

en catc



Deusto

Universidad de Deusto
University of Deusto



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European Study Tour

Learn - Network - Discover

14-15 March 2013 // Brussels, Belgium

With the support of



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Welcome



Dear colleagues,

Dear students,

It is with great pleasure that I welcome you to Brussels for the first 2013 edition of the European Study Tour.

Since 1993, ENCATC is strongly committed to encouraging mobility of educators, students and young professionals because this experience is invaluable for capacity development, for the internationalisation of careers and for the achievement of the Europe 2020 objectives. To prove this, ENCATC in partnership with its members, regularly organises European and International Study Tours.

The aim of this European Study Tour is to provide participants with a unique, first-hand experience of the workings of European organisations. Future cultural managers will have an opportunity to discover a multicultural, multilingual and multiethnic European capital, contributing to the development of mutual understanding, trust and tolerance. It will also introduce you some of Brussels' key players. Having the opportunity to listen to and meet with experts who are involved in the daily implementation of European and local Belgian cultural policy making and cultural activities is an added value to your continuing education.

Over the course of two days you will meet with representatives who work in this unique capital that integrates major EU institutions, representatives of national and regional authorities, international cultural organisations and networks, and of course cultural operators from the Belgian flagship cultural institutions.

Attending the planned lectures and study visits are only two components for a successful and enriching experience in Brussels. We are excited to see such great diversity in this group; you represent 4 countries in Europe, 1 from Asia and 4 from Latin America. We are convinced that your rich cultural heritage and different educational backgrounds will raise interesting questions and bring new perspectives to group discussions. We strongly encourage all participants to be active as an event of this kind is only as valuable as the input shared from each person who attends.

Of course your time in Brussels will also be a chance to taste some of the local culture (did someone say "Belgian" fries?) and see some of the city's renowned architecture such as the famous Grand Place.

For those who plan to stay the weekend, ENCATC has organised a cultural programme for the evening of 15 March that begins with a visit to the exhibition, "75 years: Sound factory – between technique and architecture" that celebrates the 75 year Anniversary of the Flagey building - one of Europe's first and most important radio broadcasting studios. Later in the evening, students are invited to attend a concert by the award-winning Brussels Philharmonic.

ENCATC sincerely hopes over the course of the next few days you are able to learn and explore a different side of Europe and come away with new thinking and practical knowledge that will help you in your studies, but also in your professional career!

Best wishes,

Giannalia Cogliandro Beyens
ENCATC Secretary General

Brussels, 07 March 2013

Programme

> DAY 1 // Thursday, 14 March



Bring your **IDENTITY CARD / PASSPORT** to present it at the Parliament entrance and the Berlaymont Building. Don't forget or you will be denied access!

- 08:30 – 10:00 *The European Union and Culture: competences, priorities for the next years and new financial perspectives 2014-2020*
Sylvain Pasqua, Policy Officer at General Direction Education and Culture (DG EAC)
 Address: Parlamentarium Cafeteria // Rue Wiertz 60, 1047 Brussels
- 10:00 – 11:00 Visit to the Parlamentarium
 Tour with Media Guides at the European Parliament's Visitors' Centre
 Address: Rue Wiertz 60, 1047 Brussels
- 11:00 – 13:00 Visit to the European Parliament
 Address: Bâtiment Altiero Spinelli // Rue Wiertz 60, Brussels
- 13:00 – 14:00 Lunch at the Parlamentarium Cafeteria
- 14:30 – 15:30 *2013 European Year of Citizens*
Joana Vieira Da Silva, Policy Officer EYC2013
 Address: Berlaymont Building // 200 Rue de la Loi, 1049 Brussels
- 16:00 – 18:00 *The role and management of the BOZAR Fine Arts Centre*
Frédéric Meseeuw, Responsible International Projects
 Includes a tour of the BOZAR by **Sam Deckmyn**, Advisor Technical Properties & Investments, and of the ongoing exhibitions:
Antoine Watteau (1684-1721). The Music Lesson
Changing States: Contemporary Irish Art & Francis Bacon's Studio
Neo Rauch. The Obsession of the Demiurge. Selected Works 1993-2012
 Address: Rue Ravenstein 23, 1000 Brussels
- 18:00 – 19:30 A walk through Brussels' fashion district followed by a "Belgian" beer at Le Roy d'Espagne **(OPTIONAL)**
 Address: Rue Dansaert, 1000 Brussels

