

# LANDSCAPE, ECONOMICS and BUSINESS

Barcelona Maritime Museum

26 and 27 November 2015



The landscape is increasingly a cornerstone of local development and a prime economic resource, and not just for the sectors directly involved therein, such as the tourism and wine production industries. There are a plethora of innovative and entrepreneurial initiatives with the potential to generate employment, which draw their inspiration from the landscape. Moreover, many companies decide to set up in one particular territory rather than another, owing to the fact that the landscape affords content and meaning to their product. These companies are the primary stakeholders in ensuring that the quality and uniqueness of the landscape where they set up is upheld and enhanced, as it lends them added value that is nigh-on irreplaceable. The landscape's potential to deliver competitiveness and to attract business and entrepreneurial opportunities is ever more palpable, provided it has not been trivialised or its identity has not been lost. And this applies both to the conventional economy and to alternative economic sectors. This international seminar shall bring together both of them, and the opportunity will be taken to compare various European experiences in this realm and to delve into the huge possibilities offered by public and private cooperation and patronage in this field.

**Registration:** Registration is free but compulsory. You can register in our website: [www.catpaisatge.net](http://www.catpaisatge.net)

**Place:** Assembly hall. Maritime Museum of Barcelona. Av. De les Drassanes s/n, 08001 Barcelona.

Metro: Drassanes (Line L3)

**Languages:** Simultaneous interpretation will be provided from Catalan to English and from English to Catalan.

**Twitter:** #empresapaisatge

**Organised by:** The Landscape Observatory of Catalonia

**Sponsored:** Aigües Ter Llobregat (ATLL)

**Participating:** Barcelona provincial council

8.30h Registration

9.00h Welcome and presentation of Seminar

**Agustí Serra.** Director General of Territorial and Urban Planning

**Alfredo Gutiérrez.** General Manager ATLL

**Valentí Junyent.** Deputy Councillor for Natural Areas and the Environment of Barcelona Provincial Council

**Joan Nogué.** Director of the Landscape Observatory of Catalonia

9.30h The Landscape as a competitive and innovative factor of the territories

Presented by: **Pere Sala.** Landscape Observatory

**Les marques i el sentit del lloc com a factors de competitivitat territorial. L'aportació del paisatge.**

**Jordi de San Eugenio.** Doctor of Communication (UPF), and professor at the University of Vic (UVic)

**L'impacte de l'economia col·laborativa en el paisatge**

**Cristòbal Gracia.** Member of OuiShare

**Europe looks for jobs and growth. What does it mean for landscape**

**Dirk Gotzmann.** Director of CIVILSCAPE

11.00h Debate

11.30h Coffee break

12.00h Round table

*Landscape as an active for development.*

Presented by: **Oriol Porcel.** Geographer.

**Òscar Borràs.** Geographer and landscape specialist.

**Montserrat Barniol.** Xarxa de Custòdia del Territori.

**Ludovica Marinaro.** Arquitect. University of Florence.

**Aleksandar Ivancic.** Senior Consultant. Aiguasol.

13.30h Debate

14.00h Lunch

16.00h Financial instruments for the improvement and management of the landscape. The importance of public-private cooperation

Presented by: **Xavier Sabaté.** Codirector of Espai TReS

**To donate money, without spending money**

**Geert Gielen.** Director of Landschapsbeheer Flevoland. The Netherlands

**Landscape Partnerships and The UK National Lottery**

**Jim Dixon.** Trustee of the Heritage Lottery Foundation. UK.

17.00h Debate

17.30h Break

17.45h Round table

*The role of the foundations*

Presented by: **Joan Nogué.** Director of the Landscape Observatory

**Marco Tamaro.** Director of Fondazione Benetton Studi Ricerche.

**Anna Vallès.** Director of Fundació Sorigué.

**Ricard Planas.** Director of Fundació Lluís Coromina and Focus Engelhorn.

18.30h Debate

9.00h Entrepreneurship based on the landscape

Presented by: **Irene Navarro.** Environmentalist and landscape consultant

**El paisatge com a part implicada dins l'economia circular**

**Miquel Vidal.** Consultant of Creating Sostenibilidad.

**El paisatge, element clau per a repensar el model econòmic en l'àmbit local i regional. Algunes reflexions des d'un entorn turístic**

**Jaume Mateu.** General Director of Transports of the Government of the Balearic Islands.

**Emocions per emportar-se a casa**

**Xavier Gasol.** Director of Simbòlic.

10.30h Debate

11.00h Coffee break

11.30h Round table

*Initiatives, marketing and landscape*

Presented by: **Francesc Muñoz.** Director of the Master in Landscape and Heritage Intervention and Management (UAB)

**Josep Santandreu.** Consell de Cambres de Comerç.

**Esteve Dot.** Professor of Economic Geographics at the UAB

**José Antonio Donaire.** Director of INSETUR (UdG).

**Jordi Romero.** Expert in communication, transformational marketing, sustainability and social action.

**Cecilia Tham.** Director of MOB (Makers Of Barcelona).

**Evarist March.** Consultor in gastronomy and botanics.

13.30h Debate

14.30h Closing session