

encatc

4th ENCATC Academy

Culture in External Relations & Cultural Diplomacy
Focus on the Americas

8-9 December 2014 // Brussels, Belgium



Organised by

encatc

In the framework of

caee
cross atlantic education exchange

In partnership with

Goldsmiths
UNIVERSITY OF LONDON

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CIVA

With the support of

 Creative Europe

A mobility initiative of ENCATC.

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Overview

Following on from the previous very successful Academies on culture in external relations and cultural diplomacy this two-day edition of the ENCATC Academy, an intensive learning programme for senior and medium level professionals in the area of international cultural relations will focus on North and South America – and more specifically on the USA, Canada, Mexico, Jamaica, Brazil, Chile, and Argentina.

Countries in the Americas are important players in international cultural relations, from the United States, the world's superpower, to some of the most important emerging countries, such as Brazil and Mexico. They offer a wide range of cultural engagement examples such as sports diplomacy (via celebrity diplomacy, as the case of Usain Bolt, to the organization of mega events, such as the 2014 Brazil FIFA World Cup and the 2016 Rio Olympic Games) to the power of the media (Hollywood, Brazilian and Mexican telenovelas) or nation branding strategies (Jamaica). Europe and the Americas are linked by strong historical, cultural and economic ties, but in the 21st century context both continents and their relationship are in an accelerated process of change.

The first day of the ENCATC Academy starts with the presentation and discussion of the terminology and concepts used in the area of cultural diplomacy and culture in external relations, as well as the examination of the context and current challenges faced by countries in the Americas. Culture is clearly about much more than the arts. External relations are a vast field that, beyond international politics and economics, includes arts exchanges, cultural tourism, creative industries, development aid and education. It is thus important to be able to understand both the geopolitical contexts and the theories that can be used to view culture in external relations. The fields of international relations, strategic communications or cultural studies impact in the meaning of different terms and expressions such as cultural and public diplomacy or cultural co-operation and exchange, and shape the narratives that they embody. It is also crucial for all those engaged in the area of international cultural relations to understand how the field is changing in terms of actors involved, types of activities and structures used for cultural engagement, and to discuss what constitutes best practice.

The second day of the ENCATC Academy has a practical focus. Panel sessions bring together practitioners from different areas to share with the participants their experiences and top tips for developing links and implementing projects with partners in the Americas. Particular attention is given to the detailed examination of existing programmes and grants available to start and implement successful cooperation projects with operators in the cultural and educational field.

The ENCATC Academy offers a number of lectures and a forum for the debate of ideas and the exchange of experiences enabling participants to gain better insight into the cultural relations and diplomacy between Europe and the Americas.

This Academy is made possible thanks to the support of the Creative Europe Programme of the European Union.

ENCATC is the leading European network on Cultural Management and Cultural Policy Education. It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalise the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

ENCATC | Avenue Maurice, 1 B-1050 Brussels, Belgium | T/F: +32.2.201.29.12 | www.encatc.org



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Who should attend?

- Academics
- Researchers
- Cultural operators and professionals
- Diplomats
- EU officials
- Representatives from international organisations and Institutes of Culture
- Civil servants (national, regional and local levels)
- Masters and PhD students
- Anyone interested in this topic

Why attend?

The 4th ENCATC Academy “Culture in External Relations & Cultural Diplomacy: Focus on the Americas” will help you to:

Build your **knowledge and skills** within cultural policy and international cultural relations

Develop a **critical understanding** of the diverse and changing relationships between culture and international politics

Experience diverse **opportunities to engage** with key current policy and practitioner concerns

Receive a **body of work** and **experiences** that can be used to deepen your knowledge

Internationalise your career and enlarge your professional network in the Americas and Europe

Gain access to a rich bibliography on Culture in External Relations and Cultural Diplomacy

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Programme

DAY 1: Monday, 8 December 2014

09:00 – 09:30 *Registration*

09:30 – 09:35 **Welcome and opening**

Annick Schramme, ENCATC President

09:35 – 11:00 **INTERNATIONAL CULTURAL RELATIONS:
INTRODUCTION AND OVERVIEW**

Gerald Lidstone, Professor, Goldsmiths, University of London, United Kingdom

Carla Figueira, Lecturer, Goldsmiths, University of London, United Kingdom

11:00 – 12:00 **CULTURE IN EU EXTERNAL RELATIONS:
UNDERSTANDING THE ROLE OF DG EDUCATION AND CULTURE**

Marzia Conte, Policy Officer, Unit Culture Policy and Intercultural Dialogue, DG Education and Culture, European Commission