> DAY 2 // Friday, 15 March

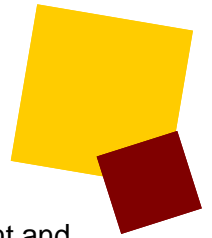
- 09:00 – 09:45 : A visit to Brussels' Grand Place and surroundings **(OPTIONAL)**
Address: Grand Place, 1000 Brussels
- 10:00 – 10:45 : *Introduction to Cultural Policy in Belgium*
Jean-Pierre Deru, Director of Association Marcel Hicter pour la Démocratie culturelle
Address: Les Halles Saint-Gery Patrimoine et Culture ASBL // 23, Place Saint Gery, 1000 Brussels
- 10:45 – 11:30 : *The role of European Cultural networks*
Giannalia Cogliandro Beyens, ENCATC Secretary General
Address: Les Halles Saint-Gery Patrimoine et Culture ASBL // 23, Place Saint Gery, 1000 Brussels
- 12:30 – 13:30 : Visit to the Basque Country Delegation in Brussels
Welcome address and introduction by **Marta Marin**, Basque Country Delegate
Address: Rue des Deux Églises, 27, 1000 Brussels
- 13:30 – 14:30 : Lunch - on the go!
- 14:30 – 16:00 : Visit to TourSpain
Welcome address and introduction by **Felipe Formariz Pombo**, Director
Address: Rue Royale 97, 1000 Brussels
- 19:30 – 22:00 : Concert from the Brussels Philharmonic **(OPTIONAL)**
With an introduction by **Anke Mansar**, Press and e-Communication Officer at Brussels Philharmonic, and the possibility to visit the exhibition "*75 years: sound factory – between technique and architecture*"
Address: Flagey Cultural Centre, Place Sainte-Croix, 1050 Brussels

Building Blocks

> DAY 1 // Thursday, 14 March



Bring your **IDENTITY CARD / PASSPORT** to enter the European Parliament and EU institutions. Don't forget or you will be denied access!



8:30 – 10:00

LECTURE

Title: **The European Union and Culture: competences, priorities for the next years and new financial perspectives 2014-2020**

About the speaker: Sylvain Pasqua has been working for the last ten years in the European Commission's Directorate General for Education and Culture. Sylvain was very closely involved in the development of the European Agenda for culture in a globalising world, adopted by the European Commission and endorsed by EU Member States in 2007. In the framework of this Agenda, Sylvain has been in charge of cultural and creative industries. In this capacity, he worked on the Commission Green Paper on "Unlocking the potential of cultural and creative industries" in 2010 and on follow-up initiatives, such as the Commission's proposal for a new Creative Europe programme (2011) and the forthcoming Commission Communication on the cultural and creative sectors for creative growth in the EU (2012). In September 2012 on, Sylvain joined the Culture Programme and Actions Unit of DG EAC where he coordinates the European Capitals of Culture initiative.



10:00 – 11:00

STUDY VISIT

Visit: **Parlamentarium**

Description: Information and knowledge contribute to our full participation in democratic society. Visitors can take a virtual trip through Europe to discover how its citizens are "united in diversity" and how the EU has contributed to the development of each of its 27 Member States. Visitors will also see how decisions are made and how they influence our daily lives in a refreshing and dynamic way. From an interactive virtual trip through Europe to a magical 3D light-map of the continent and a video wall of messages from MEPs, the activities and exhibitions are both uniquely engaging and engagingly unique.



Web: www.europarl.europa.eu/visiting/en/parlamentarium.html

11:00 – 13:00

STUDY VISIT

Visit: **European Parliament**

Description: The European Parliament, where 500 million Europeans are represented and 23 official languages, is at the heart of Brussels. It is the will of the European Parliament to open its doors to European citizens in order for the public to better know and understand the work of their representatives, the Members of the European Parliament. By visiting the European Parliament you will learn more about the role and the work of the House and to visit the Plenary Chamber where voices of all Europeans can be heard and where their common EU laws take shape.



Web: www.europarl.europa.eu

14:30 – 15:30 LECTURE

Title: 2013 European Year of Citizens

About the speaker: Joana Vieira Da Silva is a Policy Officer for the European Year of Citizens 2013 Task Force. This involves dealing with all communication activities under the European Year campaign, including the organisation of events and the social media strategy. Before joining the taskforce she was working on the Programme Europe for Citizens, being responsible for Action 1: Active Citizens for Europe. This involved dealing with town twinning and citizens' projects from the Europe for Citizens Programme. She also worked managing studies, evaluation and on impact assessment for the future programme, which starts in 2014. A Portuguese national, she worked in the Portuguese Commission for Citizenship and Gender Equality before she joined COMM C2. Joana also enjoys a colourful time spent away from the office, making the most of the cultural events Brussels has to offer including the theatre, concerts and exhibitions.



16:00 – 17:00 LECTURE

Title: The role and management of the BOZAR Fine Arts Centre

About the speaker: Frédéric Meseeuw is the Institutional Advisor at the BOZAR Fine Arts Centre in Brussels since June 2011. In this role, he is also responsible for the coordination of BOZAR's European Projects. Prior to joining BOZAR, for 6 years Frédéric worked at KEA European Affairs as a Senior EU Affairs Consultant.



