

1st ENCATC Capacity Building Days and Youth in Action Day

15-17 May 2017 Venice, Italy

An initiative of



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Hosted by



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PRESENTATION

The aim of ENCATC Capacity Building Days and Youth in Action Day is to develop an interactive and intensive learning offer in order to increase youth and adult education professionals' knowledge about the policies and programmes in the field of culture and education. This will allow for the exchange of experiences and good practices among the participants in terms of European project development and project management.

The methodology of the programme is mixed: part seminar, the participants will work self-directed, part will consist of study visits. There will be discussions and working groups. Participants will meet representatives from cultural institutions and organisations, which will give them the opportunity to discuss developments with them.

A DYNAMIC THREE-DAY PROGRAMME

These three days in Venice present a unique learning experience different from other offers currently available.

From covering theory and practice to having a holistic approach, the programme's topics include:

- The role of a European network in the internationalization and professionalization of the career of young cultural managers and operators
- The role of UNESCO: policies and actions for the sustainability of cultural heritage
- The role of the Council of Europe in the area of culture and the new European Cultural Heritage Strategy for the 21st Century
- How the arts sector interacts with cultural rights and human rights
- How to place audiences at the centre of cultural organisations

- Leadership and management for cultural organisations
- Strategic culture-based design and innovative story telling
- Innovative ideas for the preservation and enhancement of cultural heritage
- Opportunities and challenges for the sustainability of the cultural heritage
- Training for cultural management: scenarios, practices, new challenges
- Opportunities for building transnational projects with cultural operators and organisations from Europe and beyond

The topics addressed are complemented by interventions and presentations of projects, best practice, and experiences from professionals and experts working in the field of culture and heritage.

There will also be many networking opportunities for participants to exchange with peers and expand professional networks. To further foster professional networking, on the evening of 16 May ENCATC is organising its 37th Cultural Happy Hour with a walking tour of some of the Venice Biennale pavilions and a glass of wine.

RENOWNED EXPERTS TO JOIN US

The event is an exceptional opportunity to learn first-hand from leading academics, researchers, practitioners, and policy makers.

Speakers at the 1st ENCATC Capacity Building Days and Youth in Action Day include:

From higher education we have joining us: Shaul Bassi, Professor, Ca' Foscari University; and Antonio Taormina, Professor, University of Bologna. From local public authorities we will hear from: **Sabrina Ciancone**, Mayor of Fontecchio (AQ); and **Ilaria Pittaluga**, Project Manager, Culture Department, EU Projects Office, Municipality of Genova.

From European and international institutions: Anita D'Andrea, Project Assistant, Creative Europe Desk Italy, Culture Office, MiBACT; Maša Ekar, Director of Motovila Institute, Creative Europe Desk Slovenia; Luisella Pavan-Woolfe, Director, Council of Europe Venice Office; Eric Philippart, Policy Coordinator, EU-China Tourism Year, European Commission; and Matteo Rosati, Programme Officer, UNESCO Regional Bureau for Science and Culture in Europe.

From the field we will have: Mattia Agnetti, Executive Secretary at Fondazione Musei Civici di Venezia; Bruno Bernardi, President, Fondazione Bevilacqua La Masa; Francesco Calzolaio, Co-founder, Faro Venezia; GiannaLia Cogliandro Beyens, ENCATC Secretary General; Mary Ann DeVlieg, Chair of the EU working group Arts-Rights-Justice and consultant in international cultural projects; Paola Faroni, Architect, Provincia di Brescia; Cesare Feiffer, Architect, Studio Feiffer & Raimondi; Alessandra Gariboldi, Research and Consultancy Coordinator, Fitzcarraldo Foundation; Rachele Marconi, Expert in cultural heritage; and Carla Toffolo, Head of Permanent Office, Comitati Privati Internazionali per la Salvaguardia di Venezia.

PARTICIPANTS

The diverse group of participants represent nine countries in Europe and beyond: Canada, China, Italy, Mexico, Poland, Slovenia, Spain, Switzerland, Turkey, and the United States. The group is made up of cultural managers, researchers, consultants, artists, and students.

Participants and their institutions have an interest in policies and programmes in the field of culture and education, experiences and good practice in cultural management, and European project development and management.

SCIENTIFIC COMMITTEE

GiannaLia Cogliandro Beyens, Secretary General of ENCATC has led the design and programming of this ENCATC Capacity Building Days and Youth in Action Day. Special thanks goes to **Monica Urian de Sousa** and **Erminia Sciacchitano** from the European Commission DG for Education and Culture for their valuable input and suggestions which contributed to the rich programming offered.



ENCATC Capacity Building Days and Youth in Action Day Tip sheet: The 3 Bs *Getting the most out of your experience!*

1. BE ACTIVE

We would like to remind all participants that they are precisely that - participants - not observers, let alone passive observers. As with any event of this kind, it is only as valuable as the input shared from each person who attends. Don't be shy about sharing your ideas in this open environment.

2. BE OPEN

This is your opportunity to learn about different ideas and perspectives. We each come with our own experiences and points of view. With nine countries represented there is a wealth and richness among the group.

3. BE CURIOUS

The programme here in Venice is offers special access to leaders and influences in the field of cultural management and policy. Let's learn from the diversity of our experiences . Don't hesitate to ask questions!





Share your experience on facebook and instagram with #BuildingCapacity and #YouthinAction.

HIPHI



Get a behind-thescenes perspective on culture and key players in Venice.

Enjoy convival networking moments to make new contacts.

