CREATIVE SKILLS WEEK 2026

7 - 9 SEPTEMBER
BRUSSELS

Co-funded by the European Union

CO-ORGANISED BY

eit Culture & Creativity
Co-funded by the European Union

CYANOTYPES

CFA Creative Futures Academy Saotharlann na Samhlaíochta

ÉIRE2026.EU
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IN COLLABORATION WITH

Creative Pact For Skills

CREDEX
Credentials for Creatives

GREENCCIRCLE

HOSTED BY

ICHEC
BRUSSELS MANAGEMENT SCHOOL

LUCA SCHOOL OF ARTS

CURATED BY

ELIA

WELCOME NOTE

WELCOME WELKOM BIENVENUE WILLKOMMEN TO CREATIVE SKILLS WEEK 2026!

Whether you join us from the worlds of culture, education, policy, research, business, or regional development, we are delighted to welcome you to Brussels for three days of dialogue, peer-learning, collaboration, and experimentation.

Creative Skills Week is more than a conference. It is a collaborative European meeting point for projects, partnerships, networks, institutions, policymakers, educators, cultural organisations, businesses, and creative professionals committed to exploring how culture, creativity, skills, and innovation can shape Europe's future.

Over the coming days, we invite you to take part in sessions, but to connect across disciplines, exchange ideas, navigate complexity, and discover new opportunities for collaboration. Together we will explore how creative agency — the capacity to imagine alternatives, question assumptions, work across boundaries, and translate complexity into action — can contribute to more resilient organisations, stronger ecosystems, and lasting systemic change.

Creative agency and creative confidence are central to our role as changemakers.

We hope you leave Brussels with new partnerships, fresh perspectives, and renewed confidence in the role that culture and creativity can play in addressing Europe's shared challenges.

— The CSW2026 Steering Group

Share the experience with us and make the most of every session. Show others you're taking part by following and tagging @creativeskillsweek on Instagram and LinkedIn, and by using the hashtag #CSW2026.

CREATIVE SKILLS WEEK 2026

Co-funded by the European Union

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TABLE OF CONTENTS

06 ABOUT CREATIVE SKILLS WEEK 2026

08 PROGRAMME OVERVIEW

12 DETAILED PROGRAMME

- **12** Monday 7 September
- **17** Tuesday 8 September
- **30** Wednesday 9 September

35 SPEAKER LIST

40 PRACTICAL INFORMATION

- **40** Event Venue Maps
- **44** Travel
- **45** EDI Statement & Accessibility
- **45** Environmental Sustainability

46 PARTNERS

- **46** EIT Culture & Creativity
- **47** CYANOTYPES
- **47** Creative Futures Academy
- **48** Creative Pact for Skills
- **48** CREDEX
- **49** GreenCCIrcle Project
- **49** ICHEC Brussels Management School
- **50** LUCA School of Arts
- **50** ELIA

51 ORGANISING COMMITTEE

52 IMPRESSUM

ABOUT CREATIVE SKILLS WEEK 2026

THE DIFFERENCE THAT MAKES THE DIFFERENCE

Creative Skills Week 2026 (CSW2026) is bringing together Europe's CCSI, policymakers, educators, and industry leaders in Brussels at a time when democracy, technological sovereignty, and social cohesion are under pressure to ask: how can we harness and target the transformative power of creative skills for wider societal challenges?

At the centre of CSW2026 is the concept of creative confidence – the capacity to turn creative thinking into action, to bring together forms of expertise conventionally kept apart. This enables individuals and organisations to thrive on collaboration and inclusivity, prototype new models of thinking and action, and develop innovative approaches to familiar challenges. By embedding creative skills into professional development strategies, we can ensure that organisations have the confidence to tackle challenges, experiment, and thrive in an era of rapid change.

While these skills are deeply rooted in cultural practice, their relevance extends far beyond the CCSI. Within the sector, they already drive innovation, shape narratives, and generate new forms of collaboration across disciplines and borders.

Across the wider economy and society, they increasingly contribute to innovation and problem-solving across sectors – from education and digital governance to health systems, human resources, and data-driven organisations.

CSW2026 moves beyond internal sector dialogue to build strategic alliances across policy and practice domains. Through high-level debates, case studies, and cross-sector showcases, the event demonstrates how creative skills operate in practice and why they represent a different perspective, one that reframes challenges, connects ecosystems, and shapes Europe's capacity to act.

This edition also marks a key milestone for the CYANOTYPES project, co-organiser of CSW2026, featuring a showcase of its pilots – real-life implementations of the CYANOTYPES Framework – alongside the project's policy recommendations.

Creative Skills Week 2026 is co-organised by EIT Culture and Creativity, CYANOTYPES and Creative Futures Academy, in collaboration with the Creative Pact for Skills, CREDEX and the GreenCCIrcle project.

The event is kindly co-hosted by ICHEC Brussels Management School and LUCA School of Arts, and is curated by ELIA. It is also recognised as an Associated Event of the Irish Presidency of the Council of the European Union 2026.

PROGRAMME OVERVIEW

Across three days, this year's programme invites you to explore how creative skills and creative agency can help you and your networks adapt to change, solve problems, and create new opportunities for innovation, sustainability, competitiveness, and resilience.

Day 1:

WHY CREATIVE SKILLS MATTER

At LUCA School of Arts, sessions will explore creative confidence as a driver of innovation, competitiveness, societal resilience, and Europe's capacity to navigate uncertainty. The programme will open with an immersive, interactive CYANOTYPES, Creative Agency Clinic, followed by high-level policy dialogues and networking activities.

Day 2:

HOW CREATIVE SKILLS BECOME SYSTEMS

Taking place across two venues, the second day will explore in greater depth how creative agency is translated into practice. The programme includes thematic sessions delving into the development of local ecosystem partnerships, eco-sustainability transformation, cultural entrepreneurship, AI, and implementation models for learning.

Day 3:

WHAT MUST CHANGE

On the final day at ICHEC Brussels Management School, sessions will explore value frameworks, policy directions, and investment approaches needed to strengthen stakeholder collaboration, lifelong learning, and long-term systemic change.