17:00 – 18:00 STUDY VISIT

Visit: BOZAR Fine Arts Centre

Description: The Centre for Fine Arts, a palace of the arts. Immense and yet almost invisible, overlooking the city and yet buried underground, multiple and yet unified, prestigious and yet open to all...this was how Victor Horta imagined the first cultural centre of its kind to be constructed in Europe, the Brussels Centre for Fine Arts. Creativity, quality and artistic diversity have been at the heart of the BOZAR Centre's mission since its foundation. But for art not to be something abstract and distant, for it to be truly part of the "culture" of a society - and particularly in a city as variegated and international as Brussels - the public must be able to experience it in a way that is both natural and lively.

Web: www.bozar.be

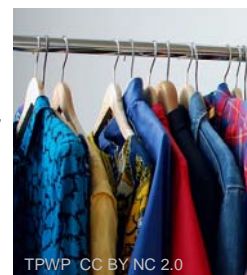


18:00 – 19:30 STUDY VISIT (OPTIONAL)

Visit: Brussels Fashion District

Description: The area around rue Antoine Dansaert is full of avant-garde designers and fashion boutiques, where established and up-and-coming Belgian designers show off their clothes and accessories. Its fame never ceases to grow with a list of modern designers including Jean-Paul Knott, Annemie Verbeke, Nicolas Wait and Azniv Afsar.

Web: www.brusselsfashion.com/?p=1071



> DAY 2 // Friday, 15 March

09:00 – 09:45 STUDY VISIT (OPTIONAL)

Visit: Brussels' Grand Place and surroundings

Description: The Grand is the central square of Brussels. It is surrounded by guildhalls and the city's Town Hall. The square is the most important tourist destination and most memorable landmark in Brussels. It measures 68 by 110 metres and is listed as a UNESCO World Heritage Site. Not far from the Grand Place is the iconic Manneken Pis, a famous Brussels landmark put in place in 1618 or 1619. The figure has been repeatedly stolen; the current statue is a copy from 1965. The original is kept at the Maison du Roi/Broodhuis on the Grand Place. There are several legends behind this statue, but the most famous is the one about Duke Godfrey III of Leuven. In 1142, the troops of this two-year-old lord were battling against the troops of the Berthouts, the lords of Grimbergen, in Ransbeke (now Neder-Over-Heembeek). The troops put the infant lord in a basket and hung the basket in a tree to encourage them. From there, the boy urinated on the troops of the Berthouts, who eventually lost the battle.



10:00 – 10:45 LECTURE

Title: Introduction to the Cultural Policy in Belgium

About the speaker: Jean-Pierre Deru is the Director of the Association Marcel Hicter, a non-profit organization established in 1980 and strives to empower citizens through cultural training programs and tools stressing interdisciplinary approaches and co-operation at the European level and enabling operators to build bridges between the evolution of cultural practices and new needs concerning working methods and skills to develop. Mr. Deru holds a PhD in Law from the University of Louvain (U.C.L). He is Adviser in training at the Faculté Ouverte de Politique Economique et Sociale at U.C.L, director of the Association Marcel Hicter pour la Démocratie Culturelle, director of the European Diploma in Cultural Project Management and member of different European cultural networks like Oracle, ENCATC, EFAH.



10:45 – 11:30 LECTURE

Title: Role of European Cultural networks and introduction to ENCATC

About the speaker: Giannalia Cogliandro Beyens is the Secretary General of ENCATC, the leading European Network on Cultural Management and Cultural Policy Education. She has over 15 years of experience in managing European networks and in designing, implementing and managing transnational cooperation projects in the field of culture and education. Giannalia is the Secretary General of ENCATC since 2003. She has worked at Policy Officer for the Cultural Forum of EUROCITIES, the network of major European cities, bringing together the local governments of more than 140 large cities in over 30 European countries. Earlier, she has worked as Secretary General of the Association of European Cities of Culture of the year 2000 set up in 1996 by the European Commission and nine European Capitals of Culture: Avignon, Bergen, Bologna, Brussels, Helsinki, Prague, Reykjavik, Santiago de Compostela and Krakow.



12:30 – 13:30 STUDY VISIT

Visit: Basque Country Delegation in Brussels

Description: This is the organism that represents, defends and promotes the interests of the Basque Autonomous Community within the European Union's institutions. The Euskadi Delegation for the European Union, through direct contact with the many institutions of the E.U, participation in networks and specialized European forums, and direct collaboration with authorities and European partners, defends socio-economic, sectorial and professional Basque interests in the European Union.

Web: www.euskadi.net

14:30 – 16:00 STUDY VISIT**Visit: TourSpain**

Description: TURESPAÑA's is as an organisation is to promote Spain as a destination abroad, doing so by means of promotion and collaborating with the regional authorities, local authorities and the private sector and drawing up the bases of tourism policy.