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ENCATC Capacity Building Days and Youth in Action Day: DAY 1

MONDAY, 15 May in Venice

Venue for the day: IED Venezia, Palazzo Franchetti, Campo Santo Stefano, S. Marco 2842, Room N°5

START	END	PROGRAMME DETAILS					
9:30	10:00	Registration					
10:00	10:15	Welcome and introduction by GiannaLia Cogliandro Beyens, ENCATC Secretary General					
10:15	10:45	Talks with GiannaLia Cogliandro Beyens , ENCATC Secretary General The role of the European network on cultural management and policy, ENCATC, in the internationalization and professionalization of the career of young cultural managers and operators					
10:45	11:15	Presentation by Cesare Feiffer , Architect, Studio Feiffer & Raimondi Idee innovative per la conservazione e valorizzazione del patrimonio culturale					
11:15	11:30	Coffee break					
11:30	12:30	Presentation by Mary Ann DeVlieg , Chair of the EU working group Arts-Rights-Justice and consultant in international cultural projects <i>Art and Dialog: how the arts sector interacts with cultural rights and human rights</i>					
12:30	14:00	Lunch break					
14:00	15:00	Presentation by Alessandra Gariboldi , Research and Consultancy Coordinator, Fitzcarraldo Foundation Study on Audience Development: How to place audiences at the center of cultural organisations					
15:00	16:00	Presentation by Mattia Agnetti , Executive Secretary at Fondazione Musei Civici di Venezia Leadership and management for cultural organisations: the case of Fondazione Musei Civici di Venezia					
16:00	16:15	Coffee break					
16:15	16:45	Presentation by Paola Faroni , Architect, Provincia di Brescia <i>Terre, culture, vini. I giovani raccontano la Franciacorta: un focus sulla progettazione</i> <i>strategica a base cultura e sull'innovative storytelling</i>					
16:45	17:15	Presentation by Ilaria Pittaluga , Project Manager, Culture Department, EU Projects Office, Municipality of Genova <i>The role of ENCATC in promoting transnational projects: the case of the Forget Heritage</i> <i>project</i>					
17:15	17:45	Presentation by Eric Philippart , Policy Coordinator, EU-China Tourism Year, European Commission <i>The EU-China Tourism Year 2018: opportunities and challenges for the sustainability of the</i> <i>cultural heritage</i>					
17:45	18:30	Talks with Antonio Taormina , Professor, University of Bologna La formazione al management culturale. Scenari, pratiche, nuove sfide					

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ENCATC Capacity Building Days and Youth in Action Day: DAY 2

TUESDAY, 16 May in Venice

Venue for the morning: IED Venezia, Palazzo Franchetti, Campo Santo Stefano, S. Marco 2842, Room N°5

START	END	PROGRAMME DETAILS
10:00	10:15	Welcome and introduction to the day by GiannaLia Cogliandro Beyens , ENCATC Secretary General
10:15	11:15	Round table with Francesco Calzolaio, Co-founder, Faro Venezia, Sabrina Ciancone, Mayor of Fontecchio (AQ) and Rachele Marconi, Expert in cultural heritage Safeguarding heritage in earthquake areas: best and bad practices
11:15	11:30	Coffee break
11:30	12:00	Presentation by Maša Ekar , Director of Motovila Institute, Creative Europe Desk Slovenia, and Anita D'Andrea , Project Assistant, Creative Europe Desk Italy, Culture Office, MiBACT <i>The Culture Programme of Creative Europe: a wealth of opportunities for building transnational projects with cultural operators and organisations from Europe and beyond</i>
12:00	12:30	Presentation by Shaul Bassi , Professor, Ca' Foscari University Shakespeare In and Beyond the Ghetto: a Creative Europe Project
12:30	14:00	Lunch break
14:00	15:30	 Study visit at Fondazione Bevilacqua La Masa Address: Palazzetto Tito, Dorsoduro 2826 Presentation by Bruno Bernardi, President The Fondazione Bevilacqua La Masa: mission and artists in residence programme Visit to the exhibition "Lucy McKenzie: La Kermesse Héroïque", a project by Fondazione Bevilacqua La Masa and Fiorucci Art Trust
16:00	18:00	Biennale Walk Experience A walk through Venice with students of the IED Master on Business for Arts and Culture
18:00	19:00	ENCATC Cultural Happy Hour!







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ENCATC Capacity Building Days and Youth in Action Day: DAY 3

WEDNESDAY, 17 May in Venice

Venue for the morning: Kindly hosted by the UNESCO Regional Bureau for Science and Culture in Europe - Palazzo Zorzi, Castello 4930

START	END	PROGRAMME DETAILS
9:45		Participants gather at Palazzo Zorzi, Castello 4930
9:50	10:00	Welcome and introduction to the day by GiannaLia Cogliandro Beyens , ENCATC Secretary General
10:00	11:00	Study Visit at the UNESCO Regional Bureau for Science and Culture in Europe Talks with Matteo Rosati , Programme Officer <i>The role of UNESCO: policies and actions for the sustainability of cultural heritage</i>
11:00	11:30	Talks with Carla Toffolo , Head of Permanent Office, Comitati Privati Internazionali per la Salvaguardia di Venezia <i>The role of the Comitati Privati Internazionali per la Salvaguardia di Venezia for the safeguard of cultural heritage in Venice</i>
11:30	12:00	Talks with Luisella Pavan-Woolfe , Director, Council of Europe Venice Office The role of the Council of Europe in the area of culture and the new Strategy 21, European Cultural Heritage Strategy for the 21st Century
12:00	12:30	Talks with Francesco Calzolaio , Co-founder, Faro Venezia <i>Cultural sustainability of Venice: the case study of Laguna's and Arsenale's heritage walks</i>
12:30	13:00	Follow up debate with Matteo Rosati, Carla Toffolo, Luisella Pavan-Woolfe, Francesco Calzolaio chaired by GiannaLia Cogliandro Beyens
13:00		End of the activity

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SPEAKER BIOGRAPHIES









Mattia Agnetti is the Executive Secretary at the Fondazione Musei Civici di Venezia since October 2008. Mattia is also currently a member of the Board of Auditors of Federculture (Federazione Servizi Pubblici, Cultura, Turismo, Sport e Tempo Libero). From May 2009 to December 2012, he was Chairman and CEO of SMINT srl – Servizi Museali Integrati. Formerly, he was Deputy Head and Project Manager at the INTERACT Programme Secretariat in Vienna from May 2003 to August 2008 and Senior Manager at Comune di Venezia from August 1998 to April 2003. His areas of skills and expertise include operations and programme management, public utilities, museums management, international relations, public policy, the European Union. He has studied at the Institut d'études européennes (1994-1995) obtaining a Master degree in European Policies, at the Ecole nationale d'Administration studying French Foreign Policy (1994), at the Università degli Studi di Padova studying International Relations and Diplomatic History (1993-1994) and Political Science in the International Studies Department (1988-1993). An Italian national, he also speaks fluent English and French, and has knowledge of German and Spanish.

