**Event agenda**

***CRAFTLAB PLUS – Municipality of Budva (Organiser)***

***“Digitalization and Circular Economy Models in Contemporary Artisan Arts”***

|  |  |
| --- | --- |
| **22.07.2025.**  **08:30h – 09:00h Registration**  **09:00h Start of the meeting – session 1** | |
| **ITEM 1** | **09:00h – 09:30h**  **Welcome and opening remarks:**  *- Luka Mihailović – Municipality of Budva EU Projects Team, PP4*  *- Boško Kovačević – State Secretary, Ministry of Culture and Media*  *- Kana Tomašević, Head of FLC Division* |
| **Contents and inputs** | *Introductory addresses from local and national stakeholders, including representatives from the Municipality of Budva, Ministry of Culture and Media, and the First Level Control division.* |
| **Expected output** | *Set the tone for the conference, highlight its objectives, and stress the relevance of the CRAFTLAB PLUS project for the region.* |
| **ITEM 2** | **09:30h – 10:00h**  **Keynote 1: Success stories from the 3D room**  - Theoretical and practical demonstration of additive technologies  3D room |
| **Contents and inputs** | *A theoretical and hands-on demonstration of additive manufacturing technologies presented by the founder of 3D Room.* |
| **Expected output** | *Participants gain insight into the potential of 3D printing in artisanal and creative production, encouraging local adoption and experimentation.* |
| **ITEM 3** | **10:00h – 10:45h**  **Presentation of the Program for the Development and Promotion of Crafts for 2025**  Lidija Radović, Ministry of Economic Development |
| **Contents and inputs** | *Introduction of national policy initiatives aimed at supporting the preservation and growth of crafts, presented by the Ministry of Economic Development.* |
| **Expected output** | *Better understanding of institutional support mechanisms for artisans and how they can align with digitalization and circular economy trends.* |
|  | **10:45h – 11:00h**  **Coffee break & networking** |
| **ITEM 4** | **11:00h – 11:30h**  **Keynote 2 Maksimovski & Co – Redefining Craft Through Contemporary Jewelry - TBC** |
| **Contents and inputs** | *The story of Maksimovski & Co illustrates how traditional craftsmanship can be transformed into a bold and modern creative brand. The presentation will showcase the artistic philosophy behind their jewelry collections, the challenges of scaling handmade design, and the role of storytelling, sustainability, and cultural identity in market positioning.* |
| **Expected output** | *Participants will explore strategies for combining heritage with innovation, understand the value of niche branding in the handmade sector, and be inspired to rethink how traditional crafts can thrive in contemporary creative industries.* |
| **ITEM 5** | **11:30h – 12:30h**  **Panel: Empowering Innovation in the Creative and Digital Sectors**  Moderator: TBC  Panelist:  - Bojana Femić Radosavović, Innovation Fond of Montenegro  - Vladan Mašanović, Science and Technology Park of Montenegro  - Eleonora Albijanić, Chamber of commerce of Montenegro |
| **Contents and inputs** | *A discussion among key institutions and innovation actors in Montenegro on boosting creativity and digital transformation.* |
| **Expected output** | *Identification of challenges and opportunities to strengthen the innovation ecosystem and inter-institutional cooperation in the creative industries.* |
| **12:30h – 13:15h Lunch Break** | |

|  |  |
| --- | --- |
| **13:15h Start of the meeting – session 2** | |
| **ITEM 6** | **13:15h – 14:15h**  **Potencial for development of creative industry in Montenegro**  Marija Sarap, General Director for the Development of Creative Industries Ministry of Culture and Media |
| **Contents and inputs** | *Strategic insights into the potential, limitations, and policy direction for creative industries in Montenegro, presented by the Ministry of Culture and Media.* |
| **Expected output** | *Greater awareness of national priorities for creative industry development and avenues for stakeholder engagement.* |
| **ITEM 7** | **14:15h – 14:45h**  **Keynote 3 – Bura bonaca: From Coastal Inspiration to creative enterprise** |
| **Contents and inputs** | *The founder will present the evolution of the brand rooted in the Adriatic spirit, combining handmade craftsmanship with meaningful storytelling. The presentation will explore the journey of transforming personal inspiration into a recognizable creative business, emphasizing branding, product identity, and the balance between tradition and innovation.* |
| **Expected output** | *Participants will gain an understanding of how to turn local inspiration into a competitive brand, how to maintain authenticity in artisanal production, and how to communicate value through design and narrative.* |
|  | **14:45h – 15:00h**  **Coffee break & networking** |
| **ITEM 8** | **15:00h – 15:30h**  **LP Presentation** – From Cultural Heritage to Creative Futures: The Role of Art Institutions in Regional Development  Pino Pascali Foundation, Museum of Contemporary Art |
| **Contents and inputs** | *Experience of the Pino Pascali Foundation in linking cultural heritage to regional development through contemporary creativity.* |
| **Expected output** | *Inspiration and transferable examples of how cultural institutions can be active players in creative industry development.* |
| **ITEM 9** | **15:30h – 16:00h**  **Partners presentation:** Independent Art spaces as urban catalysts: The Case of Harabel  Center Harabel |
| **Contents and inputs** | *Presentation of Harabel Center’s model in transforming independent art spaces into engines of urban regeneration.* |
| **Expected output** | *Exchange of ideas on the role of contemporary art in reshaping urban and cultural landscapes.* |
| **ITEM 10** | **16:00h – 16:30h**  **Partners presentation:** Creative Industries in higher education: Skills, curricula, and ecosystem engagement  University of Molise |
| **Contents and inputs** | *Insights into how universities can contribute to creative industry growth through curriculum design, skills development, and ecosystem collaboration.* |
| **Expected output** | *Emphasis on the role of education in sustainable sector development and strategies to strengthen academia-industry links.* |
| **ITEM 11** | **15:00h – 15:30h**  **Partners presentation:** Local Policies for creative industries: Building Cultural Infrastructure in tourist cities  Municipality of Budva |
| **Contents and inputs** | *The Municipality of Budva presents local cultural policy approaches, especially in building cultural infrastructure in tourism-driven cities.* |
| **Expected output** | *Concrete examples of how local governments can foster the creative economy through strategic planning and infrastructure investment.* |
| **17:00h – 17:30h Closing remarks** | |