Web: www.tourspain.es

19:15 – 20:00 CULTURAL ACTIVITY (OPTIONAL)**Cultural Activity: Exhibition “75 years: sound factory – between technique and architecture”**

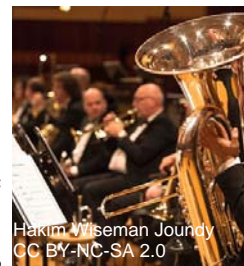
Description: Celebrating the 75th Anniversary of the iconic Flagey building, this exhibition highlights its historic importance in radio and television in Europe and beyond. Beginning construction in 1935 by the Belgian architect, Joseph Diongre, the structure combined architectural innovation with the strictest acoustic and technical requirements of its time and was one of the first broadcasting buildings in Europe. From the moment of its inauguration, the steamboat won international acclaim. The inherent qualities of the studios (especially Studio 4) were praised throughout the world and attracted the most prestigious musicians of the century (classical, contemporary and jazz) for concerts and festivals as well as for recordings. In 1953 came the arrival of television, the new medium that would subsequently enjoy an enormous expansion. Thus for more than thirty years, the National Institute for Radio Broadcasting was the audiovisual centre par excellence. When the original owners left the building in 1974, various cultural institutions took up residence until 1995, giving it an added dimension.



Web: www.flagey.be

20:00 – 22:00 CULTURAL ACTIVITY (OPTIONAL)**Cultural Activity: Brussels Philharmonic concert**

Description: Brussels Philharmonic was established in 1935 under the aegis of the public broadcasting network. The orchestra has performed with leading conductors and soloists and in the course of its existence has created new works by world-famous composers such as Stravinsky, Bartók, Messiaen and Francesconi. Since 2008, Music Director Michel Tabachnik has been a key figure in the work of the Brussels Philharmonic. Adopting a creative and audience-friendly approach, he combines the great orchestral repertoire with music from the 20th century. His credo: “*We are not a museum, but a platform for living music.*” Together with the orchestra, Tabachnik has given warmly received concerts both at home and abroad.



Web: www.brusselphilharmonic.be

Student Profiles

Participant Profile Summary:

This edition of the European Study Tour includes 30 students from 9 countries (China, Columbia, France, Mexico, Peru, Russia, Spain, Ukraine and Venezuela). All are studying at the University of Deusto in Bilbao, Spain and are either enrolled in the "Master of Project Management and Leisure: Culture, Sport, Tourism and Recreation" or the "Master of European Management for Congress, Events and Fairs". They come from diverse education backgrounds including the arts, sociology, law, public relations, language studies and tourism just to name a few.

Master en Direction de projets de loisirs (Culture, sport, Tourisme, et Récréation)

Prénom NOM
Origine et Diplôme

Expérience professionnelle



Abril SÁNCHEZ
Mexique
Licenciée en Art visuels et
Médiatiques

- Chargée de montage de Show Room. Assistante de projets de vidéo art
- Collaboratrice pour laberinto.com
- Promotion d'exposition
- Assistante d'études photographiques



**Adam THOMPSON
ÁLVAREZ**
Mexique
Licencié en sociologie

- Assistant d'anglais collège et lycée espagnoles
- Président de l'association des étudiants latinos (ALAS)



**Adrian JIMÉNEZ
PÉREZ**
Espagne
Licencié en pub et
relations publiques



- Producteur exécutif d'évènements culturels, sportifs



**Aitziber
SANTISTEBAN**
Espagne
Licenciée en Beaux-arts

- Documentation et assistante d'organisation d'expositions Galeries d'art Kunsthaus d'Hambourg

	Prénom NOM Origine et Diplôme	Expérience professionnelle
	Amaia ALONSO GAZQUEZ Espagne Licenciée en Beaux-arts	<ul style="list-style-type: none"> ▪ Graphic Recorder Hôpital de Galdakao-Usansolo, Vesper Solution (Couching empresarial), Grama 3 Couching ▪ Visites guidées au Musée Guggenheim ▪ Hôtesse Emankor Sarea et Eulen ▪ Monitrice de temps libre dans Gaizkinak Eskaut ▪ Taldea y Résidence pour enfants chez Briñas-BBK ▪ Photographe chez Lantegi Batuak, TTAk Design corporatif, Emankor Sarea, Flako's
	Anna AGIEIENKO Ukraine Master de Philologie espagnole	
	Aurora MACÍAS VALDEZATE Espagne Diplômée en Architecture	<ul style="list-style-type: none"> ▪ Expérience professionnelle liée au thème de l'architecture
	Ganna GALATINA Ukraine Master en Philologie Espagnole, Anglaise et Portugaise	<ul style="list-style-type: none"> ▪ Assistante d'organisation d'art contemporain « Arsenale » de Kiev
	Hernan Gilberto TOVAR TORRES Colombie Licencié en Education physique sport et loisir Maitre en sciences d'activité physique	<ul style="list-style-type: none"> ▪ Professeur à l'université de Tolima ▪ Coordinateur de sport de l'institut d'éducation supérieure conservatoire de Tolima ▪ Enseignant d'éducation physique ▪ Coordinateur de jeux sportifs
	Katherine UCAR Venezuela Ingénieure industrielle	<ul style="list-style-type: none"> ▪ Expérience professionnelle en Ingénieure de projets.
	Paula PÉREZ ACEBO Espagne Licenciée en Publicité et Marketing	<ul style="list-style-type: none"> ▪ Stage à la mairie de Santander Dep. Tourisme et Protocole ▪ Stage chez Artipubli Dep. Marketing ▪ Chargée de publicité et taches de communication chez Psicologia HADI