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Please note that the event times are presented in CEST (Central-European Summer Time)

MONDAY

7 September
2026

WHY CREATIVE SKILLS MATTER

LUCA School of Arts | Rue des Palais 70, 1030 Brussels, Belgium

TIME	SESSION	SPACE / ROOM
12:30	**Registration opening**	LUCA Entrance Hall
13:00 – 14:00	**Immersive Opening: CYANOTYPES Creative Agency Clinic**	LUCA Entrance Hall + Exhibition Space
14:00 – 16:00	**Opening Plenary & High-Level Policy Debate**	LUCA Auditorium + Live streamed
16:00 – 16:30	**Coffee break**	LUCA Entrance Hall
16:30 – 18:30	**The Irish Case: High-Level Debate**	LUCA Auditorium + Live streamed
18:30 – 20:00	**Food for Thought**	LUCA Garden

Live-streamed session

TUESDAY

8 September
2026

HOW CREATIVE SKILLS BECOME SYSTEMS

LUCA School of Arts | Rue des Palais 70, 1030 Brussels, Belgium

TIME	SESSION	SPACE / ROOM
08:30 – 09:30	**Registration and Coffee**	LUCA Entrance Hall
09:30 – 11:00	**Parallel Thematic Sessions**	LUCA
	CYANOTYPES - The Best Kept Secrets I.	A2.03
	Shaping Creative Ecosystems: How Do Regions Turn EU Skills Agendas into Action?	Auditorium
	From Narrative to Action: Enabling *Sustainable Transformation*	B-2.13
	Speculative work on the valuation of cross-disciplinarity grounded in artistic intelligence	A2.01
11:00 – 11:30	**Coffee break**	LUCA Entrance Hall
11:30 – 12:45	**Parallel Thematic Sessions**	LUCA
	CYANOTYPES - The Best Kept Secrets II.	A2.03
	From Narrative to Action: Enabling *Sustainable Transformation* (continuation)	B-2.13
	Regenerative Rural Futures through Culture and Creativity	Auditorium
	Creative Europe Programme	A2.01

WEDNESDAY

9 September
2026

WHAT MUST CHANGE

ICHEC Brussels Management School Montgomery Campus
Boulevard Brand Whitlock 6, 1150 Woluwe-Saint-Pierre, Belgium

TIME	SESSION	SPACE / ROOM
09:30 – 10:00	**Registration and Coffee**	ICHEC Entrance Hall + Espace Roger Demain
10:00 – 11:30	**Parallel Thematic Sessions**	ICHEC
	CREDEX Roadmap Workshop	211
	Cross-Sectoral Innovation & Skills Collaboration	DUC2
	What Counts as Value? *From Data Gathering to Impact & Public Value*	Amphi G
	European AI & Ethics: What Matters?	232
11:30 – 12:00	**Coffee break**	ICHEC Cantine + Espace Roger Demain
12:00 – 13:00	**Closing Plenary** *From Creative Skills to Systemic Transformation*	Amphi G + Live streamed
13:00 – 14:00	**Lunch**	ICHEC Cantine + Espace Roger Demain

ICHEC Brussels Management School Montgomery Campus
Boulevard Brand Whitlock 6, 1150 Woluwe-Saint-Pierre, Belgium

TIME	SESSION	SPACE / ROOM
12:45 – 13:30	**Transfer from LUCA to ICHEC**	
13:30 – 14:30	**Lunch**	ICHEC Cantine + Espace Roger Demain
14:30 – 16:00	**Parallel Thematic Sessions**	ICHEC
	Regenerative Entrepreneurship for Career Paths	231
	From Recognition to Action: Skills Ecosystem and Policy Innovation through Microcredentials	DUC2
	AI & Creativity	Amphi G
16:00 – 16:30	**Coffee break**	ICHEC Cantine + Espace Roger Demain
16:30 – 18:00	**Creative Confidence in Action**	Amphi G + Live streamed
18:15 – 19:15	**Creative Pact for Skills – Members Meeting (separate registration required)**	211
19:30	**Optional Networking Dinners**	

DETAILED PROGRAMME

MONDAY

7 September

2026

WHY CREATIVE SKILLS MATTER

LUCA School of Arts | Rue des Palais 70, 1030 Brussels, Belgium

13:00 → 14:00
—
LUCA Entrance Hall & Exhibition Space

Immersive Opening: CYANOTYPES Creative Agency Clinic

How can you prepare for the challenges that lie ahead? Are you addressing the right problem? Do you have a strategy, but not yet a clear pathway for implementation?

Begin Creative Skills Week by stepping into the **CYANOTYPES Creative Agency Clinic**—an interactive exhibition inspired by four years of experimentation across Europe and beyond. Through real-life implementation stories and hands-on exploration of practical tools, participants discover new ways of approaching the challenges they face in their own organisation and professional practice.

Moving through a series of interactive consultation stations, visitors will explore how creative competences and creative agency can help reveal new perspectives, strengthen collaboration, navigate complexity, and turn ideas into action. Along the way, they will meet the people behind the **CYANOTYPES Pilots** - real-life implementations of the CYANOTYPES Framework - exchange experiences, and discover practical approaches already tested across higher and vocational education, SMEs, cultural organisations and creative ecosystems across the Globe.

The Creative Agency Clinic creates the shared experience that sets the stage for the Opening Plenary, inviting participants to move from individual challenges to a wider conversation about Europe's future, innovation, and the role of creativity in shaping change.

14:00 → 16:00
—
LUCA Auditorium + Live streamed

Opening Plenary & High-Level Policy Debate

Europe's future competitiveness, democratic resilience, and innovation capacity increasingly depend on the ability to navigate complexity, imagine alternatives, and act collaboratively across sectors.

The Opening Plenary explores the strategic role of culture and creativity in shaping Europe's future, bringing together the perspective of policy, education and industry.

The session explores:

- Why creative agency matters beyond the Cultural and Creative Sectors and Industries (CCSI)
- How culture and creativity contribute to innovation and competitiveness
- How European policy can better connect strategic ambitions with real-world learning ecosystems
- Why adaptability and creative confidence are becoming core capacities for Europe's future

Welcome:

› **Maria Hansen** [Executive Director, ELIA], **Geert Werkers** [Vice Dean for Education, LUCA School of Arts], **Georg Häusler** [Director for Culture, Creativity and Sport in the European Commission (DG EAC)]

Speakers:
› **Lars Ebert** [Secretary General, Culture Action Europe], **Charlotte Gimfalk** [Managing Director, YNFT – Screen Skills Committee Sweden], **Georg Häusler** [Director for Culture, Creativity and Sport in the European Commission (DG EAC)], **Willem-Jan Renger** [System Designer & Education Strategist, HKU – University of the Arts Utrecht & Cyanotypes], **Gerin Trautenberger** [Board of Creative Pact for Skills and President of Creative FED]

Moderated by:
› **Barbara Revelli** [Head of Programmes, ELIA]

The session will close with a musical performance by **Clare Sands** , sixth-generation fiddle player and bilingual singer from Cork, Ireland.

