

Working Group Meeting

29 May 2019 Zagreb, Croatia

ENCATC WORKING GROUP

Evaluation of International and European
Transnational Cultural Projects



**“INTERNATIONAL CULTURAL PROJECTS EVALUATION IN CURRICULA AND EDUCATION
PROGRAMMES:
HOW TRAINERS AND RESEARCHERS TEACH EVALUATION?”**

Evaluation becomes a more and more crucial matter for public authorities and professionals in cultural field; evaluation could develop strong arguments to defend their cultural missions in society and prove their essential role for Humanity.

ENCATC has set the working group for the period of time 2017-2020. Chaired by ENCATC member, Pascale Bonniel Chaliier from the University Lumière Lyon2 in France, this platform gathers academics, researchers and cultural practitioners and pursues the following objectives:

- To share evaluation experiences of transnational cultural projects subsidized by EU or international organisation and identify the key factors of success;
- To create a space for exchange and mutual learning on indicators and methodologies for cultural stakeholders and European cultural networks;
- To identify rigorous indicators for successful cooperation and share them with EU and international institutions;
- **To transform the evaluation into curriculum for universities and training centres to strengthen competencies for running international projects;**
- To argue and advocate for the essential role of arts and culture in our societies. And the necessity for international partnerships.

After different sessions hosted by ENCATC members in Brussels, Lyon, Manchester, Potsdam, Antwerp, Maastricht on diverse thematics – EU expectations, Projects leaders’ expectations, audience, networks, festivals, arts fairs - **the next session of the working group is hosted by Kultura Nova Foundation in Zagreb on the 29th of May.**

This activity in Zagreb is dedicated to “***International cultural projects evaluation in curricula and education programmes: how trainers and researchers teach evaluation?***”

The objective will be to provide recommendations for trainers and teachers to include and develop the thematic of evaluation in their education programmes. It was designed around two main sessions:

- **In the morning**, the session will host one expert of international cultural projects evaluation and one keynote speaker on cultural management and policies training.
- **In the afternoon**, coordinators of education programmes and teachers are invited to present their curriculum and the modules they set up for evaluation of international projects in their universities or training centres.

PROGRAMME

Zagreb, Croatia

Venue: Europe House, Jurišićeva Street 1, 1st Floor

29/05/2019

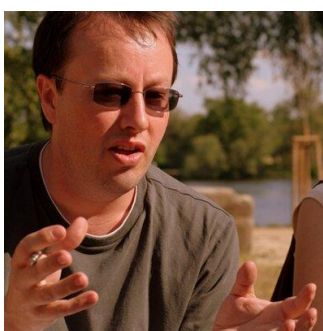
TIME		TOPIC	SHORT PRESENTATION
9h00	9h30	Registration and welcome coffee & tea	
9h30	9h35	Welcome Dea Vidovic , Director of the Kultura Nova Foundation, Croatia and ENCATC Board member	
9h35	10h00	Introduction to the day's programme and Tour de Table with the participants Pascale Bonniel Chaliér , Working Group Chair	
10h00	10h50	Keynote "Cultural enterprises sustainability in a fast multi-lateral world; contents, new players, new tools" Ferdinand Richard , Independent Consultant on International Mobility, France	<i>This keynote refreshes current changes of paradigm in the field of international culture relationships. It changes a lot these days, and it is important for evaluation to take in account these global changes.</i>
10h50	11h00	Q&A session	
11h00	11h30	<i>Tea & Coffee Break</i>	
11h30	12h00	How we teach methodology of international projects and project evaluation in the Master "Development of international artistic and cultural projects" at Université Lumière Lyon2: profiles of the participants and training objectives for capacity building (competences, contents and pedagogy). Pascale Bonniel Chaliér , Université Lumière Lyon2	<i>The focus of this intervention is on the different training sessions during the two years Master and for professionals that the university organises for cultural project engineering and the place dedicated to evaluation. It will be descriptive and analytic.</i>
12h00	12h30	"Developing interdisciplinary university programmes: Analysis and Management of Cultural Heritage at IMT Lucca". Yesim Tonga Uriarte , Post-Doctoral Research Fellow, IMT School for Advanced Studies Lucca, Italy (having been done in collaboration with Maria Luisa Catoni , Full Professor, IMT School for Advanced Studies Lucca, Italy)	<i>During this session the participants will know more about the methodology and the practices put into place in Lucca in order to develop interdisciplinary university programmes.</i>
12h30	13h00	"Embedding a learning culture in cultural organisations; exploring how we help people to understand and use evaluation as part of their permanent ongoing practice." Jonathan Goodacre , Senior Consultant, International, The Audience Agency, United Kingdom	<i>This session will look at the work what can be done in teaching cultural organisations, why evaluation is important, and how it can be used, focusing on non-formal training and continuing professional development.</i>