Shaul Bassi is Associate Professor of English and Postcolonial Literature at Ca' Foscari University of Venice. His research, teaching, and publications are divided between Shakespeare, postcolonial studies, and Jewish studies. His recent publications include *Shakespeare in Venice. Exploring the City with Shylock and Othello* (with Alberto Toso Fei, Elzeviro 2007), a critical edition of *Othello* (translated by Alessandro Serpieri, Marsilio, 2009), *Visions of Venice in Shakespeare* (with Laura Tosi, Ashgate, 2011), *Experiences of Freedom in Postcolonial Literatures and Cultures* (with Annalisa Oboe, Routledge, 2011) and *Shakespeare's Italy and Italy's Shakespeare. Place, 'Race', and Politics* (Palgrave Macmillan 2015). He is the co-founder and former director of Venice international literary festival *Incroci di civiltà*. He was the coordinator of the cultural projects related to the 500th anniversary of the Ghetto of Venice (1516-2016). He is the scientific director of the Creative Europe project "Shakespeare In and Beyond the Ghetto" (2016-19) and the director of *The Center for Humanities and Social Change* at Ca' Foscari University.

Bruno Bernardi was born in Venice, on December 16th 1950. He is Associate Professor of Business Economics and Management at the Department of Management of Ca' Foscari University of Venice. He holds curricular courses in Business Economics, Cultural Organizations Government, and Cost Accounting. Since 2013, he is the Director of the Master Course in Creative Development and Cultural Management, a joint initiative between Ca' Foscari University and Scuola Holden of Turin. He is also the Teaching Committee Coordinator of the Degree Programme in Economics and Management of Arts and Cultural Activities (EGART) of Ca' Foscari, a role he has had since 2008. Other public services include: serving as President of Bevilacqua La Masa Contemporary Art Foundation since 2016; a Member of Veneto Region Advisory Committee on Museums since 2016, appointed by the Foundation of Veneto Universities (Fondazione Univeneto); and since 2015 a Member of the Board of Fondazione Musei Civici di Venezia (Venice Municipality Museums Foundation) devoted to the management of the 11 public museums of Venice. His research interests are focused on change management and governance in a large array of organizations: firms, not for profit organizations, public sector bodies. Particular care is dedicated to the performance appraisal of cultural organizations under the perspective of accounting, organizational, and behavioural issues, integration, and measurement.

Architect **Francesco Calzolaio** develops projects and applied research for the accessible, sustainable, and participated territory, as a stage for the interaction of ecosystems, people, and cultures. His professional activity is dedicated to the design of accessible housing and hotels, rehabilitation of the industrial patrimony, interpretation of waterscapes, and marketing for cultural territorial networks. He dedicates research, design, and teaching (University of Minnesota 1999/2013, ILAUD/IUAV 1998/2003), to the lagoon of Venice, and more generally to roads and cultural networks among European and Mediterranean waterfronts. His last project is the "masterplan for the enhancement of the culture and landscape of the lagoon", commissioned by the "Venice and its lagoon" UNESCO Site

Management Office. Since 2007 he is president of the cultural association Venti di Cultura dedicated to the enhancement of the internal waters as cultural heritage. The association is coordinator of the committee for the Ecomuseum of the Lagoon, member of the European platform River/Cities, and of Inland Waterways International (IWI). He is co-founder of the Faro Venezia association, member of ICOMOS, and of the Industrial Heritage Committee of Europa Nostra. Since 2015, he is director of Lagunalonga Srl charter company dedicated to cultural cabotages in the lagoon of Venice.











GiannaLia Cogliandro Beyens has been since 2004 the Secretary General of ENCATC, the European network on cultural management and policy. 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 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 NATO organisation 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.

Anita D'Andrea is Project Assistant at the Culture Office - Creative Europe Desk Italy, coordinated by MiBACT, Ministry of Cultural Heritage and Activities and Tourism, based in Rome. The Culture Office manages at the national level the promotional and information activities related to the Culture sub-programme through technical assistance and information days, conferences, workshops. Anita D'Andrea gives support to the Italian organizations active in cultural and creative sectors, offering assistance on the participation rules of the Culture sub-programme. She has been involved in several publications on Culture distributed during national info days and one-to-one meetings. She gave support to the Technical Secretariat, for management activities during the initiative "Italian Capital of Culture 2018" and for "Italian Capital of Culture 2020". Previously, Anita D'Andrea has worked in several projects coordinated by the Agency for the Promotion of European Research, for project reporting, and administrative tasks.

Mary Ann DeVlieg is an independent consultant and activist. She evaluates international cultural collaboration projects, programmes and policies for the European Commission's culture and science programmes, individual projects and private foundations. Since 2010, she protects and defends human rights of artists-at-risk. She founded the EU working group, <u>Arts-Rights-Justice</u>; was free Dimensional 's Director of Strategic Development 2013 - 2015 and is a co-founder of the Arts-Rights-Justice Academy, University of Hildesheim. From 1994-2013, she was Secretary General of <u>IETM</u>, the largest international network for contemporary performing arts. She founded/co-founded <u>www.on-the-move.org</u> and the <u>Roberto Cimetta Fund for Mobility in the Mediterranean</u>; constructs professional training courses, and is a frequent speaker, conference moderator and group facilitator. In 2006, she was awarded the EU Individual Prize for services to artists mobility. Currently, she is a Board member of <u>Highlight Arts</u> UK and <u>Ettijahat Independent Culture</u> Lebanon.









Maša Ekar is co-founder and a director of Motovila, Center for the promotion of cooperation in the cultural and creative sectors, acting also as a Head of administration and finances of the Creative Europe Desk Slovenia established in 2014. Maša started her professional career in cultural management and consultancy more than ten years ago within SCCA–Ljubljana, Centre for Contemporary Arts as an assistant to the Head of Cultural Contact Point Slovenia, national information office for EU programme for cultural sector. She has been an assistant of the CCP Slovenia until the programme terminated 2013. She also coordinated other projects as well as promoting other programmes in order to assist cultural organisations at capacity building, networking and fundraising activities. Before joining a national EU information office, she worked as a product manager at the travel agency Globtour d.o.o. (2004-2006) in the department working with the Adriatic region. She graduated in 2004 from the Faculty of Social Sciences / University of Ljubljana in the field of Cultural Studies.

