

# After work seminar on innovation voucher schemes and cultural tourism

**Brussels, Thursday 12 June, 16.00-17.30**

Vouchers are a popular instrument in business support departments, but are they also the right option to trigger innovation in the cultural and creative sector? This was one of the questions that formed the basis for the study ***Innovation vouchers for creative industries from a comparative perspective***, conducted by Volante Research on behalf of Creative Capital Conference (C2C), a research project under the transnational directive of the region of Brandenburg.

Volante Research invites you to a seminar at which the results of the above study will be presented. We will also take the opportunity to give you insight into the ***lessons learnt from 15 years of cultural and creative sector development in Sweden***. In addition, we will also share the results of the study ***“Cultural lighthouses” as drivers of tourism***, an analysis of existing cultural activities in the Skåne region and their potential to attract visitors to the region. A new model has been developed with inspiration from Guide Michelin.

We look forward to welcoming you to this seminar!

Volante Research

## Agenda

- 16.00 Introduction by Tobias Nielsén, CEO and Founder of Volante Research
- 16.10 Presentation of the innovation voucher study by Tobias Nielsén including Q&A
- 16.35 Lessons learnt from cultural and creative sector development in Sweden, Tobias Nielsén
- 17.00 “Cultural lighthouses” as drivers of tourism, Joakim Sternö, Analyst at Volante Research
- 17.20 Concluding comments
- 17.30 End

## Practical information

Date: Thursday 12 June 2014

Time: 16.00 -17.30

Location: Skåne European Office, Sweden House, Rue du Luxembourg 3, Brussels

Registration: Please send an e-mail to [info@volanteresearch.com](mailto:info@volanteresearch.com) by 5 June at the latest.

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