12:00 – 13:00 **UNDERSTANDING THE CURRENT CONTEXT AND
CHALLENGES IN NORTH AMERICA**

Christopher Fitzgerald, Minister Counselor for Public Affairs, United States Mission to the European Union

13:00 – 14:45 *Lunch break*

15:00 – 16:30 **CULTURE IN EXTERNAL RELATIONS IN NORTH
AMERICA: CANADA, MEXICO AND THE USA**

Rod Fisher, Director, International Intelligence on Culture, United Kingdom

16:30 – 17:30 **UNDERSTANDING CONTEXT AND CHALLENGES
IN SOUTH AMERICA**

Christian Leffler, Managing Director Americas, European External Action Service

17:30 – 18:30 **CULTURE IN EXTERNAL RELATIONS IN BRAZIL**

Yolanda Smits, Director of International Business Development, KEA

Event details

Dates:

Monday, 8 December - Tuesday, 9 December 2014

Times:

Day 1 // 09:00 - 18:30

Day 2 // 09:30 - 17:00

Venue:

International Centre for City, Architecture and Landscape (CIVA)
Rue de l'Ermitage 55, 1050 Brussels, Belgium

Fees

For two days:

250€ / Non ENCATC Member
200€ / ENCATC Member, members of AAAE and ANCER, former ENCATC trainees and staff.

For one day only:

130€ / Non ENCATC Member
100€ / ENCATC Member, members of AAAE and ANCER, former ENCATC trainees and staff.

The registration fee includes organisational and administrative costs. This fee **does not include** travel and accommodation costs, or local travel and subsistence costs during the whole stay.

Grants

See page 5 if you are interested in applying for an ENCATC grant to cover the participation fee.

Language

English

Registration

Participation is only confirmed after payment has been made.

www.encatc.org/register

Deadline to register:

3 December 2014

Hotel suggestions

Useful links for hotel suggestions can be found [online](#).

Questions about the Academy:

Please contact Giannalia Cogliandro Beyens, ENCATC Secretary
General g.cogliandro@encatc.org
T: +32 (0)2 201 29 12

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DAY 2: Tuesday, 9 December 2014

09:30 – 10:00 Introduction to the day

Carla Figueira, Lecturer, Goldsmiths, University of London, United Kingdom

Gerald Lidstone, Professor, Goldsmiths, University of London, United Kingdom

10:00 – 13:00 **INTERNATIONAL CULTURAL RELATIONS BETWEEN EUROPE AND THE AMERICAS IN PRACTICE**

In this panel session, practitioners from different areas, share their experiences and top tips for developing links and implementing projects with partners in the Americas.

Panelists:

Luc Verheyen, Director, Red Star Line Museum, Belgium

Kristine de Mulder, General Manager, Europolia BRAZIL, International Arts Festival

Richard Maloney, Professor, Boston University, United States

GiannaLia Cogliandro Beyens, Secretary General, ENCATC

13:00 – 14:45 Lunch break

15:00 – 16:30 **FINANCING CULTURAL EXCHANGES WITH NORTH AMERICA AND LATIN AMERICA**

On time of limited financial and human resources it is crucial to be aware of the existing programmes and grants available to start and implement a successful cooperation with operators in the cultural and educational field.

Panelists:

