


ACEPT Project Week 'SMART Art Cities' (Nov 18 - 24, 2012)

	Sunday 18 Nov	Monday 19 Nov	Tuesday 20 Nov	Wednesday 21 Nov	Thursday 22 Nov	Friday 23 Nov	Saturday 24 Nov
Morning		Official Opening ACEPT Project Week Pre-Tasks 1 & 2 & 3 Information Group Task : 'Mechelen: from SMART to SMARTER Art City'	SMART Art City: Keynote Speakers	Research SMART Art City	Research SMART Art City	Research SMART Art City	Departure Delegations
Afternoon	Arrival and Check in Delegations from Switzerland, Spain, Finland, France, Turkey, Germany, the Netherlands 17:00 Informal Welcome & Light Snack	Team Building and Intercultural Encounters	SMART Mechelen by Bike	Visit SMART Antwerp	Visit SMART Ghent	Presentation Group Task (Mixed International Teams): 'Mechelen: from SMART to SMARTER Art City. Defining the SMARTEST Art City'	
Evening	SMART Quiz	International Fair Pre-Task 4	SMART Mechelen by Night			Buffet Meal and Official Close ACEPT Project Week Party	

smart = 1) "Intelligent": Creative, Innovative, Branding (domestic & international), Benchmarking, Carrying Capacity, (Sustainable) Cultural Tourism, Visitor Journey (Wheel), etc.

smart = 2) "Digital": QR, Apps, Social Media, TagTagCity, etc.

SMART = 3) "Business Plan": Specific, Measurable, Achievable, Realistic, Timed > **SMARTER** : Experienced, Resourceful > **SMARTEST**: Exclusive, Sustainable, Themed

Pre-Tasks (National Teams):

Pre-Task 1. Introduction National Teams (a. Members / b. University)

Pre-Task 2. Branding Belgium (Flanders): Perception of Flanders Abroad

Pre-Task 3. SMART Art Cities Abroad (a. Present one smart city of your country / b. Why innovative ? / c. Criteria?)

Pre-Task 4. International Fair: Mixture of information & team work & intercultural encounters

Group Task (Mixed International Teams):

'Mechelen: from SMART to SMARTER Art City' (a. Case Study / b. Checklist SMART Art City)

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FINAL