Paola Faroni was born in Brescia (Italy). She holds a degree in Architecture from the Faculty of Architecture, Milan Politecnic, and she has been qualified to practice as an architect since 1993. She also received Ph.D. in Design from the Faculty of Architecture-University of Genova- School of Doctor in Design-Head prof. Benedetta Spadolini. She has a Master level Degree on Cultural Heritage and Art Management from the Business School Sole 24ore -Rome. Currently, she is an architect at Province of Brescia municipality, she worked in public administration with a specialization in the design and construction of public works. She has always worked in the field of restoration and appreciation of monumental heritage. She has complemented her work in cultural promotion, by also working in the planning, launch an communication in the field of Cultural Heritage and services. She was in the path of inscription of the Museum of Santa Giulia in Brescia, in "the World Heritage List of UNESCO" and she used to promote initiatives to enhance UNESCO Site for many years. She deals with territorial development, tourism and cultural heritage management, benchmarking analysis of consumer behaviour. She faces problems of museums planning: drafting of a museum project, concept, sorting, museum tour, communication plan, promotion. She designed the restoration of important monuments and buildings, and designed in partnership with curators relevant national and international exhibitions.

Cesare Feiffer was a Professor of Architectural Restoration at the Polytechnic of Milan from 1992 to 1998. He has been Associate Professor of Architectural Restoration University 'Roma Tre since 1998. He is also the publisher of the magazine specializing in restauration 'Restauro e Conservazione' since 1998. He is the author of textbooks and essays, to date more than the tenth reprint, such as 'The Conservation Project' ed. Franco Angeli, 'The Conservation of Plastered Surfaces', ed. Skirà, 'Words, Works and Omissions', ed. De Lettera. Studio Feiffer and Raimondi have been working since 1980 in the field of conservation and reuse of architectural and landscaping heritage. Its intense operational activity, embodied in the various achievements, has always been accompanied by the cultural and theoretical developing of conservation problems, technological adaptation and the relationship between recent construction and ancient one. The Studio has done successfully a number of projects and workshops, as well as consultancy and specialist services, in the field of monumental and landscaping restoration, divided into the following categories: religious architecture, villas and palaces, rural architecture, industrial archaeology, minor architecture, urban architecture, mitigation works and landscape.

Alessandra Gariboldi is a senior researcher and consultant in the fields of visitor studies and cultural project evaluation, with a primary focus on audience engagement and participatory approaches. She's Coordinator of the Research and Consulting Department of Fondazione Fitzcarraldo, and collaborates with the Cultural Observatory of Piedmont, Italy. She's been involved as researcher and trainer in three EU funded project on audience development: ADESTE (Audience Developer Skills and Training in Europe), CONNECT (Connecting Audiences) and Be SpectActive, whose aim is to test and develop performing arts projects actively involving audiences in programming. She is adviser and mentor within national funding programs for empowering cultural organizations through entrepreneurship and a deeper relation with communities, such as IC_Cultural Innovation, CheFare, Culturability and fUNDER35, all promoted by Italian private institutions. She is passionate about the arts and strongly believes they must be at the very heart of social development. Among her publications/essays on visitor studies and impact evaluation of cultural policies, as co-author: "Study on Audience Development - How to place audiences at the centre of cultural

organisations" (2017), "Mapping of practices in the EU Member States on Participatory governance of cultural heritage", to support the OMC working group under the same name (Work Plan for Culture 2015-2018).



Rachele Marconi is a law graduate at the University of Macerata (Italy). Also, she is a graduate from the School of Advanced Studies Giacomo Leopardi, Social Sciences Class. Former trainee at the Council of Europe Venice Office, she worked to support the Office activity on the promotion of Faro Convention. She is member of Ma(r)che Bontà Community, a group of young activists which organizes initiatives to support local breeders, farmers and the entire local economy of the territory affected by the 2016 earthquake.





Eric Philippart is holder of degrees in Government & Economics and Political Sciences & International Relations, as well as a PhD on forecasting, Eric Philippart was visiting fellow at Stanford University, the M.I.T. and the University of Michigan, Ann Arbor (Fulbright). He also benefitted from a post-doctoral fellowship at the University of Cambridge in 1997-98. Having taught in various universities including the College of Europe (1999-2013), he still lectures at the Université Libre de Bruxelles and at the Université de Paris 1 Panthéon-Sorbonne. He also collaborated actively to several European and national think tanks ("Centre for European Policy Studies"; "Notre Europe"; "Commissariat Général du Plan" advising the French Prime Minister; "Scientific Council for Government Policy" advising the Dutch Prime Minister; the "Stiftung Wissenschaft und Politik" from the German Ministry for external relations ...). He authored a number of books and articles on international relations and European integration (Transatlantic relations & Euro-Mediterranean Partnership). European civil servant since 2003, Eric Philippart held various positions of responsibility within the European Commission (Secretariat General, Directorate General Enterprises and Industry – DG ENTR, now DG for Internal Market, Industry, Entrepreneurship and SMEs – DG GROW). He was in particular acting Head of Unit for "Tourism and Cultural Instruments" till December 2014. He is currently working for the new unit dealing with "Tourism, emerging and creative industries" and the Task Force for "services and self-regulation". He is in particular responsible for synergies between tourism and creative / cultural industries, the internationalisation of tourism SMEs and relations with third countries & international organisations dealing with tourism (UNESCO, OECD, 2018 EU-China Tourism Year...).

Ilaria Pittaluga is the Project Manager of the European Project "Forget Heritage" financed by Interreg Central Europe Programme, run by the EU Project Office Culture Department, Municipality of Genoa. Playing this role, she is coordinating the creation of an innovative, replicable and sustainable management model for underused Cultural and Historical Buildings, according with the Public/Private Cooperation, by setting up Cultural and Creative Industries. She has a Master Degree in Building Engineering/Architecture from the University of Genoa and had a six years teacher fellowship in History of Architecture. Her commitment in the cultural heritage valorization arose with a Master thesis on the refurbishment of an underused historical asset through a multiperspective approach, considering different aspect such as Planning, Conservation/restoration, Design and Building Static analysis that gave her view a sustainable, transversal and interdisciplinary character. In the last five years, on behalf of the Polytechnical School of the University of Genoa and in collaboration with the Genoa's Municipality, she managed several European funded Projects within different Programmes (FP7 Smart Cities, ENPI CBC MED, LIFE+). She is passionate of on-line communication and handicraft and is also involved in the Italian network for the economic and social development of the female micro entrepreneurship.