Matt Weisbard, Program Officer, Fulbright Commission

Marie Le Sourd, Representative, On the Move

16:30 – 17:00 Conclusions

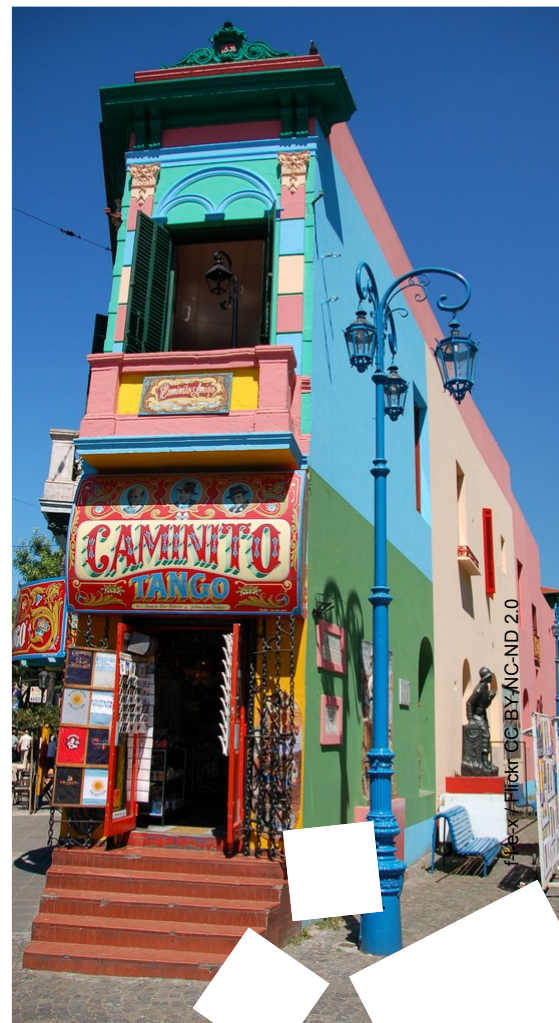
ENCATC Academy Scientific Committee

This intensive two-day programme is developed by:

Gerald Lidstone, Director of the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London, UK

Carla Figueira, Director MA Cultural Policy, Relations and Diplomacy, Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London, UK and Board Member of ENCATC

GiannaLia Cogliandro Beyens, ENCATC Secretary General



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ENCATC Grant Applications

ENCATC is offering 10 Grants to allow 10 selected applicants to attend the 4th ENCATC Academy on "Culture in External Relations and Cultural Diplomacy: Focus on the Americas". Through these grants, ENCATC proves its commitment in promoting the professionalization and mobility of the cultural sector.

ENCATC's very raison d'être is to provide skills, competences and know-how to the cultural operators. Working across cultural sectors and art disciplines, it raises the capacity of educators, researchers, academics, students and professionals to initiate and realise projects, respond in an efficient and timely manner to the challenges of our societies, reach new audiences and adapt their work and their practices in an innovative and inspiring way. Through workshops, academies and seminars, ENCATC provides a privileged space for peer to peer, inter-generational and cross-sectoral learning.

ENCATC is a European platform deeply involved in international cooperation. It gives the opportunity to educators, researchers, students and cultural professionals from all art disciplines, across sectors and generations to get in touch with their European counterparts, expand their networks and work together on common projects based on common values. Working with members from across the continent and organising its activities in all of Europe, ENCATC also actively builds bridges with cultural professionals on other continents.

Eligibility

Priority is given to ENCATC members, but academics, researchers, cultural operators and professionals, artists, diplomats, EU officials, representatives from international organisations and Institutes of Culture, civil servants (at national, regional and local level), Masters and PhD students and anyone interested in this topic who wish to gain further and up-to-date expertise in this domain are also encouraged to apply.

Guidelines

Read the [ENCATC Grant Guidelines](#) that includes more information about ENCATC grants, eligibility, procedure and timeframe, how applications are assessed, amount of the grant, and what is not funded.

Application form

Download the [ENCATC Grant application form](#).

Deadline

The deadline to apply for the grant is **Monday, 17 November 2014**. Only complete, English-written applications will be considered.

Contact

For questions about the ENCATC grant, please contact Costanza Caffo, ENCATC Project Officer by telephone (+32.2.201.29.12) or by email: activities-department@encatc.org.

**ENCATC
grants to cover
participation
fees are
available!**



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Speakers



GiannaLia Cogliandro Beyens has been since 2004 the Secretary General of ENCATC, the leading European network in the field of cultural management and cultural policy education. She is also the administrator of the Thomassen mobility programme and serves on several boards. With more than 20 years experience in international relations, GiannaLia is an expert in advocacy, cultural policy and strategic management, in particular in the context of international cultural organisations. Former Policy Officer of the Cultural Forum of EUROCITIES, the network of major European cities, she successfully designed and coordinated within this prestigious organization several transnational and cross-sectorial projects in the field of culture and education. GiannaLia was Secretary General of the Association of the European Cities of Culture of the year 2000 set up in 1996 by the European Commission. Journalist since 1993, she started her career as Press & PR Officer for the N.A.T.O organization in Rome. For the European Commission she wrote 10 Reports on social European policy and a major study on the European Cities of Culture for the year 2000. Educated at the University "La Sapienza" in Rome, GiannaLia holds a Degree in Political Sciences - International Relations, a M.A. in European & International Career Studies and a M.A. in European Constitution. Giannalia was trained for six months at the European Commission and at the Italian Institute for Foreign Trade, ICE, in Brussels.