16:30 → 18:30
—
LUCA Auditorium

The Irish Case: High-Level Debate

Hosted by Creative Futures Academy (CFA), as a recognised Associated Event of the Irish Presidency of the Council of the European Union 2026.

Moving from the European to the national perspective, this high-level dialogue explores how Ireland is positioning creative skills, micro-credentials, and flexible learning models within wider innovation, education, and economic strategies.

The session examines:
- New models of investment in creative education and skills
- Creative competences as drivers of innovation and competitiveness

- Flexible learning pathways and micro-credentials
- Measuring cultural value beyond GDP
- Building stronger links between higher education, research, industry, and policy.

The Story of CFA: Investment, Foresight and Impact
Louise Allen [Director, Creative Futures Academy]

Investing in imagination: Insights into creative process and practice

Case Studies:
- **Creative Hospitality**
  Jennie Moran [Artist and Programme Lead, Professional Certificate in Creative Hospitality (NCAD/CFA)]
- **A Version of Life**
  A multi-disciplinary performance created in Trapdoor Theatre at University College Dublin with support from Creative Futures Academy.
  Robert Power in conversation with **PJ Mathews**, Director of CFA at UCD

Panel 1: The Wider Impact of Design and Creative Skills across Sectors

Speakers:
› **Charlotte Barker** [CEO of The Institute of Designers in Ireland], **Shane Casey** [Creative Lead at Accenture and Speculative Design Futures Graduate, CFA at IADT], **Martin McGinn** [Product & Service Design, Ulster University, Clinical Creativity Lead, NCAD]

Moderated by:
› **Alex Milton** [Head of The School of Design, NCAD and CFA Institutional Lead]

Panel 2: A Model Worth Scaling: Creative Skills and Cultural Capacity for Europe?

Speakers:

› **Sarah Glennie** [Director, National College of Art and Design Ireland], **Vivienne Patterson** [Head of Skills and Engagement, Higher Education Authority], **David Smith** [President, Dún Laoghaire Institute of Art, Design and Technology], **Barbara Stacher** [Senior Expert, Cultural Policy, DG EAC, European Commission], **Regina Uí Chollatáin** [Dean Arts and Humanities, University College Dublin]

Moderated by:

› **Barbara Revelli** [Head of Programmes, ELIA]

18:30 → 20:00

—

LUCA Garden

Food for Thought

Hosted by Creative Futures Academy (CFA), as a recognised Associated Event of the Irish Presidency of the Council of the European Union 2026.

Networking reception hosted by **Jennie Moran** with live musical performance by **Clare Sands** celebrating contemporary Irish creativity and cultural connection.

TUESDAY

8 September 2026

HOW CREATIVE SKILLS BECOME SYSTEMS

LUCA School of Arts | Rue des Palais 70, 1030 Brussels, Belgium

09:30 → 11:00

—

LUCA, Room A2.03

Parallel Thematic Sessions

CYANOTYPES – The Best Kept Secrets I.

What four years of CYANOTYPES taught us

This highly interactive workshop shares the unexpected discoveries that emerged through four years of experimentation. Participants explore the project's "best kept secrets": how organisations discovered their blind spots, reframed challenges, learned from mistakes, and translated creative competences into meaningful change.

Working directly with CYANOTYPES Pilots, tools and implementation stories, participants are invited to reflect on their own practice, explore new perspectives, and identify practical next steps for their own organisations.

Moderated by

› **Willem-Jan Renger** [System Designer & Education Strategist, HKU – University of the Arts Utrecht & CYANOTYPES] and **Siete Sirag** [Educational Trainer, HKU University of the Arts Utrecht]

Please note that this session will be repeated at 11:30 CEST for those unable to attend this timeslot.

LUCA Auditorium

Shaping Creative Ecosystems: How Do Regions Turn EU Skills Agendas into Action?

How can local and regional ecosystems translate European skills agendas into real partnerships and implementation models?

In collaboration with the Creative Pact for Skills, this interactive session explores local skills partnerships, ecosystem intermediaries, and cross-sector collaboration connecting education, industry, SMEs, policymakers, and communities.

Speakers:

- **Camila De Epalza Azqueta,** [Senior EU Policy Officer, Delegation of the Basque Country to the EU], **Astrid Hannes** [Head of Projects, ERRIN], **Becky Riches** [Senior Project Manager, RSP Creative South, Materahub], **Daniela Santopolo** [Policy Officer, DG GROW, European Commission], **Anna Spechtenhauser** [Deputy Head of the Stuttgart Region European Office in Brussels], **Jenny Tingvall Kornmacher** [Cultural and Creative Industries Development Officer, Region Skåne], **Mareile Zuber** [Projectmanager Creativity, Innovation, Sustainability & Business, RSP Amsterdam, Amsterdam University of Applied Sciences]

Moderated by:

- **Paolo Montemurro** [Director, Materahub and co-lead of the Creative Pact for Skills]

LUCA, Room B-2.13

From Narrative to Action: Enabling Sustainable Transformation

How can the Cultural and Creative Sectors contribute to the green transition beyond awareness raising?

Hosted by GreenCCIrcle and the Creative Pact for Skills – Green Skills Working Group, this session explores sustainability transformation through skills development, experimentation, ecosystem-building, and regenerative approaches to creative practice.

From Narrative to Action: Enabling Sustainable Transformation presents the project's integrated approach to advancing the green transition in the Cultural and Creative Sectors and Industries (CCSI). It showcases the combined use of the GreenCCIrcle Academy, Hub, and Living Labs as interconnected tools that support skills development, experimentation, and organisational change across diverse European contexts.

The session focuses on how these instruments have been applied in practice to address sustainability challenges, close skills gaps, and foster new business and collaboration models. Through storytelling, case studies, and practitioner experiences, it highlights concrete transformation processes enabled by the GreenCCIrcle Academy, Hub, and Living Labs, making the project's impact tangible beyond its outputs.

A key component of the session is the development and discussion of policy recommendations for green skills and the CCSI, drawing on project findings to inform more effective, practice-based and adaptive policy approaches. Framed as an interactive space for dialogue, the session brings together practitioners, policymakers, and stakeholders to translate hands-on experience into actionable insights and to identify enabling conditions for sustainable innovation. It positions creative competences as key drivers of resilience, adaptation, and long-term value creation within evolving cultural and economic ecosystems.