13h00	14h00	Networking lunch	
14h00	14h30	Interventions by (via video conference) <ul style="list-style-type: none"> • John Smithies, Executive Officer, Cultural Development Network • Annick Schramme, Professor, University of Antwerp/Antwerp Management School, Belgium 	<i>This session will focus on trialing and validating the outcomes, the frameworks, and the context.</i>
14h30	15h30	Workshops session: “What kind of evaluation programme we need to set at the university level” Facilitators: <ul style="list-style-type: none"> • Pascale Bonniel Chalier, Université Lumière Lyon2 • Jonathan Goodacre, Senior Consultant, International, The Audience Agency, United Kingdom • Yesim Tonga Uriarte, Post-Doctoral Research Fellow, IMT School for Advanced Studies Lucca, Italy 	<i>During this session the participants will analyse and discuss the place of evaluation courses in the programme of cultural management and policies.</i>
15h30	17h00	Report back from Working Groups, final discussion and next steps	
17h00		End of the meeting	
17h30	18h30	CLOSED SESSION FOR THE WORKING GROUP MEMBERS ONLY Chair: Jonathan Goodacre , Senior Consultant, International, The Audience Agency, United Kingdom	<i>During this session the members of the WG will define the agenda and the calendar for 2019 and 2020, the working methodology and the planned outcome of the ENCATC Evaluation working group.</i>
19h00		Networking dinner at participants expenses for those who will remain in Zagreb	

WORKING GROUP SPEAKERS



Pascale Bonniel Chalier is a trainer and consultant for international cultural projects. She has been the founder of the Master *Development of International Cultural Projects* at University Lumière Lyon2 since 1988. She was a founding member of ENCATC and served as General Secretary from 1992 to 1994. She was Deputy Mayor Delegate to Cultural Events in Lyon from 2001 to 2008, then elected at the municipal council and the metropolitan council from 2008 to 2014. With the agencies “La terre est ronde” and Illusion&macadam, she has provided cultural consultation for cities such as Montreuil and Rennes, and advocacy for artistic institutions as well as studies for the French Ministry of Culture and the Council of Europe. Since 2014, she has been carrying several evaluations for European projects and networks supported by Creative Europe programme.



Jonathan Goodacre is responsible for the international work of The Audience Agency, which helps arts and cultural organisations to understand and engage with their audiences. He also works on a variety of audience development and evaluation projects in England, especially focusing on outdoor arts, festivals, cultural tourism, rural touring and community participation. Current international work involves leading on the EU funded Adeste+, Connecting Audiences and Asset projects for The Audience Agency. Other current and recent work includes consultancy and training taking place in Austria, Bulgaria, Czech Republic, Croatia, Finland, Greece, Iceland, Ireland, Italy, Macedonia, Malta, Poland, Palestine and Sweden and contributing to the European Capitals of Culture for 2020 in Rijeka (Croatia) and Galway (Ireland). Jonathan is on the steering committee of the ENCATC international evaluation working group, a pedagogical team member of the European Diploma of Cultural Project Management (Association Marcel Hicter, Brussels) and an accredited Action Learning Facilitator. Previously, he was self-employed for seven years working as a trainer, consultant and manager for a range of clients in the cultural sector, including the Arts Marketing Association, Anglia Ruskin University and Metis Arts. Prior to this, he worked for a variety of arts and cultural organisations, mainly focusing on marketing. He was co-author of 'Turning the Tide' (Momentum 2007) and a contributor to 'Sustaining Cultural Development' (Gower 2013) and 'Culture At The Edges' (Marcel Hicter 2014). He has served on several boards including as chair of theatre company Hoipolloi and on the committee of the Mill Road Winter Fair, Cambridge. Expertise: audience development, marketing, fundraising and evaluation consultancy; research and data analysis; problem based learning; training, lecturing, facilitation and mentoring.