Marzia Conte has been Culture Policy Officer (international relations) at the European Commission's Directorate General for Education and Culture since March 2012. In this position, she has coordinated various activities aimed at enhancing the role of culture in EU external relations. These include, in particular, the work of an expert group, which looked at how to approach cultural relations with China more strategically in 2012, and the implementation of the Preparatory Action on Culture in EU external relations, which focused on EU cultural relations with 26 Partner Countries. Previously, Marzia was Programme Manager of the EU Youth in Action Programme and worked on developing cooperation and policy dialogue in the youth field with various Partner Countries, including China, Canada and ENP countries. In 2011, she was in charge of the EU-China Year of Youth. Before joining the European Commission, Marzia worked at the Council of Europe in Strasbourg and Budapest. Marzia holds a D.E.S.S. in Conference Interpreting from Marc Bloch University in Strasbourg and studied interpreting and translation in Milan and Strasbourg. She has a passion for foreign languages and speaks English, French, Spanish, Portuguese and Hungarian.



Kristine De Mulder is Director-General of Europalia International since March 2003. In this role, she has taken the business and artistic leadership of a series of major art festivals dedicated to Italy, Russia, Europe, China, Brazil and India. As an art historian, archaeologist and interior designer, De Mulder has built a career rich in cultural as well as communications experience in the academic, media and financial worlds. Kristine De Mulder is member of the Boards of Directors of some of the major cultural events in Belgium, such as the Festival van Vlaanderen, the Queen Elisabeth International Music Competition... In 2012, she was made baroness by King Albert II for her cultural engagement through Europalia international.

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Carla Figueira, BA MA PhD FHEA, is an academic in the field of international cultural relations and cultural and linguistic policies. She is currently the Director of the MA in Cultural Policy, Relations and Diplomacy and of the MA in Cultural Policy and Tourism at the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London. An international relations graduate of the Instituto Superior de Ciências Sociais e Políticas, Universidade Técnica de Lisboa (Portugal), she moved to London after a career in arts management. In the UK, she went on to gain an MA in Arts Management (City University, UK, Chevening Scholar) and a PhD in Cultural Policy and Management (City University, UK, Praxis XXI Scholar). Carla is a board member of ENCATC and of the international group of its American counterpart, the Association of Arts Administration Educators (AAAE). She is also a member of various networks interested in cultural diplomacy, and manages the JISCmail open listing: International Cultural Relations Multidisciplinary Forum (www.jiscmail.ac.uk/cultural-relations-diplomacy).



Rod Fisher is the Director of International Intelligence on Culture, the consultancy he founded, and an Associate Lecturer on European cultural policies at Goldsmiths, University of London. He is currently an independent expert on the EU Preparatory Action on Culture in External Relations. Rod was the Director of the European Cultural Foundation UK Committee (2002-2012), a Visiting Lecturer on European /international cultural policies at City University, London (1984-2007) and worked for the Arts Council of Great Britain for a number of years. Fisher co-founded the cultural research network CIRCLE (Chairman 1985-1994) and chaired the European Task Force that produced *In From the Margins*, a report for the Council of Europe on the state of cultural development in Europe (1995-96). His research interests include also cultural diplomacy/relations, e.g. whether there has been a paradigm shift in the cultural relations policies of EU Member States (2009), programmes supporting the international mobility of artists (ERICarts 2008) and the skills/training needed for managing transnational cultural projects (Fondation Marcel Hicter 2007). He has enjoyed a lifelong fascination with the culture, religions and history of Asia.



Christopher Fitzgerald is a member of the U.S. Senior Foreign Service and is currently the Minister Counselor for Public Affairs at the U.S. Mission to the European Union. He joined the Foreign Service in 1984 and has served in a variety of postings, most recently as Counselor for Public Affairs in Rabat, Morocco, and prior to that in Kyiv, Ukraine. He also served as Deputy Director in the Office of Public Diplomacy and Public Affairs in the Bureau of European Affairs at the Department of State. Prior to joining the Foreign Service, he worked as a journalist with Knight-Ridder Newspapers. He is a graduate of Columbia University and is a native of Pennsylvania. He and his wife, Elizabeth Asbury are the parents of three boys: William, 21; Andrew, 18; and Peter, 14.