Speakers:
› **Jesús Boyano Sierra** [Director, INFODEF Institute for the Promotion of Development and Training], **Anna Chiara Carlet** [Researcher and project manager, the aiku center - Art Industry Culture of the Ca' Foscari University of Venice], **Gianna Lia Cogliandro-Beyens** [Secretary General of ENCATC], **Giorgio de Bin** [Secretary General of the Belgian–Italian Chamber of Commerce in Brussels, **Merje Laiapea** [Founder of In Relation Lab and Member of Lanka.pro], **Gerin Trautenberger** [President of Creative FED]

Moderated by:
› **Anna Ochmann** [Visual Artist, Interior Designer, Researcher and Expert, ARTeria] and **Prof. Fabrizio Panozzo** [Director, the aiku center - Art Industry Culture of the Ca' Foscari University of Venice]

LUCA, Room A2.01

Speculative work on the valuation of cross-disciplinarity grounded in artistic intelligence

Through artistic experimentation and research, the arts help investigate emerging domains, question assumptions, and explore possible futures, fostering innovation and adaptive responses to societal challenges. Hosted by LUCA School of Arts, this interactive workshop brings together participants from education, research, policy, and the Cultural and Creative Sectors and Industries (CCSI) to explore how artistic intelligence can strengthen future-oriented thinking and decision-making. Participants will generate speculative ideas on how the arts can increase their impact across society and propose indicators to validate interdisciplinary work through artworks and artistic research.

Facilitated by:
› **Koenraad Hinnekint** [Performing artist, Art educator, and Posthuman researcher, LUCA School of Arts] and **Kobe Ardui** [Coordinator of Lifelong Learning programmes, LUCA School of Arts]

11:30 → 12:45
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LUCA, Room A2.03

Parallel Thematic Sessions

CYANOTYPES – The Best Kept Secrets II.

A repeat of The Best Kept Secrets I. offering the same interactive experience for participants who cannot attend the earlier session.

LUCA, Room B-2.13

From Narrative to Action: Enabling Sustainable Transformation

A continuation of the session hosted by GreenCCIrcle and the Creative Pact for Skills – Green Skills Working Group exploring sustainability transformation through skills development, experimentation, ecosystem-building, and regenerative approaches to creative practice.

Speakers:
› **Megan Best** [Co-Founder and Director, Julie's Bicycle Europe], **Jesús Boyano Sierra** [Director, INFODEF Institute for the Promotion of Development and Training], **Anna Chiara Carlet** [Researcher and project manager, the aiku center - Art Industry Culture of the Ca' Foscari University of Venice], **Riina Õun** [GreenCcircle Project Coordinator at the Estonian Academy of Arts' Sustainable Design and Materials Lab (DiMa)], **Silja Suntola** [Project manager, XAMK]

Moderated by:
› **Alexandra Matiová** [Senior Project Manager, Creative Industry Košice] and **Silja Suntola** [Project manager, XAMK]

LUCA Auditorium

Regenerative Rural Futures through Culture and Creativity

How can skills partnerships support rural development, and why are culture and creativity critical to regenerative and place-based approaches?

Led by **Materahub**, **CISE**, and the Creative Pact For Skills Working Group on Entrepreneurial Skills, this interactive session explores how to develop a rural ecosystem that is experiential, entrepreneurial, and regenerative, with a strong focus on cultural tourism. It highlights the value of cross-sector collaboration, bringing together Large-Scale Partnerships (LSPs) to co-create integrated approaches that connect culture, economy, and territory.

Through examples from experiential tourism, local ecosystems, and place-based initiatives, participants will examine how culture and creativity can connect sectors, activate local assets, and support sustainable transformation in rural areas.

This session advocates for a model of rural development that is place-based, ecosystem-oriented, sustainable, and rooted in local identity and innovation.

Who is this session for? Policymakers and professionals working across agri-food, CCSI, proximity and social economy, retail, and tourism.

Speakers:
› **José Manuel Colsa** [Founder of Vamos Rural and Origen 0], **Annabelle Favreau** [EU Project Manager, Linka Lab], **Alexandra Yaghil** [European Policy Expert and Project Manager]

Moderated by:
› **José Carlos Ceballos** [Director, International Area of Centro Internacional Santander Emprendimiento (CISE)]

Speakers:
› **Haude Blanc** [Networking and Project Officer, Rural Pact Support Office], **Klaus Ehrlich** [Coordinator of the Pact for Skills Tourism LSP], **Chiara Lipari** [Project Officer, Social Economy Europe]

Moderated by:
› **Paolo Montemurro** [Director or Materahub and co-lead of the Creative Pact for Skills]

LUCA, Room A2.01

Creative Europe Programme

What can the EU offer the cultural and creative sectors? Which funding is available under the Creative Europe programme, what are the priorities and how can you write a strong application? And what's next?

Hosted by Creative Europe Desks Wallonia-Brussels, Flanders, and The Netherlands, this session will introduce participants to the Creative Europe and upcoming AgoraEU programme, with a focus on the Creative Europe Culture subprogramme and international collaboration for the cultural and creative sectors (excluding the audiovisual sector, which is covered by Creative Europe MEDIA).

Speakers:
› **Ariane De Vriendt** [Advisor, Creative Europe desk Flanders], **Nathalie Marchal** [General Manager, Creative Europe Desk Belgium - Wallonia Brussels], **Albert Meijer** [Advisor Creative Europe Culture, DutchCulture | Creative Europe Desk NL]

Transfer from LUCA to ICHEC ↙

ICHEC Brussels Management School Montgomery Campus

Boulevard Brand Whitlock 6, 1150 Woluwe-Saint-Pierre, Belgium

14:30 → 16:00
—
ICHEC, Room 231

Parallel Thematic Sessions

Regenerative Entrepreneurship for Career Paths

Led by cultuurloket, northern ireland screen, mediarte, and the Creative Pact For Skills Working Group on Entrepreneurial Skills, this interactive session will focus on learning ecosystems: close collaborations between educators, industry parties, funders and policy makers to foster resilient creative careers. The speakers will present case studies from the audio-visual sector in Belgium and Northen Ireland, focusing on both youth creative career development and lifelong learning.

This session will explore thus how creative careers develop over time and highlight the importance of a strong, interconnected ecosystem to support that journey. It will demonstrate that talent development is not about fixing individuals but rather strengthening the connections around them. A resilient creative career needs more than skills. It needs ad-hoc tools, continuous support and a learning ecosystem.

The session also addresses the topic of cross-sector policy support required to sustain, scale up and replicate learning ecosystems it in other sectors.

Who is this session for? This session is designed for policymakers, educators, cultural organisations, and learning ecosystem builders and changemakers interested in strengthening pathways into and through creative careers.