Antonio Taormina holds a degrees "Management and economy of performing arts" -University of Bologna and a post-graduate in "Management of performing arts" - Ente teatrale italiano (Italian state body of Performing Art). Since 2002, he is adjunct professor in "Project management and administration of performing arts" - second cycle degree programmes (LM) in Music and Theatre, University of Bologna - Department of the arts. Since 2001, he is the General Coordinator of the master in "Entrepreneurship of performing arts" with a teaching assignment on "Communication and marketing" - University of Bologna. From 2000 to 2016, he was the Director of Performing Arts Observatory of Regione Emilia-Romagna and from 2000 to 2013, Director of Fondazione ATER Formazione. From 1992 to 2000, he was responsible for the Training and Research Department in ATER - Associazione Teatrale Emilia Romagna. From 1982 to 1992, he cooperated with private and public organizations both as advisor and as manager in the areas of organization, research and training. Since 1985, he has been a visiting professor at universities, cultural organizations and training centres all over Italy. Over the last years, he has published books and papers about Observatories of the Arts, Management and Training of Culture, Audience of Theatre, Organization and Economy of Performig Arts. He is member of scientific commissions of cultural organizations like Economia della Cultura, Fondazione Symbola, and Federculture.



Carla Toffolo is a Lecturer in Italian-English Interpretation and the Università Ca' Foscari Venezia - Dipartimento di Studi Linguistici e Culturali Comparati since 2016. Since 2007, she has been Head of the Permanent Office at the International Private Committees for the Safeguarding of Venice. She has also worked as a Conference Interpreter and Translator since 1990.



Luisella Pavan-Woolfe was born in Trieste, Italy and graduated in Political Science magna cum laude from the University of Padua. She subsequently became assistant professor of Anglo-American law. As an official of the European Commission for over forty years, she developed new policies and legislation in the areas of environment protection, equality between women and men and people with disabilities. She also managed funds which support vocational training, employment and education in the European Union. She was the first Director for Equal Opportunities to be nominated by the European Commission. As such, she was responsible for the European Union's policy developments in the area of gender equality and fight against all forms of discrimination. In 2007, she was appointed Representative to the Council of Europe. Subsequently as staff of the European External Action Service, she opened the European Union Delegation to the Council of Europe. She worked in Strasbourg as the first resident EU Ambassador to the Council of Europe and head of delegation from 2010 to 2014. Her mandate covered human rights and democratic governance in wider Europe. In September 2014, she became Principal Advisor Global Issues in the European External Action Service, with special responsibility for food security. Since June 2015, she is the Head of Council of Europe Office in Venice. She is the author of several articles on European matters. She has written a book on the interrelations between employment policy and social issues in Europe. She was awarded the 1998 European prize by the Bellisario Foundation for Women Entrepreneurs.

PARTICIPANTS

LAST NAME	FIRST NAME	COUNTRY OF ORIGIN	INSTITUTION	JOB TITLE	COUNTRY OF
Agnetti	Mattia	IT	Fondazione Musei Civici di Venezia	Executive Secretary	IT
Bassi	Shaul	-	Ca' Foscari University	Professor	IT
Bernardi	Bruno	IT	Fondazione Bevilacqua La Masa	President	IT
Caffo	Costanza	IT	ENCATC	Project Officer	BE
Calzolaio	Francesco	IT	Faro Venezia	Co-founder	IT
Castillo Mora	Jesica Fernanda	MX	IED Istituto Europeo di Design	Communications Professional / Student at Master on Business for arts and Culture	IT
Cazzuffi	Marco	IT	-	-	IT
Che	Jihua	CHN	IED Istituto Europeo di Design	Consultant / Student at Master on Business for arts and Culture	IT
Ciancone	Sabrina	IT	Fontecchio (AQ)	Mayor	IT
Cogliandro Beyens	GiannaLia	IT	ENCATC	Secretary General	BE
Courmont	Stephanie Isabelle	ES	IED Istituto Europeo di Design	Digital Marketing Specialist / Student at Master on Business for arts and Culture	ΙT
D'Andrea	Anita	IT	Creative Europe Desk Italy, Culture Office, MiBACT	Project Assistant	IT
Dalaman	Asli	TUR	IED Istituto Europeo di Design	Student at Master on Business for arts and Culture	IT
De Francesco	Isabelle	US	IED Istituto Europeo di Design	Storyteller, brand builder, Multi cultural strategist / Student at Master on Business for arts and Culture	IT
DeVlieg	Mary Ann		-	Chair of the EU working group Arts- Rights-Justice and consultant in international cultural projects	IT
Ekar	Maša	SI	Motovila Institute, Creative Europe Desk Slovenia	Director	SI
Faroni	Paola	IT	Provincia di Brescia	Architect	ІТ
Feiffer	Cesare	-	Studio Feiffer & Raimondi	Architect	IT
Fustella	Chiara	IT	IED Istituto Europeo di Design	Academic Coordinator	IT
Fuzzi	Greta	IT	Master imprenditoria dello spettacolo. Università di Bologna	Student	IT

