

# A dialogue on the future of regions with Dr. Richard Florida, *animated by* Dr. Andrés Rodríguez-Pose



## Getting creative about regional development

21 June 2022, 15:30-17:00 CET (Paris time)

Register:

[https://meetoecd1.zoom.us/webinar/register/WN\\_OXR68HSeSWSJzKW7sBxXxg](https://meetoecd1.zoom.us/webinar/register/WN_OXR68HSeSWSJzKW7sBxXxg)

This dialogue is organised by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE), with support from the European Commission (DG REGIO). It supports the work the OECD is leading on rethinking regional attractiveness. In this discussion, Dr. Richard Florida ([bio](#)), widely known for his conceptualisation of the *creative class* and its importance in fostering economic development, provides a keynote address on how diversity, creativity and innovation can shape inclusive and sustainable regional development.

Following the keynote, Dr. Andrés Rodríguez-Pose ([bio](#)) of the London School of Economics, an internationally renowned expert in economic geography and regional science, animates the discussion. He draws on his decades of research in the field of regional science and as a consultant with numerous governments and international organisations.

Finally, the floor is open for a dialogue among the participants and the experts. This is an opportunity for regional policymakers, researchers and other interested parties to engage first-hand with renowned experts on critical issues that help in *Rethinking territorial development policies in the new global environment*.

### AGENDA

#### 15:30-15:35: Opening Remarks

**Nadim Ahmad**, Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

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**15:35-16:00: Keynote address by Dr. Richard Florida** on the role of creativity and innovation in attracting talent and investment to non-metropolitan regions for lasting, sustainable development. He draws on his acclaimed research on urban transformation and the rise of the creative class to explore the potential implications for OECD regions

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**16:00-16:30: Dialogue between Dr. Andrés Rodríguez-Pose and Dr. Richard Florida** on what makes a region attractive in the new global environment

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**16:30-16:55: Opportunity for Q&A**

Participants will have the opportunity to engage with both experts in a moderated format

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**16:55-17:00: Concluding remarks**

**Claire Charbit**, Head of Regional Attractiveness and Migrant Integration Unit, Regional Development and Multi-level Governance Division, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

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*Note: The meeting will be recorded for the Secretariat's purposes only. All personal data will be processed in accordance with [OECD Personal Data Protection Rules](#).*

## CONTACTS

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