Speakers:
› **Sean Boyle** [ScreenWorks Lead, Into Film], **David McConnell** [Head of Education, Northern Ireland Screen], **Annemie Verlinden** [Financial management and European projects officer, Cultuurloket], **Jan Vermoesen** [Director, mediarte]

Moderated by:
› **Jon Heemsbergen** [Director, Art-up]

ICHEC, DUC2

From Recognition to Action: Skills Ecosystem and Policy Innovation through Microcredentials

Hosted by CREDEX and the Creative Pact for Skills – Micro-Credentials Working Group, this session explores how micro-credentials can make diverse and often informal creative skills more **visible, recognised, portable and valued across education systems and labour markets**.

Moving from policy reflection toward practical implementation, the session brings together **policy, education, industry and micro-credential providers** to explore:
• balancing flexibility and standardisation
• barriers to micro-credential adoption
• skills recognition and portability
• trust and collaboration across the ecosystem
• priorities for wider adoption across Europe

The discussion will draw on challenges identified through the **CREDEX Living Labs and Policy Forum**, highlighting what is already working in practice, where tensions and barriers remain, and what needs to change. The priorities

emerging from the session will feed directly into the **CREDEX Roadmap Session on 9 September**.

Speakers:
› **Saija Heinonen** [Project Manager, Metropolia University of Applied Sciences (Gamebadges project)], **Gareth Lee** [Manager, Cultural & Creative Industries Skillnet], **Denise Stanely Chard** [Founder/Director, CLOCK YOUR SKILLS], **Johan Van Aalst** [Director, sQuare Amsterdam]

Moderated by:
› **Becky Riches** [Senior Project Manager, Materahub], **Nerea Rojas** [Coordinator, CreativeFED] and **Sarah Daly** [Executive Director, Creative Spark]

ICHEC, Amphi G

AI & Creativity

Hosted by EIT Culture & Creativity, this session brings together European initiatives and EU-funded projects, and key stakeholders working on the impact of Artificial Intelligence (AI) in the Cultural and Creative Sectors and Industries (CCSI). Participants will explore how the CCSI can actively shape and position itself within the urgent transition towards a human-centred AI future. The audience will walk away able to draw inspiration from impactful approaches to one of the most pressing challenges facing CCSI today.

Speakers:
› **Marco Cappellini** [CEO & Co-Founder, ArtCentrica], **Lucas Evers** [Principal Researcher for Art, Science and Society, Waag Future Lab], **Susana Nogueira** [Policy & Project Officer, EfVET], **Adriana Pereira** [Co-founder, The Fabricant], **Amleto Picerno Ceraso** [Professor of Computational Design, University of Naples "Federico II"; Architect, CEO and Founder of Medaarch, CEO of Mediterranea Design, Medaarch]

Moderated by:
› **Solène Moutier** [Education Programme Manager, EIT Culture & Creativity]

16:30 → 18:00
—
ICHEC, Amphi G
+
Live streamed

Creative Confidence in Action

"Creative Confidence" is described as "the capacity to turn creative thinking into action." In collaboration with the EIT Culture & Creativity, this session brings together perspectives from creative business, innovation, education and environmental sustainability, the session offers a moderated conversation exploring how creative skills can generate tangible impact within organisations and across sectors—and what can make the difference between a creative idea and meaningful change.

Through concrete experiences and examples, the discussion will explore what it takes to embed creative approaches beyond the Cultural and Creative Sectors and Industries: creating the conditions for experimentation, connecting different forms of expertise, and enabling individual initiatives to contribute to wider organisational and societal transformation.

Welcome:
› **Brigitte Chanoine** [Rector, ICHEC Brussels Management School]

Speakers:
› **Nina Bozic Yams** [Leader of Societal Transformation, IVL Swedish Environmental Research Institute], **Marco Cappellini** [CEO & Co-Founder, ArtCentrica], **Virginie Civrais** [CEO, ST'ART], **Rolf Hughes** [Director of Education, EIT Culture & Creativity]

Moderated by:
› **Ruba Saleh** [Associate Professor, ICHEC Brussels Management School]

18:15 → 19:15

—

ICHEC, Room 211

Separate registration required

Creative Confidence in Action

Meet the Creative Pact for Skills community

Join members of the Creative Pact for Skills and others interested in its work for an informal hour of introductions and networking.

The Creative Pact for Skills brings together businesses, educators, policymakers and cultural organisations across Europe to strengthen skills and learning in the Cultural and Creative Sectors and Industries. Its Large-Scale Partnership connects more than 240 organisations working together to support the development of future skills across the creative sectors.

This meet-up is an opportunity to get to know who is part of the community, discover what others are working on, exchange experiences and make new connections. It is open to current LSP members as well as people interested in finding out more about the Creative Pact for Skills. The format will respond to the people in the room, with the emphasis on meeting one another and building connections.

19:30

Optional Networking Dinners

Participants can opt into a facilitated matchmaking process and join small dinner groups for informal exchange and cross-sector networking. Please note that dinner is at your own expense.

WEDNESDAY

9 September
2026

WHAT MUST CHANGE

ICHEC Brussels Management School Montgomery Campus

Boulevard Brand Whitlock 6, 1150 Woluwe-Saint-Pierre, Belgium

10:00 → 11:30
—
ICHEC, Room 211

Parallel Thematic Sessions

CREDEX Roadmap Workshop

Collaborative consultation workshop exploring future pathways for micro-credential frameworks tailored to the Cultural and Creative Industries (CCIs) across Europe.

The session will begin with the presentation and validation of the **CREDEX Micro-Credentials Providers' Database for CCIs**, led by **Nerea Rojas**, Coordinator of Creative FED, followed by an interactive workshop facilitated by **Babette van der Kloot**, **Caroline van Leuven** and **Siete Sirag from HKU – University of the Arts Utrecht**.

Participants will contribute to the development of the **CREDEX Roadmap**, working across four key areas:
- understanding and trust building
- building practice
- building systems
- building recognition

The outcomes will help identify practical priorities for supporting the development and adoption of micro-credentials across the European Cultural and Creative Industries.

ICHEC, DUC2

Cross-Sectoral Innovation & Skills Collaboration

Led by INSPIRE Europe and the Creative Pact for Skills Working Group for Cross-Sectoral Innovation, this interactive session explores how creative competences and lifelong learning can support innovation, resilience, and adaptability across sectors.

Drawing on experiences from the performing arts and beyond, participants will examine emerging approaches to skills development, professional learning, and cross-sector collaboration in response to digital, environmental, and organisational transitions. The session will also showcase practical learning opportunities and tools that support professionals in developing future-oriented competences throughout their careers.

Speakers:
› **Umberto Bellodi** [Coordinator of Cooperations and International projects, Accademia del Teatro alla Scala], **Flora Croce** [Membership & Communication Officer, Pearle* Live Performance Europe], **Anita Debaere** [Director, Pearle*-Live Performance Europe], **Jacopo Guarnieri** [Department Coordinator, Accademia del Teatro alla Scala]

ICHEC, Amphi G

What Counts as Value?