	Prénom NOM Origine et Diplôme	Expérience professionnelle
	<p>Timur DEMENTYEV Russie Licencié en Philologie turque et anglaise</p>	<ul style="list-style-type: none"> ▪ Assistant local chez TEAM (entreprise en relation avec UEFA et Eurovision)
	<p>Tara DA CRUZ France Licenciée en Philologie espagnole</p>	<ul style="list-style-type: none"> ▪ Assistante de Français collèges et lycées espagnoles ▪ Secrétariat ▪ Serveuse ▪ Hôtesse de caisse

Master Européen en Organisation de Congrès, Evènement et Foires

	Prénom NOM Origine et Diplôme	Expérience professionnelle
	<p>Any Patricia YOVERA SOTO Pérou Licenciée en Hôtellerie et Tourisme</p>	<ul style="list-style-type: none"> ▪ Stage dans l'hôtel Husa Jardins d'albia
	<p>Belén HIGUERA Espagne Licenciée en Publicité Relations Publiques et Marketing</p>	
	<p>Florine Pascaline JARDINIER France Licenciée en philologie</p>	<ul style="list-style-type: none"> ▪ Professeur d'espagnol collèges ▪ Monitrice d'animation en colonies de vacances et en centres extra scolaires
	<p>Juncal ZORRILLA SAIZ Espagne Licenciée en Tourisme</p>	<ul style="list-style-type: none"> ▪ Réceptionniste Hôtel Novotel, Promotrice à Office de Tourisme de Bilbao

	Prénom NOM Origine et Diplôme	Expérience professionnelle
	<p>Koldo Paul BERNAOLA DOISTUA</p> <p>Espagne</p> <p>Licencié en administration et direction d'entreprise Master en développement directif</p>	<ul style="list-style-type: none"> ▪ Stage dans le groupe : Boston Consulting. Consultant IDOM Planification Stratégique : en activité
	<p>Leonor Emilia GONZALEZ ALONSO</p> <p>Espagne</p> <p>Licenciée en publicité, marketing et relations publiques</p>	<ul style="list-style-type: none"> ▪ CIC consulting informatique Dep. Marketing y commercial. ▪ Glezco Conseillers et Consultant : Dep. Marketing et communication
	<p>María SANTIAGO DE LA SOTA</p> <p>Espagne</p> <p>Licenciée en droit</p>	<ul style="list-style-type: none"> ▪ Sous directrice Hôtel Melia Bilbao ▪ Adjointe de direction hôtel Tryp Rey pelayo ▪ Chef de réception hôtel Melia Maria Pita ▪ Réceptionniste Hôtel Melia White House, Londres
	<p>Mireia LAZPITA BERASALUCE</p> <p>Espagne</p> <p>Licenciée en administration et direction d'entreprise</p>	<ul style="list-style-type: none"> ▪ Stage Fondation San Eloy Dep. Commercial. Coordinatrice de projet social de la mairie de Zaldibar. Serveuse
	<p>Polina VESELKOVA</p> <p>Russie</p> <p>Spécialiste en Anglais, Russe, Littérature Espagnole et Française</p>	<ul style="list-style-type: none"> ▪ Professeur de Russe pour étrangers ▪ Professeur de Russe/ anglais pour professionnels
	<p>Raquel ROMEO VITORIA</p> <p>Espagne</p> <p>Licenciée en Tourisme</p>	<ul style="list-style-type: none"> ▪ Stage a Bilbao Tourisme ▪ Promotrice de foires touristiques (FITUR, INTUR, SITC, Expo vacances)

