

Creative Camps - Cross-over HUBS:

developing cross-innovation between agro-
food and creative enterprises



Cross Border Meeting:
XO-Hub project and cross-innovation models

Thursday October 7th, 2021

Olympic Village Hotel & Spa, Olympia

19:00 – 19:30	Quality for Innovation: Exhibition of local agricultural products
An inter-sectoral approach on innovation: turning agri-food products into an “Art & Food experience”	
19:30 – 20:20	Creating a genuine culinary experience out of innovative agri-food products Cooking Workshop with Chef Nikos Papadopoulos
20:20 – 21:00	Shifting from Agri-culture to Culture: Creative ways to promote the agricultural sector <ul style="list-style-type: none"> ❖ Visualizing a Cross-innovation model – <i>The Creative Camps project video</i> ❖ Fishing traditions and Cultural industries – <i>Blu European Festival</i> ❖ Heritage branding orientation – <i>The Heraean Games</i> ❖ Promoting food traditions and culinary customs - <i>Lyceum Club of Greek Women</i>
21:00 – 21:30	Light Lunch