Born in Göteborg in 1955, **Christian Leffler** obtained a Bachelor's degree in politics and international relations from the LSE. After doctoral studies at the Graduate Institute of International Studies in Geneva he joined the Swedish Foreign Service in 1980. Postings to Cairo and Paris were followed by the Political Affairs Department of the Ministry in Stockholm. He became the first Swedish "Antici," responsible under the Permanent Representative for policy coordination in the work in the Council of Ministers. He joined the European Commission in 1996, where he took up the post of Commission "Antici" and Head of the unit in the Secretariat General responsible for the coordination of relations with the Council of Ministers. In 1999, he became the Deputy Head of the Private Office of the Right Honourable Chris Patten, European Commissioner for External Relations. From 2002 until 2007, he was Director in charge of the Middle East and South Mediterranean in the European Commission's Directorate General for External Relations. He later became Head of Cabinet of Mrs Margot Wallström, Commission Vice President for Institutional Relations and Communication. During 2010 Mr Leffler was

Deputy Director General of the DG for Development and relations with African, Caribbean and Pacific States, as well as a senior adviser to EU High Representative for CESP and European Commission Vice-President Catherine Ashton, assisting her in the preparation for the establishment of the new European External Action Service. Mr Leffler took up his current position at the beginning of 2011.



Marie Le Sourd is a cultural manager with an expertise in international cultural cooperation and cultural mobility funding. She works on projects with different networks and organisations, such as [On the Move](#), [IN SITU](#), the [Asia-Europe Foundation](#), the Cultural Fabrik (the new international cluster of the region Île de France) etc. She is also a contributor for the Korean online magazine, [The Apro](#) (English version). Marie Le Sourd was from 1999 till 2006 in charge of the cultural exchange programme at the Asia-Europe Foundation before going on to direct the French Cultural Institute in Yogyakarta in Indonesia (2006-2011) and being the secretary general of the cultural mobility information network, On the Move (2012-2014).



Gerald Lidstone, BA MA ATC Dr.h.c FRGS is director of the Institute for Creative and Cultural Entrepreneurship at Goldsmiths, University of London, where he is the founder of the postgraduate MA Arts Administration and Cultural Policy and MA in Creative and Cultural Entrepreneurship programmes. He has also developed the first MA in Cultural Policy, Relations and Diplomacy. For the British Council and other agencies he has taught Arts Management courses including Arts Marketing, Arts Education, Fundraising, Copyright, Strategic Planning and Cultural Policy in over 20 countries worldwide, including co-writing and delivering an MA in Cultural and Creative Industries in Abu Dhabi. He also teaches for HKIED and HKAPA in Hong Kong as well as a summer school for Boston University. For a number of years he analysed the statistics for the West End Theatres in London. He has also worked for many years on behalf of The Ministry of Culture and Information in Viet Nam establishing Arts Management education in Hanoi University of Culture, funded by the Ford Foundation. Gerald has been awarded honorary doctorates by Vysoka Skola Muzických Umeni v Bratislave in Slovakia, 2004 and by Hanoi University of Culture in 2009. He has been chair of the ENCATC Thematic Area "Europe International" since 2008 and he has previously served as vice president of ENCATC.



Richard G. Maloney is Assistant Professor and Director ad interim of the Arts Administration graduate program at Boston University where he teaches classes in performing arts management, fundraising, and cultural policy. As a professional musician, he plays lute, lavta, psaltery, and hand percussion with the early music ensemble Arcadia. As an arts administrator, he previously served as general manager of the internationally acclaimed early music ensemble the Boston Camerata, and worked for the Boston Early Music Festival and New England Conservatory. He holds undergraduate degrees in history and music, a Graduate Diploma in lute performance, a master's degree in Arts Administration, and a doctorate in Law and Public Policy. Dr. Maloney's research focuses on trying to better understand how local cultural economic development policies are created and implemented. His research has appeared in "Creative Communities: Art Works in Economic Development," an edited volume published by the Brookings Institute and in the ENCATC Journal of Cultural Management and Policy. From 2008-2014, he served on the board of the Association of Arts Administration Educators. Currently, he serves as the ENCATC International Corresponding Board Member and is a member of the CPRA jury. He also serves on the editorial board of the Irish Journal of Arts Management and Cultural Policy.