LAST NAME	FIRST NAME	COUNTRY OF ORIGIN	INSTITUTION	JOB TITLE	COUNTRY OF
Gariboldi	Alessandra	IT	Fitzcarraldo Foundation	Research and Consultancy Coordinator	IT
Grandi	Elena	IT	Università ca' Foscari	Research facilitator	IT
Hastings	Alexandra	CA	IED Istituto Europeo di Design	Project Manager, Freelance Curator, writer and editor / Student at Master on Business for arts and Culture	IT
Kežman	Ines	SI	Motovila Institute, Creative Europe Desk Slovenia	CED Slovenia assistant	SI
Liu	Shiru	CHN	Daai Beijing / IED Istituto Europeo di Design	Art teacher, Graphic designer and interpreter / Student at Master on Business for arts and Culture	IT
Marconi	Rachele	IT	-	Expert in Cultural Heritage	IT
Mattiazzi	Chiara	IT	Università ca' Foscari	Project Manager	IT
Pavan-Woolfe	Luisella	-	Council of Europe Venice Office	Director	IT
Philippart	Eric	-	European Commission, DG GROW	Policy Coordinator, EU-China Tourism Year	BE
Pittaluga	Ilaria	IT	Municipality of Genova	Project Manager	IT
Puglia	Riccardo	IT	IED Istituto Europeo di Design	Event Manager / Student at Master on Business for arts and Culture	ΙT
Rosati	Matteo	IT	UNESCO Regional Bureau for Science and Culture in Europe	Programme Officer	IT
Taormina	Antonio	IT	University of Bologna	Professor	IT
Toffolo	Carla	IT	Association of the INternational Private Commitees for the Safeguarding of Venic	Head of the Permanent Office	IT
Volpe	Marco	IT	Università degli Studi di Udine	Student	IT
Volpe Andreazza	Valentina	IT	Freelance	Opera Singer	IT
Wlazel	Agnieszka	PL	Impact Foundation	Vice President	PL
Zeli	Giordano	CHE	Association of the International Private Committees for the Safeguarding of Veni	Vice-Chairman	IT

Updated 11 May 2017.

The final list of participants will be made available online after the event.

PRACTICAL INFORMATION

MAIN LOCATIONS



IED Venezia, Palazzo Franchetti, Campo Santo Stefano, S. Marco 2842, Room N°5 (<u>map</u>)

Fondazione Bevilacqua La Masa, Palazzetto Tito, Dorsoduro 2826 (<u>map</u>)

UNESCO Regional Bureau for Science and Culture in Europe - Palazzo Zorzi, Castello 4930 (<u>map</u>)

CONTACT

For questions about the programme, please contact:

GiannaLia Cogliandro Beyens, ENCATC Secretary General, <u>g.cogliandro@encatc.org</u> 0032 (0)2 201 29 12

For questions about logistics, please contact:

Costanza Caffo, ENCATC Project Officer, <u>c.caffo@encatc.org</u> 0032 (0)2 201 29 12

DISCLAIMER

Personal information (name, address, email, etc.) is intended only for the express purpose of organising the event. This information may, therefore, be disseminated electronically or on paper and conferred to other participants in the interest of facilitating communication among them. Should you prefer your e-mail address not to appear in any documents, please write to info@encatc.org. Members, participants, experts and stakeholders, engaged in or attending ENCATC activities, expressly authorise ENCATC, unless legally established otherwise, to make free use of the photographs and recorded material bearing their image. This material may be used in all type of printed and online communication such as brochures, readers, reports and e-magazines, videos, and digital images such as those for the ENCATC website, partner websites and social networks. They also accept that their names and institutions are included in the participation list provided to other participants. There is no obligation for ENCATC to request prior authorization, and no compensation will be provided (ENCATC Internal Rules 6.3. Image Right).





CONTACT

ABOUT OUR PARTNERS

IN PARTNERSHIP WITH:



The National Youth Forum, recognized by Law no. 311 by the Italian Parliament, is the only national platform for Italian youth organizations, with more than 75 organizations within it, for a representation of about 4 million young people.

The Forum Manifesto was drawn up in January 2003 but the Forum was officially launched on February 26,

2004, after a tiring but exciting journey of founding associations. The will of those who have believed in this project from the outset has been and is to give voice to young generations by creating a representative body that could strengthen the network of relationships between youth associations and be promoter of youth interests at Government, Parliament , Social and economic institutions and civil society.

The Forum's strength lies in the variety of its associations, mirroring the heterogeneous ways of young people's civic engagement. Join the Forum Student Associations, Party Youth, Youth Associations of Professional and Trade Unions, Associations Involved in Non Formal Education, Associations of Religious Guilds, Regional Forums, Sports Associations, and so on.

The National Youth Forum is a member of the European Youth Forum (YFJ) representing the interests of young Europeans in international institutions.. www.forumnazionalegiovani.it

HOSTED BY:



For almost fifty years, the Istituto Europeo di Design has been operating in the fields of education and research in the disciplines of

design, fashion, visual communication and management. Today, the IED is a constantly expanding international network that issues first-level academic diplomas and organises three-year courses, Masters courses, continuous professional development and advanced training courses.

The most significant milestones in the Group's history include the foundation of the IED campuses in Milan (1966), Rome (1973), Turin (1989), Madrid (1994), Barcelona (2002), São Paulo (2005), Venice (2007), Florence (2008) and Cagliari (2009). In 2012, the Aldo Galli Academy in Como also joined the IED Group and as of 2013 courses have commenced in Rio de Janeiro, the second IED school in Brazil.

Since 1966, the IED has developed innovative and diversified teaching methodologies, focused on synergies between technology and experimentation, creativity, strategies and integrated communication, market issues and a new form of professionalism. Thus does the Istituto Europeo di Design offer young professionals working in the fields of Fashion, Design and Communication the knowledge and the effective tools they need to cater for the constantly developing requirements of the working world.

The nexus between knowledge and knowhow is the indispensable starting point for developing the cultural, creative and critical skills and competencies that are the ultimate goal of education at the IED.. <u>www.ied.edu/ied-locations/venice</u>

WITH THE SUPPORT OF:



Co-funded by the Creative Europe Programme of the European Union

Creative Europe is the EU programme to support European cinema and the cultural and creative sectors, enabling them to increase their contribution to jobs and growth. With a budget of €1.46 billion1 for 2014-2020, it supports tens of thousands of artists, cultural and audiovisual professionals and organisations in the performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage, and the video games industry. The funding allows them to operate across Europe, to reach new audiences and to develop the skills needed in the digital age. By helping European cultural works to reach audiences in other countries, the programme will also contribute to safeguarding cultural and linguistic diversity. <u>http://ec.europa.eu/programmes/creative-europe/</u>

25th ENCATC Congress on Cultural Management and Policy

Click, Connect and Collaborate! New directions in sustaining cultural networks

Join us 27-30 September 2017 in Brussels, Belgium!

WHAT IS THE ENCATC CONGRESS?

ENCATC's Congress brings the most pertinent and exceptional content and programming on cultural management and policy to top influencers and players in our field.

