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Bautopia 5: Creativity Meets Sustainability in Bologna

As creative industries navigate the challenges of climate change and environmental impact, they must also ensure the economic viability of their enterprises. BauTopia 2024 will explore how ecological and financial sustainability often collide, creating challenges and opportunities

The conference brings together international experts, policymakers, and creative professionals to address the critical intersection of ecological and financial sustainability.

Bologna, Italy — Held over three days at DumBO, an urban regeneration space in Bologna, the European Creative Hubs Network is hosting its [5th annual Culture and Creativity Conference](#) aiming to explore sustainability challenges facing cultural and creative industries.

Keynote speakers, including Anna-Lisa Boni, Deputy Mayor for EU Recovery Funds, are expected to emphasize the urgent need for creative sectors to integrate environmental responsibility with economic viability. Bertram Niessen, scientific director of the cultural association cheFare, will address the attendees on the need to build a “new cultural framework for the '20s.”

The conference will feature innovative presentations on topics ranging from impact investing to regenerative business design. Parallel sessions will explore practical strategies for creative hubs to measure and enhance their social and environmental impact.

A highlight of the event will be a special field trip to Lottozero in Prato, where participants will engage in hands-on workshops focusing on sustainable textile design and artistic innovation.

The event is being organized by the European Creative Hubs Network, with support from [DumBO](#) and [Creative FLIP](#), and will attract creative professionals from across Europe.

Key themes will include circular economy principles, cross-sector partnerships, and developing new metrics for measuring social and environmental impact in creative industries.

The Creatives Unite will present exclusive posts from the conference in consequent updates

Stay tuned!