	Prénom NOM Origine et Diplôme	Expérience professionnelle
	<p>Sandra NOZAL VÁZQUEZ Espagne Licenciée en journalisme Master en direction de communication</p>	<ul style="list-style-type: none"> ▪ Opératrice de montage : Precicast Bilbao ▪ Hôtesse d'accueil de foires évènements et congrès (EULEN, Aplus Field Marketing) ▪ Stage dans Salvia Communication ▪ Stage dans Arcelor Mittal : direction de communication et relation publiques du Pays Basque et Navarre ▪ Commercial dans Air- Bites
	<p>Sonia AMARO NUÑEZ Espagne Licenciée en travaux sociaux</p>	<ul style="list-style-type: none"> ▪ Travailleuse sociale : Monitrice de personnes handicapées psychiques ▪ Animatrice pour enfants ▪ Vendeuse ▪ Aide à domicile
	<p>Sofía ARECHAVALETA URIEN Espagne Licenciée en Tourisme</p>	<ul style="list-style-type: none"> ▪ Hôtesse d'évènements ▪ Stages en Hôtels ▪ Serveuse ▪ Collaboration pour programme TV ▪ Stage pour inauguration de l'hôtel Igeretxe ▪ Stage en administration dans auto-école
	<p>Xian HUA Chine Licenciée en Lettres</p>	<ul style="list-style-type: none"> ▪ Assistante commercial international Suzhou New World Rubber Co,Ltd
	<p>Yera Natalia ZALDUMBIDE MART Espagne Licenciée en Tourisme</p>	<ul style="list-style-type: none"> ▪ Stage Hotel Husa Jardins d albia

About ENCATC

ENCATC is the leading European network on Cultural Management and Cultural Policy education. It is a membership non profit organisation gathering over 100 Higher Educational Institutions and cultural organisations in 40 countries. It holds the status of official partner of UNESCO and of observer to the Steering Committee for Culture of the Council of Europe.

ENCATC is a long lasting platform for academics students, researchers, cultural operators, artists, and policy makers as well as the wider public. It was founded to exchange ideas, to structure and deliver accurate information and facilitate transnational and transectorial partnerships. ENCATC activities focus on advocacy, networking, capacity building, research, mobility and knowledge transfer.

Through eight thematic forums, a wide range of activities, events and projects, ENCATC contributes to the professionalization and sustainability of the cultural sector. It also stimulates innovative thinking by researching trends and developments that affect the future of arts and culture, by supporting businesses and organizations with strategy development by means of scenario planning, and by developing new curricula, services and business concepts based on these scenarios.

ENCATC actively encourages the mobility of educators, students, artists, cultural operators across sectors and among countries because this experience is invaluable for capacity development, for the internationalisation of careers and for the achievement of the Europe 2020 objectives.

ENCATC is a nexus for strategic partnerships among individuals and organisations including international and European institutions, governments, business, civic and academic institutions fostering initiatives that brings diverse disciplines and domains. Representing all disciplines in the arts and culture, over the past ENCATC has established strong partnerships with major international and European institutions , organisations and networks in Europe and worldwide.

1. Developing and influencing policies

ENCATC engages in advocacy actions through partnerships, advices, policy recommendations, consultations, meetings with institutions and public speeches. Since 20 years, ENCATC is a key partner for constructive dialogue with UNESCO, the Council of Europe, the European Commission, the European Parliament and Member States. Since 2008, ENCATC is an active member both of the European Platform for "Cultural and Creative Industries" and "Access to Culture". Additionally, In 2011, to press Europe to invest more in cultural heritage, ENCATC joined the Alliance 3.3.

2. Networking

ENCATC provides educators, researchers, students, artists, cultural operators and policy makers with a number of opportunities to meet, initiate long lasting partnerships and projects and exchange experiences, methodologies, curricula, pedagogy and practices. ENCATC creates bridges for cooperation between stakeholders from the educational, economic and

cultural sectors to prove its strong belief that meaningful partnerships are the foundation for success and enable institutions and people to make continuous improvements.

3. Building capacities

ENCATC offers its members opportunities to enhance and strengthen their knowledge, skills, competencies and abilities through a wide range of activities and projects. On an institutional level, ENCATC uses its knowledge and experience as a European network to facilitate other cultural organisations in becoming more established and prominent European players. ENCATC also coordinates a high level pool of experts for a peer to peer learning exchange inside and outside the network. To foster the reform and modernisation of the education systems ENCATC publishes the PRAXIS newsletter and manages a number of mobility programs and run a mobility Fund

4. Strengthening the European Research Area

ENCATC promotes access, publishes and widely disseminates research in cultural management and cultural policy. ENCATC also ensures that research feeds into policy making and decision makers have a better understanding of cultural policy and educational issues and ways to address them. As part of its commitment to strengthening the European Research Area ENCATC the Cultural Policy Research Award and an annual Forum for young researchers. It also publishes a Journal on cultural management and cultural policy, the Scholars and organises an annual Research Session for established and emerging researchers on cultural management and cultural policy.