The 2017 theme of this year's event will be "Click, Connect and Collaborate! New directions in sustaining cultural networks". The Congress is your exciting opportunity to learn from distinguished international experts who will share their insider knowledge and lead discussions with academics, researchers, cultural operators, representatives from local, regional, and national governments, artists, and policy makers.

PRESENT & PUBLISH YOUR WORK FOR AN INTERNATIONAL AUDIENCE Submit your research abstract or make a thematic session proposal by 15 May



The <u>8th Annual ENCATC Research Session</u> gathers leading researchers and academics from all over the world to deliver the latest world-class research on cultural management and policy. Meticulously planned under the direction of prominent academics, papers are presented in a unique international, intercultural and interdisciplinary environment.

Currently, there is an open call for abstracts and thematic sessions. Submissions are welcome that relate to the 2017 Congress theme or any relevant discipline will be considered, provided that they make an original academic contribution to the study of arts management and cultural policy.

FOR MORE: https://www.encatc.org/en/events/detail/8th-encatc-annual-

CALLING ALL EARLY BIRDS! Perk up and claim your 20% discount on the

Congress registration fee

Those who act early can save 20% off the full price by booking their registration to the 25th ENCATC Congress before 30 June 2017. Why wait?

Members of ENCATC, AAAE and TACPS can also register for FREE to attend the Members' Forum on 27 September. REGISTER WITH SPECIAL EARLY BIRD DISCOUNTS:

https://www.eventbrite.co.uk/e/25th-encatc-congress-oncultural-management-and-policy-tickets-33621474736? utm.term=eventurl.text



MEET YOUR KEYNOTE Milena Dragićević-Šešić, Head of UNESCO Chair in Interculturalism, Art Management and Mediation



Dr. Milena Dragićević-Šešić, former President of University of Arts, Belgrade, is now Head of UNESCO Chair in Interculturalism, Art Management and Mediation; professor of Cultural Policy & Cultural Management.

She serves as a Member of several Boards including the European Diploma in Cultural Project Management (Brussels) and the Interuniversity Center Dubrovnik. She is also a team member of the Global Cultural Leadership Forum and the MEDCulture programme.

In 2002, she was named Commandeur dans l'Ordre des Palmes Academiques. From 2006-2010, she was a Member of National Council for Science.

Dr. Dragićević-Šešić's research interests comprise cultural policy and management, educational policy; art activism, alternative art and public space; intercultural dialogue projects; and culture of memory. She has published 16 books and more than 150 essays with translations in 17 languages.

CONGRESS AUDIENCE Who will be attending the 25th ENCATC Congress?



The Congress is designed for both ENCATC and non ENCATC members.

More specifically participants coming from across Europe and beyond will be representing:

- higher education institutions
- training centres
- research centres
- arts and cultural organisations
- cultural networks
- cultural foundations
- consultancies
- local, regional and national governments
- EU and international institutions

As individuals they are:

- academics
- researchers
- trainers and educators
- cultural managers
- policy makers
- artists and creatives
- students

Finally, anyone interested in the theme "*Click, Connect and Collaborate! New directions in sustaining cultural networks*" is invited to register.

CELEBRATE 25 YEARS!

Take a moment to celebrate all that we have achieved since 1992

While the Congress will be looking at the future of cultural networks and raise questions for the years to come, we'll also pause to recognise all that we have been able to accomplish so far on this amazing 25 year journey.

To know where we're going, it is important to know where we come from. Who are the people, places, and institutions that have helped ENCATC to become the leading network on cultural management and policy it is today?

Join us in Brussels to learn more about our history and how you can be part of our sustainable future.

A SPECIAL PLACE FOR YOUNG RESEARCHERS Boosting careers of young/early career cultural policy researchers

The 10th Young Researchers' Forum, to be held during the Congress, is the opportunity to meet fellow researchers as well as established researchers and professionals from Europe and beyond.

Present the research you are working on, papers and projects.

Discuss topical research issues, methodology, professional cooperation, publishing possibilities, as well on-line knowledge exchange and collaboration.

Be part of and gain access to a wider network of hundreds of cultural policy and cultural management researchers who have participated over the years.

Plan your bright research career by making key connections for your future!



A NETWORK WITH STRATEGIC INTERNATIONAL PARTNERSHIPS Bringing outside network perspectives from Asia and North America

How will cultural networks outside of Europe react and contribute to the discussions in Brussels on the topic of "New directions in sustaining cultural networks"?

With key strategic Memorandums of Understandings signed in 2016 and 2017 with the Association of Arts Administration Educators (AAAE) based in the United States and the Taiwan Association of Cultural Policy Studies (TACPS), ENCATC will bring a crucial international dimension to the Congress this September.



ENTER TO WIN A FREE PLACE AT THE CONGRESS 4 places at the 25th ENCATC Congress - valued at 390 EUR each

If you're receiving ENCATC News, you're most likely subscribed to our mailing list. Committed to better understanding our audience and providing targeted information, ENCATC is kindly asking members and non members to update their profile in our database.



Being funded by the EU Creative Europe programme, our audience's information is also helpful for the European Commission and their statistics about audiences of EU funded projects.

As a thanks to our audience, each fully completed profile is entered in a drawing for special prizes ranging in value from $90 \in .390 \in .$

Among these prizes are four places at the ENCATC Congress! The four winners will have the registration fee waived to attend the 25th ENCATC Congress on Cultural Management and Policy in Brussels. This offer does not include admission for the Annual Members Forum on 27 September which is open exclusively and for free to members of ENCATC, AAAE, and TACPS. The four winners will be responsible to cover all and any costs incurred related to travel, accommodation, and subsistence to attend the Congress. Eligibility: Open to all worldwide.

Other prizes include the ENCATC Library Package valued at 125 EUR; the ENCATC Breakfast Learning Package - valued at 100 EUR; and the ENCATC Book Series Package - valued at 90 EUR.

To enter, updated your profile in our mailing list or if you're new, <u>subscribe</u>!

FOR MORE & CONDITIONS: https:// gallery.mailchimp.com/6f5972ce536767d137b4e687 7/files/8ed7d239-5040-4a23-8aa7-5036785fce3b/ ENCATC_Prize_Campaign_2017.pdf

ABOUT ENCATC

Established in 1992, ENCATC is an independent network of more than 130 member institutions in over 40 countries active in education, training and research in the broad field of cultural management and policy.

