the NoCry project will introduce the main side event, project makeovers, based a hands-on collaboration between creative entrepreneurs and NPP projects from traditional sectors at the venue. Participants will also have an opportunity to walk through the NPP project exhibition.

Wednesday 11th November 2009

09:00 - 09:30 Opening of the conference at Idno Theatre by the conference facilitator, Mr Johannes Thordarson, Dean of the Department of Design and Architecture, Iceland Academy of the Arts

09:30 - 10:15 "An architect's challenge - How to bring creative solutions to the traditional market", Mr Áron Losonczy, architect and ambassador for the European Year of Creativity and Innovation 2009, Hungary

10:15 - 10:30 Coffee break

10:30 - 11:15 "Personal style in an international environment", Ms Steinunn Sigurdardottir, fashion designer and Reykjavík's Artist of the Year 2009, Iceland

11:15 - 11:50 "Creative West - The Creative Sector in the Western Region of Ireland", Mr Ian Brannigan, Western Development Commission and RASLRES project.

11:50 - 13:00 Lunch on location

13:00 - 15:30* "CCP, from fishing ship to spaceship", Hilmar Veigar Pétursson CEO and Dr. Eyjólfur Guðmundsson at CCP Games
CCP (Crowd Control Productions) is a successful Icelandic computer game company.

The House of Ideas
The House of Ideas is an incubator for creative entrepreneurs sponsored by Reykjavik University and the Icelandic Academy of the Arts.

*The conference continues on a different location by bringing the participants to the innovative, creative industry in Reykjavik.

15:30 - 16:00 NPP Project Exhibition at Reykjavik City Hall with refreshments

16:00 - 17:00 Facilitated discussion
The discussion will focus on the changes needed in order to realise industry development based on a collaboration between creative and traditional sectors.
"Farmers and Designers United", Ms Sigridur Sigurjonsdottir, Professor of Product Design, Iceland Academy of the Arts.

17:00 - 18:00 Presentation of project makeovers and wrap up by creative entrepreneurs from the NoCry project

19:30 - ... Dinner at restaurant The Pearl

Greenland

Svalbard

Iceland

Faroe Islands

Norway

Finland

Sweden

Scotland

Republic of Ireland
N. Ireland

NPP Project Exhibition

This exhibition showcases transnational projects funded by the Northern Periphery Programme 2007-2013. The projects are exhibiting their activities and results so far. Many projects at this exhibition have Icelandic project partners. As such, this exhibition is not only presenting the Northern Periphery Programme 2007-2013, but also Iceland's participation in European cooperation.

The Northern Periphery Programme 2007-2013 is part of the European Union's Regional Policy. The Programme aims to help peripheral and remote communities on the northern margins of Europe to develop their economic, social and environmental potential. The success of the programme will be built on projects creating innovative products and services for the benefit of the programme partner countries and Europe as a whole.

Between 2007 and 2013, the Programme will allocate €45 million to projects, of which €35 million in European funding (ERDF) will be available to partners in Member States (Finland, Ireland, Northern Ireland, Scotland, Sweden) and €10 for partners in the Non Member States (Faroe Islands, Greenland, Iceland, Norway).

You will see at this project exhibition that the Northern Periphery Programme 2007-2013 funds projects dealing with a wide range of topics, such as adaptation to climate change, health care services, sustainable fish farming, preparedness for major accidents, rural transport, renewable energy solutions, elderly care and the creative industries.

As part of this exhibition you can witness a "living workshop" of creative entrepreneurs adding creative value to a selection of NPP projects on display.

This exhibition is part of LAVA09, the Northern Periphery Programme Annual Conference 2009, which is held on 10th-11th of November 2009 in Reykjavik.

NPP verkefnasýning

Á þessari sýningu má sjá alþjóðleg verkefni sem fjármögnuð eru af Norðurslóðaáætlun 2007-2013. Verkefni kynna áherslur verkefnanna og þann árangur sem náðst hefur. Íslendingar eru þátttakendur í mörgum verkefnum. Sýningin er því ekki aðeins að kynna starf Norðurslóðaáætlunar 2007-2013, heldur einnig þátttöku Íslands í evrópsku samstarfi.

Norðurslóðaáætlun 2007-2013 er hluti af svæðaáætlunum Evrópu-sambandsins. Áætlunin leitast við að stuðla að hagrænni félagslegri og umhverfislegri framþróun norðlægra dreifbýlla samfélaga Evrópu. Árangur áætlunarinnar byggir á verkefnum sem vinna að framleiðslu nýrrar vöru og þjónustu til hagsbóta fyrir þátttökulöndin en jafnframt fyrir Evrópu alla.

Á árunum 2007-2013, mun áætlunin verja 45 milljónum evra til verkefnaþátttöku. Af þeirri fjárhæð koma 35 milljónir evra frá Bygðasjóði Evrópu (ERDF) sem Finnland, Írland, Norður Írland, Skotland og Svíþjóð geta sótt í og 10 milljónir evra frá þátttökulöndum utan Evrópusambandsins sem Færeyjar, Grænland, Ísland og Noregur geta sótt í.

Þú munt sjá á þessari verkefnasýningu að Norðurslóðaáætlun 2007-2013 fjármagnar mjög fjölbreytileg verkefni eins og á sviði viðbragða við loftslagsbreytingum, heilsugæslu, fiskeldis, viðbrögðum við stórslysum, almenningssamgangna, endurnýjanlega orkugjafa, öldrunarþjónustu og skapandi greina.

Á hluta þessarar sýningar getur þú orðið vitni að „lifandi vinnustofu“ skapandi frumkvöðla sem leggja aukið gildi til valinna NPP verkefna á sýningartjaldi.