5. Building knowledge societies

ENCATC transforms information into knowledge. It creates, collect and disseminate information inside and outside the network through a number of tools including a monthly newsletter, a constantly updated website, blogs, social networks, a Journal, publications (ENCATC Book Series) and a bulletin. Since its creation, ENCATC has significantly improved access to worldwide bibliographies on arts and cultural management and cultural policy.



About University of Deusto



The University of Deusto first opened its doors in 1886. Its birth was the result of the combined concerns and cultural interests of the Basque Country, which wished to have a university of its own, and of the Jesuit Fathers, who wanted to move their school of higher studies from La Guardia (Pontevedra) to a more central location.

Two Masters programmes from the University are participating in the European Study Tour. Learn more about them and why they wish to participate.

Voyage Facultatif

Depuis plus de deux décennies, l'Institut d'Etudes de Loisirs de l'Université de Deusto organise un voyage facultatif dirigé aux élèves et professeurs du Master Universitaire en Direction de Projets de Loisirs (Culture, Tourisme, Sport et Récréation); et du Master Universitaire en Organisation de Congrès, Événements et Foires. Le voyage a pour objectif de compléter la formation des élèves, informer les professeurs et mettre à jour les professionnels qui, dans ce cas, forment un groupe d'environ 42 personnes. Etant donné que la Faculté propose d'autres programmes formatifs, elle offre la possibilité de participer au voyage, à un nombre limité de personnes de l'association des élèves et anciens élèves diplômés du titre de la culture et solidarité.

Cette année, le voyage facultatif se fera à Bruxelles entre le 13 et le 15 Mars 2013. Ce voyage se structure en deux parties : les visites techniques avec des institutions d'intérêt du point de vue des politiques, gestions et interventions ; et des rencontres avec ses responsables. En premier lieu, les visites techniques consistent à expliquer la gestion du centre par un de ses responsables et, ensuite, la visite des installations. La durée estimée est d'environ une heure et demie. Dans le cas où il n'y aurait pas d'infrastructure à visiter et un projet intéressant à partager, nous parlons de rencontres, dont l'objectif est de connaître les projets de loisirs de la ville par une conversation avec le responsable de l'organisation. L'offre des visites sélectionnées et les rencontres convenues entretiennent un équilibre entre les différents domaines des loisirs : culture, tourisme, sport, développement communautaire, récréation, et les réunions : congrès, événements, et foires, et les secteurs : publiques, privées avec ou sans

but lucratif, respectant l'idiosyncrasie et les particularités de chaque ville.

Master en Direction de projets de loisirs (Culture, sport, Tourisme, et Récréation)

Le master en Direction de projets de loisirs (Culture, Sport, Tourisme, et Récréation) est un programme pour la formation et l'actualisation des professionnels de gestion, de création de politiques et d'intervention éducative pour des programmes, services et équipements à caractère public, privé ou associatif, dans les domaines de la culture, du tourisme, du sport et de la récréation.

Les destinataires sont des personnes titulaires d'une licence universitaire avec ou sans expérience dans le secteur, à la recherche de solides connaissances dans la gestion de loisir.

Les objectifs du programme sont les suivants :

- Former un spécialiste capable de créer des politiques, planifier une intervention, exécuter un équipement, programme ou service à caractère public, privé ou associatif dans les domaines des loisirs (culture, sport, tourisme, et récréation).
- Fournir des éléments de réflexion et instruments pratiques pour que le professionnel acquière des automatismes et améliorer le labeur développé.
- Doter de bases théoriques, de méthodologie de travail et d'outils à ceux qui veulent se spécialiser comme professionnels de la gestion de loisir.

Master Européen en Organisation de Congrès, Evènement et Foires

Le master Européen en Organisation de Congrès, Evènement et Foires est un programme pour la formation et l'actualisation de professionnels en organisation de congrès et évènement à partir d'une perspective locale et internationale.

Les destinataires sont des personnes titulaires d'une licence universitaire, avec ou sans expérience dans le secteur, à la recherche de solides connaissances en organisation de congrès, réunions et événements.

Les objectifs sont les suivants :

- Préparer des experts en organisation de congrès et événements avec une perspective européenne, transnationale et interdisciplinaire.
- Fournir les éléments de réflexion et les instruments pratiques pour que le professionnel acquière des automatismes pour le travail développé.
- Doter de bases théoriques, d'une méthodologie de travail et d'outils dans le domaine de l'organisation de congrès et événements.

Did you know?