Our mission is to stimulate the development of cultural management and cultural policy education in Europe and beyond, engaging and responding to new developments in politics, economics, societies, and technology.

Our members are higher education institutions, training centres, cultural organisations, consultancies, public authorities and artists who make an impact on cultural management and policy as well as the education of students and lifelong learning of cultural mangers worldwide.

We believe cultural management policy education, training, and research have the power to make the cultural sector strong and sustainable in Europe and beyond.

Start your path to membership today: www.encatc.org/en/ members

Membership benefits

- Develop and update the curricula, models and teaching methodology in your programmes in relation to current trends and perspectives in Europe and beyond
- Validate your knowledge and results with other colleagues
- **Find suitable partners** for your ideas and to develop international projects
- **Explore the rich European** and **international practice** in cultural management training and learning
- **Promote your own training programmes** around Europe and beyond
 - **Receive 30% discount** to attend all our **learning opportunities** (e.g. Academy, International Study Tours)
 - Access the ENCATC online international bibliography including at date more than 1,500 references
- **Receive one-year subscription** to our monthly PRAXIS e-magazine for students and young professionals
 - Receive quick and regular updates (ENCATC Flash) in the field of cultural policy and management on publications, helpful toolkits, mappings and strategy papers in your sector, opportunities for partnerships on projects and research
- Enhance your organisation's visibility outside your own country by joining our labelling programme

... and much more!

types of membership

FULL MEMBERSHIP ($500 \in$) is for higher education institutions and training centres providing recognised education and training programmes on cultural management and policy.

ASSOCIATE MEMBERSHIP $(330 \in)$ are organisations, institutions and networks playing a major role in the field of education and culture.

INDIVIDUAL MEMBERSHIP (200€) is accepted on ad hoc basis for artists and educators, trainers, and cultural managers not currently affiliated to any institution or organisation.

SUPPORTING MEMBERSHIP (550+€) is for associations, companies, etc. willing to support our organisation, activities or events.

INTERNSHIP IN BELGIUM

Gain professional experience and boost your CV with an international internship at ENCATC!

Founded in 1992, ENCATC counts today more than 130 members in over 40 countries and represents all disciplines in the arts and culture. It is co-funded by the Creative Europe programme of the European Union, is an official UNESCO partner NGO, and is an observer to the Steering Committee for Culture of the Council of Europe. The network plays a crucial role in ensuring the sustainability and in strengthening the competitiveness of the cultural and creative sectors since its members are directly responsible for the education of tomorrow's managers and operators and of the future European citizens who will profit from cultural offers at the European, national and local levels.

Intern responsibilities:

ENCATC is looking for an intern to assist the Communication Department in its day-to-day work. You will be involved in in the internal and external communication of ENCATC as a network, including following tasks:

- research of relevant information using Internet based tools, publications, and other sources
- any other relevant activities as agreed with the Secretary General

- assisting in gathering and preparing content for e-magazines (ENCATC News, Digest, PRAXIS, etc.) and ENCATC Google Groups
- assisting in the layout production of ENCATC information and promotional material

Profile:

- An MA student (current or postgraduate) or a young entrepreneur with a strong background in communication
- Show a genuine interest for the cultural sector
- Have good communication skills, both oral and written
- Demonstrate good skills to organise research tasks, analyse the information collected, and be able to summarize it in a clear manner
- Speak and write English fluently (French is an advantage)
- Have a good computer skills in Microsoft Office

ENCATC offers an intercultural and multilingual work environment in a European and international context with many opportunities for extending your horizon and build a solid working experience. As part of a small team you will learn a lot in a short period and receive personal guidance, feedback, and input on a regular basis during your internship.



ENCATC RESOURCES

Our publications designed for your cultural management and policy needs

Your trusted resources any time, anywhere



Never miss a beat!

All of our ENCATC resources are all available in one place and in easy to use in

e-formats.

Learn more and visit us on the web at: <u>encatc.org/</u> <u>resources</u>



MONTHLY



ENCATC News Feeling too much is happening too fast? Ease your mind as we work to find and compile key EU policy developments, calls, publications, events, conferences and more. You'll get what you and your institution need to stay on top of progress and opportunities in our field.



inspiration!

ENCATC interview series

Our interview series brings you discussions with people at the very top of our field, inspiring cultural

entrepreneurs, and innovators. These insightful conversations are useful in the classroom, to share

with colleagues, or if you are just in need of some

ENCATC Praxis Where can today's students

and tomorrow's cultural managers get a jump start on their careers? Including exciting internship and training offers, inspiring interviews and more, students are equipped with tools and opportunities to internationalise and build up their profile to enter today's competitive job market with confidence

TWICE-YEARLY



/encatcSCHOLAR

This is a unique tool for education and lifelong learning on arts and cultural management and policy. With the teaching needs of educators and trainers in mind, we publish unique content, exclusive interviews, case studies, conference reports and more from around the globe and across sectors useful for the classroom and in the field.

YEARLY

WEEKLY

ENCATC Flash

An essential weekly must-

happenings in cultural

management and policy.

Always benefit from a free

publication, a rich offer of

training and networking

discovery to satisfy your

events, and a cultural

cultural curiosity!

read for the latest news and

encate flash



ENCATC Journal of Cultural Management and Policy

Be part of the stimulating debate on hot research topics in our field happening among scholars, educators, policy makers and cultural managers. Benefit from the Journal's scientific rigor to bring you a multidisciplinary perspective bridging theory and practice.



ENCATC Book Series on Cultural Management and Cultural Policy Education

Designed to promote the work of young promising researchers, this series is a must for your university library or collection on the topic of cultural management and policy.



Conference Proceedings

Nowhere else will you find a collection of articles on cultural management and policy and with such expansive geographic coverage. Stay on top of the newest research being conducted each year in the field.



ENCATC video series

Our YouTube channel is rich with more interviews with leading thinkers and influencers.

Useful to launch classroom discussions and compliment your existing teaching material.

ENCATC is the European network on cultural management and policy. 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, professionalize the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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Co-funded by the Creative Europe Programme of the European Union