From Data Gathering to Impact & Public Value
How should Europe measure the value created by culture and creativity?

While economic indicators and data gathering processes remain important, they often fail to capture the broader

contributions of culture to innovation, social cohesion, democratic participation, wellbeing, and resilience. This session challenges narrow economic metrics, explores alternative approaches to understanding impact and public value, examining how evidence, data, and new evaluation frameworks can better reflect the role of culture and creativity in addressing societal challenges.

Speakers:
› **Ann Becker** [Senior Vice President and Head of Policy and Public Affairs, Video Games Europe], **Martijn Blom** [Impact Funds Development, Impact Europe], **Melanie Coisne** [Head of Heritage & Culture, King Baudouin Foundation & the Alliance for Socially Engaged Arts], **Barbara Stacher** [Senior Expert, Cultural Policy, DG EAC, European Commission]

Moderated by:
› **Rolf Hughes** [Director of Education, EIT Culture & Creativity]

ICHEC, Room 232

European AI & Ethics: What Matters?

This participatory forum invites the Cultural and Creative Sectors and Industries to bring their questions, concerns and experiences into the conversation about the future of AI. Participants explore the ethical issues that are emerging as AI becomes part of creative practice, education, cultural organisations and professional life.

Through facilitated discussion and collective reflection, participants identify the concerns and dilemmas that matter most: from rights, authorship and transparency to fairness, cultural diversity, working conditions, human agency, trust and the future of creative practice. They will also explore where perspectives converge, where tensions

remain, and what kinds of AI futures the sector wants to help shape.

The discussion forms part of the evidence-gathering work of the Horizon Europe project **European AI Commons – Shaping AI for the Creative and Cultural Industries (EAiCCI)**. Contributions will help build a European evidence base on current AI practices, risks, needs, values and possible futures, informing future research, learning resources, tools, scenarios and policy recommendations.

Come with a concern, a dilemma, an experience or a question. Leave your mark on the conversation about what responsible and human-centred AI could mean for Europe.

Speakers:
› **Lena Gieseke** [professor of Visual Media Technologies / Technical Direction M.A. Creative Technologies program, Film University Babelsberg KONRAD WOLF], **Eric Pol** [Chair of the Board, MyData]

Moderated by:
› **Barbara Revelli** [Head of Programmes, ELIA & Lead of Creative Pact for Skills working group on Digital Environment]

12:00 → 13:00
—
ICHEC Auditorium – Amphi G

Closing Plenary
From Creative Skills to Systemic Transformation

How can creative skills and competences move from individual projects and experiments to lasting change in organisations, ecosystems and public policy?

The Closing Plenary brings Creative Skills Week 2026 to a close by moving from evidence of change to the possibilities ahead. It starts with the CYANOTYPES pilot experience at the Lviv National Academy of Arts in Ukraine, showing how experimentation with a competence-based approach can contribute to institutional transformation and inform national higher education policy, even in the context of war and recovery.

The discussion then looks ahead to the role of European partnerships, learning ecosystems and cross-sector collaboration in strengthening innovation, resilience and lifelong learning, and asks what the community gathered at Creative Skills Week can continue to build together.

From Pilot to Policy
Speakers:
› **Taras Lesiv** [Vice-Rector for Academic Affairs and Research, Lviv National Academy of Arts], **Willem-Jan Renger** [System Designer & Education Strategist, HKU – University of the Arts Utrecht & CYANOTYPES]

Looking Ahead: What Do We Carry Forward?
Speakers:
› **Louise Allen** [Director, Creative Futures Academy], **David Crombie** [CYANOTYPES coordinator, HKU - Utrecht University of the Arts], **Rolf Hughes** [Director of Education, EIT Culture & Creativity], **Paolo Montemurro** [Director of Materahub and co-lead of the Creative Pact for Skills], **Ruba Saleh** [Associate Professor, ICHEC Brussels Management School]

Moderated by:
› **Barbara Revelli** [Head of Programmes, ELIA]

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Kobe Ardui
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Charlotte Barker
CEO of The Institute of Designers in Ireland

Ann Becker
Senior Vice President and Head of Policy and Public Affairs, Video Games Europe

Umberto Bellodi
Coordinator of Cooperations and International projects, Accademia del Teatro alla Scala in Milan

Megan Best
Co-Founder and Director, Julie's Bicycle Europe

Haude Blanc
Networking and Project Officer, Rural Pact Support Office

Martijn Blom
Impact Funds Development, Impact Europe

Jesús Boyano Sierra
Director, INFODEF Institute for the Promotion of Development and Training

Sean Boyle
ScreenWorks Lead, Into Film

Nina Bozic Yams
Leader of Societal Transformation, IVL Swedish Environmental Research Institute

Marco Cappellini
CEO & Co-Founder, ArtCentrica

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José Carlos Ceballos
Director, International Area of Centro Internacional Santander Emprendimiento (CISE)

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Rector, ICHEC Brussels Management School

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Eric Pol

Chair of the Board of MyData

Robert Power

Artist

Willem-Jan Renger

System Designer & Education Strategist, HKU – University of the Arts Utrecht & Cyanotypes

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Head of Programmes, ELIA

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Nerea Rojas

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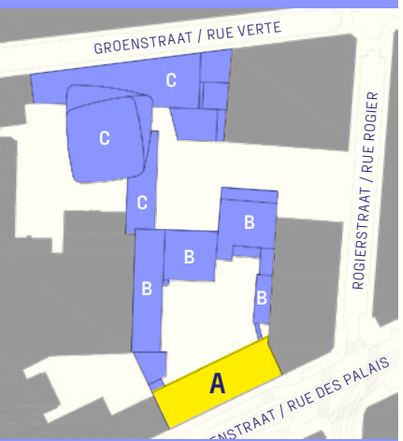
Projectmanager Creativity, Innovation, Sustainability & Business, Amsterdam University of Applied Sciences

PRACTICAL INFORMATION

Event Venues Map

The venue locations can be viewed on Google Maps



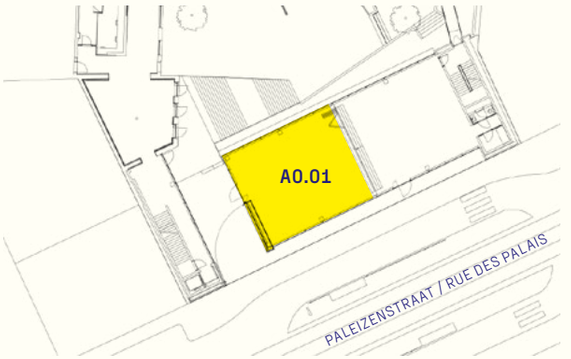
LUCA School of Arts

Rue des Palais 70, 1030
Brussels, Belgium

Rooms LUCA:

A0.01 (Exhibition Space)
A2.01
A2.03

A0



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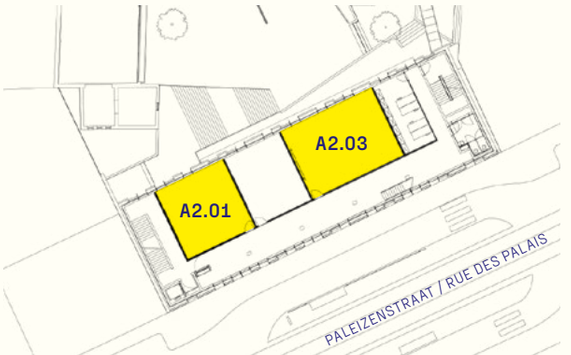
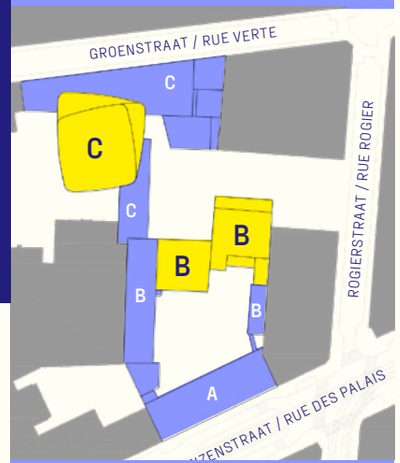




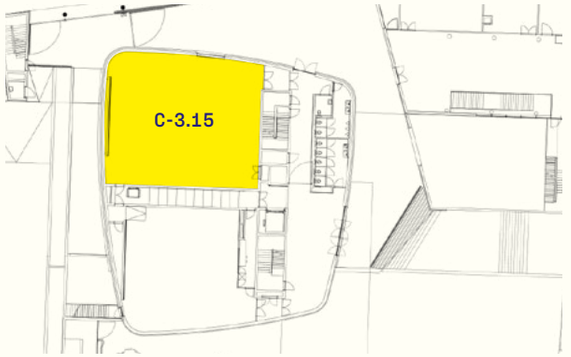
LUCA School of Arts

Rue des Palais 70, 1030
Brussels, Belgium

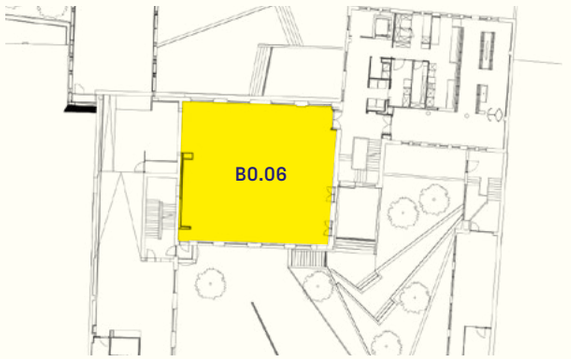
Rooms LUCA:

C-3.15 (Auditorium)
B0.06 (Cafeteria)
B-2.13

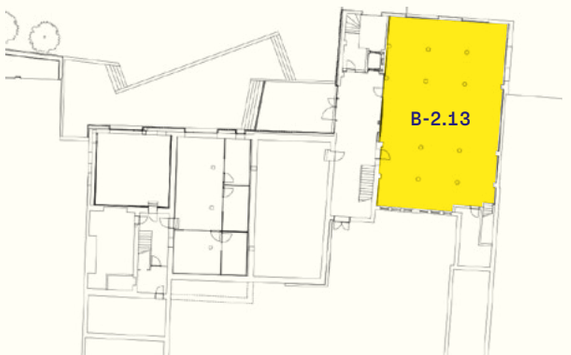
C-3



B0



B-2



ICHEC Brussels Management School Montgomery Campus

Boulevard Brand Whitlock 6,
1150 Woluwe-Saint-Pierre,
Belgium

Rooms ICHEC:

222

231

232

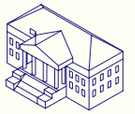
Amphi G (Auditorium)

Cafeteria + Espace Roger Demain

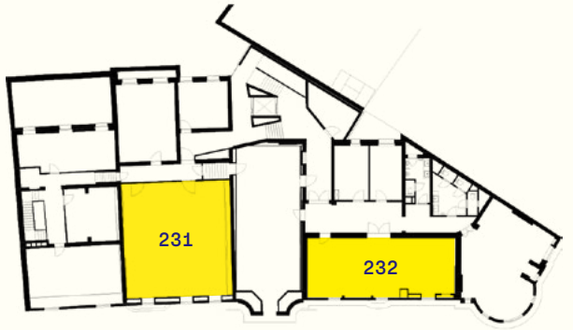
211

DUC2

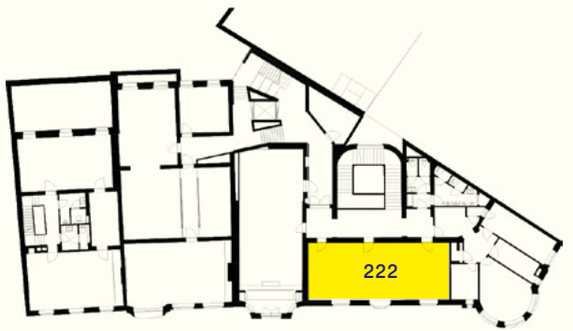
BUILDING 2



1st FLOOR



2nd FLOOR



3rd FLOOR

BUILDING DUC

-1 FLOOR

→ **Amphi G** (Auditorium)

→ **Cafeteria + Espace Roger Demain**

2nd FLOOR

→ **DUC2**

Travel

Visit Brussels
https://www.visit.brussels/en/visitors

Public Transport Information
https://www.stib-mivb.be/home

Brussels Tourism
https://www.brussels.be/tourism

We encourage you to use eco-friendly modes of transportation within Brussels, such as public transport, cycling, and walking whenever possible.

EDI Statement & Accessibility

The CSW Organisers with the host institutions are dedicated to hosting events that prioritise equity, diversity, inclusion, and accessibility. We have worked together to make this event a safer and more accessible space for all. Should you have any specific accessibility needs (such as transportation assistance, support from a staff member, or a large-print programme), or if you need help registering for the event and/or registering an assistant to accompany you, please contact us at info@creativeskillsweek.eu

All our events have a support system in place. If you witness any harassment or discriminatory behaviour during the event, please contact a member of the team. You can call or send a message to: {+31 650401938}. This phone line will be monitored for the duration of the event.