- Belgium is one of the most densely populated countries in the world with the population density similar to that of Japan, India, England or the neighboring Netherlands.
 - Brussels is one of the most international cities in the world. 27% of the population is made up of foreigners, not including those who have taken Belgian citizenship.
 - Brussels is the location for 40,000 EU employees, 4,000 NATO employees and hosts about 300 permanent representations: lobby groups, embassies and press corporations.
 - Belgium produces 220,000 tonnes of chocolate per year.
 - The world's biggest chocolate selling point is Brussels National Airport.
 - There is a fierce battle for producing the best fries in Brussels. Locals will give their preference, but many awards have been given to Maison Antoine in Place Jourdan.
 - There are over 800 kinds of beers made in Belgium.
 - Belgium has more comic makers per square kilometer than any other country in the world (even Japan).
 - In 70 years of existence, 200 million books of "The Adventures of Tintin" have been sold worldwide.
 - The Galeries St Hubert in Brussels opened in 1847 and are Europe's oldest shopping arcades.
 - The Law Courts of Brussels is the largest court of justice in the world with a built land area of 26,000 m² at ground level - bigger than Saint Peter's Basilica in Rome (21,000 m²).
 - The Royal Palace of Brussels, built in a similar neoclassical style as Buckingham Palace, has a façade 50% longer than its British equivalent.
 - Victor Hugo (1802-1885) lived in exile in Brussels in 1851-52, 1861 and again from 1866 to 1870. He completed his masterpiece Les Misérables on a trip to Waterloo in 1861.
 - As of 2005, there were 9 categories of sites in Belgium on the UNESCO World Heritage List. Two of them are in Brussels: the Grand Place and the work of architect Victor Horta: Hôtel Tassel, Hôtel Solvay, Hôtel van Eetvelde and Maison & Atelier Horta.
- Sources: www.brussels.info/facts/ and www.eupedia.com/belgium/trivia.shtml

Participation List

	Last Name	First Name	Institution	Country
1.	Agieienko	Anna	University of Deusto	Ukraine
2.	Ahedo Gonzales	Ruth	University of Deusto	Spain
3.	Alonso Gázquez	Amaia	University of Deusto	Spain
4.	Amaro Nuñez	Sonia	University of Deusto	Spain
5.	Arechavaleta	Sofia	University of Deusto	Spain
6.	Bernaola Doistua	Koldo Paul	University of Deusto	Spain
7.	Caffo	Costanza	ENCATC	Belgium
8.	Cogliandro	Giannalia	ENCATC	Belgium
9.	Da cruz	Tara Fleur Tania	University of Deusto	France
10.	Deckmyn	Sam	BOZAR	Belgium
11.	Dementyev	Timur	University of Deusto	Russia
12.	Deru	Jean-Pierre	Association Marcel-Hicter	Belgium
13.	Formariz Pombo	Felipe	TourSpain	Belgium
14.	Galatina	Ganna	University of Deusto	Ukraine
15.	Gonzalez Alonso	Leonor Emilia	University of Deusto	Spain
16.	Higuera	Belén	University of Deusto	Spain
17.	Hua	Xian	University of Deusto	China
18.	Jardinier	Florine	University of Deusto	France
19.	Jiménez Pérez	Adrián	University of Deusto	Spain
20.	Lazpita Berasaluce	Mireia	University of Deusto	Spain
21.	Macías Valdezate	Aurora	University of Deusto	Spain
22.	Macua Biurrun	Amaya	University of Deusto	Spain
23.	Mansar	Anke	Brussels Philarmonic	Belgium
24.	Marin	Marta	Basque Country Delegation in Brussels	Belgium
25.	Meseeuw	Frédéric	BOZAR	Belgium
26.	Nozal Vázquez	Sandra	University of Deusto	Spain
27.	Pasqua	Sylvain	European Commission	Belgium

	Last Name	First Name	Institution	Country
28.	Pérez Acebo	Paula	University of Deusto	Spain
29.	Romeo	Raquel	University of Deusto	Spain
30.	Sanchez Gonzalez	Abril	University of Deusto	Mexico
31.	Santiago de la Sota	Maria	University of Deusto	Spain
32.	Santisteban	Aitziber	University of Deusto	Spain
33.	Schmitz	Alice	ENCATC	Belgium
34.	Thompson	Adam Christian	University of Deusto	Mexico
35.	Tovar Torres	Hernan Gilberto	University of Deusto	Colombia
36.	Ucar Noguera	Katherine Amalia	University of Deusto	Venezuela
37.	Veselkova	Polica	University of Deusto	Russia
38.	Vieira Da Silva	Joana	European Commission	Belgium
39.	Vignoli	Valentina	ENCATC	Belgium
40.	Yovera	Any	University of Deusto	Peru
41.	Zaldumbide Martínez	Yera Natalia	University of Deusto	Spain
42.	Zorrilla Saiz	Juncal	University of Deusto	Spain



ENCATC is the leading **European network on Cultural Management and Cultural Policy Education**. It is an **independent membership organization** gathering over **100 higher education institutions** and cultural organization in over **40 countries**. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy in higher education and to create platforms of **discussion and exchange at the European and international level**.

ENCATC regularly organises **European and International Study Tours** as an additional service for its members. If you are interested in participating in an ENCATC Study Tour, please contact our office info@encatc.org.



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