Ferdinand Richard has been the founder/director of A.M.I. association (1985 to 2017) based in Marseille. As a local cultural development platform, this originally music-dedicated organisation proposes numerous training workshops, artists residences, festivals, a cultural micro-businesses incubator, etc... and has initiated and led a consistent international cooperation program (Africa, Arab World, Russia, Asia, Latin America). FR is a founder-member of La Friche Belle-de-Mai/Marseille since 1992, and has been its deputy-director for 8 years, under the presidency of the architect Jean Nouvel. From 2009 to 2019, he has been the executive president of The Roberto Cimetta Fund, dedicated to artists and cultural activists mobility in the Euro-Arab-Middle East relationship, and since 2017 he is the founder-president of Global Grand Central, an international and interactive digital platform dedicated to presenting artists works and processes. Since 2018, he is expert for Mobility First!, the Asia Europe Foundation program dedicated to the artists and cultural professionals mobility between Europe and Asia. From 2010 to 2015, he was the first coordinator of the International

Fund for Cultural Diversity/UNESCO experts panel. Since January 2016, he is a member of the governance of the Institut du Monde Arabe in the Region Hauts-de-France (Tourcoing/France). He was between 1996 and 1999 the president of The European Forum for the Arts and Heritage (re-named today Culture Action Europe), the largest platform of European cultural networks, and between 2001 and 2004 the president of the Orientation Board of the European Certificate in Cultural Management, delivered by The Marcel Hicter Foundation (Brussels/Belgium). Since many years he is a lecturer in several Universities (Lyon, Grenoble, Bordeaux, Senghor/Alexandria, Fribourg, Eigaigaku/Tokyo, John Brademas Center/New York Univ., etc...) Since 2006, he is a collaborator/expert of the "Agenda 21 Culture" initiated by UCLG (United Cities and Local Governments), global network of local authorities. In 2007, he has participated to the works of the Declaration de Fribourg on the Cultural Rights. He was knighted Chevalier des Arts et des Lettres by the French government in 2013, and has also achieved a 20-years career as a musician and a producer.



Annick Schramme is a full professor and academic director of the master in Cultural Management and the Competence Center Management, Culture & Policy (Faculty of Applied Economics at the University of Antwerp). Additionally, she is academic director of the Competence Center Creative Industries at the Antwerp Management School. She has published about Arts policy in Flanders, cultural governance, international cultural policy, public-private partnerships in the heritage sector, leadership and cultural entrepreneurship, etc. From 2004 until 2013 she was also advisor-expert of the Vice-Mayor for Culture and Tourism of the City of Antwerp. From 2013-2017, she served as president of ENCATC, the European network on cultural management and policy.



John Smithies is the Executive Officer of the Cultural Development Network, Victoria, Australia, where he contributes to knowledge about cultural development, particularly in the local government sector. John is an artist and experienced arts manager with a background of arts programming, research and policy development. He studied at art schools in Australia and Germany. From 1992, John was Director of the State Film Centre of Victoria, initiating and leading it through its development to become the Australian Centre for the Moving Image (ACMI) at Federation Square in Melbourne, opening in 2002. Since joining CDN, he has worked with the Board and a highly skilled team to support stronger planning within the cultural development activities of local government. Key achievements at CDN have been to establish its internationally recognised research program and forming the National Local Government Cultural Forum, a partnership of the Commonwealth government and the Australian local government sector.