If you prefer to make an anonymous report, please use the online form.

Environmental sustainability

The CSW Organisers are aware that large international conferences can have a negative effect on the environment due to the number of participants, who are travelling and the footprint of hosting the event itself (for instance, through consumption and waste). To reduce the environmental impact of Creative Skills Week 2026, the organising team, make greener choices in the organisation of the conference and invite participants to join us in this effort!

If you would like to know more about our efforts, please visit www.creativeskillsweek.eu/#practicalinfo

PARTNERS

Co-funded by

EUROPEAN UNION

Co-funded by the European Union

We gratefully acknowledge the support of the Erasmus+ Programme of the European Union, which has funded these projects.

This support has been pivotal in making Creative Skills Week possible.

Co-organised with

EIT CULTURE & CREATIVITY

EIT Culture & Creativity is the institutional partnership dedicated to helping European cultural and creative sectors and industries (CCSI) to become more sustainable, resilient and competitive. Launched in 2023 by the European Institute of Innovation and Technology, an EU body, we provide access to funding, knowledge and tailored support.

Our first focus is on five key areas: architecture, gaming, fashion, cultural heritage, audio-visual and media. We support innovators every step of the way to scale their ideas, translate innovation into impact, and redefine what entrepreneurship means today.

As part of the largest European innovation network, we build lasting connections between research, industry, academia and cultural institutions.

CYANOTYPES

CYANOTYPES is a pan-European project bringing together a wide variety of organisations, stakeholders, and European networks to address the needs and skills gaps in the Cultural & Creative Industries. Based on innovative multidisciplinary approaches, CYANOTYPES tackles the sector's potential for innovation and competitiveness, which deals as well with challenges presented by the triple transition (social, digital and green).

CYANOTYPES (p.n. 101056314) is part of Alliances for Sectoral Cooperation on Skills, co-funded by the European Commission Erasmus+ Programme.

CREATIVE FUTURES ACADEMY

Creative Futures Academy (CFA) demonstrates the power of cross-institutional collaboration to deliver future-facing, industry-relevant education. A partnership between the National College of Art and Design (NCAD), University College Dublin (UCD) and the Institute of Art, Design and Technology (IADT), three of Ireland's leading creative higher education institutions, CFA is building capacity across Ireland's creative and cultural sectors, central to innovation and growth and to the development of a resilient and culturally vibrant society.

In Collaboration with

CREATIVE PACT FOR SKILLS

The Creative Pact for Skills aims to enhance the skill sets within Europe's Cultural and Creative Industries by fostering an environment of continuous learning and adaptation to new challenges. The methodology behind this initiative involves building robust partnerships among industry stakeholders, educational institutions, and policymakers to facilitate the sharing of resources and best practices. By coordinating a unified approach to reskilling and upskilling, the pact ensures that training and development programs are both comprehensive and tailored to the evolving needs of the creative sectors.

Sign the Creative Pact for Skills and be part of shaping a future-ready creative community, gaining new skills, connections, and opportunities across Europe.

CREDEX

CREDEX is a European initiative that aims to design, test, and implement a micro-credential framework tailored to the needs of professionals in the Cultural and Creative Industries (CCIs). By working alongside educators, employers and learners, they aim to bridge skills gaps, support lifelong learning and showcase talent across borders and career stages.

CREDEX aims to co-create a scalable, sector-specific micro-credential framework by collaborating with CCI stakeholders, piloting innovative learning models and ensuring alignment with EU policy on lifelong learning and digital transformation.

In Collaboration with

GREENCCIRCLE PROJECT

GreenCCIrcle is an Alliance for Innovation project dedicated to empowering the Cultural and Creative Industries (CCIs) to lead the green transition. By bridging creativity and sustainability, the project introduces the Sustainability Facilitator role and provides a comprehensive support scheme through the GreenCCIrcle Academy—an online learning platform for green skills— and a practical HUB of toolkits and resources. Operating across 9 EU countries and leveraging the Living Lab methodology, GreenCCIrcle transforms creative professionals into pioneers of the circular economy, fostering long-term resilience and cross-sectoral innovation.

Hosted by

ICHEC BRUSSELS MANAGEMENT SCHOOL

Is a business school located in the heart of Brussels with a strong international outlook. It offers programmes in management and business engineering, conducts research, and provides executive education in close connection with companies and entrepreneurship. The institution emphasises recognised academic quality, international openness, societal responsibility, and a practice-oriented teaching approach.

More broadly, ICHEC offers a comprehensive ecosystem for sustainable and impactful entrepreneurship addressing different segments of society.

Hosted by

LUCA SCHOOL OF ARTS

LUCA School of Arts is a vibrant creative community of nearly 5,000 people—counting more than 4,000 students and 800 staff members. LUCA offers an inspiring educational and research environment where creative talent can grow and flourish.

Today, LUCA is redefining its position as an engaged societal actor. They are transforming their multi-campus structure into a connected network, evolving from five historical institutes into one shared laboratory, and actively responding to emerging needs in education and research from the outside world.

Curated by

ELIA

Powered by its members, ELIA is a globally connected knowledge community for peer-learning, international collaboration, and advocacy. With approx. 290 members in 54 countries, ELIA represents over 350,000 students across all arts disciplines. ELIA advocates for and on behalf of higher arts education by empowering and creating new opportunities for members and facilitating the creation and exchange of good practices. It provides a central meeting point for international educators, leaders, technical staff, administrative staff, and students.

ORGANISING COMMITTEE

CSW2026 was made possible through the contributions of the Steering Group and the Organising Team.

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Creative Skills Week 2026

Creative Skills Week 2026 is co-organised by EIT Culture & Creativity, CYANOTYPES (Alliances for Sectoral Cooperation on Skills co-funded by the European Commission Erasmus+ Programme) and Creative Futures Academy, in collaboration with the Creative Pact for Skills, CREDEX and the GreenCCIrcle project.

The event is co-hosted by ICHEC Brussels Management School and LUCA School of Arts, and is curated by ELIA.

Views and opinions expressed in this booklet are those of the authors only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

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CREATIVE SKILLS WEEK 2026

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CREATIVE SKILLS WEEK 2026

For more information on the programme, please visit the website.

WI-FI CODE AT LUCA SCHOOL OF ARTS
iotd
Password: 7aH49y!M.

WI-FI AT ICHEC:
Connect to the ICHEC-guest network. You will be redirected to the guest portal, where you can log in with your email or create a guest account.

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