**Thursday 7 December**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>09:00-09:30</td>
<td>Registration and welcome coffee</td>
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<td>09:30-10:15</td>
<td>Welcome by Giuseppe Sala, Mayor of Milan and Cristina Cappellini, Councillor for Culture of the Lombardy Region.</td>
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<td>Opening session</td>
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<td>- Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport</td>
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<td>- Antonio Tajani, President of the European Parliament</td>
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<td>- Dario Franceschini, Minister of Cultural Heritage and Activities and Tourism of Italy</td>
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<td>- Indrek Saar, Minister of Culture of Estonia</td>
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<td>10:15-10:25</td>
<td>Fireside chat with European Culture Forum 2017 Game Jam Jury and Europeana (GIF IT UP)</td>
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<td>10:25-10:45</td>
<td>Coffee break</td>
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<td>10:45 -11:00</td>
<td>The European Year of Cultural Heritage starts now!</td>
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<td>Official launch of the Year by Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport.</td>
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<td>Video message from Jean-Claude Juncker, President of the European Commission.</td>
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<td>With the presence of Antonio Tajani, President of the European Parliament, and Petra Kammerevert, Member of the European Parliament and Chair of the CULT Committee.</td>
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<td>11:00-11:30</td>
<td>Testimonials – my story, our heritage</td>
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11:30-13:15  Plenary Session 1:

Cultural heritage: the beating heart of Europe?
Panel debate

Moderated by Hannah Conway, Composer and Audience Engagement Specialist, and Norman Jardine, Head of Unit for Communication, DG Human Resources, European Commission.

Speakers:
- Silvia Costa, Member of the European Parliament and former Chair of the EP CULT Committee
- Jill Cousins, Executive Director at Europeana
- Prof. Małgorzata Omilanowska, Professor of Art History at the University of Gdańsk, former Minister of Culture and National Heritage of Poland
- Sneška Quaedvlieg-Mihailović, Secretary General of Europa Nostra and Coordinator of the European Heritage Alliance 3.3
- Prof. Pier Luigi Sacco, Professor of Cultural Economics, IULM University, Milan

Reactions, debate and Q&A with the audience.

13:15-14:45  Lunch

14:45-16:45  Plenary Session 2:

Challenges (for Culture) in Europe: 2007, 2017, 2027
Panel debate

Moderators: Hannah Conway and Norman Jardine

Keynote speech by Petra Kammerevert, Member of the European Parliament and Chair of the CULT Committee.

Speakers:
- Johannes Ebert, Secretary General at Goethe Institut
- Csilla Hegedüs, President at Transylvania Trust, former Minister of Culture and Deputy Prime Minister of Romania
- Irene Larraza Aizpurua, Director for the Promotion and Dissemination at Etxepare Basque Institute, Basque Government
- Ferdinand Richard, Founder and Director of A.M.I, the National Centre for the Development of Contemporary Musics and President of the Roberto Cimetta Fund
- Katherine Watson, Director General at European Cultural Foundation

Reactions, debate and Q&A with the audience.

16:45-17:15  Musical performance

17:15  End of Day 1
Friday 8 December

09:00-09:30 Welcome by Cristina Cappellini, Councillor for Culture of the Lombardy Region and Filippo Del Corno, Councillor for Culture of the Municipality of Milan.

Opening video message by Mircea Diaconu, Member of the European Parliament and Vice-Chair of the CULT Committee.

09:30-11:30 Plenary Session 3:
Culture in cities and regions: closer, better, faster, stronger?
Panel debate

Moderators: Hannah Conway and Norman Jardine

Speakers:
- Alexandra Szalay-Bobrovniczky, Deputy Mayor of Budapest
- Dr. Shain Shapiro, Founder and CEO, Sound Diplomacy
- Michael Walling, Artistic Director, Border Crossings
- Oeds Westerhof, Director, Network & Legacy, Leeuwarden-Fryslân 2018

Pitch presentations:
- Museum of Art in Łódź, Poland
- Bios Romantso, Athens, Greece
- Re-Future (integration of unaccompanied refugee minors)

11:30-11:45 Coffee break

11:45-12:45 Parallel working sessions
- European Year of Cultural Heritage – how can you take part?
- Culture for Cities and Regions & Cultural and Creative Cities Monitor – unlocking the local potential of Europe
- Films of the past for the future of film

12:45-14:15 Lunch

14:15-15:15 Parallel working sessions
- Creative spaces – reinventing tomorrow's shared heritage
- Creative Europe and integration of migrant and refugees – one year later
- Cultural heritage and civil society – together for heritage

15:15-15:45 Presentation of the European Culture Forum 2017 Game Jam results by Marco Accordi Rickards, Executive Director of the Video Game Museum of Rome (VIGAMUS), and Susan Gold, Founder of Global Game Jam.

15:45-16:00 Closing Remarks and a video message from European creators and activists (Culture makes Europe)

16:00 End of the Forum