

**PROGRAMME  
AT A GLANCE****11 MAY**Setting the stage: understanding  
the context and challenges**9H00 - 9H30****REGISTRATION AND COFFEE****9H30 - 10H00****WELCOME AND OPENING****10H00 - 10H45****PLENARY SESSION***Unpacking the IN SITU legacy:  
Research, capacity-building, and policy***10H45 - 11H15****COFFEE BREAK****11H15 - 12H00****KEYNOTE SPEECH***'All that is old is new again': Place-Based  
Innovation and Value Creation in the Age of AI***12H00 - 13H00****PLENARY SESSION***The power of connection: Strengthening  
rural creators through collective action***13H00 - 14H30****LUNCH BREAK****14H30 - 16H00****CONCURRENT THEMATIC SESSIONS****16H00 - 16H15****COFFEE BREAK****16H15 - 17H30****PLENARY SESSION***Culture in action: Practical lessons  
from non-urban creative practices***18H00 - 22H00***Evening with dinner and mingling at  
Valmiera Theatre.  
Short presentation of Valmiera & Mayor's  
greetings*

# CULTURE MATTERS HERE.

Conference venue:  
Vidzeme University of Applied Sciences

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## 12 MAY

From knowledge to action: translating  
research findings into strategies

**9H30 - 11H00**

### **PLENARY SESSION**

*Vibrancies at the European peripheries:  
Cultural sprouts from the IN SITU Labs*

**11H00 - 11H30**

### **COFFEE BREAK**

**11H30 - 13H00**

### **CONCURRENT THEMATIC SESSIONS**

**13H00 - 14H00**

### **LUNCH BREAK**

**14H00 - 15H30**

### **CONCURRENT THEMATIC SESSIONS**

**15H45 - 18H00**

### **STUDY VISITS**

- *Option 1: Cultural heritage / Valmiera museum*
- *Option 2: Contemporary art / KURTUVE art space*
- *Option 3: Creative industries / Future Innovation quarter*
- *Option 4: Rural culture / Valmiermuiža manor*

**19H00 - 21H30**

### **CONCERT AND DINNER AT VALMIERA CULTURAL CENTRE**

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## 13 MAY

Looking ahead: defining  
pathways forward

**9H30 - 10H30**

### **PLENARY SESSION**

*Capacity building for the future: Tools and strategies for creative innovation in non-urban areas*

**10H30 - 11H00**

### **COFFEE BREAK**

**11H00 - 12H30**

### **CONCURRENT THEMATIC SESSIONS**

**12H30 - 13H30**

### **LUNCH BREAK**

**13H30 - 14H30**

### **PLENARY SESSION**

*Where is innovation coming from? Rethinking place-based creativity through a non-urban lens*

**14H30 - 15H30**

### **PLENARY SESSION**

*Shaping future policies: EU policy frameworks for non-urban creative ecosystems*

**15H30 - 16H00**

### **COFFEE BREAK**

**16H00 - 17H00**

### **PLENARY SESSION**

*Closing considerations and future directions*