



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

press release

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CREATIVE@HUBS: Driving and connecting creative industries and agri-food research for rural development.

Three meetings to be held on 12, 13 and 14 June in Gravina di Puglia, Putignano and Molfetta

The CREATIVE@HUBS 'Holistic networking of creative industries via hubs' project, implemented under the Interreg V-A Greece-Italy Co-operation Programme, aims to bring together creative industries and the agri-food sector to help develop new ideas and processes related to Creative Rurality.

Creative Industries represent a dynamic sector with enterprises whose core business is focused on the ability to create. CREATIVE@HUBS draws on the intellectual and social process stimulated by this sector to encourage new ideas, processes and clusters in different thematic and geographic areas, seeking, in particular, to develop Apulia's rural areas.

The project's activities are focused on the establishment of three multidisciplinary networking hubs in Apulia, promoting the connection between agrifood and creative-cultural industries, to foster develop ongoing discussion and co-design and provide guidelines on Creative Rurality as local development policy option and international model for rural regeneration.

As part of CREATIVE@HUBS, three important meetings on Creative Rurality are set to be held.

First of all, the **Rural/Digital Seminar** will be hosted on 12 June by Macnil's Digital Nursery in Gravina di Puglia, at 5.30 pm. The event will offer the opportunity to reflect on rurality and digitalisation in agriculture, with experts from CIHEAM Bari and Macnil, and the story telling of successful innovation in the rural world through the use of digital tools.

The second event, titled **Rural Tourism, Biodiversity and Territory**, will be held on 13 June in Putignano, in the former municipal slaughterhouse 'Giuseppe Girolamo' (at 5.30 pm) to discuss reforestation, landscape regeneration, biodiversity protection in rural tourism and enhancement of ancient fruit such as figs and pomegranates. Local food policies for spatial development will also be explored.

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The third meeting on **Innovation through Creativity, Social and Territorial Networking**, will take place on 14 June in Molfetta's Auditorium Parco della Musica Sant'Achille, starting at 6 p.m. Speakers from different backgrounds will share success stories related to creativity, social and territorial networking in the context of innovation.

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