Þessi sýning er hluti af LAVA09, alþjóðlegri ráðstefnu Norðurslóðaáætlunar 2009, sem haldin er dagana 10. – 11. nóvember í Reykjavík.

“hungry for change?”



100+ delegates from 9 programme partner countries. This conference itinerary has a lot to deal with in a little time.

A very real metaphor for the private, public & social sectors. Pack your open-minds, leave judgement behind & bring plenty of tolerance along for the ride.

Expect the unexpected as a band of brave creative & cultural entrepreneurs endeavour "constructive value creation" during the event. The creative challenge = 36 hours to add creative value to some, or all, NPP projects.

And in that time we will all get a sense of something-of-the-process during the day and later share the fruits-of-their-labour in a final show & tell...what will happen next?





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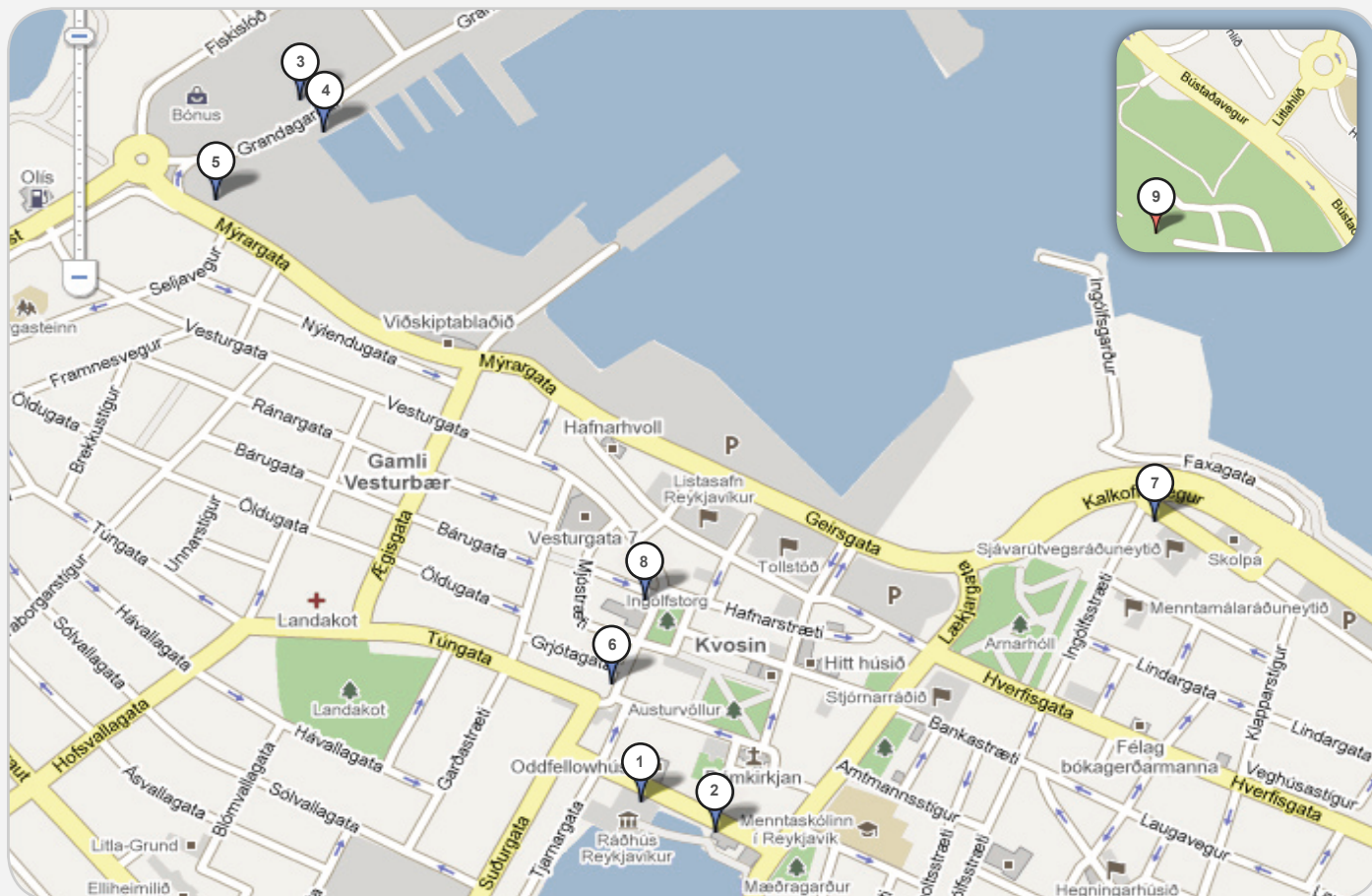
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- 1. Reykjavik City Hall**
Tjarnargötu 11
Venue of the welcome drink on the 10th of November, the NPP Project Exhibition and the afternoon session on the 11th of November.
- 2. Idno Theatre**
Vonarstræti 3
Venue of the morning session on 11th of November.
- 3. Reykjavik Maritime Museum**
Grandagarður 8
Venue of the lunch on Wednesday 11th of November
- 4. CCP Games**
Grandagarður 8
Venue of an onsite presentation in the afternoon of 11th of November
- 5. The House of Ideas, Hugmyndahús Háskólanna**
Grandagarður 2
Venue of an onsite presentation in the afternoon of 11th of November
- 6. Hotel Reykjavik Centrum**
Aðalstræti 16
- 7. Centerhotel Arnarhvoll**
Ingólfsstræti 1
- 8. Centerhotel Plaza**
Aðalstræti 4
- 9. Restaurant The Pearl**
Venue of the conference dinner on 11th of November. Participants will be brought here by bus.



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