Yeşim Tonga Uriarte joined the LYNX -Center for the Interdisciplinary Analysis of Images research unit as a Post-Doctoral Research Fellow in December 2014. She is the coordinator of the project, "Direct and Indirect Impacts of Lucca Comics & Games" and was also awarded a research grant in 2016 from the [Cultural and Creative Spillovers Project](#), a European partnership for testing innovative methods to evaluate cultural and creative spillovers. Yesim obtained her PhD in Management and Development of Cultural Heritage from the IMT Lucca and holds a MA degree in Arts and Heritage: Policy, Management and Education (Maastricht University) and a Bachelor's degree in Economics (Bogazici University). She has worked in various cultural institutions, such as Europa Nostra Istanbul Office and UNESCO World Heritage Centre, and is a founding member of Europa Nostra – Turkey. Her research interests cover institutionalisation practices in the arts and culture field, impacts of cultural policies and temporary events.



Since 2012 **Dea Vidović** has been working in the position of Director of Kultura Nova Foundation which is a first and only public foundation dedicated to civil society organizations in contemporary arts and culture in Croatia. Her educational background includes a Degree in Comparative Literature and Indology from the University of Zagreb's Faculty of Humanities and Social Sciences and PhD title from the same Faculty. For more than fifteen years of her professional engagement in arts and culture, she worked as a manager of cultural organizations as well as an editor and journalist. Her professional trajectory was built on numerous collaborations with institutions on local, national and international levels. The academic aspect of her professional engagement has been developing through regular publishing and editing of both scientific and expert books, papers and articles on contemporary cultural practices, as well as through delivering of lectures and presentations at conferences. As an Associate Lecturer at the Academy of Drama Art at the University of Zagreb, she taught courses in cultural policy. Her research interests include contemporary arts and culture, cultural policy, management and development, civil sector in culture, cultural democracy, public domain, new governance models, participatory development, sustainability, and education for cultural sector.

LIST OF PARTICIPANTS

Updated 23 May 2019

N°	Surname	First Name	Institution	Job Title	Country of Headquarter
1	Bakota	Tajana	Adu	Student of Productions	HR
2	Bonniel Chaliier	Pascale	La Terre est Ronde	Consultant	FR
3	Goodacre	Jonathan	The Audience Agency	Senior Consultant, International	UK
4	Hadži-Manev	Jelena	Tragači, arts organization	Freelance artist, Head of Tragači u.o.	HR
5	Ivezic	Vesna	NGO IDIA Zagreb	Professor	HR
6	Jalsovec	Marta	Kultura Nova Foundation	Research and Development Assistant	HR
7	Jurišić	Nataša	Udruga Kreativni razvoj u gradu	Škola suvremenog plesa Ane Maletić	HR
8	Kardov	Kruno	University of Zagreb, Faculty of Humanities and Social Sciences	Assistant Professor	HR
9	Klakocar	Helena	JAVNI PROSTOR	Concept Designer	HR
10	Letinic	Antonija	Kultura Nova Foundation	Research and Development Consultant	HR
11	Letunic	Ana	Academy of Dramatic Arts	Docent	RS
12	Netsova	Radostina	Ferratum Group	PhD Researcher	DE
13	Peric (Vucic-Sneperger)	Davorka	Vizura aperta	Curator	HR
14	Perišić	Ljiljana	Trešnjevka Cultural Centre	Director	HR
15	Popovic	Danijel	Mohikanac d.o.o.	Producer	HR
16	Richard	Ferdinand	- - -	Independent Consultant on International Mobility	FR