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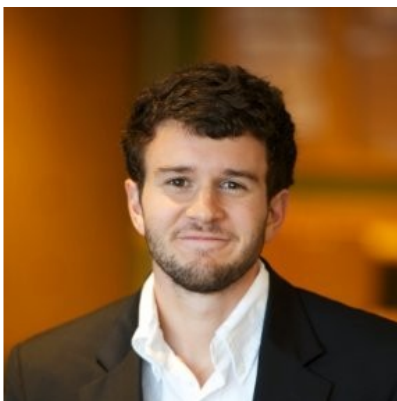
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Annick Schramme is President of ENCATC and Professor and Academic Coordinator of the Master programme in Cultural Management at the University of Antwerp and the Competence Center Management, Culture and Policy (Faculty of Applied Economics). Besides, she is the Academic Director of the Competence Center Creative Industries at the Antwerp Management School. Over the last years she has published about arts policy, international cultural policy, heritage management, creative industries and fashion management. From 2004 until the end of 2012 she was the advisor of the Vice-Mayor for Culture and Tourism of the City of Antwerp. She is member of several boards of cultural organisations and advisory committees in Flanders and the Netherlands. She is member of the Arts Council of the Netherlands and of the Strategic Advisory Committee of Culture, Youth, Media and Sports of the Flemish Government and the Flemish UNESCO commission. She is also President of the Flemish Children Theatre house HetPaleis, member of the board of the Royal Flemish Opera house and Royal Ballet and member of the Flemish Fund for Literature, and some other organisations.



Yolanda Smits is the Director of International Affairs of KEA. She has more than 25 years of experience in dealing with European affairs and international trade. At KEA she has been involved in various international projects dealing with the cultural sector such as: 1) mapping EU-China CCI to foster business cooperation; 2) cultural provisions of the EU-CARIFORUM EPA; and 3) EU-South Africa trade in CCIs. She is also one of the authors of the study recently prepared for the EP on "Contractual Arrangements applicable to Creators". Currently, Ms Smits is a member of the consortium led by the Goethe Institute of the EC Preparatory Action for Culture in External Relations as well as the European partner of an ACP project in Jamaica and Trinidad & Tobago on improving business skills and the internationalization of creative entrepreneurs. She worked over eleven years for the music industry (IFPI) in Brussels, during which time she was the senior trade advisor and represented the interests of the four major sound recording companies. Prior to that she worked for the Spanish Employers' Confederation (CEOE) in Madrid. Ms Smits started her career as the Deputy Secretary General of the European retail trade association in Brussels. She graduated in law from Erasmus University in Rotterdam, has a Masters degree in European Law from the College of Europe in Bruges as well as a Masters degree in Copyright from King's College in London, UK.



Matt Weisbard is the Program manager and EducationUSA Advisor at the Commission for Educational Exchange between the United States, Belgium, and Luxembourg. He graduated from Willamette University in 2010, and then went on to spend two years working for non-profit international exchange programs in Portland, Oregon and in Tours, France. Matt most recently completed a Master's degree at the Georgetown University School of Foreign Service.



Luc Verheyen is museum coordinator at the new Red Star Line Museum in Antwerp (www.redstarline.be). Housed in restored control buildings for 3rd class passengers heading for the US and Canada in the late 19th & early 20th centuries, the Red Star Line Museum evokes the history of the legendary shipping company Red Star Line through the life defining migration experiences of its more than 2 million passengers. The museum has been an instant success. Since its opening on Sept. 28th 2013, it received more than 220.000 visitors. Verheyen has been coordinating the museum preparation since 2007, and is operational director since the opening. In these roles, he has been working intensively with architectural, financial and museum partners in the US. A privileged partner of the Red Star Line Museum is the Ellis Island Immigration Museum, where a travelling exhibition on the Red Star Line passengers will open in the summer of 2016.

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Venue Address

Centre International pour la Ville,
l'Architecture et le Paysage
Rue de l'Ermitage 55
1050 Brussels

Telephone

0032 (0)2 642 24 50

Website

www.civa.be

About CIVA

Founded in 1999 at the initiative of the French Community Commission, the CIVA - International Center for the City of Architecture and Landscape - The Centre International pour la Ville, l'Architecture et le Paysage (CIVA) (international centre for the city, architecture and landscape) is an architectural complex with a cultural and artistic purpose, encompassing libraries, records and resource centre, exhibition and conference areas.

How to get to CIVA

- **Metro** Porte de Namur / Louise
- **Tram** 81, 83, 94 (halte Lesbroussart)
- **Bus** 38, 60, 59, 71