17	Scholtens	Nina	Association Européenne des Conservatoires, Académies de Musique et Musikhochschule	Communication, Advocacy and Project Coordinator	BE
18	Schramme	Annick	University of Antwerp/Antwerp Management School	Professor	BE
19	Šebová	Miriam	Technical University of Košice	Associate Professor	SK
20	Smithies	John	Cultural Development Network	Executive Officer	AU
21	Srakar	Andrej	IER and University of Ljubljana	Professor	SL
22	Tonga Uriarte	Yeşim	IMT School for Advanced Studies Lucca	Post-Doctoral Research Fellow	IT
23	Tonković	Zeljka	Zeljka Tonković	Assistant Professor	HR
24	Uzelac	Aleksandra	Institute for Development and International Relations (IRMO)	Head, Culture and Communication Department	HR
25	Vidović	Dea	Kultura Nova Foundation	Director	HR
26	Zamelli	Tamara	Kultura Nova Foundation	Head of the Research and Development Department	HR
27	Zecevic	Mirta	Smjesko" theatre company	Actress and Producer	HR

PRACTICAL INFO

Date:	29 May 2019
City:	Zagreb, Croatia
Venue:	Europe House, Jurišićeva Street 1, 1 st Floor 10000 Zagreb (Google Map) Tel: +385 1 4813 414
Target audience:	Academics, researchers, and consultants involved in the evaluation of European projects under the Creative Europe programme
Group size:	20 persons
Registration:	Places will be given to those who register first.
Hotel suggestions:	<p>Jadran Hotel***, Vlaška street 50, about 7 minute walk to the venue, price per night around 90 EUR (breakfast included)</p> <p>Art Hotel Like***, Vlaška Street 44, about 5 minute walk to the venue, price per night around 90 EUR (breakfast included)</p> <p>Hotel Academia****, Tkalčićeva Street 88, about 12 minutes walk to the venue, price per night around 90 EUR (breakfast included)</p> <p>Garden Hotel****, Valentina Vodnika Street 13, about 20 minutes walk to the venue, price per night around 80 EUR (breakfast included)</p> <p><u>Apartment accommodation suggestions:</u></p> <p>Apartmants My Zagreb, Petar Svačić Square 5, about 13 minutes walk to the venue, price per night around 50 EUR (no breakfast)</p> <p>Apartments Simple, Teslina Street 15, about 6 minutes walk to the venue, price per night around 50 EUR (no breakfast)</p>
Breakfast options in the neighborhood:	<p>Korica, Preradovićeva Street 39, Bakery with traditionally and authentic hand made products, 1 minute from Apartmants My Zagreb</p> <p>Otto and Frank, Tkalčićeva Street 20, Bistro is serving all day breakfast, 5 minutes from the venue</p>

ABOUT ENCATC

The European network on cultural management and policy

Established in 1992, ENCATC is a network of more than 100 member institutions and professionals in over 40 countries active in education, training and research within the broad field of cultural management and policy. ENCATC members have an impact on the education of thousands of cultural managers worldwide.

ENCATC's 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.

ENCATC represents all disciplines in the arts and culture, is an NGO holding the status of official partner of UNESCO and of observer to the Steering Committee for Culture of the Council of Europe. It's a lively and expanding European platform encouraging serious exchange of knowledge, methodologies, experiences, comparative research and regular assessment of the sector's training needs in the broad field of cultural management from a European point of view through a wide range of working groups, projects, activities and events.

ENCATC voices the views of our members through our dialogue with international and European institutions and organisations on legislation, policies and programmes impacting on education and training in cultural management and cultural policy.

ENCATC cooperates closely with our partners at UNESCO, the Council of Europe, the European Commission and the European Parliament as well as with the European Cultural Foundation.

ENCATC fosters - in different forms and at different levels - close co-operation with networks worldwide concerned with the teaching of cultural policy and cultural management, in particular in Africa, the Asia-Pacific region, North America, Latin America and the Caribbean.

ENCATC plays a crucial role in ensuring the sustainability and in strengthening the competitiveness of the culture and creative sectors since its members are directly responsible for the education of future managers and operators and of the future European citizens who will profit from cultural offers at European, national and local level.

[Learn more about ENCATC](#) and how you can [become a member](#) of the leading European network on cultural management and policy.